

Market

Market	Arbitron ADI TV Households	Rank
Oklahoma City, OK	577,500	43
Tulsa, OK	460,200	59
Wichita-Hutchinson, KS	430,200	62
Shreveport, LA- Texarkana, TX	368,100	71
Fort Smith, AR	196,700	117
Amarillo, TX	168,900	129
Wichita Falls, TX- Lawton, OK	154,300	141
Joplin, MO- Pittsburg, KS	139,100	146
Sherman, TX- Ardmore, OK	108,600	156

Market Area Commercial TV Stations

KFOR-TV (4), KOCB (34), KOCO-TV (5), KOKH-TV (25), KSBI (52), KTBO-TV (14), KWTU (9)
 KDOR (17), KJRH (2), KOKI-TV (23), KOTV (6), KTFO (41), KTUL (8), KWHB (47)
 KAAS-TV (18), KAKE-TV (10), KBSD-TV (6), KBST-TV (7), KBSL-TV (10), KLBY (4), KSAS-TV
 (24), KSNC (2), KSNG (11), KSNK (8), KSNW (3), KUPK-TV (13), KWCH-TV (12)
 KMSS-TV (33), KSLS-TV (12), KTAL-TV (6), KTBS-TV (3)
 KFAA (51), KFSSM-TV (5), KHBS (40), KHOG-TV (29), KPOM-TV (24)
 KAMR-TV (4), KCIT (14), KFDA-TV (10), KVIH-TV (12), KVII-TV (7)
 KAUZ-TV (6), KFDX-TV (3), KJTL (18), KSWO-TV (7)
 KKFT (20), KOAM-TV (7), KODE-TV (12), KSNF (16)
 KTEN (10), KXII (12)

State Cross Reference List

Communities that receive programs of stations that are located elsewhere.

KXII, Ardmore	See Sherman, TX
KAUZ-TV, Lawton	See Wichita Falls, TX
KFDX-TV, Lawton	See Wichita Falls, TX
KDOR, Tulsa	See Bartlesville, OK

Oklahoma Station Totals as of November 1, 1993

	VHF	UHF	TOTAL
Commercial Television Stations	8	8	16
Educational Television Stations	4	2	6
	12	10	22

Oklahoma—Ada-Ardmore

KTEN
Ch. 10

Network Service: ABC, NBC.

Licensee: William E. Rutledge, Trustee, 101 E. Main St., Denison, TX 75020.

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

Mailing Address: Box 1450, Denison, TX 75020.

Telephones: 405-332-3311; 903-465-5836. TWX: 910-830-6740.

Fax: 214-465-5859.

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

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

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

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

News Services: ABC, AP.

Ownership: William E. Rutledge, Trustee.

Began Operation: April 28, 1954. Assignment of license to Trustee granted by FCC Feb. 8, 1993. Sale to TV 10, et al., by Bill Hoover, et al., approved by FCC Jan. 25, 1985. Transfer of control to Eastern Oklahoma Television Co. Inc. approved by FCC Nov. 16, 1988.

Represented (sales): Katz Continental Television.

Personnel:

Dirk W. Johnston, Vice President & General Manager.
Garry Carter, General Sales Manager.
Rich Segal, News Director.
Johanna Flushe, Program Director.
Donna Perry, Promotion Director.
Sherry Lowery, Business Manager.
Howell Hill, Chief Engineer.

Highest 30 Sec. Rate: \$200.

NETWORK BASE HOURLY RATE: \$700.

City of License: Ada. ADI: Sherman, TX-Ada, OK. Rank: 156.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	OKLAHOMA			
	Atoka	4,500	4,500	100
	Bryan	12,800	12,600	98
	Carter	16,400	16,200	99
	Choctaw	6,100	5,900	97
	Coal	2,300	2,300	100
	Johnston	3,800	3,700	97
	Love	3,000	3,000	100
	Marshall	4,400	4,400	100
	Murray	4,600	4,600	100
	Pittsburg	16,000	15,800	99



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Pontotoc	13,600	13,500	99
	Pushmataha	4,300	4,200	98
Between 25-49%	OKLAHOMA			
	Hughes	5,200	5,200	100
	Latimer	3,900	3,800	97
	Seminole	9,400	9,300	99
	TEXAS			
	Fannin	9,800	9,600	98
Grayson	37,200	36,800	99	
Lamar	16,900	16,500	98	
Between 5-24%	OKLAHOMA			
	Garvin	10,200	10,100	99
	Haskell	4,300	4,200	98
	Jefferson	2,800	2,800	100
	McClain	8,400	8,400	100
	McCurtain	12,400	12,100	98
	Pottawatomie	21,700	21,500	99
	TEXAS			
Cooke	12,100	12,000	99	
Delta	1,900	1,900	100	
Montague	6,800	6,700	99	
Station Totals		254,800	251,600	99
Net Weekly Circulation (1993)				113,200
Average Daily Circulation (1993)				62,300

Oklahoma—Bartlesville

KDOR

Ch. 17

Network Service: Trinity Bcstg. Network.

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

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

Telephone: 918-250-0777.

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

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

Transmitter: 4.2-mi. WSW of Talala.

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

Ownership: All American TV Inc. (Group Owner).

Began Operation: January 10, 1987.

Represented (legal): May & Dunne.

Personnel:

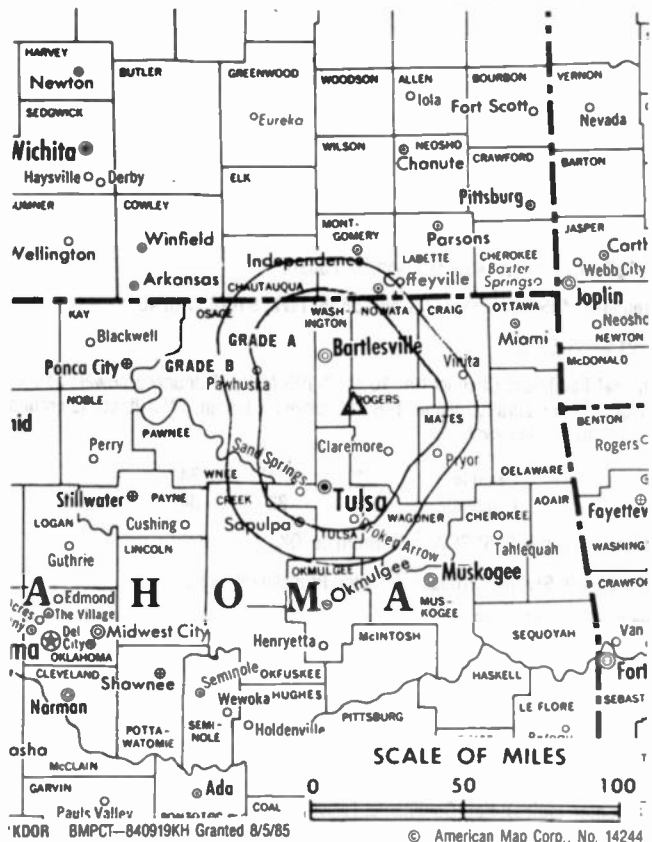
Thomas Harrison, General Manager.
Darrell Highfield, Production Assistant.

Highest 30 Sec. Rate: \$50.

City of License: Bartlesville. ADI: Tulsa. Rank: 59.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 5-24%	OKLAHOMA Mayes	12,800	12,700	99



Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 5-24%	Nowata	4,000	4,000	100
Station Totals		16,800	16,700	99
Net Weekly Circulation (1993)			12,300	
Average Daily Circulation (1993)			5,400	

Oklahoma—Lawton-Wichita Falls, Texas

KSWO-TV

Ch. 7

Network Service: ABC.

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

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

Mailing Address: Box 708, Lawton, OK 73502.

Telephone: 405-355-7000. TWX: 910-836-3600. Fax: 405-357-3811.

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

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

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

Multichannel TV Sound: Stereo only.

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

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

News Services: ABC, AP, CNN.

Ownership: KSWO-TV Co. Inc.

Began Operation: March 8, 1953.

Represented (sales): Petry Television Inc.

Personnel:

R. H. Drewry, President.
Larry Patton, General Manager.
Jerry Pursley, General Sales Manager.
Cindy Coleman, National Sales Manager.
Mike Taylor, Operations Director.
Jan Stratton, News Director.
Derrick McMillian, Chief Engineer.
Pat Pitts, Promotion Director.
Lisa Duffy, Marketing Director.

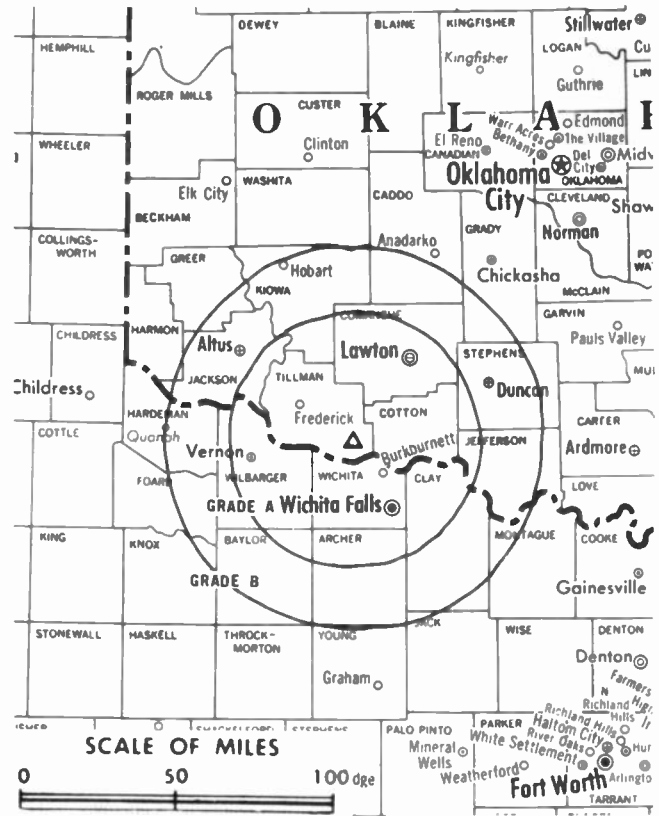
Highest 30 Sec. Rate: \$450.

NETWORK BASE HOURLY RATE: \$425.

City of License: Lawton. ADI: Wichita Falls, TX-Lawton, OK. Rank: 141.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	OKLAHOMA			
	Comanche	37,700	37,400	99
	Cotton	2,600	2,600	100
	Harmon	1,400	1,400	100
	Jackson	10,400	10,300	99
	Jefferson	2,800	2,800	100
	Kiowa	4,500	4,500	100
	Stephens	16,600	16,500	99
	Tillman	3,900	3,900	100
	TEXAS			
	Archer	3,000	3,000	100



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

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Baylor	1,900	1,900	100
	Clay	3,800	3,800	100
	Foard	700	700	100
	Hardeman	2,100	2,100	100
	Wichita	45,200	45,000	100
	Wilbarger	5,600	5,600	100
	Young	6,900	6,800	99
Between 25-49%	OKLAHOMA			
	Greer	2,500	2,500	100
	TEXAS			
	Jack	2,700	2,700	100
	Knox	1,900	1,900	100
Montague	6,800	6,700	99	
Throckmorton	800	800	100	
Between 5-24%	OKLAHOMA			
	Beckham	7,000	6,900	99
	Caddo	10,800	10,700	99
	Carter	16,400	16,200	99
	Grady	15,500	15,300	99
Washita	4,200	4,200	100	
Station Totals		217,700	216,200	99
Net Weekly Circulation (1993)				132,400
Average Daily Circulation (1993)				80,000

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

Oklahoma—Oklahoma City

KFOR-TV

Ch. 4

Network Service: NBC.

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

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

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

Telephones: 405-424-4444; 405-478-1212. **TWX:** 910-830-6866.

Fax: 405-478-6206.

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

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

Transmitter: 1401 E. Britton Rd.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Transmit/receive Harris, 3.1-meter C-band; Harris, 8.1-meter Ku-band; Harris, 6.2-meter C-band; RCA Americom, 3.7-meter Ku-band; Harris, M/A-Corn receivers.

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

News Services: AP, CNN, NBC, UPI.

Ownership: Palmer Communications Inc. (Group Owner).

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

Represented (sales): Katz American Television; Canadian Communications Co.

Represented (legal): Dow, Lohnes & Albertson.

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

Personnel:

William J. Katsafanas, Vice President & General Manager.

Tom Heston, General Sales Manager.

Wes Milbourn, Local Sales Manager.

Julie Paulsen, National Sales Manager.

Robert Brooks, Program Director.

Roxann Nelson, Creative Services Director.

Gene Parrish, Chief Engineer.

Dennis Kelly, Business Manager.

Amy Cooper, Public Relations Director.

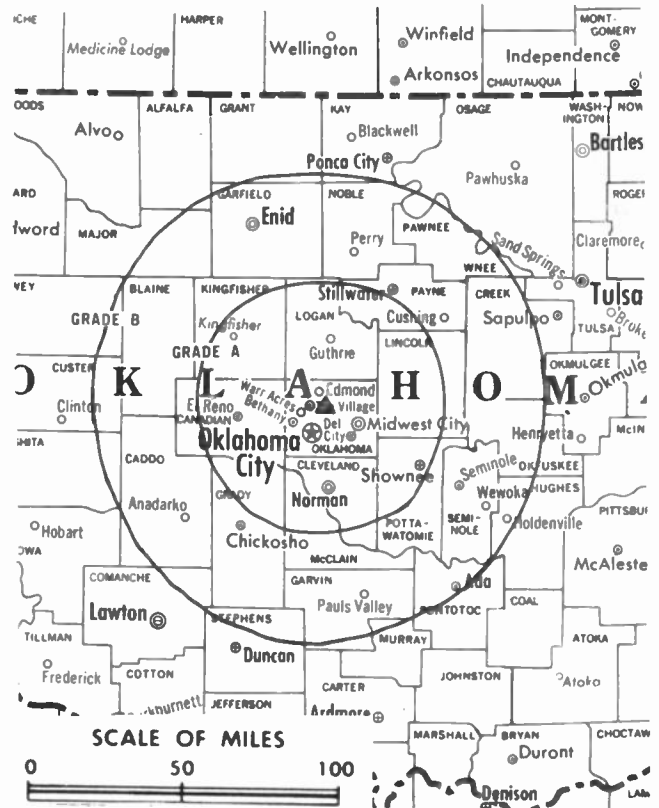
Highest 30 Sec. Rate: \$3000.

NETWORK BASE HOURLY RATE: \$2075.

City of License: Oklahoma City. **ADI:** Oklahoma City. **Rank:** 43.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households Households	%
50% & Over				
	OKLAHOMA			
	Alfalfa	2,300	2,300	100
	Beckham	7,000	6,900	99
	Blaine	4,400	4,400	100
	Caddo	10,800	10,700	99
	Canadian	26,400	26,200	99
	Cleveland	66,800	66,200	99
	Custer	9,700	9,600	99
	Dewey	2,200	2,200	100
	Ellis	1,800	1,800	100
	Garfield	21,600	21,400	99
	Garvin	10,200	10,100	99
	Grady	15,500	15,300	99
	Grant	2,300	2,300	100



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

American Map Corp. No. 14244

Net Weekly Circulation	State County	Total Households	TV Households Households	%
50% & Over				
	Greer	2,500	2,500	100
	Harmon	1,400	1,400	100
	Harper	1,600	1,600	100
	Hughes	5,200	5,200	100
	Jackson	10,400	10,300	99
	Kay	18,900	18,700	99
	Kingfisher	4,800	4,800	100
	Kiowa	4,500	4,500	100
	Lincoln	10,900	10,800	99
	Logan	10,100	10,000	99
	McClain	8,400	8,400	100
	Major	3,100	3,000	97
	Murray	4,600	4,600	100
	Noble	4,200	4,200	100
	Okfuskee	4,100	4,000	98
	Oklahoma	239,000	237,500	99
	Payne	23,900	23,700	99
	Pontotoc	13,600	13,500	99
	Pottawatomie	21,700	21,500	99
	Roger Mills	1,500	1,500	100
	Seminole	9,400	9,300	99
	Washita	4,200	4,200	100
	Woods	3,700	3,700	100
	Woodward	6,700	6,600	99
Between 25-49%				
	OKLAHOMA			
	Carter	16,400	16,200	99
	Comanche	37,700	37,400	99
	Pittsburg	16,000	15,800	99
	Stephens	16,600	16,500	99
Between 5-24%				
	OKLAHOMA			
	Atoka	4,500	4,500	100
(Continued on page A-949)				
Station Totals		724,600	719,000	99
Net Weekly Circulation (1993)				555,200
Average Daily Circulation (1993)				333,900

Oklahoma—Oklahoma City

KOCB
Ch. 34

Network Service: None, independent.

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

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

Mailing Address: Box 13034, Oklahoma City, OK 73113.

Telephone: 405-478-3434. Fax: 405-478-1027.

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

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

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

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

Ownership: Superior Communications Group Inc. (Group Owner).

Began Operation: November 1, 1979. Purchase of remaining 80% by Oklahoma City Bcstg. Inc. from General Media Corp. approved by FCC Feb. 16, 1983. Transfer of control to Beverly Hills Hotel Corp., et al., approved Oct. 21, 1983. Transfer of control to Oklahoma City Broadcasting Co. approved Jan. 5, 1990. FCC approved transfer of control to present owner October 15, 1993 (Television Digest, Vol. 33:35).

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

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

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

Personnel:

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

Highest 30 Sec. Rate: \$300.

City of License: Oklahoma City. ADI: Oklahoma City. Rank: 43.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	OKLAHOMA			
	Blaine	4,400	4,400	100
	Caddo	10,800	10,700	99
	Canadian	26,400	26,200	99
	Garvin	10,200	10,100	99
	Kingfisher	4,800	4,800	100
	Lincoln	10,900	10,800	99
	Logan	10,100	10,000	99
	McClain	8,400	8,400	100
	Oklahoma	239,000	237,500	99
	Pottawatomie	21,700	21,500	99
	Between 25-49%	OKLAHOMA		
Alfalfa		2,300	2,300	100
Beckham		7,000	6,900	99



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	OKLAHOMA			
	Cleveland	66,800	66,200	99
	Custer	9,700	9,600	99
	Garfield	21,600	21,400	99
	Grady	15,500	15,300	99
	Grant	2,300	2,300	100
	Jackson	10,400	10,300	99
	Kay	18,900	18,700	99
	Major	3,100	3,000	97
	Murray	4,600	4,600	100
	Noble	4,200	4,200	100
	Payne	23,900	23,700	99
	Roger Mills	1,500	1,500	100
	Seminole	9,400	9,300	99
	Washita	4,200	4,200	100
Between 5-24%	OKLAHOMA			
	Dewey	2,200	2,200	100
	Greer	2,500	2,500	100
	Hughes	5,200	5,200	100
	Kiowa	4,500	4,500	100
	Okfuskee	4,100	4,000	98
	Pawnee	6,100	6,000	98
Pontotoc	13,600	13,500	99	
Station Totals		590,300	585,800	99
Net Weekly Circulation (1993)			270,400	
Average Daily Circulation (1993)			99,500	

Oklahoma—Oklahoma City

KOCO-TV Ch. 5

Network Service: ABC.

Licensee: Combined Communications Corp. of Oklahoma Inc., Box 14555, Oklahoma City, OK 73113.

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

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

Telephone: 405-478-3000. Fax: 405-478-4721.

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

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

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

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

Multichannel TV Sound: Stereo only.

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

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

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

Ownership: Gannett Broadcasting Group (Group Owner).

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

Represented (sales): Blair Television.

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

Personnel:

Lawrence P. Herbster, President & General Manager.
Lynette Rodriguez, Vice President & Business Manager.
Brent Hensley, General Sales Manager.
Jim Williston, Local Sales Manager.
Harold Patterson, National Sales Manager.
Jerry Hart, Production Manager.
Marie Curkan-Flanagan, News Director.
Denise Eacher, Programming & Promotion Manager.
Terry Smith, Chief Engineer.

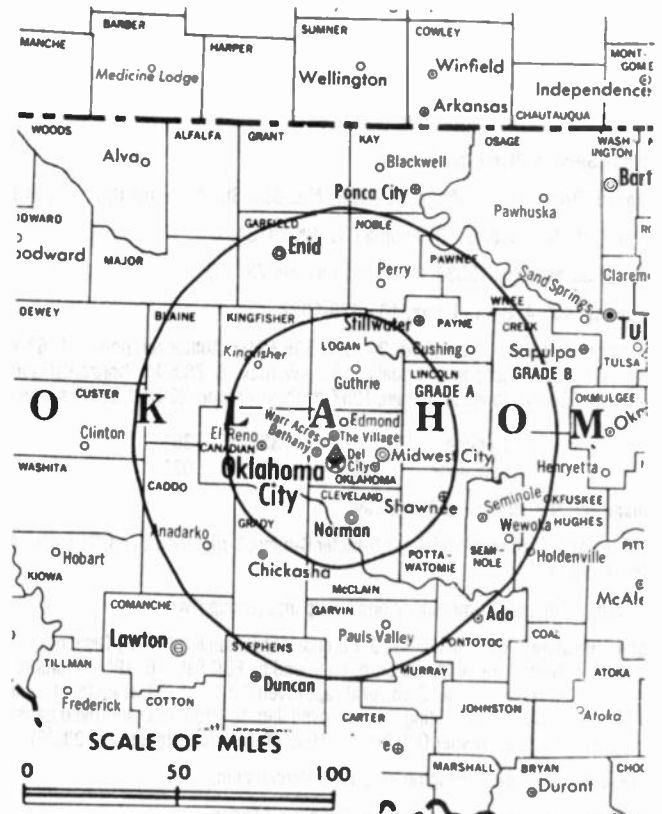
Highest 30 Sec. Rate: \$2000.

NETWORK BASE HOURLY RATE: \$1600.

City of License: Oklahoma City. **ADI:** Oklahoma City. **Rank:** 43.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	OKLAHOMA			
	Alfalfa	2,300	2,300	100
	Blaine	4,400	4,400	100
	Caddo	10,800	10,700	99
	Canadian	26,400	26,200	99
	Cleveland	66,800	66,200	99
	Custer	9,700	9,600	99
	Dewey	2,200	2,200	100
	Ellis	1,800	1,800	100
	Garfield	21,600	21,400	99



KOCO-TV BPCT-910315KF Granted 6/7/91 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Garvin	10,200	10,100	99
	Grady	15,500	15,300	99
	Grant	2,300	2,300	100
	Harper	1,600	1,600	100
	Hughes	5,200	5,200	100
	Kay	18,900	18,700	99
	Kingfisher	4,800	4,800	100
	Lincoln	10,900	10,800	99
	Logan	10,100	10,000	99
	McClain	8,400	8,400	100
	Major	3,100	3,000	97
	Murray	4,600	4,600	100
	Noble	4,200	4,200	100
	Oklahoma	239,000	237,500	99
	Payne	23,900	23,700	99
Pontotoc	13,600	13,500	99	
Pottawatomie	21,700	21,500	99	
Seminole	9,400	9,300	99	
Washita	4,200	4,200	100	
Woods	3,700	3,700	100	
Woodward	6,700	6,600	99	
Between 25-49%	OKLAHOMA			
	Beckham	7,000	6,900	99
	Jackson	10,400	10,300	99
	Kiowa	4,500	4,500	100
	Okfuskee	4,100	4,000	98
Between 5-24%	OKLAHOMA			
	Atoka	4,500	4,500	100
Carter	16,400	16,200	99	
(Continued on page A-949)				
Station Totals		715,100	709,600	99
Net Weekly Circulation (1993)				516,100
Average Daily Circulation (1993)				296,300

Oklahoma—Oklahoma City

KOKH-TV

Ch. 25

Network Service: Fox.

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

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

Telephone: 405-843-2525. Fax: 405-478-4343.

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

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

Transmitter: 1228 E. Wilshire Blvd.

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

Ownership: Heritage Media Corp. (Group Owner).

Began Operation: February 2, 1959 as a non-commercial, educational station. Sale to John Blair & Co. approved by FCC June 6, 1979 (Television Digest, Vol. 19:25). Resumed operation as commercial station Oct. 1, 1979. FCC approved sale by Blair to Gillett Bcstg. Dec. 30, 1986. Assignment to Busse Bcstg. granted July 31, 1987. Sale to present owner approved June 27, 1991 (Vol. 30:49; 31:23).

Represented (sales): Petry Television Inc.

Represented (legal): Pepper & Corazzini.

Personnel:

Harlan Reams, President & General Manager.

Gary Creason, Local Sales Manager.

Dian Johnson, Director, Program Services.

Vicky Buchner, Director of Promotion Services.

Sheila Parrish, Controller.

Jay Holmes, Chief Engineer.

Rates: On request.

City of License: Oklahoma City. ADI: Oklahoma City. Rank: 43.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	OKLAHOMA			
	Beckham	7,000	6,900	99
	Blaine	4,400	4,400	100
	Caddo	10,800	10,700	99
	Canadian	26,400	26,200	99
	Cleveland	66,800	66,200	99
	Custer	9,700	9,600	99
	Garvin	10,200	10,100	99
	Grady	15,500	15,300	99
	Kingfisher	4,800	4,800	100
	Logan	10,100	10,000	99
	McClain	8,400	8,400	100
	Murray	4,600	4,600	100
	Oklahoma	239,000	237,500	99
	Payne	23,900	23,700	99
	Pottawatomie	21,700	21,500	99
	Seminole	9,400	9,300	99
Washita	4,200	4,200	100	



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

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	OKLAHOMA			
	Dewey	2,200	2,200	100
	Garfield	21,600	21,400	99
	Grant	2,300	2,300	100
	Greer	2,500	2,500	100
	Hughes	5,200	5,200	100
	Jackson	10,400	10,300	99
	Kay	18,900	18,700	99
	Kiowa	4,500	4,500	100
	Lincoln	10,900	10,800	99
Between 5-24%	OKLAHOMA			
	Alfalfa	2,300	2,300	100
	Carter	16,400	16,200	99
	Comanche	37,700	37,400	99
	Creek	22,500	22,300	99
	Okfuskee	4,100	4,000	98
	Pawnee	6,100	6,000	98
	Stephens	16,600	16,500	99
	Tillman	3,900	3,900	100
	Station Totals		687,400	682,100
Net Weekly Circulation (1993)				339,500
Average Daily Circulation (1993)				141,300

Oklahoma—Oklahoma City

KSBI

Ch. 52

Network Service: None, independent.

Licensee: Locke Supply Co., Box 26404, Oklahoma City, OK 73126.

Studio: 1350 S.E. 82nd St., Oklahoma City, OK 73149.

Mailing Address: Box 26404, Oklahoma City, OK 73126.

Telephone: 405-631-7335. **Fax:** 405-631-0585.

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

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

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

Ownership: Locke Supply Co.

Began Operation: October 31, 1988.

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

Personnel:

Kimberly Finley, General Manager.
Bill Key, Chief Engineer.

Highest 30 Sec. Rate: \$72.

Rates: On request.

Arbitron Data: Not available.



City of License: Oklahoma City. ADI: Oklahoma City. Rank: 43.

Oklahoma—Oklahoma City

KTBO-TV

Ch. 14

Network Service: Trinity Bcstg. Network.

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

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

Telephone: 405-848-1414.

Technical Facilities: Channel No. 14 (470-476 MHz). Authorized power: 575-kw max. visual. Antenna: 1130-ft. above av. terrain, 1185-ft. above ground, 2355-ft. above sea level.

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

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

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

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

Began Operation: March 6, 1981.

Represented (legal): May & Dunne.

Represented (engineering): Smith & Powstenko.

Personnel:

Fern E. Deaver, General Manager.

Joanne Mann, Public Affairs Director.

Highest 30 Sec. Rate: \$72.

Arbitron Data: Not available.



City of License: Oklahoma City. ADI: Oklahoma City. Rank: 43.

Oklahoma—Oklahoma City

KWTV

Ch. 9

Network Service: CBS.

Licensee: Griffin Television Inc., 7401 N. Kelley Ave., Oklahoma City, OK 73111.

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

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

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

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

Transmitter: 7401 N. Kelley Ave.

Multichannel TV Sound: Stereo and separate audio program.

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

SNG Mobile Dish: Midwest/Vertex, 3.57-meter Ku-band.

News Services: AP, CBS, Conus, UPI.

Ownership: Griffin Television Inc. (Group Owner).

Began Operation: December 20, 1953.

Represented (sales): TeleRep Inc.

Represented (legal): Fletcher, Heald & Hildreth.

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

Personnel:

- David F. Griffin, President & General Manager.
- Jerry Dalrymple, Executive Vice President & Director of Operations.
- Rob Krier, General Sales Manager.
- Tim Payne, Local Sales Manager.
- Tom Newberry, News Director.
- Angela Jaramillo, Program Director.
- Richard Dutton, Operations Manager.
- Vikki Adkins, Promotion & Marketing Director.
- Bettye Ferguson, Business Manager.
- Julie Cameron, Engineering Supervisor.
- Stewart Stubbs, Engineering Supervisor.

Rates: On request.

City of License: Oklahoma City. AOT: Oklahoma City. Rank: 43.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
OKLAHOMA				
50% & Over	Alfalfa	2,300	2,300	100
	Beckham	7,000	6,900	99
	Blaine	4,400	4,400	100
	Caddo	10,800	10,700	99
	Canadian	26,400	26,200	99
	Carter	16,400	16,200	99
	Cleveland	66,800	66,200	99
	Custer	9,700	9,600	99
	Dewey	2,200	2,200	100
	Ellis	1,800	1,800	100
	Garfield	21,600	21,400	99
	Garvin	10,200	10,100	99
	Grady	15,500	15,300	99
	Grant	2,300	2,300	100
	Greer	2,500	2,500	100
	Harmon	1,400	1,400	100
	Harper	1,600	1,600	100
	Hughes	5,200	5,200	100
	Jackson	10,400	10,300	99
	Kay	18,900	18,700	99



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Kingfisher	4,800	4,800	100
	Kiowa	4,500	4,500	100
	Lincoln	10,900	10,800	99
	Logan	10,100	10,000	99
	McClain	8,400	8,400	100
	Major	3,100	3,000	97
	Murray	4,600	4,600	100
	Noble	4,200	4,200	100
	Okfuskee	4,100	4,000	98
	Oklahoma	239,000	237,500	99
	Payne	23,900	23,700	99
	Pontotoc	13,600	13,500	99
	Pottawatomie	21,700	21,500	99
	Roger Mills	1,500	1,500	100
	Seminole	9,400	9,300	99
Tillman	3,900	3,900	100	
Washita	4,200	4,200	100	
Woods	3,700	3,700	100	
Woodward	6,700	6,600	99	
Between 25-49%	OKLAHOMA			
	Comanche	37,700	37,400	99
	Marshall	4,400	4,400	100
	Pittsburg	16,000	15,800	99
Stephens	16,600	16,500	99	
Between 5-24%	OKLAHOMA			
	Atoka	4,500	4,500	100
	Bryan	12,800	12,600	98
	Coal	2,300	2,300	100
	Cotton	2,600	2,600	100
	Jefferson	2,800	2,800	100
	Okmulgee	13,900	13,800	99
	Pawnee	6,100	6,000	98
	Station Totals	739,400	733,700	99
	Net Weekly Circulation (1993)			569,000
Average Daily Circulation (1993)			347,600	

Oklahoma—Tulsa

KJRH
Ch. 2

Network Service: NBC.

Licensee: Scripps Howard Broadcasting Co., 3701 S. Peoria Ave., Tulsa, OK 74105-3269.

Studio: 3701 S. Peoria Ave., Tulsa, OK 74105-3269.

Mailing Address: Box 2, Tulsa, OK 74101.

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

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

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

Transmitter: 9870 S. 273rd E. Ave.

Multichannel TV Sound: Stereo only.

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

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

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

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

Represented (sales): Blair Television.

Represented (legal): Baker & Hostetler.

Personnel:

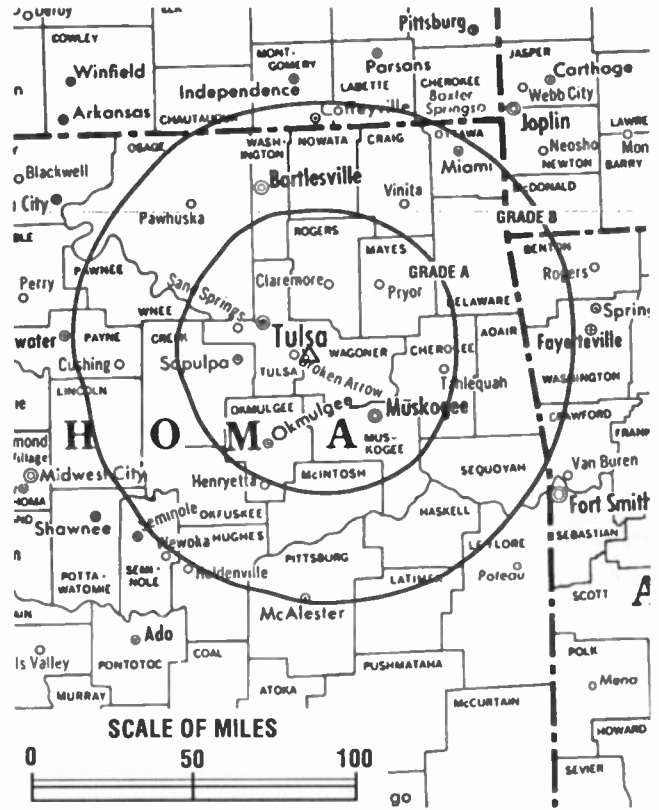
- William J. Donahue, General Manager.
- Michael Vrabac, General Sales Manager.
- Rick Rollins, National Sales Manager.
- Vic Turner, Director of Engineering.
- Ed Scripps, News Director.
- Peggy Loop, Business Manager.
- Steve Arnett, Marketing Manager.
- Alan Douglas, Production Manager.

Rates: On request.

City of License: Tulsa. ADI: Tulsa. Rank: 59.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	KANSAS			
	Chautauqua	1,800	1,800	100
	Montgomery	15,500	15,200	98
	OKLAHOMA			
	Adair	6,500	6,300	97
	Cherokee	13,200	13,000	98
	Craig	5,200	5,100	98
	Creek	22,500	22,300	99
	Delaware	11,500	11,300	98
	Haskell	4,300	4,200	98
	Latimer	3,900	3,800	97
	Mc Intosh	6,900	6,800	99
	Mayes	12,800	12,700	99
	Muskogee	25,300	25,000	99



KJRH BNPCT-830913KF Granted 9/27/83 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Nowata	4,000	4,000	100
	Okmulgee	13,900	13,800	99
	Osage	15,100	15,000	99
	Pawnee	6,100	6,000	98
	Pittsburg	16,000	15,800	99
	Rogers	20,300	20,100	99
	Tulsa	205,600	204,400	99
	Wagoner	17,500	17,300	99
	Washington	18,900	18,800	99
Between 25-49%	OKLAHOMA			
	Hughes	5,200	5,200	100
	Okfuskee	4,100	4,000	98
	Ottawa	12,000	11,900	99
	Sequoyah	12,800	12,600	98
Between 5-24%	ARKANSAS			
	Benton	40,000	39,300	98
	KANSAS			
	Elk	1,400	1,400	100
	Labette	9,200	9,100	99
	Neosho	6,600	6,500	98
	Wilson	4,000	3,900	98
	MISSOURI			
	Mc Donald	6,600	6,500	98
	OKLAHOMA			
Kay	18,900	18,700	99	
Le Flore	16,700	16,400	98	
Lincoln	10,900	10,800	99	
Payne	23,900	23,700	99	
Station Totals		619,100	612,700	99
Net Weekly Circulation (1993)				393,400
Average Daily Circulation (1993)				219,000

Oklahoma—Tulsa

KOKI-TV

Ch. 23

Network Service: Fox.

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

Studio: 5416 S. Yale, Suite 500, Tulsa, OK 74135.

Mailing Address: Box 33223, Tulsa, OK 74153.

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

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

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

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

Satellite Earth Stations: Comsat, 3-meter C-band; 2 DH Satellite, 5-meter C-band; RCA, 3-meter Ku-band; Microdyne, Omni receivers.

News Service: AP.

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

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

Represented (sales): Katz Independent Television.

Represented (legal): Cohn & Marks.

Represented (engineering): Marsand Inc.

Personnel:

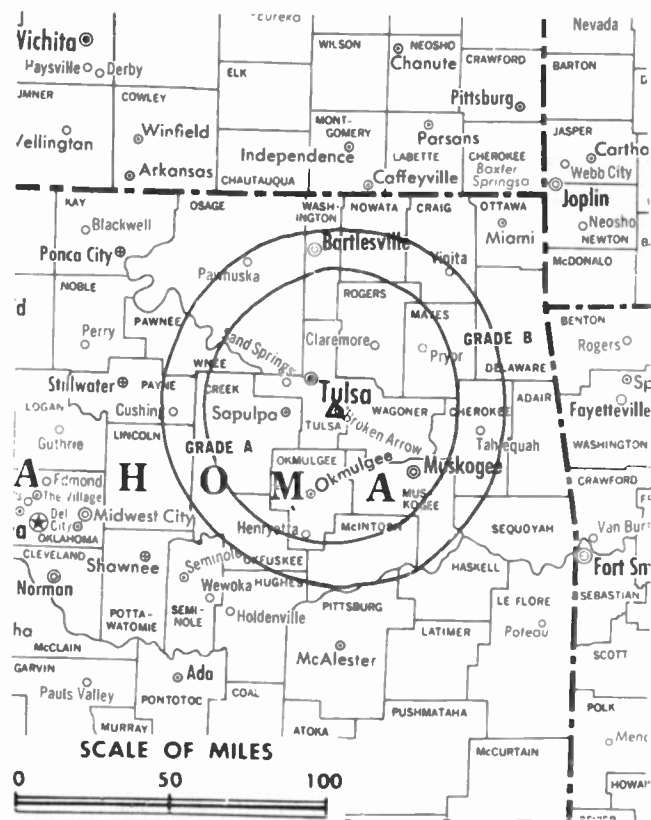
- Hal Capron, Vice President & General Manager.
- Paul Herz, National Sales Manager.
- Dan Lyons, Regional Sales Manager.
- Mike DeClue, Chief Engineer.
- Jack Bunds, News Director.
- Mark McKay, Director of Operations & Programming.
- Sandee Cooper, Business Manager.
- Irv Johnson, Production Supervisor.
- Charlie Roy, Creative Services & Promotion Manager.

Highest 30 Sec. Rate: \$1000.

City of License: Tulsa. ADI: Tulsa. Rank: 59.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	OKLAHOMA			
	Cherokee	13,200	13,000	98
	Craig	5,200	5,100	98
	Creek	22,500	22,300	99
	Latimer	3,900	3,800	97
	Mc Intosh	6,900	6,800	99
	Mayes	12,800	12,700	99
	Muskogee	25,300	25,000	99
	Nowata	4,000	4,000	100
	Okfuskee	4,100	4,000	98
	Okmulgee	13,900	13,800	99
Osage	15,100	15,000	99	



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

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Rogers	20,300	20,100	99
	Tulsa	205,600	204,400	99
	Wagoner	17,500	17,300	99
	Washington	18,900	18,800	99
Between 25-49%	KANSAS			
	Chautauqua	1,800	1,800	100
	Elk	1,400	1,400	100
	Montgomery	15,500	15,200	98
	OKLAHOMA			
	Adair	6,500	6,300	97
	Delaware	11,500	11,300	98
Between 5-24%	Haskell	4,300	4,200	98
	Ottawa	12,000	11,900	99
	Pawnee	6,100	6,000	98
	Pittsburg	16,000	15,800	99
	KANSAS			
	Cherokee	8,400	8,300	99
	OKLAHOMA			
	Hughes	5,200	5,200	100
Kay	18,900	18,700	99	
Le Flore	16,700	16,400	98	
Lincoln	10,900	10,800	99	
Payne	23,900	23,700	99	
Sequoyah	12,800	12,600	98	
Station Totals		561,100	555,700	99
Net Weekly Circulation (1993)				294,000
Average Daily Circulation (1993)				147,300

Oklahoma—Tulsa

KOTV
Ch. 6

Network Service: CBS.

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

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

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

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

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

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

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

News Services: AP, CBS, CNN, UPI.

Ownership: A. H. Belo Corp. Broadcast Division (Group Owner).

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

Represented (sales): TeleRep Inc.

Represented (legal): Dow, Lohnes & Albertson.

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

Personnel:

Ward Huey, Vice Chmn., A. H. Belo Corp. & President, Broadcast Division.

James Moroney, Vice President & General Manager.

Peter Diaz, General Sales Manager.

Shawn Jordan, National Sales Manager.

Scott Parks, News Director.

Lisa Kovacs, Financial Manager.

Don Stafford, Chief Engineer.

Donita Quesnel, Promotion Manager.

John Quesnel, Production Manager.

Rates: On request.

City of License: Tulsa. ADI: Tulsa. Rank: 59.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	KANSAS			
	Chautauqua	1,800	1,800	100
	OKLAHOMA			
	Adair	6,500	6,300	97
	Cherokee	13,200	13,000	98
	Craig	5,200	5,100	98
	Creek	22,500	22,300	99
	Delaware	11,500	11,300	98
	Haskell	4,300	4,200	98
	Latimer	3,900	3,800	97
	Mc Intosh	6,900	6,800	99
	Mayes	12,800	12,700	99
	Muskogee	25,300	25,000	99
	Nowata	4,000	4,000	100
Okfuskee	4,100	4,000	98	
Okmulgee	13,900	13,800	99	
Osage	15,100	15,000	99	
Pawnee	6,100	6,000	98	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Pittsburg	16,000	15,800	99
	Rogers	20,300	20,100	99
	Tulsa	205,600	204,400	99
	Wagoner	17,500	17,300	99
	Washington	18,900	18,800	99
Between 25-49%	KANSAS			
	Montgomery	15,500	15,200	98
	OKLAHOMA			
	Hughes	5,200	5,200	100
	Kay	18,900	18,700	99
	Ottawa	12,000	11,900	99
	Payne	23,900	23,700	99
Sequoyah	12,800	12,600	98	
Between 5-24%	ARKANSAS			
	Benton	40,000	39,300	98
	Washington	45,000	44,200	98
KANSAS				
Elk	1,400	1,400	100	
Labette	9,200	9,100	99	
OKLAHOMA				
Le Flore	16,700	16,400	98	
Lincoln	10,900	10,800	99	
Pushmataha	4,300	4,200	98	
Station Totals		651,200	644,200	99
Net Weekly Circulation (1993)			436,000	
Average Daily Circulation (1993)			259,400	

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



Call Lynn Levine or Karen Fahle • 202-872-9200

Oklahoma—Tulsa

KTFO Ch. 41

Network Service: None, independent.

Licensee: R.D.S. Broadcasting Inc.

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

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

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

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

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

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

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

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

Personnel:

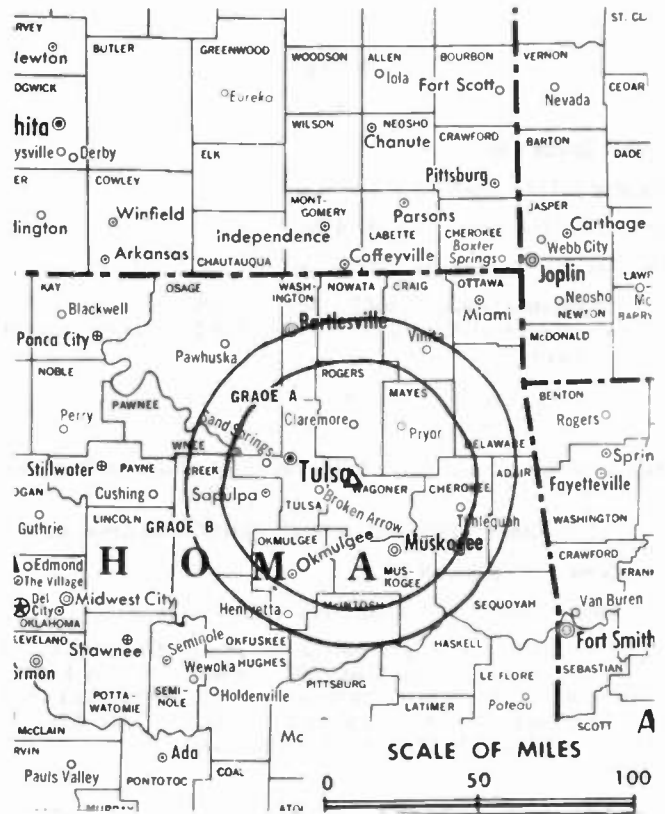
Robert M. Davis, General Manager.
David G. Sheridan, Sales Manager.
Dean Bruner, Chief Engineer.

Rates: On request.

City of License: Tulsa. ADI: Tulsa. Rank: 59.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	OKLAHOMA			
	Adair	6,500	6,300	97
	Cherokee	13,200	13,000	98
	Craig	5,200	5,100	98
	Creek	22,500	22,300	99
	Mc Intosh	6,900	6,800	99
	Mayes	12,800	12,700	99
	Muskogee	25,300	25,000	99



KTFO BPCT-730907KI Granted 7/7/80 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	Nowata	4,000	4,000	100
	Okfuskee	4,100	4,000	98
	Okmulgee	13,900	13,800	99
	Osage	15,100	15,000	99
	Rogers	20,300	20,100	99
	Tulsa	205,600	204,400	99
	Wagoner	17,500	17,300	99
Station Totals		372,900	369,800	99
Net Weekly Circulation (1993)				46,700
Average Daily Circulation (1993)				14,800

Oklahoma—Tulsa

KTUL
Ch. 8

Network Service: ABC.

Licensee: KTUL Television Inc., Box 8, Tulsa, OK 74101-0008.

Studio: Lookout Mountain, Tulsa, OK 74107.

Mailing Address: Box 8, Tulsa, OK 74101-0008.

Telephone: 918-445-8888. TWX: 910-845-2181. Fax: 918-445-9316.

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

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

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

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

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

News Services: AP, Conus.

Ownership: Allbritton Communications Company (Group Owner).

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

Represented (sales): Katz Continental Television.

Represented (legal): Hogan & Hartson.

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

Personnel:

Dan Bates, President & General Manager.
Garry Porterfield, General Sales Manager.
Kyle Krebs, National Sales Manager.
Ron Stevens, Local Sales Manager.
Roger Herring, Director of Operations.
Regina Moon, Director of On-Air Product.
Teresa DiSylvester, Programming Coordinator.
Lori Wacker, Director of Business Affairs.
Doug Bonebrake, Production Supervisor.

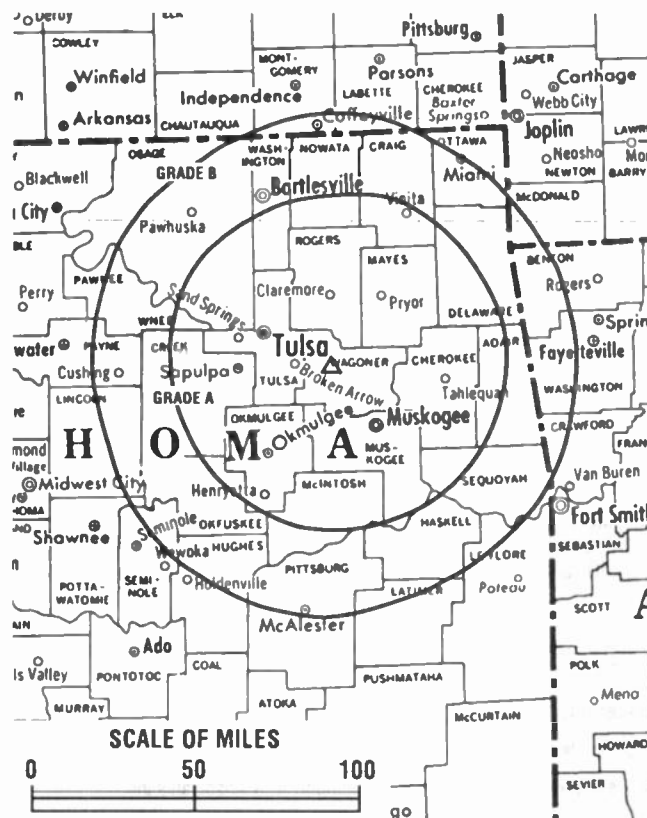
Highest 30 Sec. Rate: \$5000.

NETWORK BASE HOURLY RATE: \$1300.

City of License: Tulsa. ADI: Tulsa. Rank: 59.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	KANSAS			
	Montgomery	15,500	15,200	98
	OKLAHOMA			
	Adair	6,500	6,300	97
	Cherokee	13,200	13,000	98
	Craig	5,200	5,100	98
	Creek	22,500	22,300	99
	Delaware	11,500	11,300	98
	Haskell	4,300	4,200	98
	Hughes	5,200	5,200	100
	Latimer	3,900	3,800	97
	Mc Intosh	6,900	6,800	99
	Mayes	12,800	12,700	99
	Muskogee	25,300	25,000	99
	Nowata	4,000	4,000	100
	Okfuskee	4,100	4,000	98
	Okmulgee	13,900	13,800	99
Osage	15,100	15,000	99	
Ottawa	12,000	11,900	99	
Pawnee	6,100	6,000	98	
Pittsburg	16,000	15,800	99	



KTUL BPCT-2941 Granted 2/19/64 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	Rogers	20,300	20,100	99	
	Sequoyah	12,800	12,600	98	
	Tulsa	205,600	204,400	99	
	Wagoner	17,500	17,300	99	
	Washington	18,900	18,800	99	
Between 25-49%	ARKANSAS				
	Benton	40,000	39,300	98	
	Washington	45,000	44,200	98	
	KANSAS				
Chautauqua	1,800	1,800	100		
Labette	9,200	9,100	99		
OKLAHOMA	Le Flore	16,700	16,400	98	
	Mc Curtain	12,400	12,100	98	
	Payne	23,900	23,700	99	
	Seminole	9,400	9,300	99	
	Between 5-24%	ARKANSAS			
		Crawford	16,000	15,700	98
		Franklin	5,600	5,500	98
		Scott	4,000	3,900	98
		Sebastian	40,100	39,700	99
	KANSAS				
Cherokee	8,400	8,300	99		
Elk	1,400	1,400	100		
Wilson	4,000	3,900	98		
MISSOURI					
Mc Donald	6,600	6,500	98		
OKLAHOMA					
Kay	18,900	18,700	99		
Lincoln	10,900	10,800	99		
Pontotoc	13,600	13,500	99		
Pushmataha	4,300	4,200	98		
Station Totals		771,300	762,600	99	
Net Weekly Circulation (1993)			490,400		
Average Daily Circulation (1993)			292,600		

Oklahoma—Tulsa

KWHB
Ch. 47

Network Service: None, independent.

Licensee: Le Sea Bcstg. Corp., 11414 E. 58th St., Tulsa, OK 74146-6800.

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

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

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

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

Transmitter: Oneta, OK.

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

Ownership: Le Sea Broadcasting Co. (Group Owner).

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

Represented (sales): Landin Media Sales.

Represented (legal): Gardner, Carton & Douglas.

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

Personnel:

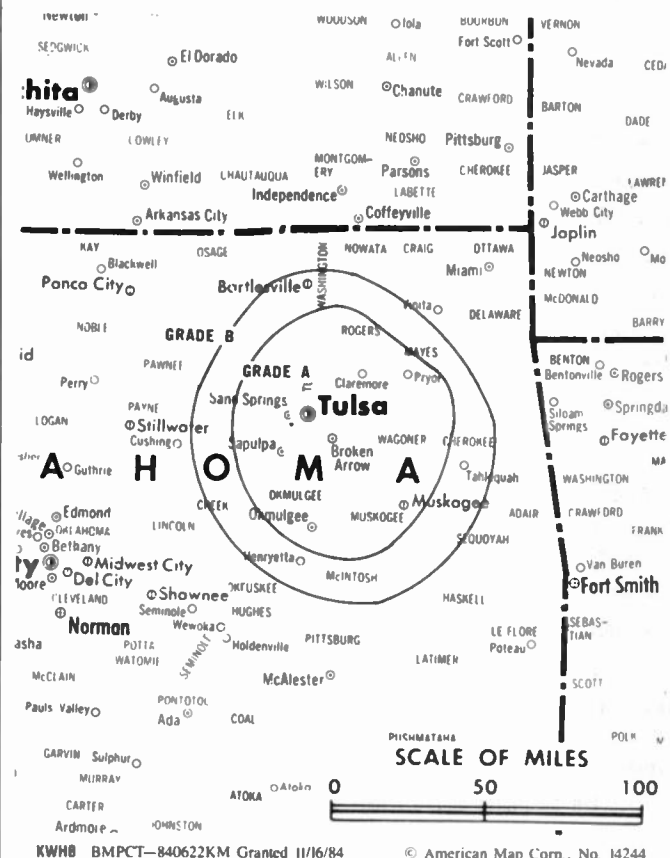
- Steve Morgan, General Manager.
- Craig Wallin, General Sales Manager.
- Gary Murphy, Local Sales Manager.
- Jim Hobbs, Chief Engineer.

Highest 30 Sec. Rate: \$50.

City of License: Tulsa. **ADI:** Tulsa. **Rank:** 59.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	Cherokee	13,200	13,000	98
	Creek	22,500	22,300	99
	Haskell	4,300	4,200	98
	Latimer	3,900	3,800	97



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	Mc Intosh	6,900	6,800	99
	Mayer	12,800	12,700	99
	Muskogee	25,300	25,000	99
	Nowata	4,000	4,000	100
	Pawnee	6,100	6,000	98
	Pittsburg	16,000	15,800	99
	Tulsa	205,600	204,400	99
	Wagoner	17,500	17,300	99
Washington	18,900	18,800	99	
Station Totals		357,000	354,100	99
Net Weekly Circulation (1993)				26,100
Average Daily Circulation (1993)				7,700

Oklahoma

KFOR-TV, Oklahoma City (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	OKLAHOMA			
	Coal	2,300	2,300	100
	Jefferson	2,800	2,800	100
	Johnston	3,800	3,700	97
	Osage	15,100	15,000	99
	Pawnee	6,100	6,000	98
	Tillman	3,900	3,900	100

KOCO-TV, Oklahoma City (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	OKLAHOMA			
	Coal	2,300	2,300	100
	Comanche	37,700	37,400	99
	Greer	2,500	2,500	100
	Osage	15,100	15,000	99
	Pawnee	6,100	6,000	98
	Stephens	16,600	16,500	99

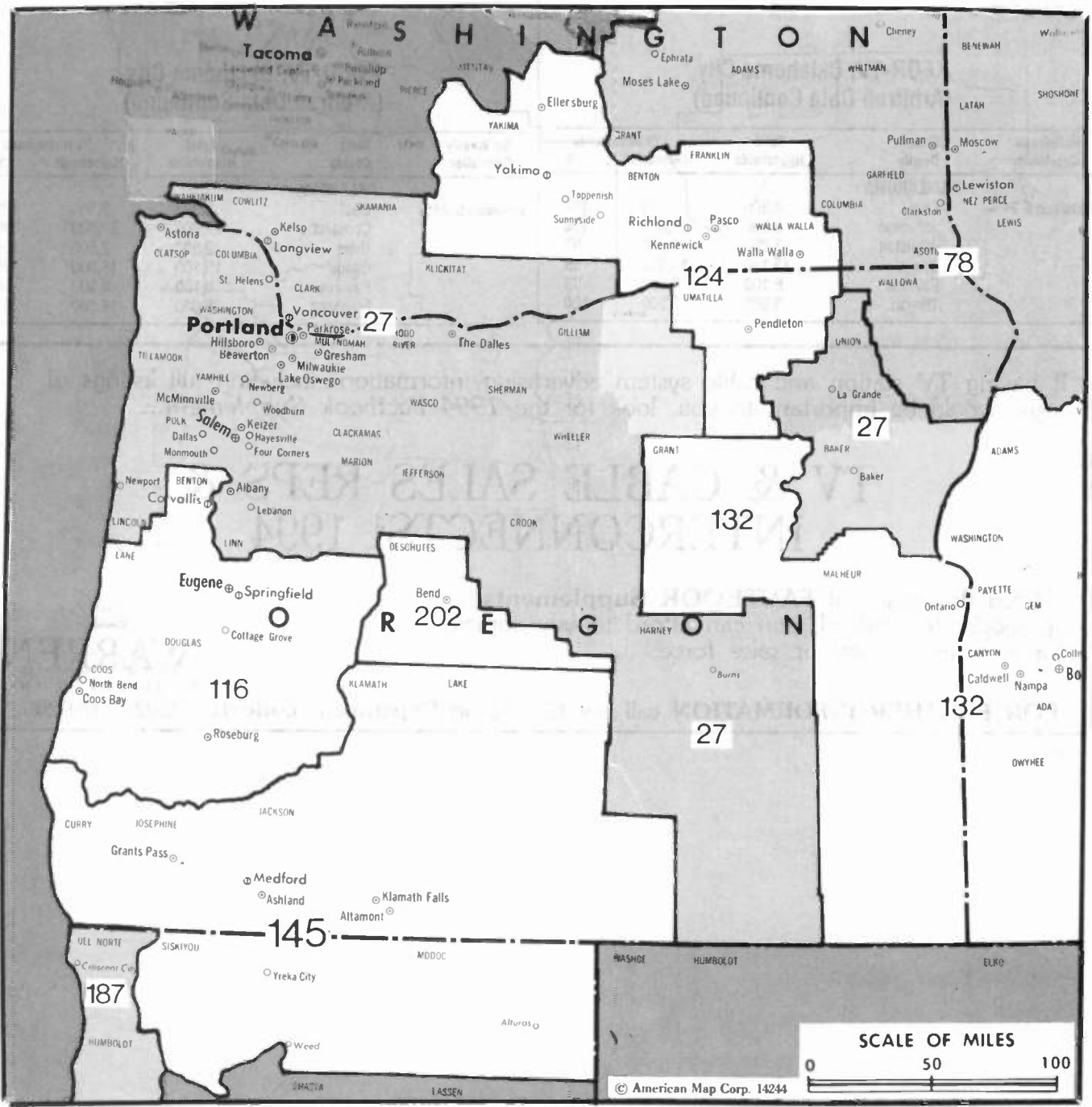
If having TV station and cable system advertising information...including full listings of reps...would be important to you, look for the *1994 Factbook Supplement*...

TV & CABLE SALES REPS & INTERCONNECTS: 1994

...from the series of **FACTBOOK Supplements**...
so moderately priced, you can afford to buy copies
for your entire staff or sales force.


WARREN
PUBLISHING, INC.

FOR FURTHER INFORMATION call our Circulation Department **collect:** (202) 872-9200



Market	Arbitron ADI TV Households	Rank	Market Area Commercial TV Stations
Portland, OR	886,600	27	KATU (2), KBSP-TV (22), KEBN (32), KGW-TV (8), KNMT (24), KOIN (6), KPDX (49), KPTV (12)
Spokane, WA	331,500	78	KAYU-TV (28), KHQ-TV (6), KREM-TV (2), KXLY-TV (4)
Eugene, OR	197,400	116	KCBY-TV (11), KEVU (34), KEZI (9), KMTR (16), KMTX-TV (46), KMTZ (23), KPIC (4), KVAL-TV (13)
Yakima, WA	171,400	124	KAPP (35), KEPR-TV (19), KIMA-TV (29), KLEW-TV (3), KNDO (23), KNDU (25), KVEW (42)
Boise, ID	167,700	132	KBICI-TV (2), KHDT (9), KIVI (6), KTRV (12), KTVB (7)
Medford, OR	140,000	145	KDKF (31), KDRV (12), KOBI (5), KOTI (2), KTVL (10)
Eureka, CA	56,600	187	KAEF (23), KIEM-TV (3), KVIQ-TV (6)
Bend, OR	31,900	202	KTVZ (21)

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

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

Oregon Station Totals as of November 1, 1993

	VHF	UHF	TOTAL
Commercial Television Stations	12	9	21
Educational Television Stations	5	2	7
	17	11	28

Oregon—Bend

KTVZ
Ch. 21

Network Service: NBC.

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

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

Mailing Address: Box 149, Bend, OR 97709.

Telephone: 503-383-2121. **TWX:** 910-459-6838. **Fax:** 503-382-1616.

Technical Facilities: Channel No. 21 (512-518 MHz). Authorized power: 133-kw max. visual. Antenna: 646-ft. above av. terrain, 167-ft. above ground, 4383-ft. above sea level.

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

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

Multichannel TV Sound: Stereo only.

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

News Services: AP, NBC.

Ownership: Stainless Broadcasting Co. (Group Owner).

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

Represented (sales): Katz Continental Television.

Represented (legal): Dow, Lohnes & Albertson.

Represented (engineering): Hammett & Edison Inc.

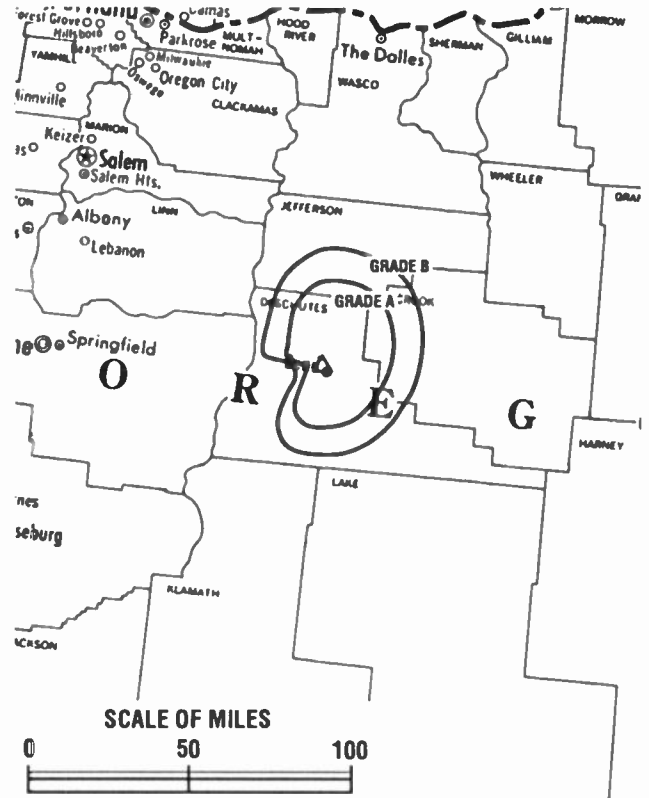
Personnel:

John Larkin, General Manager.
Duncan Laing, General Sales Manager.
Bryn Hazell, News Director.
Natalie Forwood, Program Director.
Kevin Raichl, Promotion Director.
Ernie Pendergraft, Chief Engineer.
Marge Weimar, Business Manager.

Rates: On request.

City of License: Bend. **ADI:** Bend. **Rank:** 202.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.



KTVZ BPCT-920130KM Granted 5/29/92 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	DREGON			
	Crook	5,700	5,400	95
	Deschutes	30,800	29,200	95
	Jefferson	5,000	4,800	96
Between 5-24%	OREGON			
	Hamey	2,900	2,700	93
Station Totals		44,400	42,100	95
Net Weekly Circulation (1993)				32,800
Average Daily Circulation (1993)				19,900

Oregon—Coos Bay-North Bend

KCBY-TV

Ch. 11

(Satellite of KVAL-TV, Eugene, OR)

Network Service: CBS.

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

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

Mailing Address: See KVAL-TV, Eugene, OR.

Telephone: 503-269-1111. Fax: 503-269-7464.

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

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

Transmitter: 5-mi. ENE of city center.

Satellite Earth Station: Tractor, 3-meter; W/A-Com receivers.

News Service: AP.

Ownership: Northwest Television Inc. (Group Owner).

Began Operation: October 1, 1960.

Represented (sales): Katz Television.

Represented (legal): Dow, Lohnes & Albertson.

Represented (engineering): McClanathan & Associates Inc.

Personnel:

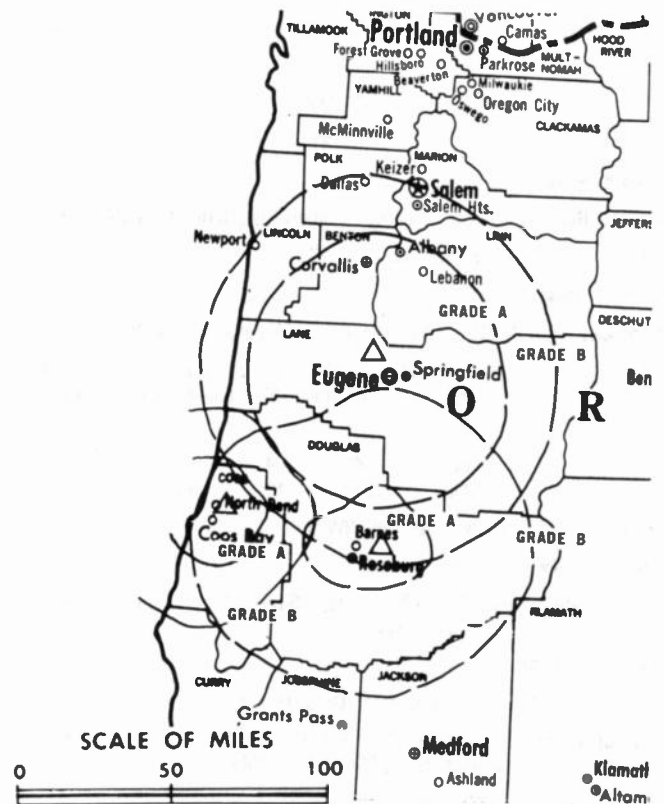
James W. Putney, Vice President & General Manager.

Bruce Bennett, Station Manager.

Joseph Lowe, Chief Engineer.

Mary Walker, Promotion Director.

Brent Smith, Production Manager.



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

© American Map Corp., No. 14244

Rates: On request.

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

City of License: Coos Bay. ADI: Eugene. Rank: 116.

Oregon—Coos Bay

KMTZ

Ch. 23

(Satellite of KMTR, Eugene, OR)

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

Studio: See KMTR Inc.

Telephone: 503-267-0757. Fax: 503-267-0622.

Technical Facilities: Channel No. 23 (524-530 MHz). Authorized power: 12.43-kw max. visual, 1.24-kw aural. Antenna: 623-ft. above av. terrain, 151-ft. above ground, 1030-ft. above sea level.

Latitude	43°	23'	39"
Longitude	124°	07'	56"

Transmitter: Atop Noah Butte, 4.8-mi. E of Coos Bay at 70°.

Multichannel TV Sound: Planned.

News Services: AP, NBC.

Ownership: KMTR Inc. (Group Owner).

Began Operation: July 8, 1991.

Represented (sales): Petry Television Inc.

Represented (legal): Haley, Bader & Potts.

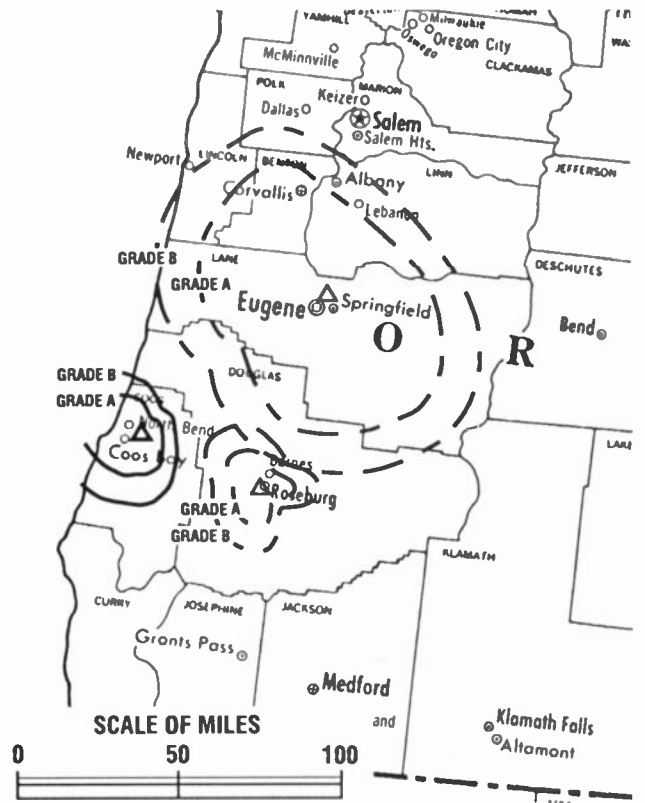
Represented (engineering): Hatfield & Dawson.

Personnel:

Robert W. Davis, General Manager.

Rates: On request.

Arbitron Data: Included with KMTR, Eugene, OR.



KMTZ BMPCT-901113KG Granted 12/12/90 © American Map Corp., No. 14244

City of License: Coos Bay. ADI: Eugene. Rank: 116.

Oregon—Eugene

KEVU

Ch. 34

Network Service: None, independent.

Grantee: Telecasters of Eugene Inc., 2624 College Ave., Modesto, CA 95350.

Studio: 809 Glory Dr., Eugene, OR 99440.

Telephone: 503-461-3436. Fax: 503-689-2733.

Technical Facilities: Channel No. 34 (590-596 MHz). Authorized power: 3070-kw max. visual. Antenna: 850-ft. above av. terrain, 141-ft. above ground, 1499-ft. above sea level.

Latitude 44° 00' 04"
Longitude 123° 06' 22"

Transmitter: Antenna Farm, 0.5-mi. SE of Blanton Rd.

Ownership: Telecasters of Eugene Inc.

Began Operation: October 30, 1991.

Represented (legal): Hildreth & Coons.

Represented (engineering): Cecil Lynch.

Personnel:

Raul Palazuelos, General Manager.

Sandy Keeler, Station & General Sales Manager.

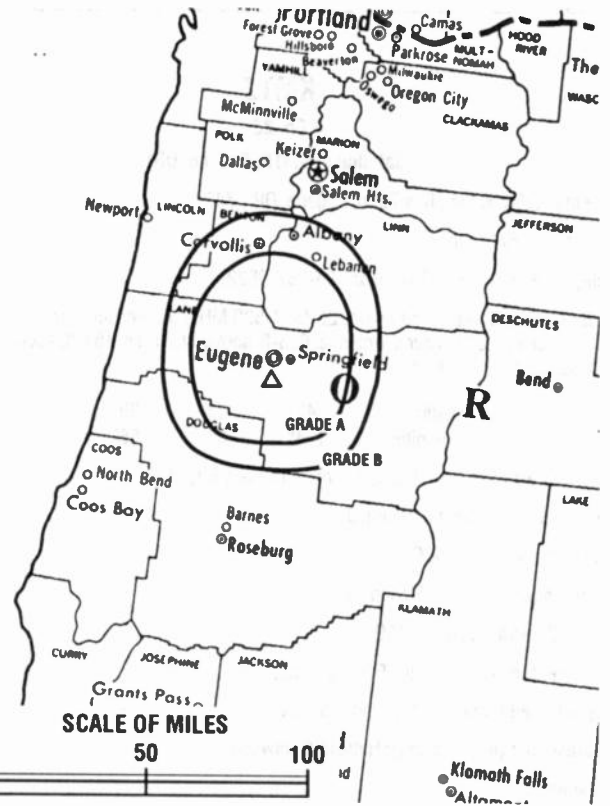
Jerry Nichols, Chief Engineer.

Tim Lay, Production Manager.

Rates: On request.

City of License: Eugene. ADI: Eugene. Rank: 116.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.



KEVU BMPCT-910214KH Granted 3/28/91 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
OREGON				
Between 5-24%	Lane	113,000	109,200	97
Station Totals		113,000	109,200	97
Net Weekly Circulation (1993)			19,100	
Average Daily Circulation (1993)			5,100	

Oregon—Eugene

KEZI

Ch. 9

Network Service: ABC.

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

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

Mailing Address: Box 7009, Eugene, OR 97401.

Telephone: 503-485-5611. **TWX:** 910-459-2028. **Fax:** 503-342-1568.

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

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

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

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

News Services: ABC, AP.

Ownership: Chambers Communications Corp.

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

Represented (sales): Settel Inc.; The Tacher Co.

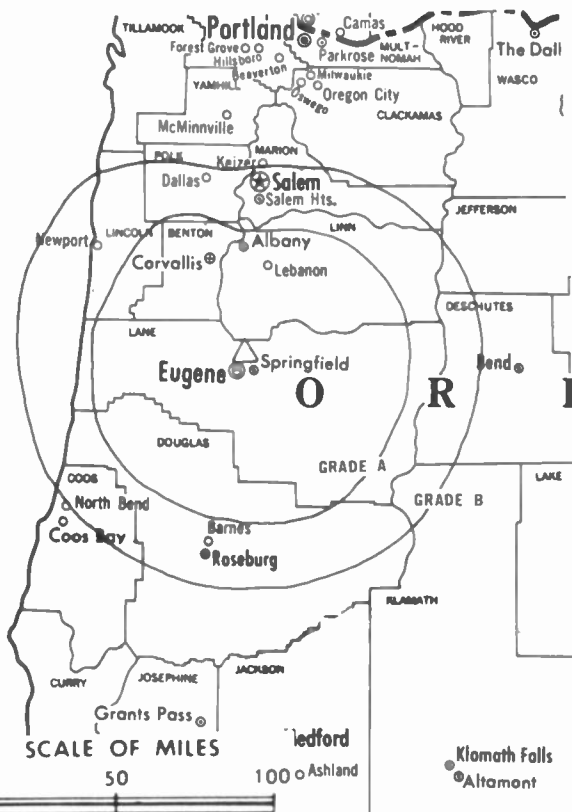
Personnel:

- Carolyn S. Chambers, President.
- Bruce R. Liljegren, General Manager.
- Dave Larson, Director of Operations.
- Bruce A. Barrett, General Sales Manager.
- Tomas J. Fullmer, Local Sales Manager.
- Beth Cookson, National & Regional Sales Coordinator.
- Rebecca Force, News Director.
- Lauren McMichaels, Promotion Manager.
- Kevin Coad, Controller.
- Joe Smelser, Production Manager.
- Dennis Hunt, Chief Engineer.
- Dave Cole, Assistant Chief Engineer.

Highest 30 Sec. Rate: \$650.

City of License: Eugene. **ADI:** Eugene. **Rank:** 116.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.



KEZI BPCT-820721KJ Granted 9/29/82

American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	OREGON			
	Benton	26,800	25,200	94
	Coos	24,700	23,000	93
	Douglas	36,600	35,000	96
	Lane	113,000	109,200	97
Between 25-49%	OREGON			
	Deschutes	30,800	29,200	95
	Linn	35,200	34,000	97
	Polk	19,000	18,400	97
Between 5-24%	OREGON			
	Lincoln	17,200	16,000	93
	Marion	86,200	83,000	96
Station Totals		389,500	373,000	96
Net Weekly Circulation (1993)			191,800	
Average Daily Circulation (1993)			102,500	

Oregon—Eugene

KMTR

Ch. 16

(Operates satellites KMTZ, Coos Bay & KMTX-TV, Roseburg, OR)

Network Service: NBC.

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

Studio: 3825 International Court, Springfield, OR 97477.

Mailing Address: Box 7308, Eugene, OR 97401.

Telephone: 503-746-1600. TWX: 510-597-0366. Fax: 503-747-0866.

Technical Facilities: Channel No. 16 (482-488 MHz). Authorized power: 1910-kw max. & 871-kw horizontal visual, 381.6-kw max. & 174-kw horizontal aural. Antenna: 1685-ft. above av. terrain, 496-ft. above ground, 2606-ft. above sea level.

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

Transmitter: Coburg Ridge, near Eugene.

Multichannel TV Sound: Stereo only.

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

News Services: AP, NBC.

Ownership: KMTR Inc. (Group Owner).

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

Represented (sales): Petry Television Inc.

Represented (legal): Haley, Bader & Potts.

Represented (engineering): Hatfield & Dawson.

Personnel:

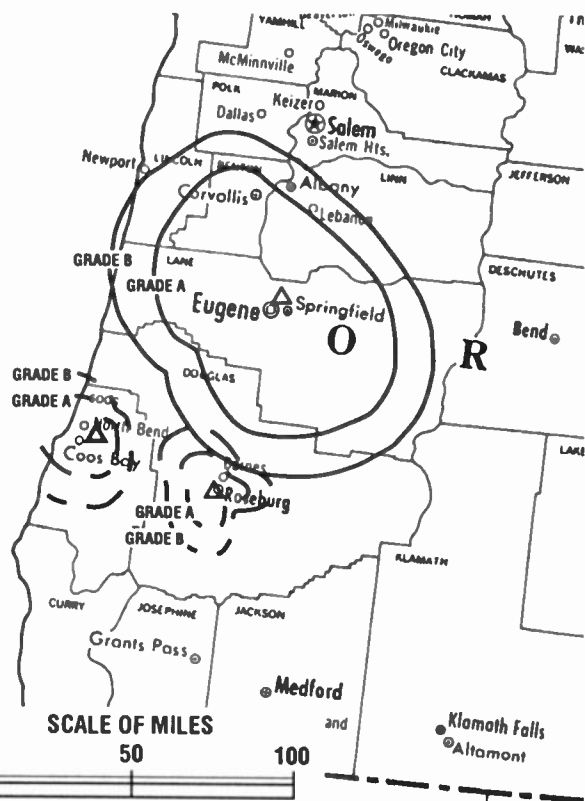
Robert W. Davis, President & General Manager.
Robert L. Rector, General Sales Manager.
James Frandin, News Director.
Julie Strandlien, Program Director.
Paula Dixon, Promotion Director.
Susan Boone, Controller.
Cambra Ward, Production Manager.
Jerry Madsen, Chief Engineer.

Rates: On request.

NETWORK BASE HOURLY RATE: \$375.

Arbitron Data: Figures include KMTZ, Coos Bay & KMTX-TV, Roseburg, OR.

City of License: Eugene. ADI: Eugene. Rank: 116.



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

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	OREGON			
	Benton	26,800	25,200	94
	Lane	113,000	109,200	97
Between 25-49%	OREGON			
	Coos	24,700	23,000	93
	Linn	35,200	34,000	97
Between 5-24%	OREGON			
	Douglas	36,600	35,000	96
Station Totals		236,300	226,400	96
Net Weekly Circulation (1993)			126,000	
Average Daily Circulation (1993)			61,600	

Oregon—Eugene

KVAL-TV

Ch. 13

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

Network Service: CBS.

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

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

Mailing Address: Box 1313, Eugene, OR 97440.

Telephone: 503-342-4961. TWX: 910-459-2033. Fax: 503-342-2635.

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

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

Transmitter: Blanton Heights.

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

News Service: AP.

Ownership: Northwest Television Inc. (Group Owner).

Began Operation: April 15, 1954.

Represented (sales): Katz Continental Television.

Represented (legal): Dow, Lohnes & Albertson.

Represented (engineering): McClanathan & Associates Inc.

Personnel:

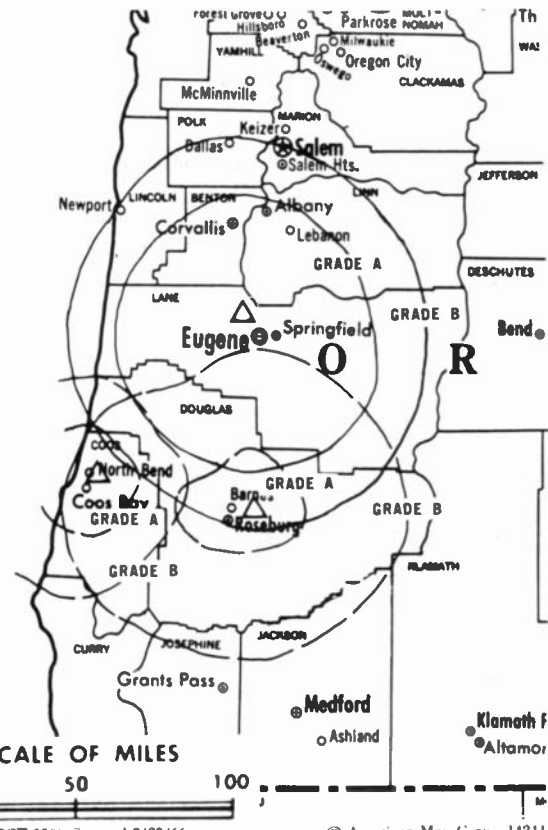
James W. Putney, Vice President & General Manager.
David Weinkauf, General Sales Manager.
Greg Raschio, Local Sales Manager.
Paul Riess, News Director.
Paul Greene, Program Director.
R. Wade Hughes, Promotion Director.
Gary F. Livesay, Business Manager.
James Bowen, Director of Engineering.

Rates: On request.

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

City of License: Eugene. ADI: Eugene. Rank: 116.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.



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

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	OREGON			
	Benton	26,800	25,200	94
	Coos	24,700	23,000	93
	Douglas	36,600	35,000	96
	Lane	113,000	109,200	97
Between 25-49%	OREGON			
	Linn	35,200	34,000	97
	Polk	19,000	18,400	97
Between 5-24%	OREGON			
	Crook	5,700	5,400	95
	Curry	8,800	8,200	93
	Deschutes	30,800	29,200	95
	Lincoln	17,200	16,000	93
	Marion	86,200	83,000	96
	Yamhill	23,400	22,400	96
Station Totals		427,400	409,000	96
Net Weekly Circulation (1993)				199,100
Average Daily Circulation (1993)				111,700

Oregon—Klamath Falls

KDKF

Ch. 31

(Satellite of KDRV, Medford, OR)

Network Service: ABC.

Licensee: Soda Mountain Bcstg. Inc., Box 9007, Eugene, OR 97401.

Studio: See KDRV, Medford, OR.

Telephone: 503-485-5611. **Fax:** 503-883-8931.

Technical Facilities: Channel No. 31 (572-578 MHz). Authorized power: 6.03-kw visual, 0.6-kw aural. Antenna: 2267-ft. above av. terrain, 145-ft. above ground, 6579-ft. above sea level.

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

Transmitter: Stukel Mountain, Klamath County.

Ownership: Chambers Communications Corp. (Group Owner).

Began Operation: October 15, 1989. Sale to present owners by Love Bcstg. approved by FCC May 27, 1993.

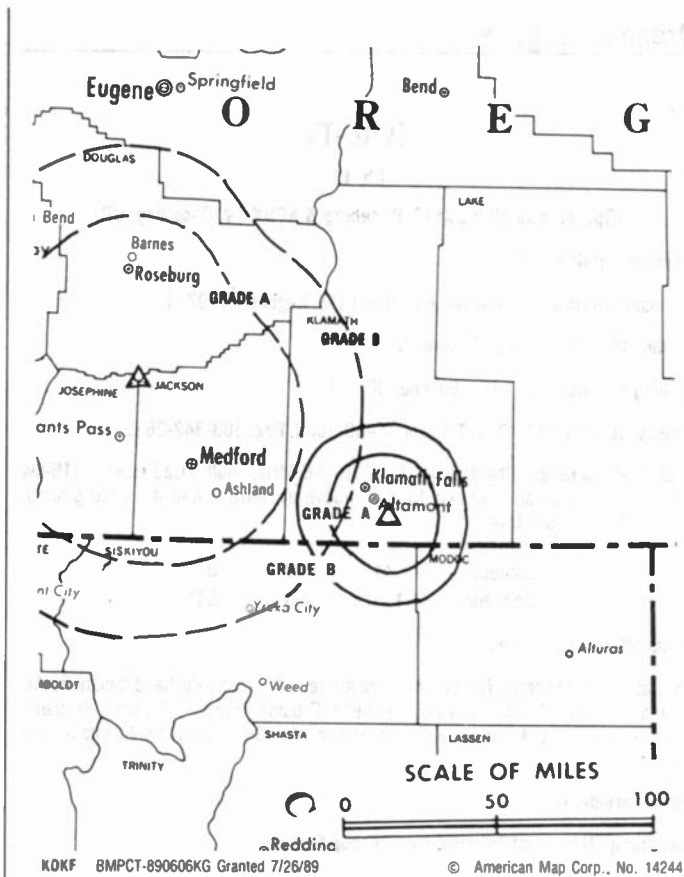
Represented (sales): Katz Television.

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

Represented (engineering): McClanathan & Associates Inc.

Personnel:

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



Rates: On request.

Arbitron Data: Included with KDRV, Medford, OR.

City of License: Klamath Falls. **ADI:** Medford. **Rank:** 145.

Oregon—Klamath Falls

KOTI
Ch. 2

Network Service: NBC.

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

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

Telephone: 503-882-2222.

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

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

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

Transmitter: 4-mi. ESE of city.

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

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

Began Operation: August 13, 1956.

Represented (sales): Blair Television.

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

Represented (engineering): Lohnes & Culver.

Personnel:

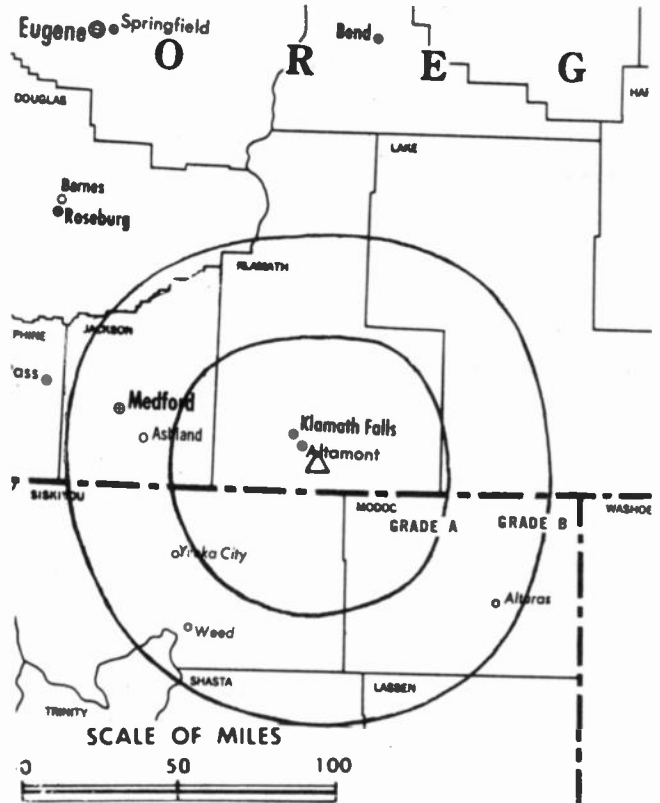
- Patricia C. Smullin, President & General Manager.
- William B. Smullin, Secretary/Founder.
- Mark Logan, Station Manager & General Sales Manager.
- Reagan Ramsey, News Director.
- Elaine Dailey, Marketing Director.
- Mark Oumond, Production Manager.
- Steve Aase, Chief Engineer.

Rates: On request.

NETWORK BASE HOURLY RATE: \$50.

City of License: Klamath Falls. ADI: Medford. Rank: 145.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.



KOTI BPCT-900314KF Granted 5/30/90

American Map Corp. No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	CALIFORNIA			
	Modoc	3,800	3,600	93
	OREGON			
	Klamath	22,700	22,000	97
	Lake	2,800	2,600	93
Between 5-24%	CALIFORNIA			
	Lassen	9,000	8,500	94
	Siskiyou	17,900	16,800	94
Station Totals		56,200	53,500	95
Net Weekly Circulation (1993)			28,000	
Average Daily Circulation (1993)			17,000	

Oregon—Medford

KDRV

Ch. 12

(Operates satellite KDKF, Klamath Falls, OR)

Network Service: ABC.

Licensee: Soda Mountain Bcstg. Inc., Box 9007, Eugene, OR 97401.

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

Mailing Address: Box 728, Medford, OR 97501.

Telephone: 503-485-5611. Fax: 503-779-9261.

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 191-kw visual, 19.1-kw aural. Antenna: 2701-ft. above av. terrain, 171-ft. above ground, 5434-ft. above sea level.

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

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

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

News Service: ABC.

Ownership: Chambers Communications Corp. (Group Owner).

Began Operation: February 26, 1984. Sale to present owners by Love Bcstg. approved by FCC May 27, 1993. Sale to Love Bcstg. by Dunbar, Carpenter, et al., approved by FCC July 16, 1987.

Represented (sales): Katz Continental Television; Canadian Communications Co.

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

Represented (engineering): McClanathan & Associates Inc.

Personnel:

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

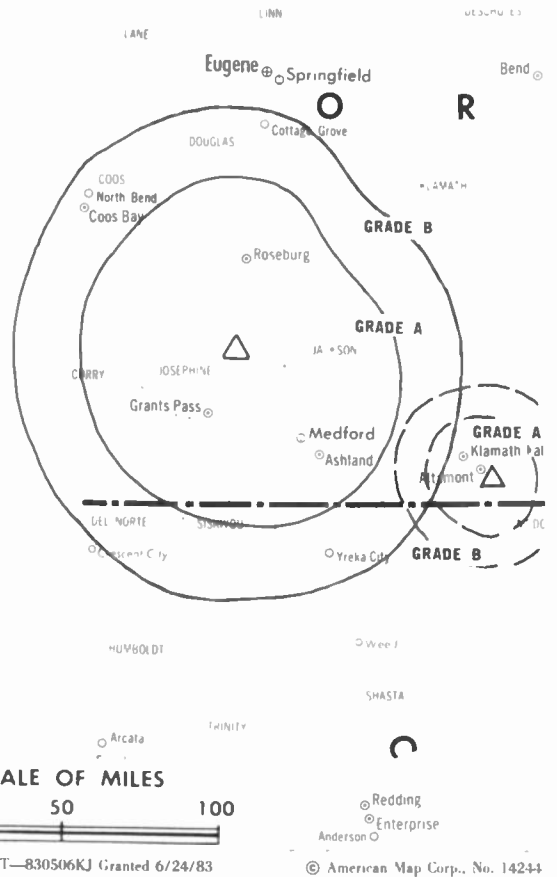
Rates: On request.

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

City of License: Medford. AOI: Medford. Rank: 145.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	OREGON	8,800	8,200	93
	Curry			



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Jackson	59,700	57,900	97
	Josephine	26,300	24,900	95
	Klamath	22,700	22,000	97
Between 25-49%	CALIFORNIA			
	Siskiyou	17,900	16,800	94
	OREGON			
	Douglas	36,600	35,000	96
	Lake	2,800	2,600	93
Between 5-24%	CALIFORNIA			
	Del Norte	8,700	8,200	94
	OREGON			
	Coos	24,700	23,000	93
Station Totals		208,200	198,600	95
Net Weekly Circulation (1993)				109,700
Average Daily Circulation (1993)				64,800

Oregon—Medford

KOBI

Ch. 5

Network Service: NBC.

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

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

Telephone: 503-559-5555. TWX: 510-757-0607. Fax: 503-779-5564.

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

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

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

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

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

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

Began Operation: August 1, 1953.

Represented (sales): Blair Television.

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

Represented (engineering): Lohnes & Culver.

Personnel:

- Patricia C. Smullin, President & General Manager.
- William B. Smullin, Secretary/Founder.
- Mark Logan, Station Manager.
- Reagan Ramsey, News Director.
- Mark DuMond, Production Manager.
- Steve Aase, Chief Engineer.

Rates: On request.

NETWORK BASE HOURLY RATE: \$671.

City of License: Medford. ADI: Medford. Rank: 145.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	CALIFORNIA			
	Oel Norte	8,700	8,200	94
	Siskiyou	17,900	16,800	94
	OREGON			
	Coos	24,700	23,000	93



KOBI BPCT—830601KG Granted 6/24/83 ©American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Curry	8,800	8,200	93
	Oouglas	36,600	35,000	96
	Jackson	59,700	57,900	97
	Josephine	26,300	24,900	95
OREGON				
Between 5-24%	Lake	2,800	2,600	93
Station Totals		185,500	176,600	95
Net Weekly Circulation (1993)				132,700
Average Daily Circulation (1993)				75,300

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

Call Lynn Levine
or Karen Fahle
202-872-9200

Oregon—Medford

KTVL
Ch. 10

Network Service: CBS.

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

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

Mailing Address: Box 10, Medford, OR 97501.

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

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 132-kw visual, 19.1-kw aural. Antenna: 3309-ft. above av. terrain, 154-ft. above ground, 7626-ft. above sea level.

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

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

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

News Service: AP.

Ownership: Freedom Newspapers Inc. (Group Owner).

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

Represented (sales): Petry Television Inc.

Represented (legal): Latham & Watkins.

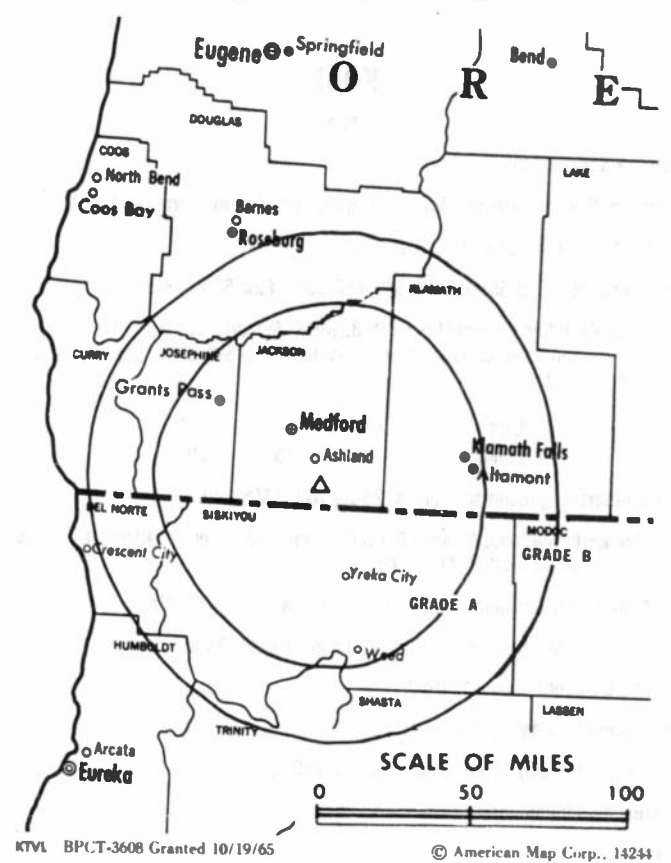
Personnel:

Thomas M. Long, Vice President & General Manager.
 Marcus Wood, Sales Manager.
 Mel Tynan, Chief Engineer.
 Gayle Mitchell, News Director.
 Barry Tevis, Promotion Director.
 James Harlor, Business Manager.
 Kingsley Kelley, Program Director & Operations Manager.

Rates: On request.

City of License: Medford. **ADI:** Medford. **Rank:** 145.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	OREGON			
	Jackson	59,700	57,900	97
	Josephine	26,300	24,900	95
	Klamath	22,700	22,000	97
	Lake	2,800	2,600	93
Between 5-24%	CALIFORNIA			
	Modoc	3,800	3,600	93
	OREGON			
	Curry	8,800	8,200	93
Station Totals		142,000	136,000	96
Net Weekly Circulation (1993)				104,400
Average Daily Circulation (1993)				61,600

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	CALIFORNIA			
	Siskiyou	17,900	16,800	94

Oregon—Portland

KATU

Ch. 2

Network Service: ABC.

Licensee: Fisher Broadcasting Inc., Portland, OR.

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

Mailing Address: Box 2, Portland, OR 97207.

Telephone: 503-231-4222. TWX: 910-464-4700. Fax: 503-231-4233.

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

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

Transmitter: 225 N.W. Skyline Blvd.

Multichannel TV Sound: Stereo and separate audio program.

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

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

News Services: ABC, AP, MediaLink, PR Newswire, UPI.

Ownership: Fisher Broadcasting Inc. (Group Owner).

Began Operation: March 15, 1962.

Represented (sales): TeleRep Inc.

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

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

Personnel:

James L. Boyer, Vice President & General Manager.

Robert D. Kalstad, Vice President, Administration.

Karen Heniger, General Sales Manager.

Stan Hubert, Local Sales Manager.

Greg Flock, National Sales Manager.

Jan Allen, News Director.

Lee Petrik, Program Director.

Laurie Dahl, Promotion Director.

Connie Grad, Business Manager.

Everett Helm, Chief Engineer.

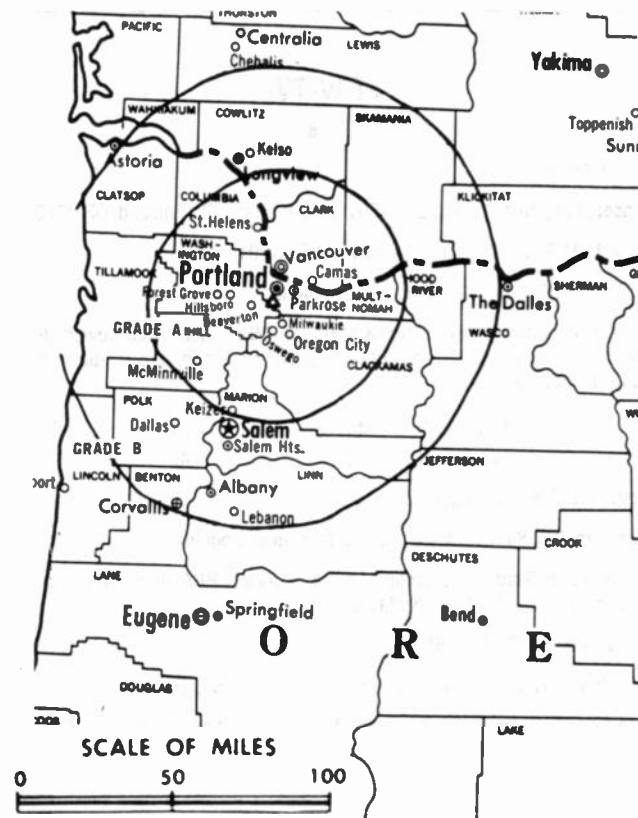
Highest 30 Sec. Rate: \$5000.

NETWORK BASE HOURLY RATE: \$1500.

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

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	OREGON			
	Baker	6,100	5,800	95
	Clackamas	108,100	104,900	97
	Clatsop	13,700	13,000	95
	Columbia	14,400	13,900	97
	Crook	5,700	5,400	95
	Deschutes	30,800	29,200	95
	Gilliam	700	700	100
	Hamey	2,900	2,700	93
	Hood River	6,600	6,200	94
	Jefferson	5,000	4,800	96
	Lincoln	17,200	16,000	93



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

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Linn	35,200	34,000	97
	Marion	86,200	83,000	96
	Morrow	2,800	2,600	93
	Multnomah	245,500	237,200	97
	Polk	19,000	18,400	97
	Sherman	800	800	100
	Tillamook	9,000	8,400	93
	Union	9,100	8,500	93
	Wasco	8,600	8,100	94
	Washington	126,600	124,000	98
	Wheeler	600	600	100
	Yamhill	23,400	22,400	96
	WASHINGTON			
	Clark	93,700	91,500	98
	Cowlitz	32,500	31,500	97
	Klickitat	6,200	5,800	94
	Skamania	3,100	2,900	94
Wahkiakum	1,300	1,200	92	
Between 25-49%	OREGON			
	Benton	26,800	25,200	94
Umatilla	22,100	20,900	94	
Between 5-24%	OREGON			
	Klamath	22,700	22,000	97
	WASHINGTON			
	Lewis	23,100	22,100	96
Pacific	8,100	7,600	94	
Station Totals		1,017,600	981,300	96
Net Weekly Circulation (1993)				768,500
Average Daily Circulation (1993)				444,700

Oregon—Portland

KGW-TV

Ch. 8

Network Service: NBC.

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

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

Telephone: 503-226-5000. Fax: 503-226-4448.

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

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

Transmitter: 299 N.W. Skyline Dr.

Multichannel TV Sound: Stereo and separate audio program.

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

News Services: AP, NBC, UPI.

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

Began Operation: December 15, 1956. Sale to present owners by King Bcstg. Co. approved by FCC Aug. 27, 1991 (Television Digest, Vol. 31:9, 29).

Represented (sales): Blair Television.

Represented (legal): Covington & Burling.

Personnel:

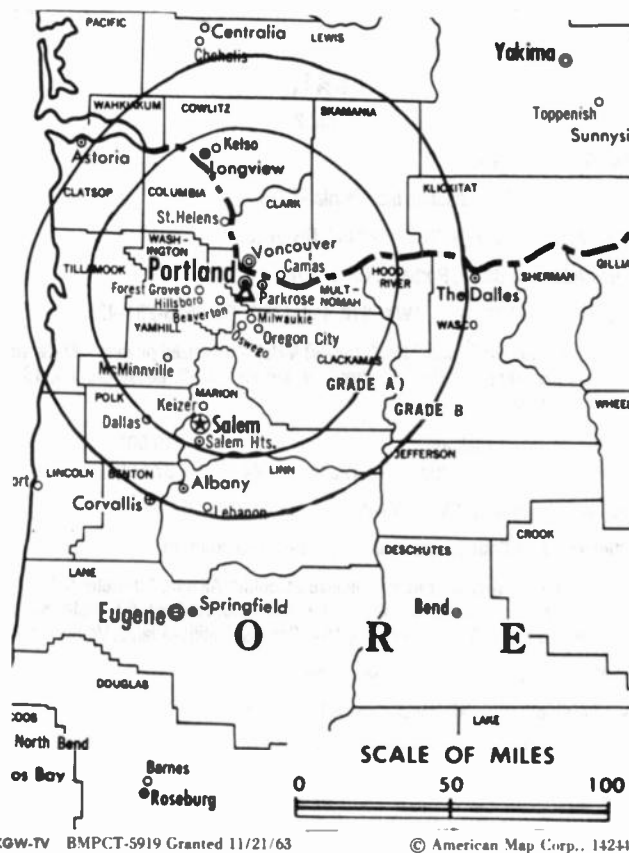
Dennis Williamson, President & General Manager.
Bob Blacher, General Sales Manager.
Tom Oberg, Local Sales Manager.
Chip Ermish, National Sales Manager.
Brink Chipman, News Director.
Brenda Buratti, Program Director.
Jeanna Shelley, Promotion & Marketing Manager.
Eric Dausman, Director of Engineering.
Jan Heskiss, Business Manager.
Boyd Levett, Public Affairs Director.
Mary Warner, Traffic Manager.

Rates: On request.

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

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	OREGON			
	Benton	26,800	25,200	94
	Clackamas	108,100	104,900	97
	Clatsop	13,700	13,000	95
	Columbia	14,400	13,900	97
	Crook	5,700	5,400	95
	Grant	3,200	2,800	88
	Hamey	2,900	2,700	93
	Hood River	6,600	6,200	94
	Jefferson	5,000	4,800	96
	Lincoln	17,200	16,000	93
	Linn	35,200	34,000	97
	Marion	86,200	83,000	96
	Morrow	2,800	2,600	93
	Multnomah	245,500	237,200	97



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

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Polk	19,000	18,400	97
	Sherman	800	800	100
	Tillamook	9,000	8,400	93
	Union	9,100	8,500	93
	Wasco	8,600	8,100	94
	Washington	126,600	124,000	98
	Yamhill	23,400	22,400	96
	WASHINGTON			
	Clark	93,700	91,500	98
	Cowlitz	32,500	31,500	97
Between 25-49%	Klickitat	6,200	5,800	94
	Skamania	3,100	2,900	94
	Wahkiakum	1,300	1,200	92
	OREGON			
	Baker	6,100	5,800	95
Between 5-24%	Gilliam	700	700	100
	Umatilla	22,100	20,900	94
	Wheeler	600	600	100
WASHINGTON				
Pacific	8,100	7,600	94	
IDAHO				
Payette	6,300	6,200	98	
OREGON				
Deschutes	30,800	29,200	95	
Lake	2,800	2,600	93	
Malheur	9,300	8,900	96	
Wallowa	2,800	2,600	93	
WASHINGTON				
Lewis	23,100	22,100	96	
Station Totals		1,019,300	982,400	96
Net Weekly Circulation (1993)			755,200	
Average Daily Circulation (1993)			416,700	

Oregon—Portland

KNMT

Ch. 24

Network Service: Trinity Bcstg. Network.

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

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

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

Technical Facilities: Channel No. 24 (530-536 MHz). Authorized power: 2690-kw max. visual, 269-kw max. aural. Antenna: 1433-ft. above av. terrain, 665-ft. above ground, 1830-ft. above sea level.

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

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

Satellite Earth Station: Vertex, 6.1-meter C-band; Wegener, 6-meter C-band; Wegener receivers.

Ownership: National Minority TV Inc.

Began Operation: November 16, 1989.

Represented (legal): May & Dunne, Chartered.

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

Personnel:

Jim McClellan, Station Manager.

Mark Fountain, Chief Engineer.

Chris Warner, Production Manager.

Rates: On request.

Arbitron Data: Not available.



KNMT BMPCT-380725KE Granted 10/27/88

American Map Corp. No. 14244

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

Oregon—Portland

KOIN

Ch. 6

Network Service: CBS.

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

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

Telephone: 503-464-0600. Fax: 503-464-0717.

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

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

Transmitter: 5516 S.W. Barnes Rd.

Multichannel TV Sound: Stereo and separate audio program.

Satellite Earth Stations: Harris, 9-meter C-band; Microdyne, 7-meter Ku-band; Scientific-Atlanta, 7-meter C-band; Simulcast, 5-meter Ku & C-band; Scientific-Atlanta, 4.6-meter C-band; RCA, 4.6-meter Ku-band; Harris, M/A-Corn, Microdyne, Drake, Standard, Scientific-Atlanta receivers.

News Services: AP, CBS, CNN.

Ownership: Lee Enterprises Inc. (Group Owner).

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

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

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

Personnel:

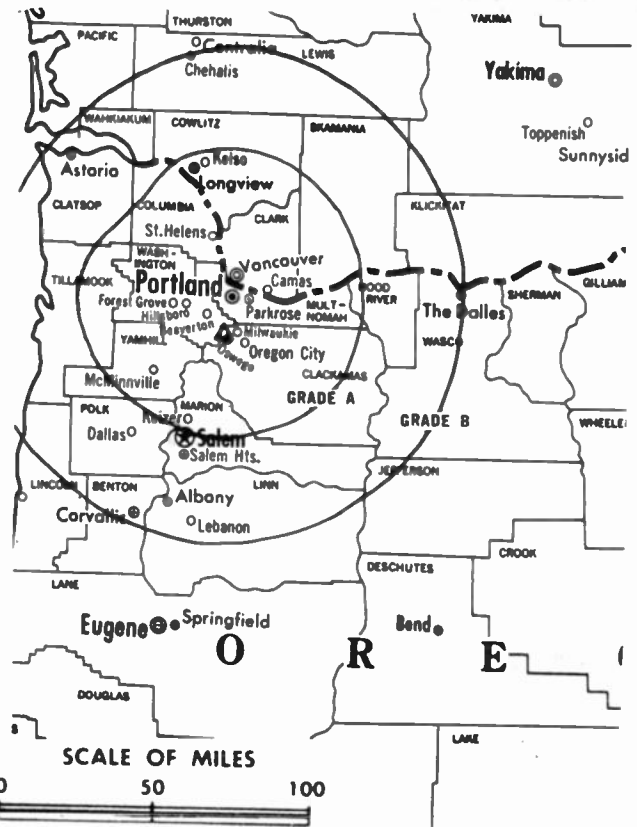
- Richard M. Schafbuch, Executive Vice President.
- Greg R. Veon, Vice President & General Manager.
- Charlie Hogetvedt, Director, Sales & Marketing.
- James Henning, Local Sales Manager.
- Dave Berkeley, National Sales Manager.
- Peter Maroney, Director, News & Programming.
- Dan Myers, Production Manager.
- Dick Vardanega, Promotion Director.
- Lee Wood, Director of Engineering.
- Maris McKinley, Human Resources Assistant.
- Pat Berkeley, Business Manager.

Highest 30 Sec. Rate: \$4500.

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

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	OREGON			
	Benton	26,800	25,200	94
	Clackamas	108,100	104,900	97
	Clatsop	13,700	13,000	95
	Columbia	14,400	13,900	97
	Crook	5,700	5,400	95
	Deschutes	30,800	29,200	95
	Gilliam	700	700	100
	Harey	2,900	2,700	93
	Hood River	6,600	6,200	94
	Jefferson	5,000	4,800	96
	Lincoln	17,200	16,000	93
	Linn	35,200	34,000	97
	Marion	86,200	83,000	96



KOIN BMPCT-5941 Granted 3/19/64

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Morrow	2,800	2,600	93
	Multnomah	245,500	237,200	97
	Polk	19,000	18,400	97
	Sherman	800	800	100
	Tillamook	9,000	8,400	93
	Union	9,100	8,500	93
	Wasco	8,600	8,100	94
	Washington	126,600	124,000	98
	Wheeler	600	600	100
	Yamhill	23,400	22,400	96
	WASHINGTON			
	Clark	93,700	91,500	98
	Cowlitz	32,500	31,500	97
	Klickitat	6,200	5,800	94
Skamania	3,100	2,900	94	
Wahkiakum	1,300	1,200	92	
Between 25-49%	OREGON			
	Baker	6,100	5,800	95
	Umatilla	22,100	20,900	94
	Wallowa	2,800	2,600	93
WASHINGTON				
	Lewis	23,100	22,100	96
	Pacific	8,100	7,600	94
Between 5-24%	OREGON			
	Lake	2,800	2,600	93
	Lane	113,000	109,200	97
	WASHINGTON			
Grays Harbor	25,900	24,400	94	
Station Totals		1,139,400	1,098,100	96
Net Weekly Circulation (1993)				783,800
Average Daily Circulation (1993)				408,800

Oregon—Portland

KPTV

Ch. 12

Network Service: None, independent.

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

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

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

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 30.9-kw aural. Antenna: 1780-ft. above av. terrain, 1049-ft. above ground, 2049-ft. above sea level.

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

Transmitter: 212 N.W. Miller Rd.

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

News Service: CNN.

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

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

Represented (sales): Katz Independent Television.

Represented (legal): Wilmer, Cutler & Pickering.

Personnel:

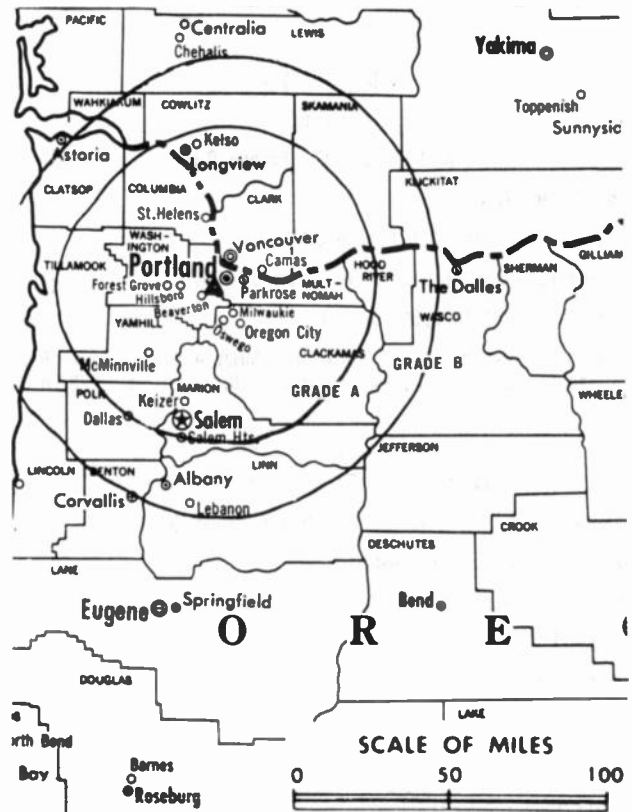
L. Martin Brantley, President & General Manager.
Connie Martin, General Sales Manager.
Greg Shelby, Local Sales Manager.
Pam Thomas, National Sales Manager.
Marvin Rhodes, Program Director.
John Sears, News Director.
Barbara Giles, Promotion Manager.
Robert Nelson, Chief Engineer.
Humberto Carlos, Business Manager.

Highest 30 Sec. Rate: \$5000.

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

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	OREGON			
	Benton	26,800	25,200	94
	Clackamas	108,100	104,900	97
	Clatsop	13,700	13,000	95
	Columbia	14,400	13,900	97
	Crook	5,700	5,400	95
	Deschutes	30,800	29,200	95
	Gilliam	700	700	100
	Grant	3,200	2,800	88
	Hood River	6,600	6,200	94
	Jefferson	5,000	4,800	96
	Lincoln	17,200	16,000	93
	Linn	35,200	34,000	97
	Marion	86,200	83,000	96
Multnomah	245,500	237,200	97	



KPTV BMPCT-5915 Granted 12/3/63

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Polk	19,000	18,400	97
	Sherman	800	800	100
	Tillamook	9,000	8,400	93
	Union	9,100	8,500	93
	Wasco	8,600	8,100	94
	Washington	126,600	124,000	98
	Yamhill	23,400	22,400	96
	WASHINGTON			
	Clark	93,700	91,500	98
	Cowlitz	32,500	31,500	97
Between 25-49%	Klickitat	6,200	5,800	94
	Skamania	3,100	2,900	94
	OREGON			
	Baker	6,100	5,800	95
	Coos	24,700	23,000	93
	Morrow	2,800	2,600	93
	Umatilla	22,100	20,900	94
Between 5-24%	Wallowa	2,800	2,600	93
	WASHINGTON			
	Grays Harbor	25,900	24,400	94
	Lewis	23,100	22,100	96
	Wahkiakum	1,300	1,200	92
	OREGON			
Douglas	36,600	35,000	96	
Klamath	22,700	22,000	97	
Lake	2,800	2,600	93	
Lane	113,000	109,200	97	
Wheeler	600	600	100	
WASHINGTON				
Pacific	8,100	7,600	94	
Station Totals		1,223,700	1,178,200	96
Net Weekly Circulation (1993)				721,300
Average Daily Circulation (1993)				349,000

Oregon—Roseburg

KMTX-TV

Ch. 46

(Satellite of KMTR, Eugene, OR)

Network Service: NBC.

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

Studio: Box 1546, 358 S.E. Jackson, Roseburg, OR 97470.

Telephones: 503-746-1600; 503-672-9852.

Technical Facilities: Channel No. 46 (662-668 MHz). Authorized power: 9.82-kw max. visual. Antenna: 358-ft. above av. terrain, 56-ft. above ground, 1227-ft. above sea level.

Latitude	43°	12'	22"
Longitude	123°	21'	56"

Transmitter: 1.9-mi. SW of Roseburg at 220°T, on Mount Nebo.

Ownership: KMTR Inc. (Group Owner).

Began Operation: April 20, 1992.

Represented (sales): Petry Television Inc.

Represented (legal): Haley, Bader & Potts.

Represented (engineering): Hatfield & Dawson.

Personnel:

Robert W. Davis, General Manager.

Robert L. Rector, Sales Manager.

Jerry Madsen, Chief Engineer.

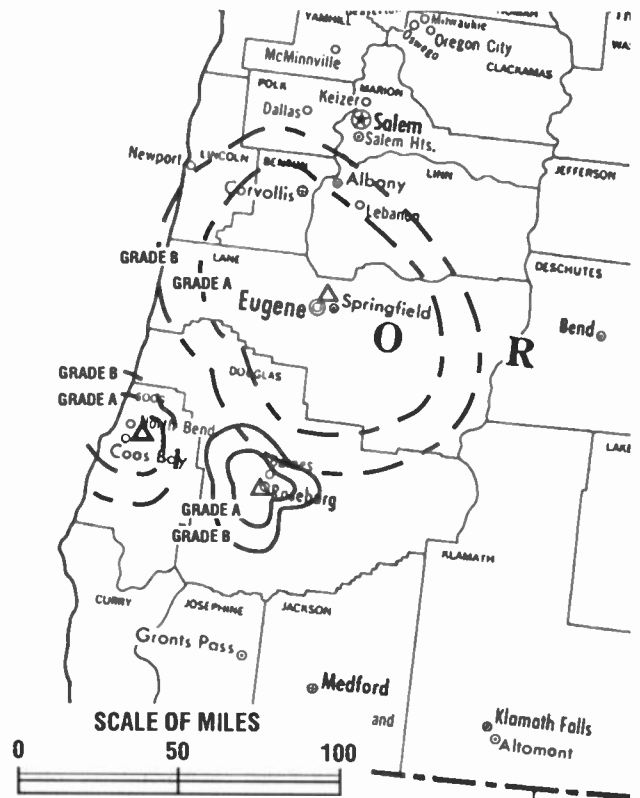
Jim Frandin, News Director.

Julie Strandlien, Program Director.

Paula Dixon, Promotion Director.

Susan Boone, Business Manager.

Cambra Ward, Production Manager.



KMTX-TV BPCT-881021KG Granted 1/15/92 © American Map Corp., No. 14244

Rates: On request.

Arbitron Data: Included with KMTR, Eugene, OR.

City of License: Roseburg. ADI: Eugene. Rank: 116.

Oregon—Roseburg

KPIC

Ch. 4

(Satellite of KVAL-TV, Eugene, OR)

Network Service: CBS.

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

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

Telephone: 503-672-4481.

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

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

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

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

News Service: AP.

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

Began Operation: April 1, 1956.

Represented (sales): Katz Television.

Represented (legal): Dow, Lohnes & Albertson.

Represented (engineering): McClanathan & Associates.

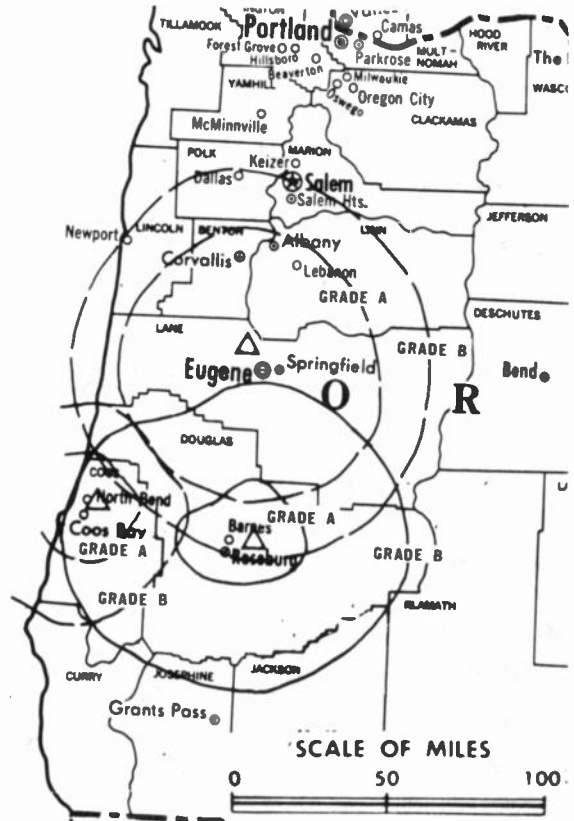
Personnel:

James W. Putney, Vice President & General Manager.

Oon Clithero, Station Manager.

Michael Hill, Chief Engineer.

Highest 30 Sec. Rate: \$100.



KPIC B/M/PCT-3395 Granted 10/26/55

© American Map Corp., 14244

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

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

City of License: Roseburg. **AOI:** Eugene. **Rank:** 116.

Oregon—Salem

KEBN

Ch. 32

Network Service: None, independent.

Licensee: James R. McDonald, Receiver.

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

Technical Facilities: Channel No. 32 (578-584 MHz). Authorized power: 5000-kw max. visual, 500-kw aural. Antenna: 1786-ft. above av. terrain, 220-ft. above ground, 4627-ft. above sea level.

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

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

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

Ownership: Communications Programming Agency Inc.

Began Operation: May 8, 1989. Sale to present owners by Willamette Valley Bcstg. approved by FCC July 17, 1991.

Represented (sales): Landin Media Sales.

Represented (legal): Cohen & Berfield, P.C.

Represented (engineering): Sterling Communications Inc.

Personnel:

- Glen Chambers, General Manager.
- Pete Smith, Station Manager & Program Director.
- Ronna Scott, General Sales Manager.
- Barry Silveira, Regional & Local Sales Manager.
- Steve Perrigo, Chief Engineer.
- John Cole, Production Manager.

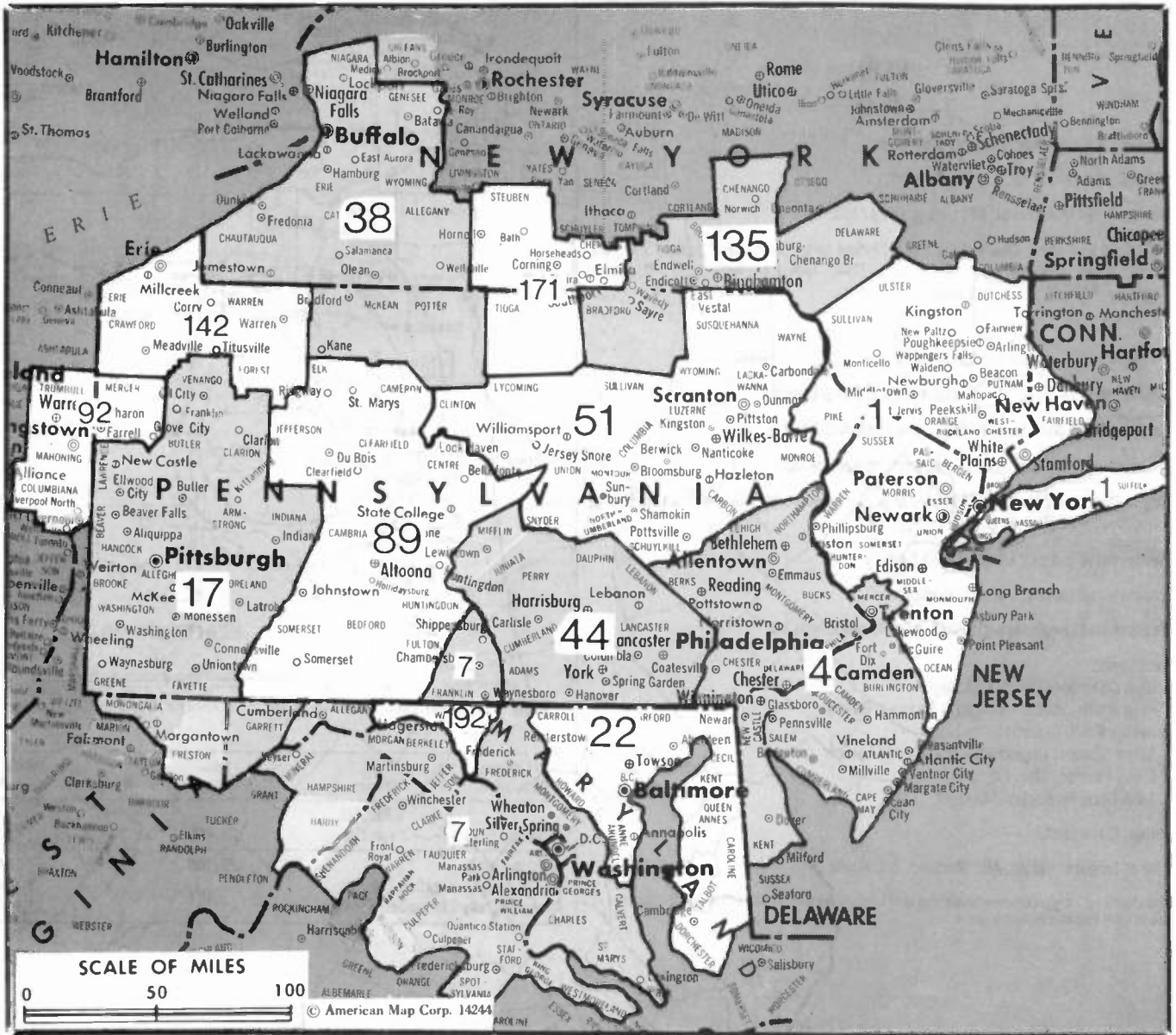
Rates: On request.

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

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
	OREGON			
Between 5-24%	Yamhill	23,400	22,400	96
Station Totals		23,400	22,400	96
Net Weekly Circulation (1993)			8,700	
Average Daily Circulation (1993)			1,900	



Market	Arbitron ADI TV Households	Rank	Market Area Commercial TV Stations
New York, NY	6,723,700	1	WABC-TV (7), WCBS-TV (2), WHAI-TV (43), WHSE-TV (68), WHSI-TV (67), WLIG (55), WMBC-TV (63), WNBC (4), WNJU (47), WNYW (5), WPIX (11), WTBY (54), WTZA (62), WWOR-TV (9), WXTV (41)
Philadelphia, PA	2,661,800	4	KYW-TV (3), WBPH-TV (60), WCAU-TV (10), WFMZ-TV (69), WGBS-TV (57), WGTW (48), WHSP-TV (65), WMGM-TV (40), WPHL-TV (17), WPVI-TV (6), WTGI-TV (61), WTVE (51), WTXF (29), WWAC-TV (53)
Washington, DC	1,822,400	7	WDCB (20), WFTY (50), WJLA-TV (7), WRC-TV (4), WTKK (66), WTTG (5), WUSA (9)
Pittsburgh, PA	1,152,500	17	KDKA-TV (2), WPCB-TV (40), WPGH-TV (53), WPTT-TV (22), WPXI (11), WTAE-TV (4)
Baltimore, MD	977,100	22	WBAL-TV (11), WBFF (45), WHSW-TV (24), WJZ-TV (13), WMAR-TV (2), WNUV-TV (54)
Buffalo, NY	618,200	38	WGRZ-TV (2), WIVB-TV (4), WKBW-TV (7), WNYB-TV (49), WUTV (29)
Harrisburg-York-Lancaster-Lebanon, PA	573,200	44	WGAL (8), WGCN-TV (49), WHP-TV (21), WHTM-TV (27), WLYH-TV (15), WPMT (43)
Wilkes Barre-Scranton, PA	525,600	51	WBRE-TV (28), WILF (53), WNEP-TV (16), WOLF-TV (38), WWLF-TV (56), WYOU (22)
Johnstown-Altoona, PA	283,400	89	WATM-TV (23), WJAC-TV (6), WKBS-TV (47), WTAJ-TV (10), WWCP-TV (8)
Youngstown, OH	274,500	92	WFMJ-TV (21), WKBN-TV (27), WYTV (33)
Binghamton, NY	158,400	135	WBNG-TV (12), WICZ-TV (40), WMGC-TV (34)
Erie, PA	152,600	142	WETG (66), WICU-TV (12), WJET-TV (24), WSEE-TV (35)
Elmira, NY	86,700	171	WENY-TV (36), WETM-TV (18)
Hagerstown, MD	45,400	192	WHAG-TV (25), WJAL (68), WYVN (60)

State Cross Reference List

Communities that receive programs of stations that are located elsewhere.

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

Pennsylvania Station Totals as of November 1, 1993

	VHF	UHF	TOTAL
Commercial Television Stations	11	26	37
Educational Television Stations	2	6	8
	13	32	45

NEED BROADCAST TV OR CABLE TV DATA FROM THE FACTBOOK ON TAPE OR DISKETTE? NEED CUSTOMIZED REPORTS?

Call Warren Publishing's Market Research & Data Sales Dept. **202-872-9200**

— NEW AREA CODES —

State	Before	After	Effective Date
Pennsylvania	215	215 Majority of Bucks County, northeastern half of Montgomery County, Philadelphia County.	January 8, 1994
		610 Berks, Chester, Delaware, Lehigh & Northampton counties & southwestern half of Montgomery County.	

Pennsylvania—Allentown

WFMZ-TV

Ch. 69

Network Service: None, independent.

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

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

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

Technical Facilities: Channel No. 69 (800-806 MHz). Authorized power: 1078-kw max. visual. Antenna: 1026-ft. above av. terrain, 646-ft. above ground, 1578-ft. above sea level.

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

Transmitter: E. Rock Rd., Allentown.

Multichannel TV Sound: Stereo and separate audio program.

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

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

News Service: UPI.

Ownership: Maranatha Broadcasting Co.

Began Operation: November 25, 1976.

Represented (sales): Mutual Telesales Inc.

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

Represented (engineering): James R. Audet.

Personnel:

Richard C. Dean, President & General Manager.
David G. Hinson, Assistant General Manager & Program Manager.
Dean Dallmann, General Sales Manager.
Brad Rinehart, News Director.
Rich Lerner, Sports Director.
Kathy Craine, Office Manager.
Barry Fisher, Director of Engineering.

Highest 30 Sec. Rate: \$300.

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

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.



WFMZ-TV BPCT-930226KF Granted 8/12/93 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
PENNSYLVANIA				
Between 25-49%	Carbon	22,600	22,300	98
	Lehigh	115,700	114,200	99
	Northampton	94,100	92,800	99
NEW JERSEY				
Between 5-24%	Hunterdon	39,300	38,800	99
	Warren	34,700	34,200	99
PENNSYLVANIA				
	Berks	130,700	128,800	99
	Monroe	36,800	36,200	98
Station Totals		473,900	467,300	99
Net Weekly Circulation (1993)			145,200	
Average Daily Circulation (1993)			56,500	

Pennsylvania—Altoona

WATM-TV Ch. 23

Network Service: ABC.

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

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

Telephone: 814-266-8088. **Fax:** 814-266-7749.

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

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

Transmitter: Wopsy Lookout, Wopsononock Mountain, Dysart, PA.

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

News Services: ABC, AP, CNN, UPI.

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

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

Represented (sales): Katz Television.

Represented (legal): Hogan & Hartson.

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

Personnel:

Marty Ostrow, General Manager.

Christopher Taylor, Station Manager & Program Director.

Jeff Alan, News Director.

Ron Kabo, Local Sales Manager.

Bob Andrade, Chief Engineer.

Kathleen Smith, Administration Director.

Rates: On request.

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

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	PENNSYLVANIA			
	Blair	50,300	49,600	99
	Cameron	2,400	2,400	100



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Centre	43,500	42,500	98
PENNSYLVANIA				
Between 25-49%	Bedford	18,200	17,800	98
	Cambria	61,100	60,400	99
	Clearfield	29,600	29,100	98
	Huntingdon	15,700	15,300	97
PENNSYLVANIA				
Between 5-24%	Jefferson	17,500	17,200	98
	Mifflin	17,900	17,400	97
	Somerset	29,500	28,900	98
Station Totals		285,700	280,600	98
Net Weekly Circulation (1993)				115,600
Average Daily Circulation (1993)				46,100

Pennsylvania—Altoona

WKBS-TV

Ch. 47

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

Network Service: None, independent.

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

Studio: 1813 Valley View Blvd., Altoona, PA 16602.

Telephone: 814-942-3400.

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

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

Transmitter: Lookout Rd., Logan Twp.

Satellite Earth Station: DX Antenna, 3.2-meter C-band.

Ownership: Comerstone Television Inc. (Group Owner).

Began Operation: October 1, 1985.

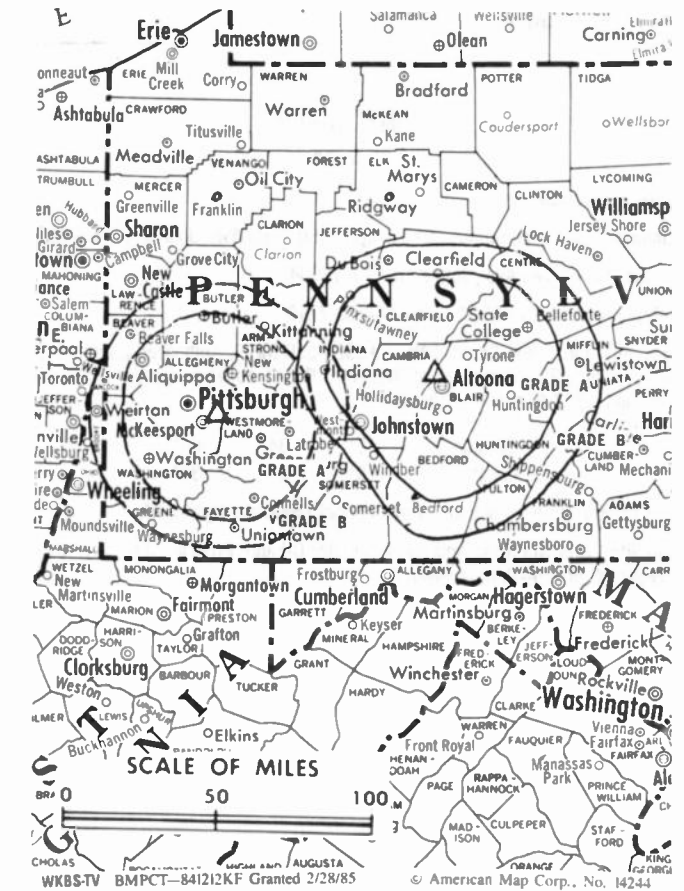
Represented (legal): Gammon & Grange.

Personnel:

Oleen Eagle, Executive Vice President & General Manager.
David Skeba, Vice President & Director of Programming.
Blake Richert, Vice President & Director of Engineering.
Dorothy Harris, Station Manager.

Rates: On request.

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



Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
PENNSYLVANIA				
Between 5-24%	Blair	50,300	49,600	99
	Huntingdon	15,700	15,300	97
	Mifflin	17,900	17,400	97
Station Totals		83,900	82,300	98
Net Weekly Circulation (1993)				10,100
Average Daily Circulation (1993)				2,700

Pennsylvania—Altoona

WTAJ-TV Ch. 10

Network Service: CBS.

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

Studio: 5000 6th Ave., Altoona, PA 16602.

Telephone: 814-944-2031. Fax: 814-946-8746.

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

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

Transmitter: 3-mi. NW of Altoona.

Satellite Earth Stations: 5 in operation; ChannelMaster, Comtech, Scientific-Atlanta, Standard Components receivers.

News Services: AP, CNN, CBS.

Ownership: Gateway Communications Inc. (Group Owner).

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

Represented (sales): Blair Television.

Personnel:

C. Norman (Rick) Reeves, Vice President & General Manager.

Robert Eger, General Sales Manager.

Pete James, Local Sales Manager.

David Hopkins, News Director.

Lowell Sollenberger, Program Director.

Dave Beeney, Production Manager.

John Blatt, Chief Engineer.

Thomas F. Murphy, Business Manager.

Dan Dillier, Marketing Director.

Highest 30 Sec. Rate: \$2000.

NETWORK BASE HOURLY RATE: \$1175.

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

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
PENNSYLVANIA				
50% & Over	Bedford	18,200	17,800	98
	Blair	50,300	49,600	99
	Cambria	61,100	60,400	99
	Cameron	2,400	2,400	100
	Centre	43,500	42,500	98
	Clearfield	29,600	29,100	98
	Clinton	13,800	13,600	99
	Elk	13,000	12,800	98



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Fulton	5,300	5,100	96
	Huntingdon	15,700	15,300	97
	Jefferson	17,500	17,200	98
	Juniata	7,800	7,500	96
	Mifflin	17,900	17,400	97
PENNSYLVANIA				
Between 25-49%	Clarion	15,000	14,700	98
	Forest	1,900	1,900	100
	Indiana	31,700	31,100	98
	Somerset	29,500	28,900	98
PENNSYLVANIA				
Between 5-24%	Lycoming	45,800	44,600	97
	Mc Kean	17,500	17,100	98
	Potter	6,300	6,100	97
	Snyder	13,100	12,600	96
	Westmoreland	143,700	142,200	99
WEST VIRGINIA				
	Hampshire	6,500	6,400	98
	Mineral	10,200	10,100	99
Station Totals		617,300	606,400	98
Net Weekly Circulation (1993)				298,900
Average Daily Circulation (1993)				170,800

Pennsylvania—Bethlehem

WBPH-TV

Ch. 60

Network Service: None, independent.

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

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

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

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

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

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

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

Ownership: Sunshine Family TV Inc.

Began Operation: December 27, 1990.

Represented (sales): Roslin TV Sales.

Represented (legal): Blair, Joyce & Silva.

Represented (engineering): Mullaney Engineering Inc.

Personnel:

Patricia F. Huber, President.
 Art Kardos, General Manager.
 Ken Holler, Program Director.
 Daniel Huber, Chief Engineer.

Rates: On request.



Arbitron Data: Not available.

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

Pennsylvania—Erie

WETG

Ch. 66

Network Service: Fox.

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

Studio: University Square, Erie, PA 16541.

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

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

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

Holds CP for change to 562-kw max. visual, 889-ft. above av. terrain, 696-ft. above ground, 1995-ft. above sea level, lat. 42° 02' 31", long. 80° 03' 57", transmitter to 2.25-mi. SE of Kearsarge, Waterford Pike, near Erie. BMPCT-880129KV.

Transmitter: 1390 Townhall Rd. W, Summit Twp.

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

Ownership: Gannon University Broadcasting Inc.

Began Operation: September 2, 1986.

Represented (sales): Adam Young inc.

Represented (legal): Haley, Bader & Potts.

Personnel:

- Anthony J. Miceli, General Manager.
- Art Arkelian, General Sales Manager.
- Judy Shannon, Program Director.
- Joe Bruncsak, Promotion Director.
- Jeff Honard, Production Manager.
- Doug Justham, Chief Engineer.

Highest 30 Sec. Rate: \$225.

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

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	PENNSYLVANIA Erie	101,700	100,600	99
	PENNSYLVANIA Crawford	32,000	31,300	98
Between 5-24%	OHIO Ashtabula	36,900	36,400	99
	Station Totals	170,600	168,300	99
Net Weekly Circulation (1993)				69,400
Average Daily Circulation (1993)				26,600

Pennsylvania—Erie

WICU-TV Ch. 12

Network Service: NBC.

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

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

Telephone: 814-454-5201. Fax: 814-455-0703.

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

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

Transmitter: Donation Rd.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Harris, 6-meter Ku-band; Harris, 3.5-meter Ku-band; Jerrold, 3.5-meter Ku & C-band; Jerrold, Harris receivers.

News Services: AP, NBC.

Ownership: Great Lakes Communications Inc.

Began Operation: March 15, 1949.

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

Represented (legal): Rosenman & Colin.

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

Personnel:

Clarence Paoella, General Manager.
Bill Knupp, Assistant Station Manager.
Evan Lovett, News Director.
Douglas White, Local Sales Manager.
Vincent Ugoletti, Chief Engineer.

Rates: On request.

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

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	PENNSYLVANIA			
	Crawford	32,000	31,300	98
	Erie	101,700	100,600	99
	Venango	22,000	21,400	97



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Warren	17,200	16,700	97
Between 25-49%	NEW YDRK			
	Chautauqua	53,300	52,500	98
	OHIO			
	Ashtabula	36,900	36,400	99
	Forest	1,900	1,900	100
	Mc Kean	17,500	17,100	98
Between 5-24%	PENNSYLVANIA			
	Elk	13,000	12,800	98
Station Totals		295,500	290,700	98
Net Weekly Circulation (1993)			189,900	
Average Daily Circulation (1993)			108,800	

Pennsylvania—Erie

WJET-TV

Ch. 24

Network Service: ABC.

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

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

Telephones: 814-864-2400; 814-868-2424. **TWX:** 610-596-6877.

Fax: 814-868-3041.

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

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

Transmitter: 8455 Peach St.

Satellite Earth Stations: 3 in operation; Andrew receivers.

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

Ownership: Jet Broadcasting Co. Inc.

Began Operation: April 3, 1966.

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

Represented (legal): Reddy, Begley & Martin.

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

Personnel:

John Kanzius, President & General Manager.

Myron Jones, Chief Executive Officer.

Eric Johnson, News Director.

Marsha MacKinnon, News Director.

Michael George, Sales Manager.

Joan Vicary, National Sales.

Charles Jennings, Chief Engineer.

Dennis Kerr, Chief Engineer.

Tom New, Promotion Director.

Rates: On request.

City of License: Erie. **AOI:** Erie. **Rank:** 142.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	PENNSYLVANIA			
	Crawford	32,000	31,300	98
	Erie	101,700	100,600	99



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Venango	22,000	21,400	97
	Warren	17,200	16,700	97
Between 25-49%	NEW YORK			
	Chautauqua	53,300	52,500	98
	OHIO			
Between 5-24%	Ashtabula	36,900	36,400	99
	PENNSYLVANIA			
Between 5-24%	Forest	1,900	1,900	100
	PENNSYLVANIA			
Between 5-24%	Elk	13,000	12,800	98
	Mc Kean	17,500	17,100	98
Station Totals		295,500	290,700	98
Net Weekly Circulation (1993)				179,800
Average Daily Circulation (1993)				111,800

Pennsylvania—Erie

WSEE-TV

Ch. 35

Network Service: CBS.

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

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

Telephone: 814-455-7575. **Fax:** 814-454-5541.

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

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

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

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

News Service: AP.

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

Began Operation: April 25, 1954. Sale by MMT Sales Inc. approved by FCC Dec. 13, 1985. Sale to MMT by Gillett Bcstg. approved April 16, 1982. Sale to Gillett by Great Lakes Television Co. approved July 19, 1978. FCC approved sale to Federal Bcstg. Corp. Sept. 30, 1987 (Television Digest, Vol. 27:33); to present owners Sept. 19, 1989.

Represented (sales): Seltel Inc.; Metrospot Television Ltd. (Canada).

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

Represented (engineering): Smith & Powstenko.

Personnel:

- Robert W. Hoffman, Vice President & General Manager.
- Jeff Gallop, General Sales Manager.
- Pierre Bellinili, News Director.
- Earl Kneissler, Program Director.
- Don Rowe, Production Manager.
- Jim Larkin, Promotion Director.
- Rita Masi, Business Manager.

Highest 30 Sec. Rate: \$400.

NETWORK BASE HOURLY RATE: \$685.

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

THE TED HEPBURN COMPANY

Ted Hepburn, President Todd Hepburn, Vice-President
325 Garden Road, Palm Beach, Florida 33480 (407) 863 8995
P.O. Box 43263 Cincinnati OH 45243 0263 (513) 271 5400



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

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

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
PENNSYLVANIA				
50% & Over	Crawford	32,000	31,300	98
	Erie	101,700	100,600	99
	Venango	22,000	21,400	97
	Warren	17,200	16,700	97
OHIO				
Between 25-49%	Ashtabula	36,900	36,400	99
NEW YORK				
Between 5-24%	Chautauqua	53,300	52,500	98
PENNSYLVANIA				
	Forest	1,900	1,900	100
	Mc Kean	17,500	17,100	98
Station Totals		282,500	277,900	98
Net Weekly Circulation (1993)				165,700
Average Daily Circulation (1993)				94,800

Pennsylvania—Harrisburg-York

WHP-TV

Ch. 21

Network Service: CBS.

Licensee: WHP Television L.P., Box 1507, Harrisburg, PA 17105.

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

Telephone: 717-238-2100. Fax: 717-236-0198.

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

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

Transmitter: Blue Mountain.

Multichannel TV Sound: Stereo only.

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

News Service: AP.

Ownership: WHP Television L.P.

Began Operation: April 15, 1953. Sale to present owners approved by FCC Sept 3, 1993 (Television Digest, (Vol. 33:20).

Represented (sales): Petry Television Inc.

Represented (legal): Dow, Lohnes & Albertson.

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

Personnel:

- Dave Ritter, Vice President & General Manager.
- Bill Haight, General Sales Manager.
- Mary O. Hoff, Program Director.
- Rob Hershey, Director of Engineering.
- Matthew Hope, Director, Creative Services.

Highest 30 Sec. Rate: \$1500.

NETWORK BASE HOURLY RATE: \$649.

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

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	PENNSYLVANIA			
	Cumberland	75,700	74,500	98
	Dauphin	96,200	94,600	98
	Juniata	7,800	7,500	96
	Lebanon	43,600	42,800	98
	Perry	15,600	15,300	98
York	132,000	130,000	98	



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	PENNSYLVANIA			
	Adams	29,100	28,500	98
	Lancaster	158,100	153,500	97
	Snyder	13,100	12,600	96
Between 5-24%	MARYLAND			
	Cecil	26,000	25,900	100
	PENNSYLVANIA			
	Clinton	13,800	13,600	99
	Franklin	46,700	45,400	97
	Mifflin	17,900	17,400	97
	Montour	6,600	6,400	97
	Northumberland	38,700	37,800	98
Schuylkill	60,400	59,300	98	
Station Totals		781,300	765,100	98
Net Weekly Circulation (1993)				370,400
Average Daily Circulation (1993)				181,900

UHF, VHF, ITFS/MMDS
Broadcast Products and Services
Turnkey Systems Since 1960

PO Box 68 • White Haven, PA 18661 • 717-443-9575
1-800-233-6193 FAX 717-443-9257

Pennsylvania—Harrisburg-York-Lebanon

WHTM-TV

Ch. 27

Network Service: ABC.

Licensee: WHTM-TV Inc., Box 5860, Harrisburg, PA 17110.

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

Mailing Address: Box 5860, Harrisburg, PA 17110.

Telephone: 717-236-2727. Fax: 717-232-5272.

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

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

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

Satellite Earth Stations: Andrew, 7.3-meter C-band; Andrew, 4.5-meter C-band; Comtech, 3.5-meter Ku-band; Avantek receivers.

News Service: AP.

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

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

Represented (sales): Blair Television.

Represented (legal): Hogan & Hartson.

Personnel:

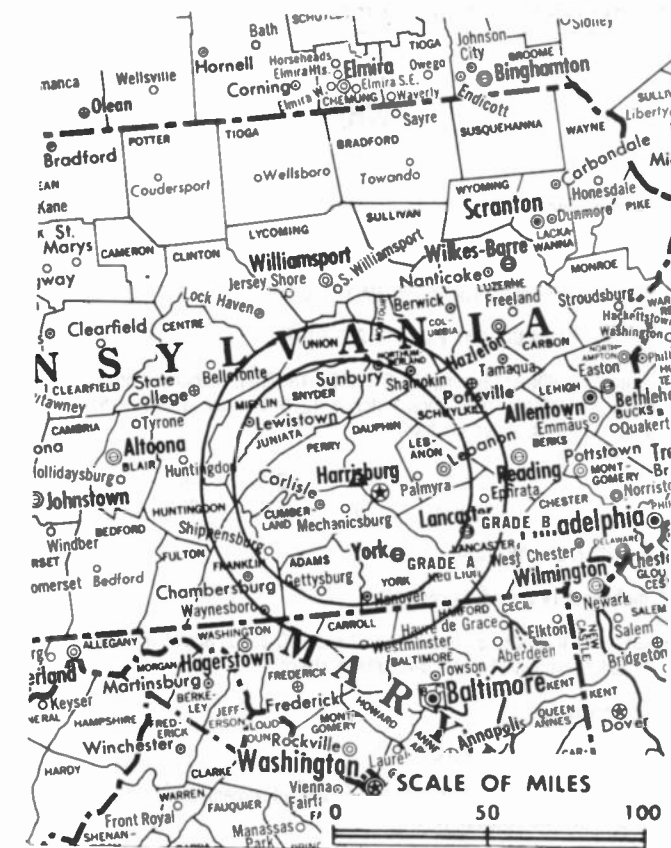
Robert N. Smith, President.
John Purcell, Vice President & General Manager.
Paul O'Dell, Station Manager.
Frank Raterman, Local Sales Manager.
Caroline Wilson, Promotion Director.
Holly Stewart, News Director.
Donald Landis, Chief Engineer.
Joseph Fry, Controller.

Rates: On request.

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

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	PENNSYLVANIA			
	Cumberland	75,700	74,500	98
	Dauphin	96,200	94,600	98
	Juniata	7,800	7,500	96
	Lebanon	43,600	42,800	98
	Mifflin	17,900	17,400	97



WHTM-TV BPCT-3028 Granted 5/11/62 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Perry	15,600	15,300	98
	York	132,000	130,000	98
Between 25-49%	PENNSYLVANIA			
	Adams	29,100	28,500	98
	Franklin	46,700	45,400	97
	Huntingdon	15,700	15,300	97
	Lancaster	158,100	153,500	97
Snyder	13,100	12,600	96	
Between 5-24%	MARYLAND			
	Cecil	26,000	25,900	100
	PENNSYLVANIA			
	Berks	130,700	128,800	99
	Centre	43,500	42,500	98
	Fulton	5,300	5,100	96
	Montour	6,600	6,400	97
	Northumberland	38,700	37,800	98
	Schuylkill	60,400	59,300	98
	Union	12,000	11,600	97
Station Totals		974,700	954,800	98
Net Weekly Circulation (1993)				446,200
Average Daily Circulation (1993)				249,000

Pennsylvania—Hazleton

WWLF-TV

Ch. 56

(Satellite of WOLF-TV, Scranton, PA)

Network Service: Fox.

Licensee: Pegasus Broadcast TV L.P., 5 Radnor Corporate Center, Suite 454, Radnor, PA 19087.

Studio: See WOLF-TV, Scranton, PA.

Telephone: 717-347-9653. Fax: 717-347-3141.

Technical Facilities: Channel No. 56 (722-728 MHz). Authorized power: 1000-kw max. visual, 100-kw max. aural. Antenna: 1079-ft. above av. terrain, 381-ft. above ground, 2201-ft. above sea level.

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

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

Multichannel TV Sound: Stereo only.

Ownership: Pegasus Broadcast TV L.P. (Group Owner).

Began Operation: June 3, 1985. Sale from Scranton TV Partners Ltd. to present owner granted by FCC April 27, 1993.

Represented (sales): Seltel Inc.

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

Personnel:
See WOLF-TV, Scranton, PA.

Rates: On request.

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



City of License: Hazleton. ADI: Wilkes Barre-Scranton. Rank: 51.

Pennsylvania—Johnstown

WJAC-TV

Ch. 6

Network Service: NBC.

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

Studio: 1949 Hickory Lane, Johnstown, PA 15905.

Telephone: 814-255-7600.

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

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

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

Multichannel TV Sound: Stereo only.

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

News Services: NBC, AP.

Ownership: WJAC Inc.

Began Operation: September 15, 1949.

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

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

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

Personnel:

James M. Edwards Sr., President & General Manager.
Richard D. Schrott, Vice President & General Sales Manager.
James Parker, Local Sales Manager.
Ron Miller, News Director.
Robert Maslak, Operations Manager.
Ken DeGennaro, Promotion & Production Manager.
Jolene Courter, Program Manager.
Gale Koestler, Director of Human Resources.
Rob Abele, Chief Engineer.

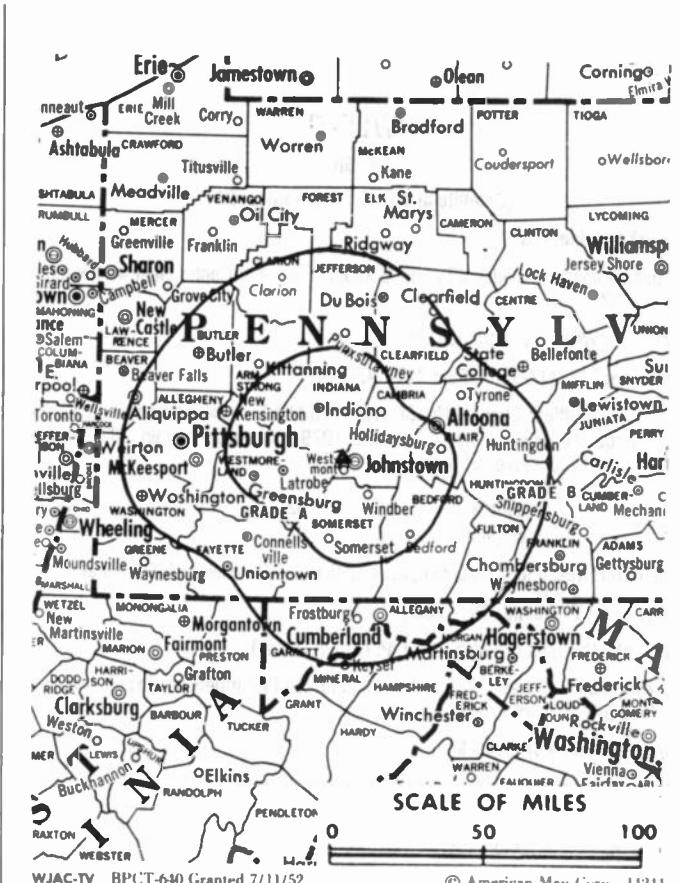
Highest 30 Sec. Rate: \$850.

NETWORK BASE HOURLY RATE: \$1300.

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

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MARYLAND			
	Garrett	10,200	10,100	99
	PENNSYLVANIA			
	Armstrong	28,200	27,800	99
	Bedford	18,200	17,800	98
	Blair	50,300	49,600	99
	Cambria	61,100	60,400	99
	Cameron	2,400	2,400	100
	Centre	43,500	42,500	98
	Clarion	15,000	14,700	98
Clearfield	29,600	29,100	98	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Elk	13,000	12,800	98
	Huntingdon	15,700	15,300	97
	Indiana	31,700	31,100	98
	Jefferson	17,500	17,200	98
	Somerset	29,500	28,900	98
	WEST VIRGINIA			
	Grant	4,100	4,000	98
Between 25-49%	PENNSYLVANIA			
	Forest	1,900	1,900	100
	Westmoreland	143,700	142,200	99
	WEST VIRGINIA			
	Hardy	4,500	4,400	98
Between 5-24%	PENNSYLVANIA			
	Butler	56,200	55,600	99
	Fayette	55,600	54,500	98
	Fulton	5,300	5,100	96
	Greene	14,500	14,200	98
	Mc Kean	17,500	17,100	98
	Mifflin	17,900	17,400	97
	Potter	6,300	6,100	97
	Venango	22,000	21,400	97
	Washington	77,900	76,900	99
	WEST VIRGINIA			
	Hampshire	6,500	6,400	98
Station Totals		799,800	786,900	98
Net Weekly Circulation (1993)				415,600
Average Daily Circulation (1993)				229,600

Pennsylvania—Johnstown

WWCP-TV

Ch. 8

Network Service: Fox.

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

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

Telephone: 814-266-8088. Fax: 814-266-7749.

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

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

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

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

News Services: AP, CNN, Fox News, UPI.

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

Began Operation: October 13, 1986.

Represented (sales): Katz Communications Inc.

Represented (legal): Hogan & Hartson.

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

Personnel:

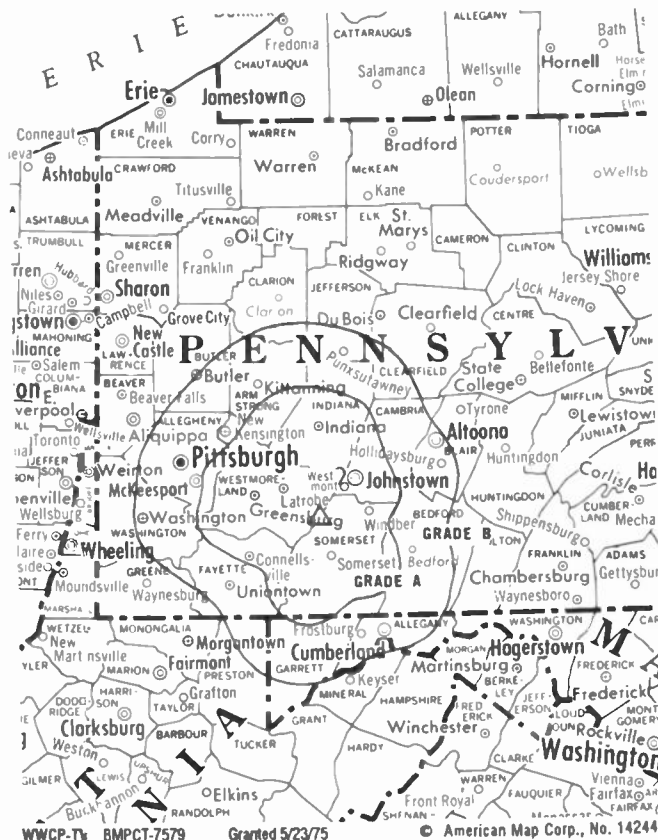
- Martin H. Dstrow, General Manager.
- Christopher J. Taylor, Station Manager.
- Ron Kabo, Local Sales Manager.
- Robert Andrade, Chief Engineer.
- Jeff Alan, News Director.
- Kathleen Smith, Administration Director.

Rates: On request.

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

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	PENNSYLVANIA			
	Bedford	18,200	17,800	98
	Blair	50,300	49,600	99
	Cambria	61,100	60,400	99
	Cameron	2,400	2,400	100
	Clearfield	29,600	29,100	98
	Indiana	31,700	31,100	98
Somerset	29,500	28,900	98	
Between 25-49%	MARYLAND			
	Garrett	10,200	10,100	99
	PENNSYLVANIA			
	Armstrong	28,200	27,800	99
	Centre	43,500	42,500	98



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Elk	13,000	12,800	98
	Huntingdon	15,700	15,300	97
	Jefferson	17,500	17,200	98
	Westmoreland	143,700	142,200	99
Between 5-24%	PENNSYLVANIA			
	Butler	56,200	55,600	99
	Clarion	15,000	14,700	98
	Clinton	13,800	13,600	99
	Fayette	55,600	54,500	98
	Forest	1,900	1,900	100
	Fulton	5,300	5,100	96
	Greene	14,500	14,200	98
	Mifflin	17,900	17,400	97
	Venango	22,000	21,400	97
Washington	77,900	76,900	99	
WEST VIRGINIA	Grant	4,100	4,000	98
	Preston	10,700	10,600	99
Station Totals		789,500	777,100	98
Net Weekly Circulation (1993)				305,300
Average Daily Circulation (1993)				126,200

Pennsylvania—Lancaster

WGAL
Ch. 8

Network Service: NBC.

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

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

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

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

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

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

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

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

Multichannel TV Sound: Stereo and separate audio program.

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

News Services: AP, NBC, CNN.

Ownership: Pulitzer Broadcasting Co. (Group Owner).

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

Represented (sales): Katz American Television; Canadian Communications Co.

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

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

Personnel:

- Paul Quinn, Vice President & General Manager.
- Nelson Sears, Program Manager.
- John Feeser, General Sales Manager.
- Tom Van Benschoten, Local & Regional Sales Manager.
- Ed Wickenheiser, News Director.
- Cil Frazier, Promotion & Marketing Director.
- Pat Saam, Commercial Operations Manager.
- Robert B. Good Jr., Chief Engineer.
- Robert Singer, Business Manager.

Rates: On request.

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

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	PENNSYLVANIA			
	Adams	29,100	28,500	98
	Berks	130,700	128,800	99
	Cumberland	75,700	74,500	98
	Dauphin	96,200	94,600	98
	Juniata	7,800	7,500	96
	Lancaster	158,100	153,500	97
	Lebanon	43,600	42,800	98



WGAL BPCT-910 Granted 2/3/54

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Mifflin	17,900	17,400	97
	Perry	15,600	15,300	98
	Snyder	13,100	12,600	96
	York	132,000	130,000	98
Between 25-49%	MARYLAND			
	Cecil	26,000	25,900	100
	PENNSYLVANIA			
	Franklin	46,700	45,400	97
Northumberland	38,700	37,800	98	
Schuylkill	60,400	59,300	98	
Between 5-24%	MARYLAND			
	Carroll	44,700	44,500	100
	Harford	67,100	66,800	100
	Kent	6,800	6,800	100
	PENNSYLVANIA			
	Centre	43,500	42,500	98
	Chester	140,700	139,000	99
	Fulton	5,300	5,100	96
Huntingdon	15,700	15,300	97	
Montour	6,600	6,400	97	
Union	12,000	11,600	97	
Station Totals		1,234,000	1,211,900	98
Net Weekly Circulation (1993)				665,000
Average Daily Circulation (1993)				375,800

Pennsylvania—Lancaster-Lebanon

WLYH-TV
Ch. 15

Network Service: CBS.

Licensee: Gateway Communications Inc., 12 Gateway Plaza, Johnson City, NY 13907.

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

Mailing Address: Box 1283, Lebanon, PA 17042.

Telephone: 717-273-4551. Fax: 717-270-0901.

Technical Facilities: Channel No. 15 (476-482 MHz). Authorized power: 1050-kw max. & 676-kw horizontal visual, 68-kw max. & 33.8-kw horizontal aural. Antenna: 1364-ft. above av. terrain, 1062-ft. above ground, 1940-ft. above sea level.

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

Transmitter: RD 5, Television Hill.

Satellite Earth Stations: Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta, 4-meter C-band; AFC, 3.6-meter Ku-band; Comtech, 3.8-meter Ku & C-band; Drake, Scientific-Atlanta, Agile Omni receivers.

News Services: AP, CBS, CNN.

Ownership: Gateway Communications Inc. (Group Owner).

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

Represented (sales): Seitel Inc.

Represented (engineering): Smith & Powstenko.

Personnel:

- David F. Metz, Vice President & General Manager.
- Bob Patterson, Program Director.
- John McNally, Local Sales Manager.
- Kathy Morgan, Business Manager.
- Leilyn Perri, News Director.
- Jan Hrabovsky, Promotion Manager.
- Tim Costley, Chief Engineer.

Rates: On request.

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

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	PENNSYLVANIA Lebanon	43,600	42,800	98
	PENNSYLVANIA Dauphin	96,200	94,600	98
Between 25-49%	Juniata	7,800	7,500	96



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Lancaster	158,100	153,500	97
	York	132,000	130,000	98
Between 5-24%	MARYLAND Cecil	26,000	25,900	100
	PENNSYLVANIA Adams	29,100	28,500	98
	Berks	130,700	128,800	99
	Cumberland	75,700	74,500	98
	Franklin	46,700	45,400	97
	Mifflin	17,900	17,400	97
	Northumberland	38,700	37,800	98
	Perry	15,600	15,300	98
	Schuylkill	60,400	59,300	98
	Snyder	13,100	12,600	96
Union	12,000	11,600	97	
Station Totals		903,600	885,500	98
Net Weekly Circulation (1993)			254,100	
Average Daily Circulation (1993)			83,900	

Pennsylvania—Philadelphia

KYW-TV Ch. 3

Network Service: NBC.

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

Studio: Independence Mall E, Philadelphia, PA 19106.

Telephone: 215-238-4700. **Fax:** 215-238-4907.

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 99.5-kw visual, 9.95-kw aural. Antenna: 1000-ft. above av. terrain, 1116-ft. above ground, 1369-ft. above sea level.

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

Transmitter: Roxborough, PA.

Multichannel TV Sound: Stereo and separate audio program.

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

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

FM Affiliate: WMMR-FM, 93.3 kHz.

News Services: AP, UPI.

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

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

Represented (sales): Group W Television Sales.

Personnel:

- Anthony Vinciguerra, Vice President & General Manager.
- Michael Colleran, General Sales Manager.
- Robert Ross, Director of Broadcast Operations & Engineering.
- Allen Murphy, Director, KYW Enterprises.
- Jim Zurath, Controller.
- Scott Herman, News Director.
- Dick Goggin, Production Manager.
- Charles Thomson, Editorial Director.
- Iona Harper, Human Resources Manager.
- Joanne Calabria, Communications Director.

Rates: On request.

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

Total Households: ©MSI Consumer Market Data as of 1/1/93. **TV Homes, TV% and Circulation** ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	DELAWARE			
	New Castle	169,300	168,700	100
	MARYLAND			
	Cecil	26,000	25,900	100
	NEW JERSEY			
	Atlantic	87,400	85,900	98
	Burlington	140,500	139,400	99
	Camden	182,800	181,400	99
	Cape May	39,100	38,500	98
	Cumberland	47,300	46,700	99
	Gloucester	81,300	80,700	99
	Hunterdon	39,300	38,800	99
	Mercer	119,200	117,700	99
	Salem	24,100	23,800	99
	PENNSYLVANIA			
	Berks	130,700	128,800	99



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

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Bucks	198,400	196,800	99
	Chester	140,700	139,000	99
	Delaware	203,900	202,500	99
	Lehigh	115,700	114,200	99
	Monroe	36,800	36,200	98
	Montgomery	260,900	258,500	99
	Northampton	94,100	92,800	99
Philadelphia	602,800	593,500	98	
Between 25-49%	DELAWARE			
	Kent	40,400	40,100	99
	NEW JERSEY			
	Ocean	175,800	174,300	99
	PENNSYLVANIA			
Carbon	22,600	22,300	98	
Lancaster	158,100	153,500	97	
Schuylkill	60,400	59,300	98	
Between 5-24%	DELAWARE			
	Sussex	45,700	45,200	99
	MARYLAND			
	Caroline	10,300	10,200	99
	NEW JERSEY			
	Monmouth	203,800	201,800	99
	Somerset	93,300	92,500	99
	Warren	34,700	34,200	99
	PENNSYLVANIA			
	Columbia	23,700	23,300	98
Lebanon	43,600	42,800	98	
Luzerne	128,500	127,000	99	
Pike	11,800	11,500	97	
Station Totals		3,793,000	3,747,800	99
Net Weekly Circulation (1993)			2,469,300	
Average Daily Circulation (1993)			1,288,100	

Pennsylvania—Philadelphia

WCAU-TV

Ch. 10

Network Service: CBS.

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

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

Telephone: 215-668-5510.

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

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

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

Multichannel TV Sound: Stereo only.

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

AM Affiliate: WOGL, 50-kw, 1210 kHz, stereo.

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

News Services: AP, UPI.

Ownership: CBS Inc. (Group Owner).

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

Represented (sales): CBS Television Stations National Sales.

Personnel:

Eugene Lothery, Vice President & General Manager.
Jeffrey M. Cash, Director of Sales.
Alex Dusek, Director of Creative Services.
David Harvey, Director, Operations & Engineering.
Drew Berry, News Director.
Joanne Wilder, Director, Community Affairs.

Rates: On request.

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

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	DELAWARE			
	Kent	40,400	40,100	99
	New Castle	169,300	168,700	100
	NEW JERSEY			
	Atlantic	87,400	85,900	98
	Burlington	140,500	139,400	99
	Camden	182,800	181,400	99
	Cape May	39,100	38,500	98
	Cumberland	47,300	46,700	99
	Gloucester	81,300	80,700	99
	Mercer	119,200	117,700	99
	Salem	24,100	23,800	99
	PENNSYLVANIA			
	Berks	130,700	128,800	99
Bucks	198,400	196,800	99	



WCAU-TV BPC:T-4403 Granted 2/25/71

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Carbon	22,600	22,300	98
	Chester	140,700	139,000	99
	Delaware	203,900	202,500	99
	Lancaster	158,100	153,500	97
	Lehigh	115,700	114,200	99
	Monroe	36,800	36,200	98
	Montgomery	260,900	258,500	99
	Northampton	94,100	92,800	99
	Philadelphia	602,800	593,500	98
	Schuylkill	60,400	59,300	98
Between 25-49%	MARYLAND			
	Cecil	26,000	25,900	100
	NEW JERSEY			
Hunterdon	39,300	38,800	99	
Ocean	175,800	174,300	99	
Between 5-24%	DELAWARE			
	Sussex	45,700	45,200	99
	NEW JERSEY			
	Monmouth	203,800	201,800	99
	Warren	34,700	34,200	99
	PENNSYLVANIA			
Columbia	23,700	23,300	98	
Northumberland	38,700	37,800	98	
Station Totals		3,544,200	3,501,600	99
Net Weekly Circulation (1993)			2,515,200	
Average Daily Circulation (1993)			1,270,100	

Pennsylvania—Philadelphia

WGBS-TV

Ch. 57

Network Service: None, independent.

Licensee: Combined Broadcasting Inc.

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

Telephone: 215-563-5757.

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

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

Transmitter: Umbria & Paoli Ave., Roxborough.

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

Ownership: Combined Broadcasting Inc. (Group Owner).

Began Operation: June 15, 1981. FCC approved sale to Grant Bcstg. by Leon S. Gross, et al., April 24, 1985. Transfer to present owners approved June 8, 1988. Note: Sale to Fox Television Stations pends (Television Digest, Vol. 33: 34).

Represented (sales): Katz Independent Television.

Represented (legal): Loeb & Loeb.

Personnel:

Robert E. O'Connor, President.
Carol C. Healey, Vice President & Station Manager.
Edward Shaffer, General Sales Manager.
Richard Hammond, Local Sales Manager.
Maria Kent, National Sales Manager.
Richard Quinto, Chief Engineer.
Mark Cooper, Promotion Director.
Kathleen Gorman, Business Manager.

Rates: On request.

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

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	DELAWARE			
	New Castle	169,300	168,700	100
	NEW JERSEY			
	Atlantic	87,400	85,900	98
	Burlington	140,500	139,400	99
	Camden	182,800	181,400	99
	Cumberland	47,300	46,700	99
	Gloucester	81,300	80,700	99
	PENNSYLVANIA			
	Bucks	198,400	196,800	99
Chester	140,700	139,000	99	



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Delaware	203,900	202,500	99
	Lebanon	43,600	42,800	98
	Montgomery	260,900	258,500	99
	Philadelphia	602,800	593,500	98
Between 5-24%	DELAWARE			
	Kent	40,400	40,100	99
	MARYLAND			
	Cecil	26,000	25,900	100
	NEW JERSEY			
	Cape May	39,100	38,500	98
	Mercer	119,200	117,700	99
	Ocean	175,800	174,300	99
	Salem	24,100	23,800	99
	PENNSYLVANIA			
Berks	130,700	128,800	99	
Lancaster	158,100	153,500	97	
Station Totals		2,872,300	2,838,500	99
Net Weekly Circulation (1993)			938,900	
Average Daily Circulation (1993)			325,700	

Pennsylvania—Philadelphia-Burlington, New Jersey

WGTV

Ch. 48

Network Service: None, independent.

Grantee: Brunson Bcstg. Co. of New Jersey Inc., 3419 Bancroft Rd., Baltimore, MD 21215.

Studio: 642 N. Broad St., Philadelphia, PA 19130.

Telephone: 215-765-4800.

Technical Facilities: Channel No. 48 (674-680 MHz). Authorized power: 2340-kw max. visual, 234-kw max. aural. Antenna: 1100-ft. above av. terrain, 1079-ft. above ground, 1332-ft. above sea level.

Latitude	40°	02'	35.50"
Longitude	75°	14'	32.50"

Transmitter: Umbria St. near Domino Lane, Roxborough.

Ownership: Brunson Communications Inc.

Began Operation: August 13, 1992.

Represented (sales): Roslin TV Sales.

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

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

Personnel:

- Dorothy Brunson, General Manager.
- Catherine Pugh, General Sales Manager.
- Roger Dufault, Chief Engineer.
- Edward R. Brunson, Creative Services.

Rates: On request.



WGTV BPCT-840104KL Granted 8/1/86 © American Map Corp., No. 14244

Arbitron Data: Not available.

City of License: Burlington, NJ. ADI: Philadelphia. Rank: 4.

Pennsylvania—Philadelphia

WPHL-TV

Ch. 17

Network Service: None, independent.

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

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

Telephone: 215-878-1700. Fax: 215-879-3665.

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

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

Transmitter: E. Domino Lane.

Multichannel TV Sound: Stereo only.

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

Ownership: Tribune Broadcasting Co. (Group Owner).

Began Operation: July 17, 1960 but left air Aug. 1, 1962. Resumed operation Sept. 17, 1965. Assignment of license to U.S. Communications (AVC Corp.) approved by FCC Dec. 6, 1967. Sale to Providence Journal by AVC Corp. approved by FCC Nov. 16, 1978 (Television Digest, Vol. 18:20). Sale to Taft Bcstg. Partners approved Oct. 22, 1987 (Vol. 27:30). Transfer of control from Taft to Tribune Bcstg. Co. approved April 17, 1992 (Vol. 31:45; 32:24).

Represented (sales): TeleRep Inc.

Represented (legal): Sidley & Austin.

Personnel:

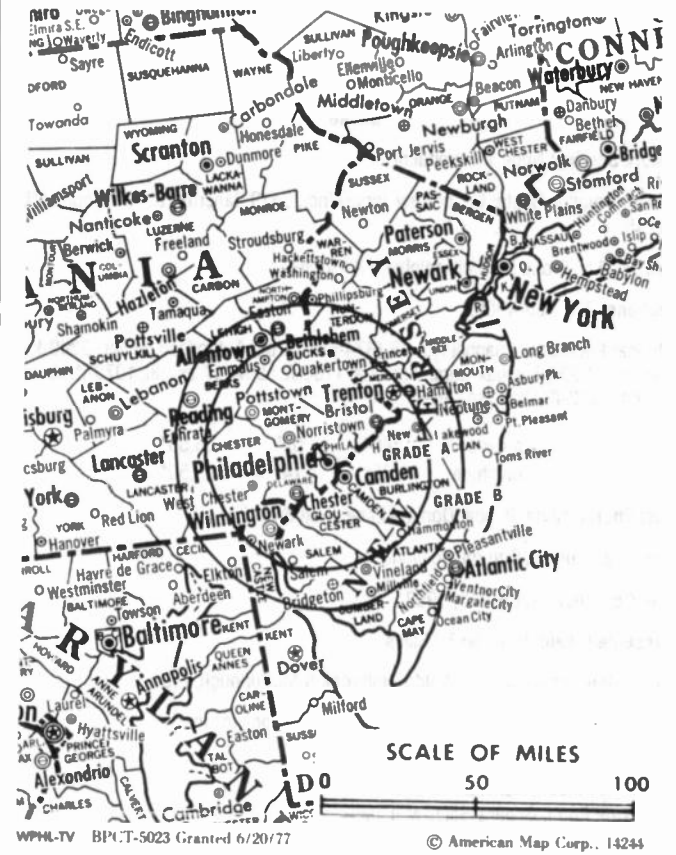
Randall Smith, Executive Vice President & General Manager.
Tim Cabrey, General Sales Manager.
Kerry Mulvey, National Sales Manager.
Trish Silvas, Director of Programming.
Wanda Fletcher, Operations Manager.
David Smith, Engineering Manager.

Highest 30 Sec. Rate: \$5000.

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

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NEW JERSEY			
	Camden	182,800	181,400	99
	Cumberland	47,300	46,700	99
	Salem	24,100	23,800	99
Between 25-49%	PENNSYLVANIA			
	Philadelphia	602,800	593,500	98
	DELAWARE			
	Kent	40,400	40,100	99
	New Castle	169,300	168,700	100
	MARYLAND			
	Cecil	26,000	25,900	100
	NEW JERSEY			
	Atlantic	87,400	85,900	98
	Burlington	140,500	139,400	99
	Cape May	39,100	38,500	98
	Gloucester	81,300	80,700	99
	Mercer	119,200	117,700	99
	PENNSYLVANIA			
	Berks	130,700	128,800	99
	Bucks	198,400	196,800	99
	Carbon	22,600	22,300	98



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Chester	140,700	139,000	99
	Dauphin	96,200	94,600	98
	Delaware	203,900	202,500	99
	Lancaster	158,100	153,500	97
	Lehigh	115,700	114,200	99
	Montgomery	260,900	258,500	99
	Montour	6,600	6,400	97
	Northampton	94,100	92,800	99
	Northumberland	38,700	37,800	98
	Schuylkill	60,400	59,300	98
	Snyder	13,100	12,600	96
Between 5-24%	DELAWARE			
	Sussex	45,700	45,200	99
	MARYLAND			
	Caroline	10,300	10,200	99
	NEW JERSEY			
	Hunterdon	39,300	38,800	99
	Middlesex	244,500	242,700	99
	Ocean	175,800	174,300	99
	Somerset	93,300	92,500	99
	PENNSYLVANIA			
Columbia	23,700	23,300	98	
Cumberland	75,700	74,500	98	
Lebanon	43,600	42,800	98	
Lycoming	45,800	44,600	97	
Monroe	36,800	36,200	98	
Perry	15,600	15,300	98	
Pike	11,800	11,500	97	
Union	12,000	11,600	97	
York	132,000	130,000	98	
Station Totals		4,106,200	4,054,900	99
Net Weekly Circulation (1993)				1,429,000
Average Daily Circulation (1993)				488,300

Pennsylvania—Philadelphia

WPVI-TV

Ch. 6

Network Service: ABC.

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

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

Telephone: 215-878-9700. Fax: 215-581-4515.

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 74-kw visual, 7.4-kw aural. Antenna: 1090-ft. above av. terrain, 1116-ft. above ground, 1368-ft. above sea level.

Latitude 40° 02' 38.50"
Longitude 75° 14' 26.50"

Transmitter: Culp St., Roxborough, PA.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Transmit/receive Andrew, 5.3-meter Ku-band; Scientific-Atlanta, 7.1-meter C-band; Andrew, 7-meter C-band; Andrew, Scientific-Atlanta receivers.

News Services: ABC, AP, CNN, UPI.

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

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

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

Represented (legal): Wilmer, Cutler & Pickering.

Personnel:

- Alan Nesbitt, President & General Manager.
- Todd Wheeler, Director of Sales.
- Lisa Hipp, Local Sales Manager.
- Charles D. Dunn, National Sales Manager.
- Dave Davis, News Director.
- William Burton, Promotion Director.
- Robert Apfel, Business Manager.
- Terry Belford, Production Manager.
- Charles R. Bradley, Director of Programming & Operations.
- Irwin L. Ross, Engineering Director.
- Linda Munich, Public Affairs Director.

Rates: On request.

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

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	DELAWARE			
	New Castle	169,300	168,700	100
	MARYLAND			
	Cecil	26,000	25,900	100
	NEW JERSEY			
	Atlantic	87,400	85,900	98
	Burlington	140,500	139,400	99
	Camden	182,800	181,400	99
	Cape May	39,100	38,500	98
	Cumberland	47,300	46,700	99
Gloucester	81,300	80,700	99	
Mercer	119,200	117,700	99	
Salem	24,100	23,800	99	
PENNSYLVANIA				
Berks	130,700	128,800	99	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Bucks	198,400	196,800	99
	Carbon	22,600	22,300	98
	Chester	140,700	139,000	99
	Delaware	203,900	202,500	99
	Lancaster	158,100	153,500	97
	Lehigh	115,700	114,200	99
	Monroe	36,800	36,200	98
	Montgomery	260,900	258,500	99
	Northampton	94,100	92,800	99
	Philadelphia	602,800	593,500	98
Between 25-49%	DELAWARE			
	Kent	40,400	40,100	99
	NEW JERSEY			
Hunterdon	39,300	38,800	99	
Ocean	175,800	174,300	99	
Between 5-24%	PENNSYLVANIA			
	Schuylkill	60,400	59,300	98
	DELAWARE			
	Sussex	45,700	45,200	99
	NEW JERSEY			
Monmouth	203,800	201,800	99	
Warren	34,700	34,200	99	
PENNSYLVANIA				
Lebanon	43,600	42,800	98	
Northumberland	38,700	37,800	98	
Station Totals		3,564,100	3,521,100	99
Net Weekly Circulation (1993)				2,650,800
Average Daily Circulation (1993)				1,772,000

Pennsylvania—Philadelphia

WTXF

Ch. 29

Network Service: Fox.

Licensee: Paramount Stations Group of Philadelphia Inc., 330 Market St., Philadelphia, PA 19106.

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

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

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

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

Transmitter: 340 Domino Lane.

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

News Services: AP, CNN.

Ownership: Paramount Stations Group (Group Owner).

Began Operation: May 16, 1965. Sale to Taft Bcstg. approved by FCC May 7, 1969 (Television Digest, Vol. 9.21). Sale by Taft to TVX Broadcast Group approved by FCC Feb. 20, 1987 (Vol. 27.9, 14, 15).

Represented (sales): Seitel Inc.

Personnel:

- Michael Conway, Vice President & General Manager.
- Bill Ballard, General Sales Manager.
- Karen Gilligan, Local Sales Manager.
- Kevin O'Kane, Local Sales Manager.
- Scott Mayes, National Sales Manager.
- William Butler, Program Manager.
- Roger Lamay, News Director.
- Denise Rolfe, Promotion Manager.
- Kent Von Hertsberg, Business Manager.
- Diane Krach, Chief Engineer.

Rates: On request.

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

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	DELAWARE			
	Kent	40,400	40,100	99
	New Castle	169,300	168,700	100
	MARYLAND			
	Cecil	26,000	25,900	100
	NEW JERSEY			
	Atlantic	87,400	85,900	98
	Burlington	140,500	139,400	99
	Camden	182,800	181,400	99
	Cape May	39,100	38,500	98
	Cumberland	47,300	46,700	99
	Gloucester	81,300	80,700	99
	Salem	24,100	23,800	99
	PENNSYLVANIA			
Bucks	198,400	196,800	99	
Chester	140,700	139,000	99	
Delaware	203,900	202,500	99	
Montgomery	260,900	258,500	99	
Philadelphia	602,800	593,500	98	
Between 25-49%	DELAWARE			
	Sussex	45,700	45,200	99



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	NEW JERSEY			
	Mercer	119,200	117,700	99
	Ocean	175,800	174,300	99
	PENNSYLVANIA			
	Berks	130,700	128,800	99
	Carbon	22,600	22,300	98
	Lancaster	158,100	153,500	97
	Lehigh	115,700	114,200	99
	Montour	6,600	6,400	97
	Northampton	94,100	92,800	99
Schuylkill	60,400	59,300	98	
Between 5-24%	MARYLAND			
	Caroline	10,300	10,200	99
	Worcester	14,600	14,400	99
	NEW JERSEY			
	Hunterdon	39,300	38,800	99
	Monmouth	203,800	201,800	99
	Somerset	93,300	92,500	99
	Sussex	45,700	45,100	99
	Warren	34,700	34,200	99
	PENNSYLVANIA			
Clinton	13,800	13,600	99	
Columbia	23,700	23,300	98	
Lackawanna	84,500	83,600	99	
Luzerne	128,500	127,000	99	
Lycoming	45,800	44,600	97	
Monroe	36,800	36,200	98	
Northumberland	38,700	37,800	98	
Pike	11,800	11,500	97	
Snyder	13,100	12,600	96	
Union	12,000	11,600	97	
Wyoming	10,400	10,200	98	
Station Totals		4,034,600	3,984,900	99
Net Weekly Circulation (1993)			1,969,400	
Average Daily Circulation (1993)			853,600	

Pennsylvania—Pittsburgh

KDKA-TV

Ch. 2

Network Service: CBS.

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

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

Telephones: 412-575-2200; 412-575-2276. TWX: 710-664-4380.

Fax: 412-575-3207.

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

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

Transmitter: 4101 Grizella St.

Multichannel TV Sound: Stereo and separate audio program.

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

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

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

News Services: AP, CBS, CNN.

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

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

Represented (sales): Group W Television Sales.

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

Personnel:

Gary Cozen, Vice President & General Manager.

Jayne Adair, Program Manager.

Bruce Kaplan, Director of Sales & Marketing.

Phil Johnson, Director of Sales.

Sue McInerney, News Director.

Lorraine Snebold, Creative Services Director.

John J. Cvetic, Engineering Manager.

Jerry Kalke, Director, Broadcast Operations & Engineering.

Rates: On request.

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

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MARYLAND			
	Garrett	10,200	10,100	99
	OHIO			
	Jefferson	30,800	30,500	99
	PENNSYLVANIA			
	Allegheny	537,300	531,200	99
	Armstrong	28,200	27,800	99
	Beaver	71,500	70,700	99
	Butler	56,200	55,600	99
	Cambria	61,100	60,400	99
	Clarion	15,000	14,700	98
	Fayette	55,600	54,500	98
	Forest	1,900	1,900	100
	Greene	14,500	14,200	98
	Indiana	31,700	31,100	98
	Jefferson	17,500	17,200	98
	Lawrence	36,000	35,500	99
	Somerset	29,500	28,900	98
	Venango	22,000	21,400	97
	Washington	77,900	76,900	99
	Westmoreland	143,700	142,200	99
WEST VIRGINIA				
Brooke	10,100	10,100	100	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Hancock	13,700	13,700	100
	Marion	22,300	22,100	99
	Marshall	14,100	14,000	99
	Monongalia	29,300	29,000	99
	Ohio	20,300	20,200	100
Between 25-49%	OHIO			
	Belmont	27,600	27,300	99
	Columbiana	40,900	40,400	99
	Harrison	6,000	5,900	98
Between 5-24%	PENNSYLVANIA			
	Clearfield	29,600	29,100	98
	Elk	13,000	12,800	98
	Mercer	45,300	44,600	98
	WEST VIRGINIA			
	Harrison	26,900	26,800	100
	Preston	10,700	10,600	99
Randolph	10,400	10,300	99	
Taylor	5,700	5,600	98	
Wetzel	7,200	7,100	99	
Station Totals	MARYLAND			
	Allegany	29,400	29,200	99
	OHIO			
	Monroe	5,700	5,600	98
	PENNSYLVANIA			
	Blair	50,300	49,600	99
	Crawford	32,000	31,300	98
	WEST VIRGINIA			
	Barbour	5,800	5,700	98
	Mineral	10,200	10,100	99
Tyler	3,700	3,700	100	
Upshur	8,100	8,000	99	
Station Totals		1,718,900	1,697,600	99
Net Weekly Circulation (1993)				1,279,200
Average Daily Circulation (1993)				832,100

Pennsylvania—Greensburg-Pittsburgh

WPCB-TV

Ch. 40

(Operates satellite WKBS-TV, Altoona, PA)

Network Service: None, independent.

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

Studio: Rte. 48, Signal Hill Dr., Wall, PA 15148-1499.

Telephone: 412-824-3930. Fax: 412-824-5442.

Technical Facilities: Channel No. 40 (626-632 MHz). Authorized power: 1170-kw max. & 490-kw horizontal visual, 117-kw max. & 49-kw horizontal aural. Antenna: 980-ft. above av. terrain, 839-ft. above ground, 2049-ft. above sea level.

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

Transmitter: Signal Hill Dr., Wall, PA.

Satellite Earth Stations: Transmit/receive Vertex, 11-meter C-band; Scientific-Atlanta, 11-meter Ku & C-band; DH Satellite, 5-meter Ku & C-band; Scientific-Atlanta, 5-meter C-band; Agile Omni, Scientific-Atlanta receivers.

Ownership: Comerstone Television Inc. (Group Owner).

Began Operation: April 15, 1979.

Represented (legal): Gammon & Grange.

Personnel:

Oleen Eagle, Executive Vice President & General Manager.
David Skeba, Vice President & Director of Programming.
Blake Richert, Vice President & Director of Engineering.
James Fitzgerald, Director of Development.

Highest 30 Sec. Rate: \$55.

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

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
PENNSYLVANIA				
Between 5-24%	Allegheny	537,300	531,200	99
	Armstrong	28,200	27,800	99
	Beaver	71,500	70,700	99
	Clarion	15,000	14,700	98
	Fayette	55,600	54,500	98
	Greene	14,500	14,200	98
	Indiana	31,700	31,100	98
	Somerset	29,500	28,900	98
	Washington	77,900	76,900	99
	Westmoreland	143,700	142,200	99
Station Totals		1,004,900	992,200	99
Net Weekly Circulation (1993)				131,500
Average Daily Circulation (1993)				35,000

For quality inspirational programs people turn to Superstation WPCB-TV 40

Over 80 inspiring and
entertaining shows for all ages

Superstation WPCB-TV 40. Choose from drama. Nationally known Bible teachers. Talk. Down-home cooking. Music. Health and fitness. Animation.

Whatever the need, we're here—24 hours a day. Bringing the best in Christian programming. A refreshing alternative for your cable company!

For more information, call David Skeba, Vice President of Programming, at (412) 824-3930.



Getting Together ♦ Jack Hayford ♦ **Just Kids** ♦ Dean & Mary ♦ Gerbert ♦ Adrian Rogers ♦ Lloyd Ogilvie ♦ Dave Roeber ♦ Accent On Health ♦ Animal Clinic ♦ **His Place** ♦ Focus On The Issues ♦ Jerusalem On Line ♦ Exposing the Lie ♦ Gardening With Ed Hume ♦ Origins ♦ **D. James Kennedy** ♦ Heritage Singers ♦ Reinhard Bonnke ♦ Jerry Falwell ♦ Outdoor Trail ♦ Chuck Smith ♦ **At Home Cooking Show** ♦ Sunshine Factory ♦ Paul Gaudino Family Fitness ♦ Charles Stanley ♦ Fishing the West ♦ Life Lessons with Ron Hembree ♦ Black Gospel Music ♦ Young At Heart ♦ **Superbook** ♦ R.C. Sproul ♦ John Ankerberg ♦ Day of Discovery ♦ Lightmusic ♦ Zola Levitt ♦ Kay Arthur ♦ Joy of Music ♦ **Lifeteen** ♦ Bible Prophecy ♦ John Hagee ♦ Flying House ♦ 100 Huntley Street ♦ Living By The Word ♦ Becky's Barn ♦ **700 Club** ♦ Pet Playhouse ♦ Another Life ♦ Davey & Goliath ♦ Jack Van Impe ♦ Pagan Invasion ♦ Cope ♦

Spacenet II, Channel 21
Satellite

♦ WPCB-TV 40 ♦
Greensburg/Pittsburgh, PA

♦ WKBS-TV 47 ♦
Altoona, PA

♦ WOCD-TV 55
Amsterdam, NY

Pennsylvania—Pittsburgh

WPGH-TV

Ch. 53

Network Service: Fox.

Licensee: WPGH Inc., 750 Ivory Ave., Pittsburgh, PA 15214-1606.

Studio: 750 Ivory Ave., Pittsburgh, PA 15214-1606.

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

Technical Facilities: Channel No. 53 (704-710 MHz). Authorized power: 2340-kw max. & 1280-kw horizontal visual, 234-kw max. & 64-kw horizontal aural. Antenna: 1010-ft. above av. terrain, 736-ft. above ground, 2049-ft. above sea level.

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

Requests CP for change to 1024-ft. above av. terrain, 702-ft. above ground, 2021-ft. above sea level, lat. 40° 29' 42", long. 80° 00' 17" BPCT-930708KF.

Transmitter: 750 Ivory Ave., Pittsburgh.

Satellite Earth Stations: AFC, 4.7-meter C-band; AFC, 4.5-meter Ku-band; AFC, 3.7-meter Ku-band; Vertex, 6.1-meter C-band; SatCom, 5.5-meter C-band; DX Communications, Harris, M/A-Com, Microdyne receivers.

Ownership: Sinclair Broadcast Group Inc. (Group Owner).

Began Operation: July 14, 1953 as WKJF-TV, left air July 2, 1954. Resumed operation under new ownership Feb. 1, 1969; left air Aug. 16, 1971. Transfer to Henry Posner Jr. from Receiver in Bankruptcy approved Dec. 12, 1973. Returned to air Jan. 14, 1974. Sale to Meredith Corp. by Henry Posner Jr. approved by FCC Sept. 8, 1978 (Television Digest, Vol. 18:17, 38). FCC approved sale by Meredith to Lorimar-Telepictures Nov. 12, 1986 (Vol. 26:29, 46, 52; 27:2). Sale to Renaissance Communications approved Nov. 23, 1988 (Vol. 29:3). FCC approved sale to present owner June 21, 1991.

Represented (sales): Petry Television Inc.

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

Personnel:

Alan B. Frank, General Manager.
Jim Lapiana, Director of Sales.
Kevin Moylan, National Sales Manager.
Terry Gaughan, Local Sales Manager.
Michael Karas, Director of Programming.
John Getz, Chief Engineer.
Wendy Shust, Business Manager.
Terry Caywood, Promotion Manager.
Michael Wolff, Director of Marketing & Advertising.

Rates: On request.

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

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	OHIO			
	Jefferson	30,800	30,500	99
	PENNSYLVANIA			
	Allegheny	537,300	531,200	99
	Armstrong	28,200	27,800	99
	Beaver	71,500	70,700	99
	Butler	56,200	55,600	99
	Fayette	55,600	54,500	98
	Lawrence	36,000	35,500	99
	Venango	22,000	21,400	97
	Washington	77,900	76,900	99
	Westmoreland	143,700	142,200	99
	WEST VIRGINIA			
	Brooke	10,100	10,100	100
	Hancock	13,700	13,700	100
	Marion	22,300	22,100	99
	Marshall	14,100	14,000	99
Monongalia	29,300	29,000	99	



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	MARYLAND			
	Garrett	10,200	10,100	99
	OHIO			
	Belmont	27,600	27,300	99
	Columbiana	40,900	40,400	99
	Harrison	6,000	5,900	98
	PENNSYLVANIA			
	Clarion	15,000	14,700	98
	Elk	13,000	12,800	98
	Greene	14,500	14,200	98
Indiana	31,700	31,100	98	
Jefferson	17,500	17,200	98	
WEST VIRGINIA				
Harrison	26,900	26,800	100	
Ohio	20,300	20,200	100	
Preston	10,700	10,600	99	
Randolph	10,400	10,300	99	
Taylor	5,700	5,600	98	
Tyler	3,700	3,700	100	
Upshur	8,100	8,000	99	
Wetzel	7,200	7,100	99	
Between 5-24%	OHIO			
	Monroe	5,700	5,600	98
	PENNSYLVANIA			
	Cambria	61,100	60,400	99
	Clearfield	29,600	29,100	98
	Forest	1,900	1,900	100
	Mercer	45,300	44,600	98
	Somerset	29,500	28,900	98
	WEST VIRGINIA			
	Barbour	5,800	5,700	98
Station Totals		1,597,000	1,577,400	99
Net Weekly Circulation (1993)			966,900	
Average Daily Circulation (1993)			506,400	

Pennsylvania—Pittsburgh

WPTT-TV
Ch. 22

Network Service: None, independent.

Licensee: WPTT Inc., 500 Seco Rd., Monroeville, PA 15146.

Studio: 500 Seco Rd., Monroeville, PA 15146.

Telephone: 412-856-9010. TWX: 510-600-8950. Fax: 412-856-4170.

Technical Facilities: Channel No. 22 (518-524 MHz). Authorized power: 5000-kw max. & 1950-kw horizontal visual, 500-kw max. & 195-kw horizontal aural. Antenna: 920-ft. above av. terrain, 829-ft. above ground, 2049-ft. above sea level.

Latitude 40° 26' 22.50"
Longitude 79° 43' 10.50"

Transmitter: Hawkeye Dr. Extended.

Satellite Earth Stations: AFC, 5-meter C-band; AFC, 3.7-meter C-band; AFC, 3.66-meter Ku-band; M/A-Com, Microdyne receivers.

Ownership: WPTT Inc.

Began Operation: September 29, 1978.

Represented (sales): Seitel Inc.

Represented (engineering): Carl T. Jones Corp.

Personnel:

Edwin L. Edwards, President & General Manager.
Willette Edwards, Secretary.

Highest 30 Sec. Rate: \$1200.

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

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	PENNSYLVANIA			
	Allegheny	537,300	531,200	99
	Beaver	71,500	70,700	99
	Indiana	31,700	31,100	98
Between 25-49%	OHIO			
	Jefferson	30,800	30,500	99
	PENNSYLVANIA			
	Armstrong	28,200	27,800	99
	Butler	56,200	55,600	99
	Clarion	15,000	14,700	98
	Washington	77,900	76,900	99
	Westmoreland	143,700	142,200	99
	WEST VIRGINIA			
	Brooke	10,100	10,100	100
Hancock	13,700	13,700	100	
Between 5-24%	MARYLAND			
	Garrett	10,200	10,100	99
	OHIO			
	Belmont	27,600	27,300	99
Carroll	9,900	9,800	99	



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	PENNSYLVANIA			
	Columbiana	40,900	40,400	99
	Monroe	5,700	5,600	98
	PENNSYLVANIA			
	Clearfield	29,600	29,100	98
	Fayette	55,600	54,500	98
	Forest	1,900	1,900	100
	Greene	14,500	14,200	98
	Jefferson	17,500	17,200	98
	Lawrence	36,000	35,500	99
	Venango	22,000	21,400	97
	WEST VIRGINIA			
	Barbour	5,800	5,700	98
	Harrison	26,900	26,800	100
Marion	22,300	22,100	99	
Marshall	14,100	14,000	99	
Monongalia	29,300	29,000	99	
Ohio	20,300	20,200	100	
Preston	10,700	10,600	99	
Taylor	5,700	5,600	98	
Station Totals		1,422,600	1,405,500	99
Net Weekly Circulation (1993)			550,500	
Average Daily Circulation (1993)			185,300	

Pennsylvania—Pittsburgh

WPXI

Ch. 11

Network Service: NBC.

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

Studio: 11 Television Hill, Pittsburgh, PA 15214.

Telephone: 412-237-1100. TWX: 710-664-4340. Fax: 412-323-8097.

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 990-ft. above av. terrain, 848-ft. above ground, 2048-ft. above sea level.

Latitude 40° 27' 47"
Longitude 80° 00' 17"

Transmitter: 11 Television Hill.

Multichannel TV Sound: Stereo and separate audio program.

Satellite Earth Stations: Transmit/receive Harris, 6-meter; Harris, 3-meter; Microdyne, 3-meter; Salcom Technologies, 2.8-meter; Scientific-Atlanta, 7-meter; Cyclesat, DX Antenna, Harris, M/A-Corn, Scientific-Atlanta receivers.

SNG Mobile Dish: Satcom Technologies, 2.8-meter.

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

Ownership: Cox Enterprises Inc. (Group Owner).

Began Operation: September 1, 1957. Sale to present owner by co-owners Pittsburgh Post-Gazette & Sun Telegraph and H. Kenneth Brennen & family approved Nov. 20, 1964 by FCC (Television Digest, Vol. 4:36, 47).

Represented (sales): TeleRep Inc.

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

Personnel:

- John Howell, Vice President & General Manager.
- Howard Zeiden, Director of Sales & Marketing.
- Steve Cummings, Local Sales Manager.
- Gary Bogart, National Sales Manager.
- Mark Barash, Program Director.
- Al Blinks, News Director.
- Glenn Romsos, Director of Engineering.
- Bud Moore, Controller.
- Steve Riley, Promotion Director.

Rates: On request.

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

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	OHIO			
	Jefferson	30,800	30,500	99
	PENNSYLVANIA			
	Allegheny	537,300	531,200	99
	Armstrong	28,200	27,800	99
	Beaver	71,500	70,700	99
	Butler	56,200	55,600	99
	Clarion	15,000	14,700	98
	Fayette	55,600	54,500	98
	Greene	14,500	14,200	98
	Indiana	31,700	31,100	98
	Lawrence	36,000	35,500	99
	Venango	22,000	21,400	97
	Washington	77,900	76,900	99
Westmoreland	143,700	142,200	99	
WEST VIRGINIA				
Brooke	10,100	10,100	100	
Marshall	14,100	14,000	99	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Monongalia	29,300	29,000	99
	Ohio	20,300	20,200	100
Between 25-49%	MARYLAND			
	Garrett	10,200	10,100	99
	OHIO			
	Belmont	27,600	27,300	99
	Columbiana	40,900	40,400	99
	Harrison	6,000	5,900	98
	PENNSYLVANIA			
	Jefferson	17,500	17,200	98
	Mercer	45,300	44,600	98
	WEST VIRGINIA			
Hancock	13,700	13,700	100	
Harrison	26,900	26,800	100	
Marion	22,300	22,100	99	
Preston	10,700	10,600	99	
Taylor	5,700	5,600	98	
Between 5-24%	OHIO			
	Carroll	9,900	9,800	99
	Monroe	5,700	5,600	98
	PENNSYLVANIA			
	Cambria	61,100	60,400	99
	Clearfield	29,600	29,100	98
	Elk	13,000	12,800	98
	Forest	1,900	1,900	100
	Mc Kean	17,500	17,100	98
	Somerset	29,500	28,900	98
WEST VIRGINIA				
Barbour	5,800	5,700	98	
Randolph	10,400	10,300	99	
Upshur	8,100	8,000	99	
Wetzel	7,200	7,100	99	
Station Totals		1,620,700	1,600,600	99
Net Weekly Circulation (1993)				1,166,800
Average Daily Circulation (1993)				742,500

Pennsylvania—Pittsburgh

WTAE-TV

Ch. 4

Network Service: ABC.

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

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

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

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 965-ft. above av. terrain, 1062-ft. above ground, 2049-ft. above sea level.

Latitude 40° 16' 49"
Longitude 79° 48' 11"

Transmitter: Elizabeth Township, PA.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Andrew, 7-meter C-band; Scientific-Atlanta, 7-meter C-band; Andrew, 5.3-meter Ku-band; Andrew, 5-meter C-band; Satcom Technologies, 5-meter Ku-band; AvanteK, DX Antenna receivers.

AM Affiliate: WTAE, 5-kw, 1250 kHz.

FM Affiliate: WVTY, 50-kw, 96.1 MHz (No. 241), 500-ft.

News Services: AP, Conus, UPI.

Ownership: Hearst Broadcasting (Group Owner).

Began Operation: September 14, 1958. Hearst acquired 100% control after its purchase of 50% from Earl F. Reed and Irwin D. Wolf, as trustees for a stockholders group. Purchase approved by FCC Aug. 1, 1962 (Television Digest, Vol. 2:29, 32).

Represented (sales): Katz American Television.

Represented (legal): Tharrington, Smith & Hargrove.

Personnel:

James R. Helner III, Vice President & General Manager.
Rick Henry, General Sales Manager.
John Rossi, Local Sales Manager.
Dorothy Frank, National Sales Manager.
Gloria Spence, Resident Controller.
Viki Regan, Director of Programming.
Marty Faubell, Director of Engineering.
Thomas Petner, News Director.
Leslie Wojdowski, Marketing & Development Director.
Estelle D. Gould, Director of Community Affairs.

Rates: On request.

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

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MARYLAND			
	Garrett	10,200	10,100	99
	OHIO			
	Belmont	27,600	27,300	99
	Jefferson	30,800	30,500	99
	PENNSYLVANIA			
	Allegheny	537,300	531,200	99
	Armstrong	28,200	27,800	99
	Beaver	71,500	70,700	99
	Butler	56,200	55,600	99
	Cambria	61,100	60,400	99
	Clarion	15,000	14,700	98
	Elk	13,000	12,800	98
	Fayette	55,600	54,500	98
Greene	14,500	14,200	98	
Indiana	31,700	31,100	98	
Jefferson	17,500	17,200	98	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Lawrence	36,000	35,500	99
	Somerset	29,500	28,900	98
	Venango	22,000	21,400	97
	Washington	77,900	76,900	99
	Westmoreland	143,700	142,200	99
	WEST VIRGINIA			
	Barbour	5,800	5,700	98
	Brooke	10,100	10,100	100
	Hancock	13,700	13,700	100
	Harrison	26,900	26,800	100
	Marion	22,300	22,100	99
	Marshall	14,100	14,000	99
	Monongalia	29,300	29,000	99
	Ohio	20,300	20,200	100
Preston	10,700	10,600	99	
Randolph	10,400	10,300	99	
Taylor	5,700	5,600	98	
Tucker	3,000	3,000	100	
Wetzel	7,200	7,100	99	
Between 25-49%	OHIO			
	Columbiana	40,900	40,400	99
	Harrison	6,000	5,900	98
	Monroe	5,700	5,600	98
PENNSYLVANIA	Bedford	18,200	17,800	98
	Blair	50,300	49,600	99
	Clearfield	29,600	29,100	98
	Forest	1,900	1,900	100
WEST VIRGINIA	Lewis	6,500	6,400	98
	Tyler	3,700	3,700	100
(Continued on page A-1012)				
Station Totals		1,691,600	1,670,600	99
Net Weekly Circulation (1993)			1,314,200	
Average Daily Circulation (1993)			825,100	

Pennsylvania—Reading

WTVE

Ch. 51

Network Service: None, independent.

Licensee: Reading Broadcasting Inc., 1729 N. 11th St., Reading, PA 19604.

Studio: 1729 N. 11th St., Reading, PA 19604.

Telephone: 215-921-9181. **Fax:** 215-921-9139.

Technical Facilities: Channel No. 51 (692-698 MHz). Authorized power: 1445-kw max. & 1100-kw horizontal visual, 290-kw max. & 219-kw horizontal aural. Antenna: 750-ft. above av. terrain, 148-ft. above ground, 1248-ft. above sea level.

Latitude	40°	21'	15"
Longitude	75°	53'	56"

Holds CP for change to 5000-kw max. visual, 1260-ft. above av. terrain, 678-ft. above ground, 1778-ft. above sea level, lat. 40° 20' 47", long. 75° 42' 03", transmitter to Long Hill, Berks County, 10-mi. E of Reading. BPCT-870327KI.

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

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

Ownership: Reading Bcstg. Inc.

Began Operation: May 4, 1980.

Represented (legal): Brown, Nietert & Kaufman, Chartered.

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

Personnel:

Michael Parker, President.
Gibson White, Chief Engineer.
Daniel Bendetti, Production Manager.



Rates: On request.

Arbitron Data: Not available.

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

Pennsylvania—Red Lion-Lancaster

WGCB-TV

Ch. 49

Network Service: None, independent.

Licensee: Red Lion Television Inc., Box 88, Windsor Rd., Red Lion, PA 17356.

Studio: Windsor Rd., Red Lion, PA 17356.

Telephone: 717-246-1681. Fax: 717-244-9316.

Technical Facilities: Channel No. 49 (680-686 MHz). Authorized power: 550-kw visual, 110-kw aural. Antenna: 580-ft. above av. terrain, 374-ft. above ground, 1234-ft. above sea level.

Latitude 39° 54' 18"
Longitude 76° 35' 00"

Transmitter: State Rte. 66141, 1.75-mi. E of Red Lion.

Satellite Earth Stations: Gardiner, 5.6-meter C-band; 4.3-meter C-band; 3.3-meter Ku-band; 3.3-meter C-band; Microdyne receivers.

AM Affiliate: WGCB, 1-kw, 1440 kHz.

FM Affiliate: WGCB-FM, 50-kw, 96.1 MHz (No. 241).

Ownership: Red Lion Television Inc.

Began Operation: April 28, 1979.

Represented (sales): Hugh Wallace Inc.

Represented (legal): Benedict P. Cottone.

Personnel:

John H. Norris, President & General Manager.

Fred Wise, Vice President.

John E. Stockstill, Station Manager.

Gordon Moul, General Sales Manager.

Don Horst, Chief Engineer.

Clyde Campbell, Business Manager.

Jerry Jacobs, Marketing Director.

Highest 30 Sec. Rate: \$50.

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

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
PENNSYLVANIA				
Between 5-24%	Lancaster	158,100	153,500	97
	Lebanon	43,600	42,800	98
	York	132,000	130,000	98
Station Totals		333,700	326,300	98
Net Weekly Circulation (1993)			32,600	9.8
Average Daily Circulation (1993)			9,700	

Pennsylvania—Wilkes-Barre & Scranton

WBRE-TV

Ch. 28

Network Service: NBC.

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

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

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

Technical Facilities: Channel No. 28 (554-560 MHz). Authorized power: 3020-kw max. & 2290-kw horizontal visual, 470-kw max. & 230.1-kw horizontal aural. Antenna: 1670-ft. above av. terrain, 814-ft. above ground, 2920-ft. above sea level.

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

Transmitter: Penobscot Mountain, Hanover Twp.

Multichannel TV Sound: Stereo only.

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

News Services: AP, CNN, NBC.

Ownership: Northeast Television Investors.

Began Operation: January 1, 1953. Sale to WBRE Associates by David M. Baltimore & family approved by FCC May 24, 1984 (Television Digest, Vol. 24:9). Sale to Adams Communications by WBRE Associates approved by FCC June 22, 1989 but not consummated. (Vol. 29:17).

Represented (sales): Petry Television Inc.

Personnel:

William W. Harper, Vice President & General Manager.

Kevin M. Mirek, General Sales Manager.

Morrell Devlin, Local Sales Manager.

Larry Stirewalt, News Director.

James McDanials, Promotion Director.

Barry Erick, Chief Engineer.

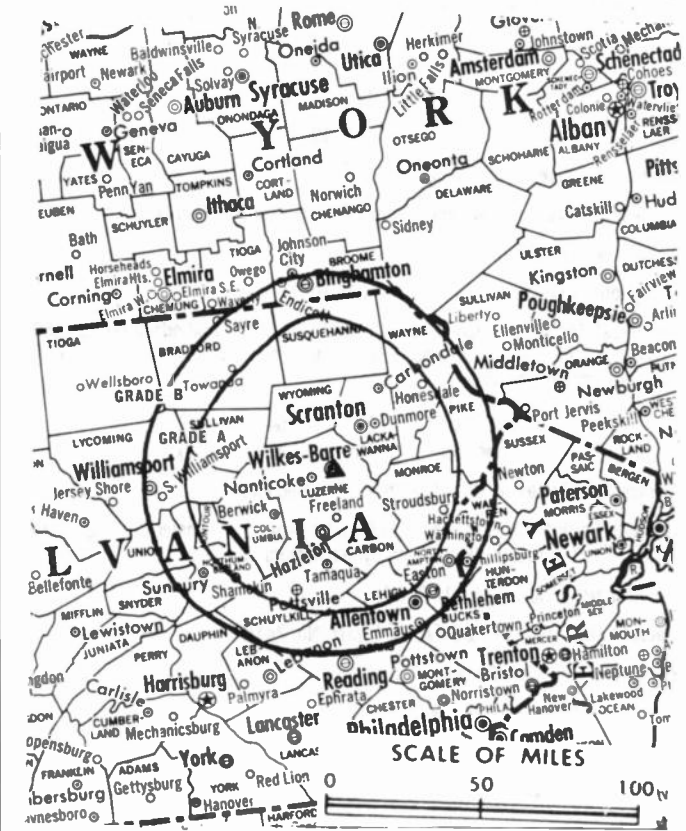
Renee Dopko, Business Manager.

Rates: On request.

City of License: Wilkes-Barre. ADI: Wilkes Barre-Scranton. Rank: 51.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	PENNSYLVANIA			
	Carbon	22,600	22,300	98
	Clinton	13,800	13,600	99
	Columbia	23,700	23,300	98
	Lackawanna	84,500	83,600	99
	Luzerne	128,500	127,000	99
	Lycoming	45,800	44,600	97
	Montour	6,600	6,400	97



WBRE-TV BPCT-890503KH Granted 9/25/89

American Map Corp. No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Northumberland	38,700	37,800	98
	Snyder	13,100	12,600	96
	Sullivan	2,300	2,200	96
	Susquehanna	15,300	15,000	98
	Union	12,000	11,600	97
	Wayne	15,400	14,900	97
	Wyoming	10,400	10,200	98
Between 25-49%	PENNSYLVANIA			
	Bradford	22,800	22,400	98
	Pike	11,800	11,500	97
Between 5-24%	Schuylkill	60,400	59,300	98
	NEW YDRK			
	Delaware	18,000	17,500	97
	PENNSYLVANIA			
	Centre	43,500	42,500	98
	Lehigh	115,700	114,200	99
	Northampton	94,100	92,800	99
Tioga	15,000	14,600	97	
Station Totals		850,800	836,100	98
Net Weekly Circulation (1993)			442,100	
Average Daily Circulation (1993)			253,700	

Pennsylvania—Scranton & Wilkes-Barre

WNEP-TV

Ch. 16

Network Service: ABC.

Licensee: The New York Times Co., 229 W. 43rd St., New York, NY 10036.

Studio: 16 Montage Mountain Rd., Moosic, PA 18507.

Telephone: 717-346-7474. Fax: 717-347-0359.

Technical Facilities: Channel No. 16 (482-488 MHz). Authorized power: 1150-kw max. & 525-kw horizontal visual, 115-kw max. & 52.5-kw horizontal aural. Antenna: 1670-ft. above av. terrain, 829-ft. above ground, 2949-ft. above sea level.

Latitude 41° 10' 58"
Longitude 75° 52' 21"

Transmitter: Penobscot Nob, Electronic Heights, Wilkes-Barre.

Multichannel TV Sound: Stereo and separate audio program.

Satellite Earth Stations: Transmit/receive Scientific-Atlanta, 11-meter; Scientific-Atlanta, 5-meter Ku-band; Scientific-Atlanta receivers.

News Services: ABC, AP.

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

Began Operation: February 9, 1954. Sale to present owner by NEP Communications approved by FCC Oct. 29, 1985 (Television Digest, Vol. 25:32). Sale to NEP by Taft Bcstg. approved by FCC Oct. 30, 1973. Sale to Taft by Transcontinent Television Corp.'s subsidiary Northeastern Pennsylvania Broadcasting Inc. approved Feb. 19, 1964 (Vol. 3:15, 16, 31; 4:8). Merger & transfer of WARM-TV, Scranton (Ch. 16) and WILK-TV, Wilkes-Barre, PA (Ch. 34) into Northeastern Pennsylvania Bcstg. Co. approved Feb. 12, 1958 by FCC (Vol. 13:46; 14:7).

Represented (sales): Katz American Television.

Represented (legal): Koteen & Naftalin.

Personnel:

Elden A. Hale Jr., President & General Manager.
Warren Reed, Executive Vice President & Station Manager.
Sandra Cameli, Controller.
Frank Chebalo, Chief Engineer.

Highest 30 Sec. Rate: \$5250.

NETWORK BASE HOURLY RATE: \$3600.

City of License: Scranton. ADI: Wilkes Barre-Scranton. Rank: 51.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
PENNSYLVANIA				
50% & Over	Carbon	22,600	22,300	98
	Clinton	13,800	13,600	99
	Columbia	23,700	23,300	98
	Lackawanna	84,500	83,600	99
	Luzerne	128,500	127,000	99
	Lycoming	45,800	44,600	97
	Monroe	36,800	36,200	98
	Montour	6,600	6,400	97
	Northumberland	38,700	37,800	98
	Schuylkill	60,400	59,300	98
	Snyder	13,100	12,600	96



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Sullivan	2,300	2,200	96
	Susquehanna	15,300	15,000	98
	Union	12,000	11,600	97
	Wayne	15,400	14,900	97
	Wyoming	10,400	10,200	98
PENNSYLVANIA				
Between 25-49%	Bradford	22,800	22,400	98
	Pike	11,800	11,500	97
NEW JERSEY				
Between 5-24%	Warren	34,700	34,200	99
NEW YORK				
	Delaware	18,000	17,500	97
PENNSYLVANIA				
	Centre	43,500	42,500	98
	Juniata	7,800	7,500	96
	Lehigh	115,700	114,200	99
	Mifflin	17,900	17,400	97
	Northampton	94,100	92,800	99
	Tioga	15,000	14,600	97
Station Totals		911,200	895,200	98
Net Weekly Circulation (1993)			531,300	
Average Daily Circulation (1993)			340,200	

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

Television & Cable Factbook

Pennsylvania—Scranton

WOLF-TV

Ch. 38

(Operates satellites WWLF-TV, Hazleton & WILF Williamsport, PA)

Network Service: Fox.

Licensee: Pegasus Broadcast TV L.P., 5 Radnor Corporate Center, Suite 454, Radnor, PA 19087.

Studio: 916 Oak St., Scranton, PA 18508.

Telephone: 717-347-9653. Fax: 717-347-3141.

Technical Facilities: Channel No. 38 (614-620 MHz). Authorized power: 1290-kw max. visual, 129-kw max. aural. Antenna: 1260-ft. above av. terrain, 351-ft. above ground, 2411-ft. above sea level.

Latitude 41° 26' 09"
Longitude 75° 43' 45"

Transmitter: West Mountain Rd., Ransom Twp.

Multichannel TV Sound: Stereo and separate audio program.

Satellite Earth Stations: Microdyne, 7-meter Ku & C-band; Microdyne receivers.

Ownership: Pegasus Broadcast TV L.P. (Group Owner).

Began Operation: June 6, 1985. Sale from Scranton TV Partners Ltd. to present owner granted by FCC April 27, 1993.

Represented (sales): Seltel Inc.

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

Personnel:

Peter Kilcullen, General Manager.
Michael Yanuzzi, General Sales Manager.
Paul Silvestri, Promotion Director.
Jon Cadman, Production Manager.
Richard Jordan, Chief Engineer.
Jeanne O'Neil, Business Manager.

Highest 30 Sec. Rate: \$1000.

Arbitron Data: Includes coverage of WWLF-TV, Hazleton & WILF, Williamsport, PA.

City of License: Scranton. AOI: Wilkes Barre-Scranton. Rank: 51.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	PENNSYLVANIA			
	Lackawanna	84,500	83,600	99
	Luzerne	128,500	127,000	99
	Montour	6,600	6,400	97
	Northumberland	38,700	37,800	98
	Susquehanna	15,300	15,000	98
	Wayne	15,400	14,900	97
Wyoming	10,400	10,200	98	
Between 25-49%	PENNSYLVANIA			
	Bradford	22,800	22,400	98



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

American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	PENNSYLVANIA			
	Carbon	22,600	22,300	98
	Columbia	23,700	23,300	98
	Lycoming	45,800	44,600	97
	Monroe	36,800	36,200	98
	Pike	11,800	11,500	97
	Schuylkill	60,400	59,300	98
Snyder	13,100	12,600	96	
Sullivan	2,300	2,200	96	
Union	12,000	11,600	97	
Between 5-24%	NEW YORK			
	Delaware	18,000	17,500	97
	Tioga	19,100	18,800	98
Station Totals	PENNSYLVANIA			
	Clinton	13,800	13,600	99
	Tioga	15,000	14,600	97
Station Totals		616,600	605,400	98
Net Weekly Circulation (1993)				265,600
Average Daily Circulation (1993)				103,900

Pennsylvania—Scranton & Wilkes-Barre

WYOU
Ch. 22

Network Service: CBS.

Licensee: Diversified Communications, 5 Milk St., Portland, ME 04101.

Studio: 415 Lackawanna Ave., Scranton, PA 18503.

Telephone: 717-961-2222. Fax: 717-342-1254.

Technical Facilities: Channel No. 22 (518-524 MHz). Authorized power: 2945-kw max. visual, 295-kw max. aural. Antenna: 1686-ft. above av. terrain, 842-ft. above ground, 2949-ft. above sea level.

Latitude 41° 10' 58"
Longitude 75° 52' 26"

Transmitter: Penobscot Mountain, Hanover Twp.

Multichannel TV Sound: Stereo and separate audio program.

Satellite Earth Stations: Transmit/receive Varian, 2.37-meter Ku-band; Varian, 3.3-meter Ku-band; 2.37-meter Ku-band; DX Engineering, 4-meter Ku & C-band; Scientific-Atlanta, Standard Communications receivers.

SNG Mobile Dish: Spacelink 22.

News Services: AP, CBS, Conus.

Ownership: Diversified Communications Inc. (Group Owner).

Began Operation: June 7, 1953. In 1959 Scranton Broadcasters reacquired control by purchasing stock held by WCAU Inc. (Philadelphia Evening Bulletin), which had held 75% control of station since 1956 (Television Digest, Vol. 12:31, 42; 15:16, 22). Sale to Southeastern Capital Corp. approved by FCC May 9, 1984. Sale to present owner approved July 18, 1986 (Vol. 26:23).

Represented (sales): Blair Television.

Represented (legal): Irwin, Campbell & Crowe.

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

Personnel:

- William J. Christian, Vice President & General Manager.
- Billy Huggins, General Sales Manager.
- Robert Fein, National Sales Manager.
- Harry McClintock, Operations Manager.
- Mark Thomas, News Director.
- Joseph Balkan, Chief Engineer.
- John Gardocki, Business Manager.
- Timothy Mason, Marketing Director.

Rates: On request.

NETWRK BASE HOURLY RATE: \$792.

City of License: Scranton. ADI: Wilkes Barre-Scranton. Rank: 51.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	PENNSYLVANIA			
	Carbon	22,600	22,300	98
	Columbia	23,700	23,300	98



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Lackawanna	84,500	83,600	99
	Luzerne	128,500	127,000	99
	Lycoming	45,800	44,600	97
	Monroe	36,800	36,200	98
	Montour	6,600	6,400	97
	Northumberland	38,700	37,800	98
	Snyder	13,100	12,600	96
	Sullivan	2,300	2,200	96
	Susquehanna	15,300	15,000	98
	Union	12,000	11,600	97
Between 25-49%	Wayne	15,400	14,900	97
	Wyoming	10,400	10,200	98
	PENNSYLVANIA			
Between 5-24%	Bradford	22,800	22,400	98
	Pike	11,800	11,500	97
	Schuylkill	60,400	59,300	98
Station Totals	NEW YDRK			
	Sullivan	25,300	24,600	97
	PENNSYLVANIA			
Net Weekly Circulation (1993)	Clinton	13,800	13,600	99
	Tioga	15,000	14,600	97
Average Daily Circulation (1993)		604,800	593,700	98
Net Weekly Circulation (1993)				425,100
Average Daily Circulation (1993)				240,400

Pennsylvania—Williamsport

WILF

Ch. 53

(Satellite of WOLF-TV Scranton, PA)

Network Service: Fox.

Licensee: Pegasus Broadcast TV L.P., 5 Radnor Corporate Center, Suite 454, Radnor, PA 19087.

Studio: See WOLF-TV.

Telephone: 717-347-9653.

Technical Facilities: Channel No. 53 (704-710 MHz). Authorized power: 12.3-kw max. visual, 1.23-kw max. aural. Antenna: 728-ft. above av. terrain, 105-ft. above ground, 1725-ft. above sea level.

Latitude	41°	11'	57"
Longitude	77°	07'	38"

Transmitter: Bald Eagle Mountain, Bastress/Susquehanna Twp. line, Lycoming County.

Ownership: Pegasus Broadcast Television L.P.

Began Operation: December 30, 1992. Sale from Williamsport TV Assoc. to present owner granted by FCC April 27, 1993.

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

Personnel:

See WOLF-TV, Scranton, PA.

Rates: On request.

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



WILF BNPCT-910508KF Granted 7/24/91 © American Map Corp., No. 14244

City of License: Williamsport. AOI: Wilkes Barre-Scranton. Rank: 51.

Pennsylvania—York

WPMT
Ch. 43

Network Service: Fox.

Licensee: Channel 43 Licensee Inc., 2005 S. Queen St., York, PA 17403-4806.

Studio: 2005 S. Queen St., York, PA 17403-4806.

Telephone: 717-843-0043. **TWX:** 510-657-4217. **Fax:** 717-843-9741.

Technical Facilities: Channel No. 43 (644-650 MHz). Authorized power: 2159-kw max. & 1795-kw horizontal visual, 215.9-kw max. & 179.5-kw horizontal aural. Antenna: 1360-ft. above av. terrain, 947-ft. above ground, 1847-ft. above sea level.

Latitude 40° 01' 38"
Longitude 76° 36' 00"

Transmitter: Hellam Twp., 0.5-mi. NE of Chimney Rock.

Satellite Earth Stations: M/A-Com, 5-meter C-band; Comtech, 5-meter C-band; AFC, 3.9-meter Ku-band.

Ownership: Renaissance Communications Corp. (Group Owner).

Began Operation: December 21, 1952. Sale to Westport-York Assoc. Inc. approved by FCC Sept. 12, 1986. Previous sale to Kapuna Inc. by Susquehanna Bcstg. (Louis J. Appell) approved by FCC Dec. 30, 1982. Sale to present owner approved March 30, 1990.

Represented (sales): TeleRep Inc.

Represented (legal): Koteen & Naftalin.

Represented (engineering): John Fergie & Associates.

Personnel:

- John Riggle, Vice President & General Manager.
- Pete Rosella, General Sales Manager.
- Tony Kahl, Local Sales Manager.
- David Farish, Promotion Director.
- John Sterling, Director of Engineering.
- Lou Castriota, Program Director.
- Sandy Hawk, Program Coordinator.
- Timothy L. Koller, Business Manager.

Rates: On request.

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

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	PENNSYLVANIA			
	Cumberland	75,700	74,500	98
	Dauphin	96,200	94,600	98
	Juniata	7,800	7,500	96
	Lancaster	158,100	153,500	97
	Lebanon	43,600	42,800	98
	York	132,000	130,000	98



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	PENNSYLVANIA			
	Adams	29,100	28,500	98
	Berks	130,700	128,800	99
	Perry	15,600	15,300	98
Between 5-24%	MARYLAND			
	Carroll	44,700	44,500	100
	Cecil	26,000	25,900	100
	Harford	67,100	66,800	100
Station Totals	PENNSYLVANIA			
	Franklin	46,700	45,400	97
	Fulton	5,300	5,100	96
	Huntingdon	15,700	15,300	97
	Mifflin	17,900	17,400	97
	Schuylkill	60,400	59,300	98
	Snyder	13,100	12,600	96
Station Totals		985,700	967,800	98
Net Weekly Circulation (1993)				388,300
Average Daily Circulation (1993)				160,800

Pennsylvania

WTAE-TV, Pittsburgh (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
	WEST VIRGINIA			
Between 25-49%	Upshur	8,100	8,000	99
	OHIO			
Between 5-24%	Carroll	9,900	9,800	99

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

Net Weekly Circulation	State County	Total Households	TV Households Households	%
	PENNSYLVANIA			
Between 5-24%	Mercer	45,300	44,600	98
	WEST VIRGINIA			
	Doddridge	2,600	2,600	100
	Grant	4,100	4,000	98

If finding the right person at the right TV station or cable system is important to you, look for the 1994 FACTBOOK Supplement...

PERSONAL CONTACTS: TV Stations & Cable Systems, 1994

...from the series of FACTBOOK Supplements...
so moderately priced, you can afford to buy copies
for your entire staff or sales force.



FOR FURTHER INFORMATION call our Circulation Department collect: (202) 872-9200



Market	Arbitron ADI TV Households	Rank	Market Area Commercial TV Stations
Boston, MA	2,116,200	6	WBZ-TV (4), WCVB-TV (5), WFXT (25), WGOT (60), WHDH-TV (7), WHSH-TV (66), WLVI-TV (56), WMFP (62), WMUR-TV (9), WNDS (50), WQTV (68), WSBK-TV (38), WUNI (27)
Hartford-New Haven, CT	912,400	25	WFSB (3), WTIC-TV (61), WTNH-TV (8), WTWS (26), WTX (20), WVIT (30)
Providence, RI-New Bedford, MA	569,700	45	WJAR (10), WLNE (6), WNAC-TV (64), WOST-TV (69), WPRI-TV (12)

State Cross Reference List

Communities that receive programs of stations that are located elsewhere.

WLNE, New Bedford, MA See Providence, RI

Rhode Island Station Totals as of November 1, 1993

	VHF	UHF	TOTAL
Commercial Television Stations	3	2	5
Educational Television Stations	0	1	1
	3	3	6

Rhode Island—Block Island

WOST-TV

Ch. 69

Network Service: None, independent.

Licensee: Offshore Bcstg. Corp., 201 Power St., Suite 300, Providence, RI 02906.

Studio: National Hotel, Block Island, RI 02807.

Telephone: 401-455-0162.

Technical Facilities: Channel No. 69 (800-806 MHz). Authorized power: 17.7-kw max. visual. Antenna: 125-ft. above av. terrain, 125-ft. above ground, 128-ft. above sea level.

Latitude	41°	10'	30"
Longitude	71°	34'	10"

Transmitter: 1.18-mi. E of Beacon Hill.

Ownership: Offshore Broadcasting Corp.

Began Operation: April 2, 1992.

Represented (legal): Cohn & Marks.

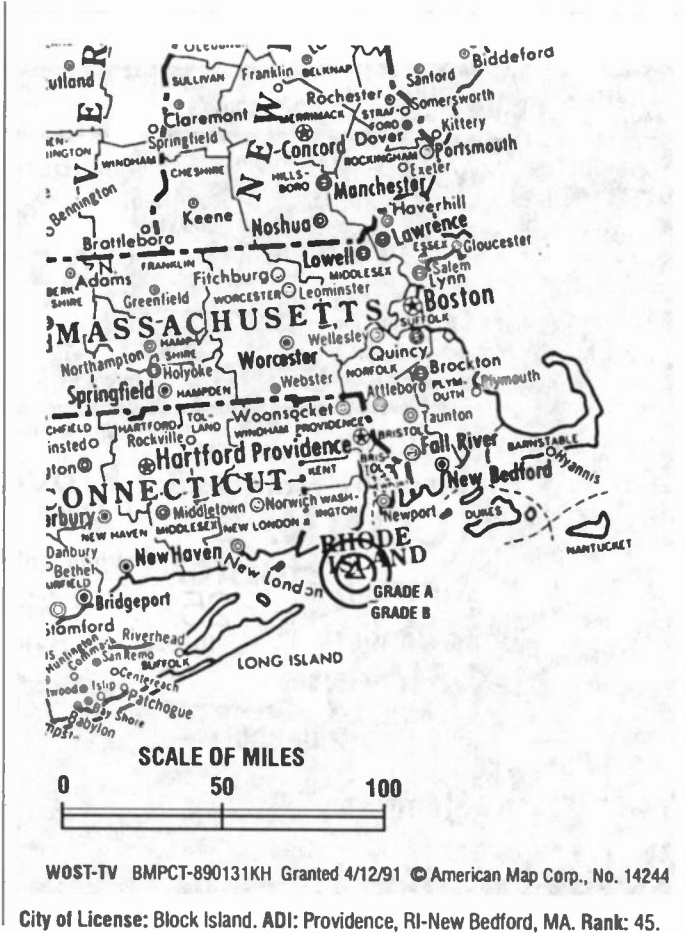
Represented (engineering): William P. Turney.

Personnel:

Ray Yorke, General Manager.
John Frank, Chief Engineer.

Rates: On request.

Arbitron Data: Not available.



Rhode Island—Providence

WJAR
Ch. 10

Network Service: NBC.

Licensee: Outlet Communications Inc., 23 Kenney Dr., Cranston, RI 02920.

Studio: 23 Kenney Dr., Cranston, RI 02920.

Telephone: 401-455-9100. TWX: 710-381-1765.

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 316-kw visual, 49-kw aural. Antenna: 1000-ft. above av. terrain, 940-ft. above ground, 1136-ft. above sea level.

Latitude 41° 51' 54"
Longitude 71° 17' 15"

Transmitter: Rehoboth, MA.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Transmit/receive Harris, 6-meter Ku-band; Harris, 3-meter Ku-band; Scientific-Atlanta, 10-meter C-band; Harris, Scientific-Atlanta receivers.

News Service: UPI.

Ownership: Outlet Communications Inc. (Group Owner).

Began Operation: July 10, 1949. Sale to present owner approved by FCC Nov. 23, 1983 (Television Digest, Vol. 23:19, 22; 24:6).

Represented (sales): Katz American Television.

Represented (engineering): Lohnes & Culver.

Personnel:

- Linda W. Sullivan, Vice President & General Manager.
- Aaron Olander, General Sales Manager.
- Paul Rossi, National Sales Manager.
- Tim Chilinski, Chief Engineer.
- Ted Canova, News Director.
- Donna L. Weston, Promotion Director.
- Peter Lassotovitch, Business Manager.

Rates: On request.

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

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MASSACHUSETTS			
	Bristol	190,100	188,200	99
	Dukes	5,300	5,100	96
	Nantucket	2,700	2,600	96
	RHODE ISLAND			
	Bristol	17,700	17,600	99



WJAR BPCT-3270 Granted 1/19/65 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Kent	63,200	62,700	99
	Newport	33,000	32,600	99
	Providence	228,100	225,600	99
	Washington	40,500	39,900	99
Between 25-49%	CONNECTICUT			
	New London	94,600	92,800	98
	Windham	38,400	37,700	98
MASSACHUSETTS	Barnstable	81,200	79,900	98
	Plymouth	151,400	149,700	99
	Worcester	267,100	263,800	99
MASSACHUSETTS	Norfolk	227,500	225,600	99
	Station Totals	1,440,800	1,423,800	99
Net Weekly Circulation (1993)			768,700	
Average Daily Circulation (1993)			395,700	

**Rhode Island—Providence-New Bedford,
Massachusetts**

WLNE-TV
Ch. 6

Network Service: CBS.

Licensee: Freedom WLNE-TV Inc., 430 County St., New Bedford, MA 02741.

Studio: 10 Orms St., Providence, RI 02904.

Telephone: 401-453-8000. TWX: 710-344-6898.

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: Circularly polarized, 928-ft. above av. terrain, 961-ft. above ground, 1049-ft. above sea level.

Latitude 41° 35' 48"
Longitude 71° 11' 24"

Transmitter: 1.8-mi. N of Tiverton, RI on Lafayette Rd.

Satellite Earth Stations: Vertex, 8.8-meter C-band; Vertex, 4.6-meter Ku-band; SatCom, 6-meter Ku & C-band; DX Antenna, Harris, M/A-Com receivers.

News Services: AP, CBS.

Ownership: Freedom Newspapers Inc. (Group Owner).

Began Operation: January 1, 1963. Sale to present owner by Pulitzer Publishing Co. approved by FCC Dec. 14, 1982 (Television Digest, Vol. 22:35). Sale to Pulitzer by Steinman Stations approved Oct. 5, 1978 (Vol. 17:50). Sale to Steinman by WTEV Television Inc. was approved April 6, 1966 (Vol. 5:45; 6:7).

Represented (sales): Pety Television.

Represented (legal): Latham & Watkins.

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

Personnel:

- Paul Kilcullen, Vice President & General Manager.
- Doreen Wade, General Sales Manager.
- Bryan Healy, National Sales Manager.
- Truman B. Taylor, Program Manager & Director of Public Affairs.
- Scott James, News Director.
- Simonne Coutinho, Controller.
- Philip B. Taylor, Chief Engineer.
- Jack Battersby, Assistant Chief Engineer.
- Lisa DiMonte, Promotion Director.
- Kathleen Plamer, Production Manager.
- Juliana Okine, Film Department Manager.

Rates: On request.

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

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MASSACHUSETTS			
	Bristol	190,100	188,200	99
	Dukes	5,300	5,100	96



WLNE BPCT-3450 Granted 12/7/66

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	RHODE ISLAND			
	Bristol	17,700	17,600	99
	Kent	63,200	62,700	99
	Newport	33,000	32,600	99
	Providence	228,100	225,600	99
	Washington	40,500	39,900	99
Between 25-49%	CONNECTICUT			
	New London	94,600	92,800	98
	Windham	38,400	37,700	98
	MASSACHUSETTS			
	Barnstable	81,200	79,900	98
	Nantucket	2,700	2,600	96
	Plymouth	151,400	149,700	99
Between 5-24%	CONNECTICUT			
	Tolland	45,600	44,800	98
	MASSACHUSETTS			
	Norfolk	227,500	225,600	99
	Worcester	267,100	263,800	99
Station Totals		1,486,400	1,468,600	99
Net Weekly Circulation (1993)				621,100
Average Daily Circulation (1993)				261,400

Rhode Island—Providence

WNAC-TV

Ch. 64

Network Service: Fox.

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

Studio: 33 Pine St., Rehoboth, MA 02769-1406.

Telephone: 508-252-9711. Fax: 508-252-6210.

Technical Facilities: Channel No. 64 (770-776 MHz). Authorized power: 3720-kw horizontal visual, 372-kw horizontal aural. Antenna: Circularly polarized, 1033-ft. above av. terrain, 951-ft. above ground, 1125-ft. above sea level.

Latitude 41° 52' 14"
Longitude 71° 17' 45"

Transmitter: 33 Pine St., Rehoboth, MA.

Satellite Earth Stations: Antenna Technology, 7-meter C-band; Paraclipse, 3.9-meter C-band; Vertex, 4.7-meter Ku-band; M/A-Com, Microdyne, Scientific-Atlanta, Sony receivers.

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

Began Operation: December 1, 1981. Sale to Providence Television Ltd. Partnership by C. W. Murchison Jr. approved by FCC Dec. 9, 1983. Sale to Sudbrink Bcstg. approved by FCC July 14, 1986. Sale to Price Communications Corp. approved May 10, 1988 (Television Digest, Vol. 28:12). Sale to present owner approved Sept. 11, 1989.

Represented (sales): Seltel Inc.

Represented (legal): Cohn & Marks.

Personnel:

John M. Fignar, Vice President & General Manager.
Craig Bachman, General Sales Manager.
Jon Barcelo, National Sales Manager.
Charles R. Breeding, Director of Engineering.
Keith W. Folz, Program & Operations Director.
Michael Schochet, Promotion Director.
Suzanne Shea, Business Manager.

Rates: On request.

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

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	RHODE ISLAND			
	Bristol	17,700	17,600	99
	Kent	63,200	62,700	99
	Newport	33,000	32,600	99
Between 25-49%	MASSACHUSETTS	190,100	188,200	99
	RHODE ISLAND			
	Providence	228,100	225,600	99
	Washington	40,500	39,900	99



WNAC-TV BPCT-870916KI Granted 11/6/87 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	MASSACHUSETTS			
	Barnstable	81,200	79,900	98
	Dukes	5,300	5,100	96
	Norfolk	227,500	225,600	99
	Plymouth	151,400	149,700	99
	Worcester	267,100	263,800	99
	VERMONT			
	Windham	16,600	15,900	96
Station Totals		1,321,700	1,306,600	99
Net Weekly Circulation (1993)				400,800
Average Daily Circulation (1993)				147,000

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

THE TED HEPBURN COMPANY

Ted Hepburn, President Todd Hepburn, Vice-President
325 Garden Road, Palm Beach, Florida 33480 (407) 863 8995
P.O. Box 43263 Cincinnati, OH 45243-0263 (513) 271 5400

Rhode Island—Providence

WPRI-TV

Ch. 12

Network Service: ABC.

Licensee: Narragansett Television L.P., 50 Kennedy Plaza, Providence, RI 02903.

Studio: 25 Catamore Blvd., East Providence, RI 02914.

Telephone: 401-438-7200. Fax: 401-434-3761.

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1000-ft. above av. terrain, 969-ft. above ground, 1099-ft. above sea level.

Latitude 41° 52' 37"
Longitude 71° 16' 56"

Transmitter: Homestead Ave., Rehoboth, MA.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Andrew; Microdyne, 7-meter; Harris, 6.1-meter; RCA Americom Ku-band; Avantek, Harris, Microdyne, Standard Components receivers.

News Service: AP, Sportsticker.

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

Began Operation: March 27, 1955. Sale to present owner by Knight-Ridder Bcstg. approved by FCC April 26, 1989 (Television Digest, Vol. 29:9). Sale to Knight-Ridder by Poole Bcstg. approved by FCC Dec. 21, 1977 (Vol. 16:26). Sale to Poole by Capital Cities Bcstg. approved June 15, 1967. Sale to Capital Cities by William S. Cherry and associates approved March 11, 1959 (Vol. 14:51; 15:11).

Represented (sales): TeleRep Inc.

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

Personnel:

Robert F. Finke, General Manager.
Robert McCaughey, General Sales Manager.
Michael Donahue, National Sales Manager.
Susan Darling, Local Sales Manager.
William Hague, Director of Operations & Chief Engineer.
Russ Kilgore, News Director.
Rita Neuschatz, Business Manager.
Stu Giannini, Production Manager.

Rates: On request.

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

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	CONNECTICUT			
	New London	94,600	92,800	98
	MASSACHUSETTS			
	Bristol	190,100	188,200	99
	RHODE ISLAND			
	Bristol	17,700	17,600	99



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

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Kent	63,200	62,700	99
	Newport	33,000	32,600	99
	Providence	228,100	225,600	99
	Washington	40,500	39,900	99
Between 25-49%	CONNECTICUT			
	Windham	38,400	37,700	98
	MASSACHUSETTS			
	Barnstable	81,200	79,900	98
Dukes	5,300	5,100	96	
Plymouth	151,400	149,700	99	
Between 5-24%	CONNECTICUT			
	Tolland	45,600	44,800	98
	MASSACHUSETTS			
	Nantucket	2,700	2,600	96
Norfolk	227,500	225,600	99	
Worcester	267,100	263,800	99	
NEW HAMPSHIRE				
Cheshire	27,000	26,300	97	
Station Totals		1,513,400	1,494,900	99
Net Weekly Circulation (1993)			740,300	
Average Daily Circulation (1993)			379,200	



Market	Arbitron ADI TV Households	Rank	Market Area Commercial TV Stations
Charlotte, NC	779,000	30	WBTV (3), WCCB (18), WCNC-TV (36), WHKY-TV (14), WJZY (46), WSOC-TV (9)
Greenville-Spartanburg, SC-Asheville, NC	665,700	35	WASV-TV (62), WAXA (40), WGGG-TV (16), WHNS (21), WLOS (13), WNEG-TV (32), WSPA-TV (7), WYFF-TV (4)
Columbia, SC	290,600	86	WACH (57), WIS (10), WLTX (19), WOLD-TV (25)
Savannah, GA	238,200	101	WJCL (22), WSAV-TV (3), WTGS (28), WTOG-TV (11), WUBI (34)
Charleston, SC	230,100	106	WCBD-TV (2), WCIW (4), WCSC-TV (5), WCTP (36), WTAT-TV (24)
Augusta, GA	215,500	110	WAGT (26), WFXG (54), WJBF (6), WRDW-TV (12)
Florence, SC	158,300	136	WBTV (13), WGSE (43), WPDE-TV (15)
Wilmington, NC	152,600	142	WECT (6), WJKA (26), WWAY (3)

State Cross Reference List

Communities that receive programs of stations that are located elsewhere.

WGSE, Florence	See Myrtle Beach, SC
WNEG-TV, Greenville-Spartanburg	See Toccoa, GA
WLOS, Spartanburg, SC-Asheville, NC	See Greenville, SC
WSPA-TV, Spartanburg	See Greenville, SC

South Carolina Station Totals as of November 1, 1993

	VHF	UHF	TOTAL
Commercial Television Stations	8	11	19
Educational Television Stations	1	10	11
	9	21	30

South Carolina—Anderson

WAXA

Ch. 40

(Satellite of WLOS, Greenville-Spartanburg, SC & Asheville, NC)

Network Service: ABC.

Licensee: WLOS-TV Inc., 288 Macon Dr., Asheville, NC 28802.

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

Telephone: 803-226-9292. Fax: 704-255-4612.

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

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

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

Multichannel TV Sound: Stereo only.

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

Ownership: Continental Broadcasting Ltd. (Group Owner).

Began Operation: December 1, 1953. Sale by Frank Outlaw approved by FCC Dec. 28, 1982. Sale to Outlaw by Wilton E. Hall approved May 31, 1978 (Television Digest, Vol. 18:23). Left air 1983; resumed operation Oct. 1, 1984. Ceased operation Aug. 1, 1989. Proposed sale to Anchor Media dismissed by FCC (Vol. 30:17). Resumed operation 1990. Sale to Anchor Media remanded, eventually granted November 1, 1991. Transfer of control to present owner granted by FCC June 30, 1993.

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

Represented (legal): Hogan & Hartson.

Represented (engineering): Smith & Powstenko.

Personnel:

- James Conschaffer, Vice President & General Manager.
- David Bunnell, General Sales Manager.
- Ellen Vaillancourt, Local Sales Manager.
- Scarlett Jones, Regional Sales Manager.
- Jim Carrier, Chief Engineer.
- Alan Mason, News Director.
- Bob Mackowiak, Program & Promotion Director.
- Bill Walsh, Business Manager.
- Glenn York, Production Manager.

Rates: On request.

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

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.



WAXA BNPCT-840126KJ Granted 2/27/84 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	GEORGIA			
	Elbert	7,200	7,100	99
	Franklin	6,600	6,500	98
	Lincoln	2,700	2,700	100
	Oglethorpe	3,600	3,500	97
	Wilkes	4,000	3,900	98
	NORTH CAROLINA			
	Macon	10,100	9,900	98
	SOUTH CAROLINA			
	Abbeville	9,000	8,900	99
	Anderson	56,600	56,100	99
	Greenwood	23,100	22,900	99
	Oconee	23,500	23,300	99
	Pickens	34,900	34,500	99
Station Totals		181,300	179,300	99
Net Weekly Circulation (1993)				23,000
Average Daily Circulation (1993)				12,800

South Carolina—Charleston

WCBD-TV

Ch. 2

Network Service: ABC.

Licensee: Charleston Television Inc., Box 879, Charleston, SC 29402.

Studio: 210 W. Coleman Blvd., Mount Pleasant, SC 29464.

Mailing Address: Box 879, Charleston, SC 29402.

Telephone: 803-884-2222. TWX: 810-881-1891. Fax: 803-881-3410.

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1950-ft. above av. terrain, 1940-ft. above ground, 1957-ft. above sea level.

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

Transmitter: Awendaw Section, Sewee Rd., 4-mi. NE of Ten Mile, Charleston County.

Multichannel TV Sound: Stereo and separate audio program.

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

News Services: AP, UPI.

Ownership: Media General Inc. (Group Owner).

Began Operation: September 25, 1954. Sale to present owner by State Record Co. approved by FCC Dec. 28, 1982 (Television Digest, Vol. 22:27). Sale to State Record by Reeves Telecom Corp. approved May 26, 1971 (Vol. 10:42). Transfer of control from J. Drayton Hastie family to Reeves approved July 14, 1960 (Vol. 16:29).

Represented (sales): MMT Sales Inc.

Represented (legal): Cohn & Marks.

Represented (engineering): David Steel & Associates Inc.

Personnel:

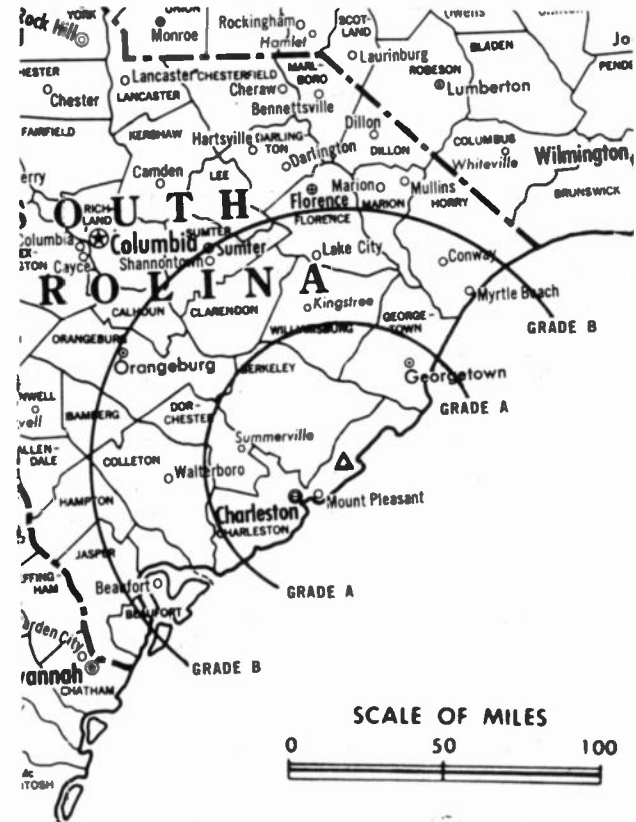
Joseph W. (Bill) Evans III, President & General Manager.
Douglas M. Pinkerton, General Sales Manager.
Michael L. Cline, National Sales Manager.
Mac Thompson, News Director.
Stephen Gleason, Promotion & Programming Director.
Jo Torrey, Traffic Manager.
Richard Fordham, Operations Manager.

Highest 30 Sec. Rate: \$1500.

NETWORK BASE HOURLY RATE: \$525.

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

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.



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

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	SOUTH CAROLINA			
	Berkeley	45,000	44,300	98
	Charleston	110,400	109,400	99
	Colleton	12,400	12,100	98
	Dorchester	30,500	30,100	99
	Georgetown	17,100	16,800	98
Between 25-49%	SOUTH CAROLINA			
	Beaufort	32,500	32,100	99
	Clarendon	9,800	9,500	97
Between 5-24%	SOUTH CAROLINA			
	Bamberg	5,600	5,500	98
	Calhoun	4,500	4,400	98
	Florence	40,900	40,500	99
	Jasper	5,500	5,400	98
Orangeburg	29,700	29,100	98	
Station Totals		362,500	357,400	99
Net Weekly Circulation (1993)				226,900
Average Daily Circulation (1993)				134,300

South Carolina—Charleston

WCIV

Ch. 4

Network Service: NBC.

Licensee: First Charleston Corp., Box 10866, Charleston, SC 29411.

Studio: 888 Albritton Blvd., Mount Pleasant, SC 29464.

Mailing Address: Box 22165, Charleston, SC 29413-2165.

Telephone: 803-884-8513. Fax: 803-849-2507.

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

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

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

Multichannel TV Sound: Stereo only.

Satellite Earth Station: Comtech, 5-meter C-band; Harris, 10-meter Ku-band; Harris, 3.5-meter Ku-band; RCA, 3.5-meter Ku-band; Standard Communications, Vertex receivers.

SNG Mobile Dish: Vertex, 2.6-meter.

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

Ownership: Allbritton Communications Company (Group Owner).

Began Operation: October 23, 1962. Sale by Washington Star Communications to present owner was finalized in 1976. Sale by First Charleston Corp. approved Oct. 5, 1966 by FCC (Television Digest, Vol. 6:28, 41).

Represented (sales): Katz Continental Television.

Represented (legal): Hogan & Hartson.

Represented (engineering): Jansky & Bailey.

Personnel:

- Stephen G. Brock, President & General Manager.
- Celia Shaw, Vice President & Station Manager.
- Mark Olingy, Operations Manager.
- Peter Carnes, General Sales Manager.
- Terri Hegel, Local Sales Manager.
- Deborah Tibbetts, News Director.
- Eva Wicks, Business Manager.
- Jim Halling, Marketing Director.
- Joe Papp, Chief Engineer.
- Don Moody, Production Manager.

Highest 30 Sec. Rate: \$1000.

NETWORK BASE HOURLY RATE: \$550.

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

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.



WCIV BMAPCT-850912KU Granted 1/21/86

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	SOUTH CAROLINA			
	Berkeley	45,000	44,300	98
	Charleston	110,400	109,400	99
	Colleton	12,400	12,100	98
	Dorchester	30,500	30,100	99
	Georgetown	17,100	16,800	98
	Hampton	6,400	6,300	98
Between 25-49%	SOUTH CAROLINA			
	Beaufort	32,500	32,100	99
	Clarendon	9,800	9,500	97
Between 5-24%	SOUTH CAROLINA			
	Orangeburg	29,700	29,100	98
	Bamberg	5,600	5,500	98
	Florence	40,900	40,500	99
	Horry	59,500	58,600	99
Jasper	5,500	5,400	98	
Station Totals		417,500	411,600	99
Net Weekly Circulation (1993)				234,400
Average Daily Circulation (1993)				130,000

South Carolina—Charleston

WCSC-TV

Ch. 5

Network Service: CBS.

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

Studio: 485 East Bay, Charleston, SC 29403.

Mailing Address: Box 186, Charleston, SC 29402.

Telephone: 803-723-8371. **Fax:** 803-723-0074.

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1960-ft. above av. terrain, 1956-ft. above ground, 1972-ft. above sea level.

Latitude 32° 55' 28"
Longitude 79° 41' 58"

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

Multichannel TV Sound: Stereo and separate audio program.

Satellite Earth Stations: Scientific-Atlanta, 7-meter C-band; Satcom Technologies, 5.5-meter Ku-band; Scientific-Atlanta, 4.6-meter C-band; M/A-Com, Microdyne, Scientific-Atlanta receivers.

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

News Services: AP, CBS, NIWS, UPI.

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

Began Operation: June 19, 1953. Sale to Harold Crump & David Allen by John M. Rivers Sr., et al., approved by FCC Sept. 1, 1987 (Television Digest, Vol. 27: 29). Proposed sale to Anchor Media Holdings Ltd. dismissed by FCC April 2, 1990. Transfer of control to General Electric Capital Corp. approved by FCC July 24, 1991. **Note:** Sale to Jefferson-Pilot Communications Corp. was approved by FCC Sept. 3, 1993, but not yet consummated (Vol. 33:25).

Represented (sales): Petry Television Inc.

Represented (legal): Tiemey & Swift.

Represented (engineering): Lohnes & Culver.

Personnel:

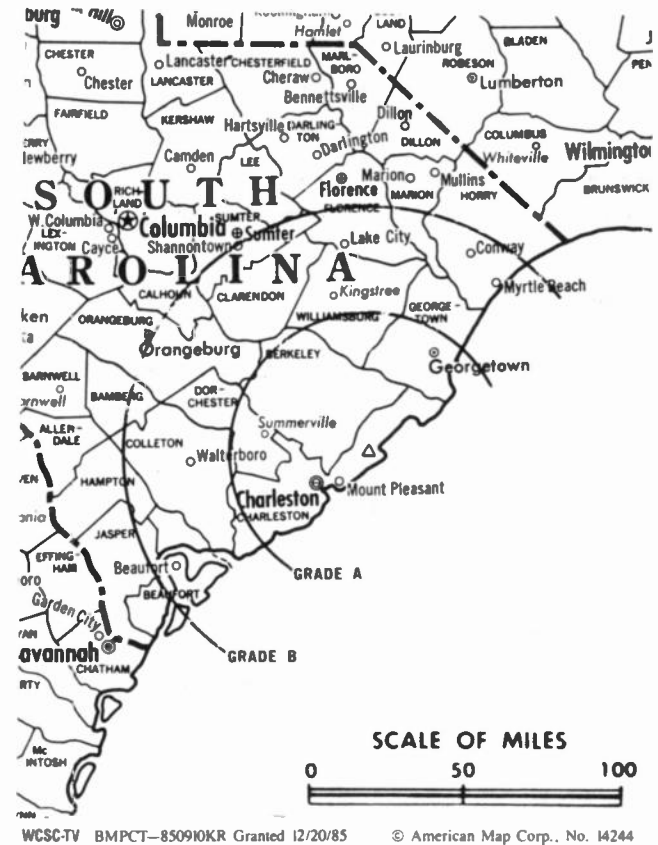
James H. Smith, President & General Manager.
Eddie N. Bolling, Vice President & General Sales Manager.
Donald M. Feldman, Vice President & Director of News.
Charles I. Thompson III, Vice President & Program Director.
Miriam McManus, Vice President & Business Manager.
Jack R. Becknell Jr., Vice President & Director of Engineering.
Lovell W. Waugh, Local Sales Manager.
James P. DeMauro, Production Manager.
Andrew F. Hunt, Promotion Director.
Sallie Moultrie, Traffic Director.

Highest 30 Sec. Rate: \$7000.

NETWORK BASE HOURLY RATE: \$1411.

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

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	SOUTH CAROLINA			
	Beaufort	32,500	32,100	99
	Berkeley	45,000	44,300	98
	Charleston	110,400	109,400	99
	Colleton	12,400	12,100	98
	Dorchester	30,500	30,100	99
	Georgetown	17,100	16,800	98
Between 25-49%	SOUTH CAROLINA			
	Clarendon	9,800	9,500	97
	Orangeburg	29,700	29,100	98
Between 5-24%	SOUTH CAROLINA			
	Allendale	3,800	3,700	97
	Bamberg	5,600	5,500	98
	Calhoun	4,500	4,400	98
	Florence	40,900	40,500	99
	Horry	59,500	58,600	99
	Jasper	5,500	5,400	98
Station Totals		425,800	419,700	99
Net Weekly Circulation (1993)				262,800
Average Daily Circulation (1993)				158,400

South Carolina—Charleston

WCTP

Ch. 36

Network Service: None, independent.

Licensee: Caro Bcstg. Ltd., 1558 Ben Sawyer Blvd., Mount Pleasant, SC 29464.

Studio: 1558 Ben Sawyer Blvd., Mount Pleasant, SC 29464.

Telephone: 803-884-3185.

Technical Facilities: Channel No. 36 (602-608 MHz). Authorized power: 147-kw max. visual. Antenna: 764-ft. above av. terrain, 761-ft. above ground, 768-ft. above sea level.

Latitude	32°	47'	15"
Longitude	79°	51'	00"

Transmitter: Hwy. 703, SE of Mount Pleasant.

Ownership: Caro Bcstg. Ltd.

Began Operation: December 2, 1992.

Represented (legal): Reddy, Begley & Martin.

Represented (engineering): Lawrence Behr & Associates Inc.

Personnel:

Arnold Baynard, General Manager.

Michael Baynard, Sales Manager.

Beamon Meares, Chief Engineer.

Rates: On request.

Arbitron Data: Not available.



WCTP BMPCT-910807KF Granted 9/10/91 © American Map Corp., No. 14244

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

South Carolina—Charleston

WTAT-TV

Ch. 24

Network Service: Fox.

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

Studio: 4301 Arco Lane, Charleston, SC 29418.

Telephone: 803-744-2424. **Fax:** 803-554-9649.

Technical Facilities: Channel No. 24 (530-536 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: Circularly polarized, 1778-ft. above av. terrain, 1767-ft. above ground, 1784-ft. above sea level.

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

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

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: AFC, 7-meter; Microdyne, 7-meter C-band; Paraclipse, 5-meter C-band; Scientific-Atlanta, 4.6-meter Ku-band; Microdyne receivers.

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

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

Represented (sales): Seltel Inc.

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

Personnel:

P. J. Ryal, Vice President & General Manager.
Otis M. Pickett III, General Sales Manager.
Sandra F. Smith, National & Regional Sales Manager.
Bill Littleton, Program & News Director.
Barbara Parsons, Business Manager.
Curtis White, Production Manager.
Clarke Holmes, Chief Engineer.

Rates: On request.


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

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
SOUTH CAROLINA				
50% & Over	Berkeley	45,000	44,300	98
	Charleston	110,400	109,400	99
	Dorchester	30,500	30,100	99
	Georgetown	17,100	16,800	98
	Williamsburg	12,200	11,900	98
SOUTH CAROLINA				
Between 25-49%	Clarendon	9,800	9,500	97
	Colleton	12,400	12,100	98



Net Weekly Circulation	State County	Total Households	TV Households	%
SOUTH CAROLINA				
Between 5-24%	Calhoun	4,500	4,400	98
	Florence	40,900	40,500	99
	Hampton	6,400	6,300	98
	Horry	59,500	58,600	99
	Jasper	5,500	5,400	98
	Lee	6,100	6,000	98
	Marion	11,900	11,700	98
Orangeburg	29,700	29,100	98	
Station Totals		401,900	396,100	99
Net Weekly Circulation (1993)				175,200
Average Daily Circulation (1993)				82,100



UHF, VHF, ITFS/MMDS
Broadcast Products and Services
Turnkey Systems Since 1960

PO Box 68 • White Haven, PA 18661 • 717-443-9575
1-800-233-6193 FAX 717-443-9257

South Carolina—Columbia

WACH
Ch. 57

Network Service: Fox.

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

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

Telephone: 803-791-5757. **Fax:** 803-796-1120.

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

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

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

Ownership: FCVS Communications Inc. (Group Owner).

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

Represented (sales): Settel Inc.

Represented (legal): Cordon & Kelly.

Personnel:

- Walter K. Flynn, President.
- C. Joseph Tonsing, General Manager.
- Jeff Flynn, Local Sales Manager.
- Tim Greenier, National Sales Manager.
- Murray Michaels, Program Director.
- Lee Latham, Chief Engineer.
- Lynn Rada, Promotion Director.
- Jack Colegrove, Traffic Manager.
- Janis Metts, Office Manager.

Rates: On request.

City of License: Columbia. **ADI:** Columbia, SC. **Rank:** 86.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	SOUTH CAROLINA			
	Calhoun	4,500	4,400	98
	Fairfield	7,700	7,600	99
	Kershaw	16,500	16,300	99
	Lexington	64,600	63,900	99



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Richland	103,400	102,300	99
	Sumter	33,600	33,100	99
Between 25-49%	SOUTH CAROLINA			
	Lee	6,100	6,000	98
	Newberry	12,700	12,500	99
Orangeburg	29,700	29,100	98	
Between 5-24%	SOUTH CAROLINA			
	Clarendon	9,800	9,500	97
	Darlington	22,300	22,000	99
Saluda	5,800	5,700	98	
Station Totals		316,700	312,400	99
Net Weekly Circulation (1993)				170,800
Average Daily Circulation (1993)				79,100

South Carolina—Columbia

WIS
Ch. 10

Network Service: NBC.

Licensee: Cosmos Bcstg. Corp., Box 789, Greenville, SC 29602.

Studio: 1111 Bull St., Columbia, SC 29201.

Mailing Address: Box 367, Columbia, SC 29201.

Telephone: 803-799-1010. **TWX:** 810-666-2636. **Fax:** 803-758-1155.

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 316-kw visual, 63.2-kw aural. Antenna: 1546-ft. above av. terrain, 1526-ft. above ground, 1877-ft. above sea level.

Latitude 34° 07' 27"
Longitude 80° 45' 25"

Transmitter: 1741 Tower Rd., Lugoff, SC 29078.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: AFC, 3.6-meter Ku-band; Comsat, 8-meter Ku-band; Comsat, 3-meter Ku-band; Scientific-Atlanta, 7-meter C-band; DH Satellite, 4.9-meter Ku & C-band; Andrew, 2.4-meter Ku-band; Harris, M/A-Com, Scientific-Atlanta receivers.

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

News Services: AP, NBC.

Ownership: Cosmos Broadcasting Corp. (Group Owner).

Began Operation: November 7, 1953.

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

Represented (legal): Dow, Lohnes & Albertson.

Personnel:

- Ronald Loewen, Vice President & General Manager.
- David Harbert, General Sales Manager.
- Matt Browning, National Sales Manager.
- Randy Covington, News Director.
- Diane K. Bagwell, Director of Market Development & Program Manager.
- Evon A. Trotter, Business Manager.
- Coby Cooper, Director of Broadcast Operations.
- John Augustine, Chief Engineer.
- Jenny Maxwell, Promotion Director.

Rates: On request.

City of License: Columbia. **ADI:** Columbia, SC. **Rank:** 86.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over				
	Bamberg	5,600	5,500	98
	Calhoun	4,500	4,400	98
	Chester	11,700	11,600	99
	Chesterfield	14,300	14,100	99
	Clarendon	9,800	9,500	97
	Darlington	22,300	22,000	99
	Fairfield	7,700	7,600	99
	Florence	40,900	40,500	99
	Kershaw	16,500	16,300	99
	Lancaster	20,100	19,900	99
	Lee	6,100	6,000	98



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over				
	Lexington	64,600	63,900	99
	Marlboro	10,100	9,900	98
	Newberry	12,700	12,500	99
	Orangeburg	29,700	29,100	98
	Richland	103,400	102,300	99
	Saluda	5,800	5,700	98
	Sumter	33,600	33,100	99
SOUTH CAROLINA				
Between 25-49%				
	Bamwell	7,200	7,100	99
	Dillon	10,100	9,900	98
	Greenwood	23,100	22,900	99
	Horry	59,500	58,600	99
	Marion	11,900	11,700	98
	Williamsburg	12,200	11,900	98
NORTH CAROLINA				
Between 5-24%				
	Anson	8,500	8,400	99
	Richmond	16,900	16,700	99
SOUTH CAROLINA				
	Aiken	46,400	46,100	99
	Allendale	3,800	3,700	97
	Colleton	12,400	12,100	98
	Edgefield	6,700	6,600	98
	Georgetown	17,100	16,800	98
	Hampton	6,400	6,300	98
	Union	11,500	11,400	99
Station Totals		673,100	664,100	99
Net Weekly Circulation (1993)			407,200	
Average Daily Circulation (1993)			244,800	

South Carolina—Columbia

WLTX

Ch. 19

Network Service: CBS.

Licensee: Lewis Bcstg. Corp., Drawer M, Columbia, SC 29250.

Studio: 6027 Devine St., Columbia, SC 20209.

Mailing Address: Drawer M, Columbia, SC 29250.

Telephone: 803-776-3600. TWX: 810-666-2629. Fax: 803-783-2971.

Technical Facilities: Channel No. 19 (500-506 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 1749-ft. above av. terrain, 1664-ft. above ground, 2014-ft. above sea level.

Latitude 34° 05' 49"
Longitude 80° 45' 51"

Transmitter: Screaming Eagle Rd., 11-mi. NE of Columbia.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Transmit/receive Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta, 4.6-meter C-band; ChannelMaster, 3.6-meter C-band; RCA, 3.6-meter Ku-band; ChannelMaster, Scientific-Atlanta receivers.

News Services: AP, CBS.

Ownership: Lewis Broadcasting Corp. (Group Owner).

Began Operation: September 1, 1953 on Ch. 67. Shifted to Ch. 19 on June 30, 1961. Sale to present owner by Palmetto Radio Corp. approved by FCC Feb. 22, 1978 (Television Digest, Vol. 18:9).

Represented (sales): Petry Television Inc.

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

Represented (engineering): Communications Engineering Services.

Personnel:

- J. C. Lewis Jr., President.
- Richard T. Laughridge, Vice President & General Manager.
- Debbie Holland, Local Sales Manager.
- Gene Upright, Program Manager & Film Buyer.
- William F. Aull, Director of Technical Operations.
- Jack Jones, News Director.
- Nell Johnson, Business Manager.

Rates: On request.

City of License: Columbia. ADI: Columbia, SC. Rank: 86.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
SOUTH CAROLINA				
50% & Over	Bamberg	5,600	5,500	98
	Calhoun	4,500	4,400	98
	Clarendon	9,800	9,500	97
	Fairfield	7,700	7,600	99
	Kershaw	16,500	16,300	99
	Lee	6,100	6,000	98
	Lexington	64,600	63,900	99



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Newberry	12,700	12,500	99
	Orangeburg	29,700	29,100	98
	Richland	103,400	102,300	99
	Sumter	33,600	33,100	99
Between 25-49%	SOUTH CAROLINA			
	Chester	11,700	11,600	99
	Darlington	22,300	22,000	99
	Marlboro	10,100	9,900	98
Saluda	5,800	5,700	98	
Between 5-24%	NORTH CAROLINA			
	Anson	8,500	8,400	99
	SOUTH CAROLINA			
	Aiken	46,400	46,100	99
	Allendale	3,800	3,700	97
	Bamwell	7,200	7,100	99
	Chesterfield	14,300	14,100	99
	Florence	40,900	40,500	99
	Lancaster	20,100	19,900	99
	Union	11,500	11,400	99
Williamsburg	12,200	11,900	98	
Station Totals		509,000	502,500	99
Net Weekly Circulation (1993)				273,600
Average Daily Circulation (1993)				153,300

South Carolina—Columbia

WOLO-TV

Ch. 25

Network Service: ABC.

Licensee: South Carolina Broadcasting Partners, Box 4217, Columbia, SC 29240.

Studio: 5807 Shakespeare Rd., Columbia, SC 29223.

Mailing Address: Box 4217, Columbia, SC 29240.

Telephone: 803-754-7525. TWX: 810-666-2100. Fax: 803-754-6147.

Technical Facilities: Channel No. 25 (536-542 MHz). Authorized power: 3589-kw max. & 2344-kw horizontal visual, 388-kw max. & 254-kw horizontal aural. Antenna: 688-ft. above av. terrain, 747-ft. above ground, 1149-ft. above sea level.

Latitude 34° 03' 23"
Longitude 80° 58' 49"

Transmitter: 5807 Shakespeare Rd.

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

News Services: ABC, AP, CNN, Sports News Satellite.

Ownership: Bahakel Communications Ltd. (Group Owner).

Began Operation: October 1, 1961. Sale to present owner by First Carolina Corp. approved May 5, 1964 by FCC (Television Digest, Vol. 4:14).

Represented (sales): Katz Continental Television.

Represented (legal): Jeffrey Malickson.

Personnel:

- Carl Bruce, General Manager.
- Jerry Kelly, General Sales Manager.
- Steve Robertson, Local Sales Manager.
- David Aiken, Program Director.
- Scott Clark, Chief Engineer.
- Peter Poore, News Director.
- Marty White, Business Manager.
- Willie Fuller Jr., Production Manager.

Rates: On request.

City of License: Columbia. ADI: Columbia, SC. Rank: 86.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
SOUTH CAROLINA				
50% & Over	Calhoun	4,500	4,400	98
	Fairfield	7,700	7,600	99
	Kershaw	16,500	16,300	99
	Lee	6,100	6,000	98
	Lexington	64,600	63,900	99



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Newberry	12,700	12,500	99
	Richland	103,400	102,300	99
	Sumter	33,600	33,100	99
SOUTH CAROLINA				
Between 25-49%	Orangeburg	29,700	29,100	98
	Saluda	5,800	5,700	98
SOUTH CAROLINA				
Between 5-24%	Bamberg	5,600	5,500	98
	Barnwell	7,200	7,100	99
	Chesterfield	14,300	14,100	99
	Clarendon	9,800	9,500	97
	Greenwood	23,100	22,900	99
Lancaster	20,100	19,900	99	
Station Totals		364,700	359,900	99
Net Weekly Circulation (1993)			218,600	
Average Daily Circulation (1993)			109,300	

South Carolina—Florence

WBTW
Ch. 13

Network Service: CBS.

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

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

Telephones: 803-662-1565; 803-293-1301. Fax: 803-678-4252.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: Circularly polarized, 1950-ft. above av. terrain, 2000-ft. above ground, 2115-ft. above sea level.

Latitude 34° 22' 02"
Longitude 79° 19' 22"

Transmitter: 3.1-mi. N of Floyd Dale, SC.

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

News Service: AP.

Ownership: Spartan Radiocasting Inc. (Group Owner).

Began Operation: October 18, 1954. Sale to present owner by Daily Telegraph Printing Co. approved by FCC June 12, 1984 (Television Digest, Vol. 24:15). Sale by Jefferson Standard Life Insurance Co. approved Feb. 28, 1968 (Vol. 7:43; 8:10).

Represented (sales): Katz Continental Television.

Represented (legal): Covington & Burling.

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

Personnel:

- James Caruthers, General Manager.
- Lou Kirchen, General Sales Manager.
- Nanette Frye, Local Sales Manager.
- Doug Carter, Chief Engineer.
- Cecil Chandler, News Director.
- Drew Rhodes, Promotion Director.
- Judy Nobles, Business Manager.
- James Briggs, Operations Manager.

Rates: On request.

City of License: Florence. ADI: Florence-Myrtle Beach, SC. Rank: 136.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NORTH CAROLINA			
	Bladen	10,800	10,600	98
	Columbus	18,700	18,400	98
	Hoke	7,700	7,600	99
	Richmond	16,900	16,700	99
	Robeson	36,900	36,300	98
	Scotland	12,200	12,000	98
	SOUTH CAROLINA			
	Chesterfield	14,300	14,100	99
	Darlington	22,300	22,000	99



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Dillon	10,100	9,900	98
	Florence	40,900	40,500	99
	Horry	59,500	58,600	99
	Lee	6,100	6,000	98
	Marion	11,900	11,700	98
	Marlboro	10,100	9,900	98
Between 25-49%	NORTH CAROLINA			
	Anson	8,500	8,400	99
	SOUTH CAROLINA			
	Clarendon	9,800	9,500	97
	Georgetown	17,100	16,800	98
Sumter	33,600	33,100	99	
Williamsburg	12,200	11,900	98	
Between 5-24%	NORTH CAROLINA			
	Brunswick	21,500	21,200	99
	Cumberland	93,100	92,200	99
	Sampson	17,700	17,500	99
	SOUTH CAROLINA			
Chester	11,700	11,600	99	
Kershaw	16,500	16,300	99	
Station Totals		520,100	512,800	99
Net Weekly Circulation (1993)				282,900
Average Daily Circulation (1993)				169,100

South Carolina—Florence

WPDE-TV

Ch. 15

Network Service: ABC.

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

Studio: 3215 S. Cashua Dr., Florence, SC 29501-6303.

Telephone: 803-665-1515. **Fax:** 803-679-2709.

Technical Facilities: Channel No. 15 (476-482 MHz). Authorized power: 1290-kw max. & 562-kw horizontal visual, 129-kw max. & 56.2-kw horizontal aural. Antenna: 1950-ft. above av. terrain, 1997-ft. above ground, 2100-ft. above sea level.

Latitude 34° 21' 53"
Longitude 79° 19' 49"

Transmitter: 2.7-mi. S of State Rte. 9 & 1.2-mi. E of Little Pee Dee River.

Multichannel TV Sound: Stereo only.

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

News Services: ABC, AP.

Ownership: Diversified Communications Inc. (Group Owner).

Began Operation: November 22, 1980. Sale to present owner by Eastern Carolinas Bcstg. approved by FCC June 27, 1985 (Television Digest, Vol. 25:24).

Represented (sales): Blair Television.

Represented (legal): Dow, Lohnes & Albertson.

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

Personnel:

- Michael G. Reed, Vice President & General Manager.
- Lynn Young, General Sales Manager.
- Robert Hartnett, Local Sales Manager.
- Matt James, News Director.
- Linda McCaskill, Program Manager.
- Chuck Spruill, Promotion Director.
- Bill Elks, Chief Engineer.
- Marshall Lucius, Controller.
- Joyce Jordan, Business Manager.
- Keith Foster, Operations Manager.

Rates: On request.

City of License: Florence. **AOI:** Florence-Myrtle Beach, SC. **Rank:** 136.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
SOUTH CAROLINA				
50% & Over	Darlington	22,300	22,000	99
	Dillon	10,100	9,900	98
	Florence	40,900	40,500	99
	Horry	59,500	58,600	99
	Lee	6,100	6,000	98
	Marion	11,900	11,700	98
	Marlboro	10,100	9,900	98



WPDE-TV BMPCT-800915KE Granted 11/24/80 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
NORTH CAROLINA				
Between 25-49%	Bladen	10,800	10,600	98
	Hoke	7,700	7,600	99
	Robeson	36,900	36,300	98
	Scotland	12,200	12,000	98
SOUTH CAROLINA				
	Chesterfield	14,300	14,100	99
	Georgetown	17,100	16,800	98
	Sumter	33,600	33,100	99
NORTH CAROLINA				
Between 5-24%	Anson	8,500	8,400	99
	Columbus	18,700	18,400	98
	Richmond	16,900	16,700	99
SOUTH CAROLINA				
	Clarendon	9,800	9,500	97
	Williamsburg	12,200	11,900	98
Station Totals		359,600	354,000	98
Net Weekly Circulation (1993)				183,700
Average Daily Circulation (1993)				88,300

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

Call Warren Publishing Inc.'s
Market Research & Data Sales Dept.
202-872-9200

South Carolina—Greenville

WGGS-TV

Ch. 16

Network Service: None, independent.

Licensee: Carolina Christian Broadcasting Inc., Box 1616, Greenville, SC 29602.

Studio: 3409 Rutherford Rd., Taylors, SC 29687.

Mailing Address: Box 1616, Greenville, SC 29602.

Telephone: 803-244-1616. Fax: 803-292-8481.

Technical Facilities: Channel No. 16 (482-488 MHz). Authorized power: 1150-kw max. & 717.9-kw horizontal visual, 115-kw max. & 71.79-kw horizontal aural. Antenna: 1149-ft. above av. terrain, 195-ft. above ground, 2185-ft. above sea level.

Latitude 34° 56' 26"
Longitude 82° 24' 41"

Transmitter: Ridge Rd. off Altamont Rd. on Paris Mountain near Greenville.

Satellite Earth Stations: Scientific-Atlanta, 5-meter C-band; AFC, 3.8-meter Ku-band; M/A-Com, Scientific-Atlanta receivers.

News Service: INN.

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

Began Operation: October 29, 1972.

Represented (sales): Spot Time Ltd.

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

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

Personnel:

James H. Thompson, President & General Manager.

Norvin C. Duncan, Assistant to the President.

Gene Gibson, Director of Engineering.

Hugh McLean, Program Director.

Peggy Denny, Public Affairs Director.

Charles Wilson, Chief Engineer.

Greg West, Promotion Director.

Rates: On request.

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

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	GEORGIA Franklin	6,600	6,500	98



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

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	NORTH CAROLINA			
	Cleveland	32,400	32,100	99
	SOUTH CAROLINA			
	Anderson	56,600	56,100	99
	Greenville	127,000	126,100	99
	Greenwood	23,100	22,900	99
	Laurens	21,100	20,900	99
	Oconee	23,500	23,300	99
	Pickens	34,900	34,500	99
	Spartanburg	86,800	86,100	99
Union	11,500	11,400	99	
Station Totals		446,100	442,300	99
Net Weekly Circulation (1993)			52,500	
Average Daily Circulation (1993)			20,800	

South Carolina—Greenville-Spartanburg & Asheville, North Carolina

WHNS

Ch. 21

Network Service: Fox.

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

Studios: 21 Interstate Court, Greenville, SC 29615; 56 Central Ave., Asheville, NC 28801.

Telephones: 803-288-2100 (Greenville); 704-258-2100 (Asheville).

TWX: 810-281-2251. Fax: 803-297-0728.

Technical Facilities: Channel No. 21 (512-518 MHz). Authorized power: 3390-kw visual, 339-kw aural. Antenna: Circularly polarized, 2510-ft. above av. terrain, 1620-ft. above ground, 5049-ft. above sea level.

Latitude 35° 10' 56"
Longitude 82° 40' 56"

Transmitter: Slick Rock Mountain, Transylvania County.

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

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

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

Represented (sales): TeleRep Inc.

Represented (engineering): Smith & Powstenko.

Personnel:

- Kent Repogle, Vice President & General Manager.
- Frank Savage, Local Sales Manager.
- Joe Shaffer, Program Manager.
- Jerry Garvin, Chief Engineer.
- Tom Rogers, Promotion Director.
- Tony Thompson, General Marketing Manager.
- Rich Bunard, National Marketing Manager.
- Diana Womble, Traffic Systems Coordinator/Manager.
- Joe Heaton, Production Manager.

Highest 30 Sec. Rate: \$2000.

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

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	GEORGIA			
	Banks	4,000	3,900	97
	Elbert	7,200	7,100	99
	Franklin	6,600	6,500	98
	Hart	7,700	7,600	99
	Madison	8,000	7,900	99
	NORTH CAROLINA			
	Buncombe	72,600	71,900	99
	Henderson	29,800	29,500	99
	Transylvania	10,300	10,200	99
	SOUTH CAROLINA			
	Abbeville	9,000	8,900	99
	Anderson	56,600	56,100	99
	Cherokee	16,900	16,700	99
	Greenville	127,000	126,100	99
Greenwood	23,100	22,900	99	
Laurens	21,100	20,900	99	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Oconee	23,500	23,300	99
	Pickens	34,900	34,500	99
	Spartanburg	86,800	86,100	99
	Union	11,500	11,400	99
Between 25-49%	GEORGIA			
	Stephens	9,200	9,100	99
	NORTH CAROLINA			
	Cleveland	32,400	32,100	99
	Haywood	19,400	19,200	99
	Mc Dowell	13,800	13,700	99
	Rutherford	22,600	22,400	99
SOUTH CAROLINA				
Mc Cormick	2,700	2,700	100	
Between 5-24%	GEORGIA			
	Habersham	10,300	10,200	99
	Jackson	11,200	11,100	99
	Lincoln	2,700	2,700	100
	Oglethorpe	3,600	3,500	97
	Rabun	4,800	4,700	98
	White	5,200	5,100	98
	Wilkes	4,000	3,900	98
	NORTH CAROLINA			
	Caldwell	27,700	27,500	99
	Madison	6,500	6,400	98
Polk	6,200	6,100	98	
Yancey	6,300	6,200	98	
SOUTH CAROLINA				
Chester	11,700	11,600	99	
Newberry	12,700	12,500	99	
Saluda	5,800	5,700	98	
Station Totals		775,400	767,900	99
Net Weekly Circulation (1993)				407,200
Average Daily Circulation (1993)				190,400

South Carolina—Greenville-Spartanburg & Asheville, North Carolina

WLOS

Ch. 13

(Operates satellite WAXA, Anderson, SC)

Network Service: ABC.

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

Studios: 288 Macon Ave., Asheville, NC 28804; 100 Verdae Blvd., Greenville, SC 29607.

Mailing Address: Box 1300, Asheville, NC 28802.

Telephones: 704-255-0013 (Asheville); 803-297-1313 (Greenville).

Fax: 704-255-4612.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 178-kw visual, 19.6-kw aural. Antenna: 2804-ft. above av. terrain, 339-ft. above ground, 6056-ft. above sea level.

Latitude 35° 25' 32.21"
Longitude 82° 45' 25.06"

Transmitter: Mount Pisgah.

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

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

News Services: AP, Carolina News Network, UPI.

Ownership: Continental Broadcasting Ltd. (Group Owner).

Began Operation: September 18, 1954. Sale to Anchor Media Holdings by Wometco Broadcasting Co. approved by FCC April 10, 1987. Transfer of control to present owner granted by FCC June 30, 1993.

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

Represented (legal): Hogan & Hartson.

Represented (engineering): Smith & Powstenko.

Personnel:

- Benjamin Diesbach, President.
- James Conschaffer, Vice President & General Manager.
- David Bunnell, General Sales Manager.
- Ellen Vaillancourt, Local Sales Manager.
- Alan Mason, News Director.
- Bob Mackowiak, Director, Programming & Promotion.
- Bill Walsh, Business Manager.
- Jim Carrier, Chief Engineer.

Highest 30 Sec. Rate: \$2000.

NETWORK BASE HOURLY RATE: \$1485.

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

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	GEORGIA			
	Elbert	7,200	7,100	99
	Franklin	6,600	6,500	98
	Hart	7,700	7,600	99
	Stephens	9,200	9,100	99
	NORTH CAROLINA			
	Buncombe	72,600	71,900	99
	Haywood	19,400	19,200	99
	Henderson	29,800	29,500	99
	Jackson	9,900	9,700	98
Mc Dowell	13,800	13,700	99	
Macon	10,100	9,900	98	
Madison	6,500	6,400	98	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Mitchell	5,900	5,800	98
	Polk	6,200	6,100	98
	Rutherford	22,600	22,400	99
	Swain	4,200	4,100	98
	Transylvania	10,300	10,200	99
	Yancey	6,300	6,200	98
SOUTH CAROLINA				
	Abbeville	9,000	8,900	99
	Anderson	56,600	56,100	99
	Cherokee	16,900	16,700	99
	Greenville	127,000	126,100	99
	Greenwood	23,100	22,900	99
	Laurens	21,100	20,900	99
	Oconee	23,500	23,300	99
	Pickens	34,900	34,500	99
	Spartanburg	86,800	86,100	99
	Union	11,500	11,400	99
Between 25-49%	GEORGIA			
	Madison	8,000	7,900	99
	NORTH CAROLINA			
	Burke	29,700	29,500	99
	Caldwell	27,700	27,500	99
	Catawba	47,100	46,800	99
	Cherokee	8,300	8,200	99
	Cleveland	32,400	32,100	99
	Graham	2,800	2,800	100
	SOUTH CAROLINA			
Newberry	12,700	12,500	99	
TENNESSEE				
Greene	21,700	21,500	99	

(Continued on page A-1039)

Station Totals	1,022,300	1,012,500	99
Net Weekly Circulation (1993)			607,400
Average Daily Circulation (1993)			337,100

South Carolina—Greenville-Spartanburg & Asheville, North Carolina

WSPA-TV

Ch. 7

Network Service: CBS.

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

Studios: 250 International Dr., Spartanburg, SC 29301; Greenville Commons, 220 N. Main St., Greenville, SC 29601.

Telephones: 803-576-7777; 803-233-7777.

TWX: 810-282-2591. Fax: 803-587-5425.

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 2000-ft. above av. terrain, 254-ft. above ground, 3465-ft. above sea level.

Latitude 35° 10' 12"
Longitude 82° 17' 27"

Transmitter: Hogback Mountain, 25-mi. NW of Spartanburg.

Satellite Earth Stations: Microdyne, 7-meter C-band; ADM, 6.1-meter C-band; Vertex, 4.6-meter Ku-band; Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta, 4.6-meter C-band; DX Communications, M/A-Com, Standard Components receivers.

AM Affiliate: WSPA, 5-kw, 950-kHz (CBS).

FM Affiliate: WSPA-FM, 100-kw, 98.9 MHz (No. 255), 1910-ft.

News Services: AP, CBS.

Ownership: Spartan Radiocasting Inc. (Group Owner).

Began Operation: April 29, 1956.

Represented (sales): Blair Television.

Represented (legal): Covington & Burling.

Represented (engineering): Bone & Associates Inc.

Personnel:

Nick Evans, President.

Boyd Bunting, Secretary-Treasurer.

John W. West, General Manager.

Greg Rose, General Sales Manager.

Mitchell Maund, Local Sales Manager.

Phil Lane, National Sales Manager.

Ken Elmore, News Director.

Jimmy Sanders, Program Manager.

Bill Shatten, Advertising & Promotion Manager.

Laura Nunamacher, Business Manager.

Rolan Littlefield, Creative Services Director.

Bob Richardson, Chief Engineer.

Donna Groothedde, Personnel Director.

Betty Foster, Traffic Manager.

Rates: On request.

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

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	GEORGIA				
		Eibert	7,200	7,100	99
		Franklin	6,600	6,500	98
		Hart	7,700	7,600	99
	NORTH CAROLINA				
		Buncombe	72,600	71,900	99
		Haywood	19,400	19,200	99
		Henderson	29,800	29,500	99
		Mc Dowell	13,800	13,700	99
		Macon	10,100	9,900	98
		Polk	6,200	6,100	98



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

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	Rutherford	22,600	22,400	99	
	Swain	4,200	4,100	98	
	Transylvania	10,300	10,200	99	
	SOUTH CAROLINA				
	Abbeville	9,000	8,900	99	
	Anderson	56,600	56,100	99	
	Cherokee	16,900	16,700	99	
	Chester	11,700	11,600	99	
	Greenville	127,000	126,100	99	
	Greenwood	23,100	22,900	99	
Laurens	21,100	20,900	99		
Oconee	23,500	23,300	99		
Pickens	34,900	34,500	99		
Spartanburg	86,800	86,100	99		
Union	11,500	11,400	99		
Between 25-49%	GEORGIA				
	Habersham	10,300	10,200	99	
	Rabun	4,800	4,700	98	
	Stephens	9,200	9,100	99	
	NORTH CAROLINA				
	Caldwell	27,700	27,500	99	
Cleveland	32,400	32,100	99		
Jackson	9,900	9,700	98		
Madison	6,500	6,400	98		
Mitchell	5,900	5,800	98		
Yancey	6,300	6,200	98		
Between 5-24%	SOUTH CAROLINA				
	Newberry	12,700	12,500	99	
	York	49,200	48,700	99	
GEORGIA					
Banks	4,000	3,900	97		
(Continued on page A-1039)					
Station Totals		959,200	950,000	99	
Net Weekly Circulation (1993)				611,500	
Average Daily Circulation (1993)				344,500	

South Carolina—Greenville-Spartanburg & Asheville, North Carolina

WYFF-TV
Ch. 4

Network Service: NBC.

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

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

Mailing Address: Box 788, Greenville, SC 29602.

Telephone: 803-242-4404. Fax: 803-240-5329.

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 12.7-kw aural. Antenna: 2000-ft. above av. terrain, 892-ft. above ground, 3978-ft. above sea level.

Latitude 35° 06' 40"
Longitude 82° 36' 17"

Transmitter: Caesar's Head.

Multichannel TV Sound: Stereo and separate audio program.

Satellite Earth Stations: Harris, 8-meter Ku-band; BMS, 6.1-meter C-band; Harris, 3-meter Ku-band; DX Antenna, Harris, M/A-Com, Standard Communications receivers.

News Service: AP.

Ownership: Pulitzer Broadcasting Co. (Group Owner).

Began Operation: December 31, 1953. Exchange (with WXII, Winston-Salem, NC) for KSDK, St. Louis, MO approved by FCC Feb. 17, 1983 (Television Digest, Vol. 21:12; 22:1; 23:8). Transfer to Multimedia Inc. from Southeastern Bcstg. Corp. approved Sept. 22, 1967 by FCC.

Represented (sales): Katz American Television.

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

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

Personnel:

- David McAtee, Vice President & General Manager.
- Ken Bauder, General Sales Manager.
- Tom Post, National Sales Manager.
- Andy Still, News Director.
- Kay Hall, Program Director.
- Kathryn Hansen, Promotion Manager.
- Diane Zeager, Business Manager.
- Sim Kolliner, Director of Broadcast Operations.
- Libby Spencer, Marketing Director.
- Penny Henderson, Human Resources Manager.

Highest 30 Sec. Rate: \$6000.

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

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	GEORGIA			
	Banks	4,000	3,900	97
	Elbert	7,200	7,100	99
	Franklin	6,600	6,500	98
	Hart	7,700	7,600	99
	NORTH CAROLINA			
	Buncombe	72,600	71,900	99
	Burke	29,700	29,500	99
	Haywood	19,400	19,200	99
	Henderson	29,800	29,500	99
	Jackson	9,900	9,700	98
	McDowell	13,800	13,700	99
	Macon	10,100	9,900	98
	Madison	6,500	6,400	98
	Mitchell	5,900	5,800	98



WYFF-TV BPCF-2395 Granted 11-18-57

© American Map Corp. 19244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Polk	6,200	6,100	98
	Rutherford	22,600	22,400	99
	Swain	4,200	4,100	98
	Transylvania	10,300	10,200	99
	SOUTH CAROLINA			
	Abbeville	9,000	8,900	99
	Anderson	56,600	56,100	99
	Cherokee	16,900	16,700	99
	Greenville	127,000	126,100	99
	Greenwood	23,100	22,900	99
	Laurens	21,100	20,900	99
	Oconee	23,500	23,300	99
	Pickens	34,900	34,500	99
	Spartanburg	86,800	86,100	99
	Union	11,500	11,400	99
Between 25-49%	GEORGIA			
	Habersham	10,300	10,200	99
	Jackson	11,200	11,100	99
	Lincoln	2,700	2,700	100
	Madison	8,000	7,900	99
	Oglethorpe	3,600	3,500	97
	Rabun	4,800	4,700	98
	Stephens	9,200	9,100	99
	Wilkes	4,000	3,900	98
	NORTH CAROLINA			
	Cherokee	8,300	8,200	99
	Cleveland	32,400	32,100	99
	Graham	2,800	2,800	100
	Yancey	6,300	6,200	98
SOUTH CAROLINA				
	McCormick	2,700	2,700	100
(Continued on page A-1039)				
Station Totals		847,400	839,000	99
Net Weekly Circulation (1993)				604,900
Average Daily Circulation (1993)				365,200

South Carolina—Hardeeville

WTGS

Ch. 28

Network Service: Fox.

Licensee: Hifton Head Television Inc., 28 Broadcast Way, Ridgeland, SC 29936.

Studio: 28 Broadcast Way, Ridgeland, SC 29936.

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

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

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

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

Satellite Earth Stations: United Satellite Systems, 5-meter C-band; Paracclipse, 3.66-meter C-band; AFC, 3.6-meter Ku-band; Prodelin, 3.7-meter Ku & C-band; DX Antenna, M/A-Corn, Scientific-Atlanta, Standard Components, Wegener receivers.

Ownership: American Communications & Television Inc.

Began Operation: September 1, 1985.

Represented (sales): Seftel Inc.

Represented (legal): Borsari & Paxson.

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

Personnel:

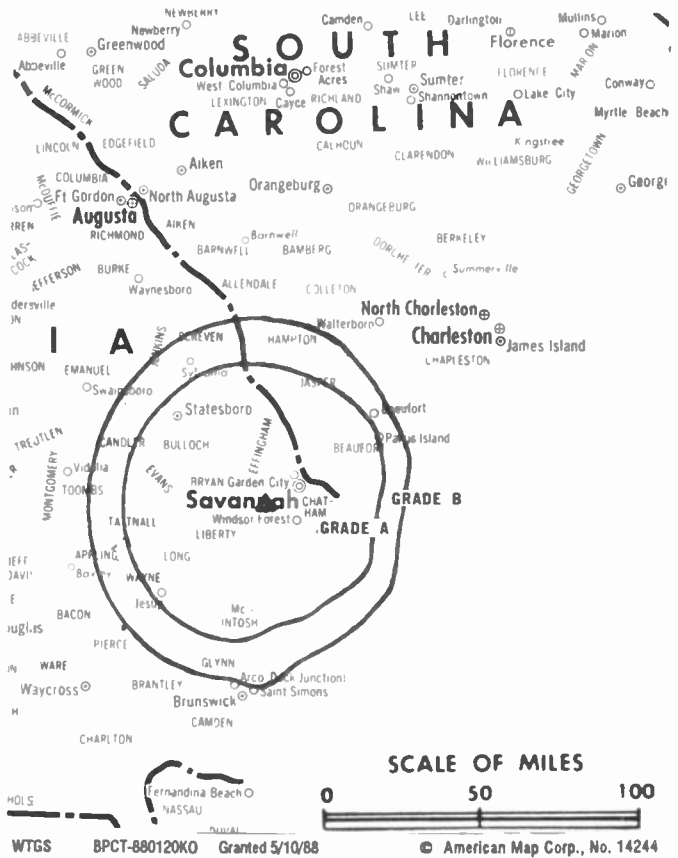
- Sherry Fowler, Executive Vice President & General Manager.
- Leon Spencer, Vice President & General Sales Manager.
- Ed Youmans, Vice President & Chief Engineer.
- John Lavoti, National Sales Manager.
- Pat Picone, Program Director.
- David Keithley, Promotion Director.
- Al Andres, Traffic Manager.
- Leland Lyle, Production Manager.

Highest 30 Sec. Rate: \$350.

City of License: Hardeeville. **AOI:** Savannah. **Rank:** 101.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	GEORGIA			
	Bryan	5,800	5,700	98
	Bulloch	15,500	15,300	99
	Candler	2,900	2,800	97
	Chatham	82,700	82,000	99
	Effingham	9,400	9,300	99
	Evans	3,200	3,200	100
	Liberty	15,900	15,700	99
	Long	2,200	2,200	100
	Mc Intosh	3,300	3,200	97
	Tattnall	5,700	5,600	98
	Wayne	8,100	8,000	99
	SOUTH CAROLINA			
	Jasper	5,500	5,400	98



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	GEORGIA			
	Appling	6,000	5,900	98
	Bacon	3,500	3,400	97
	Montgomery	2,500	2,400	96
	Screven	5,000	4,900	98
	Toombs	9,000	8,800	98
	SOUTH CAROLINA			
	Beaufort	32,500	32,100	99
	Hampton	6,400	6,300	98
	Between 5-24%	GEORGIA		
Brantley		4,100	4,000	98
Jeff Davis		4,400	4,300	98
Pierce		5,000	4,900	98
Wheeler		1,800	1,800	100
SOUTH CAROLINA				
Allendale		3,800	3,700	97
Bamberg	5,600	5,500	98	
Colleton	12,400	12,100	98	
Station Totals		262,200	258,500	99
Net Weekly Circulation (1993)				130,200
Average Daily Circulation (1993)				59,000

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

South Carolina—Myrtle Beach

WGSE

Ch. 43

Network Service: None, independent.

Licensee: Carolina Christian Bcstg. Inc., Box 1243, Myrtle Beach, SC 29578.

Studio: 803-A Seaboard Industrial Park, Myrtle Beach, SC 29578.

Telephone: 803-626-4300.

Technical Facilities: Channel No. 43 (644-650 MHz). Authorized power: 156.4-kw visual, 15.64-kw aural. Antenna: 600-ft. above av. terrain, 609-ft. above ground, 649-ft. above sea level.

Latitude 33° 50' 10"
Longitude 78° 51' 08"

Requests CP for change to 1020-kw max. visual, 1037-ft. above av. terrain, 1027-ft. above ground, 1066-ft. above sea level. BPCT-911015KK.

Transmitter: 0.6-mi. S of State Rte. 90, 1.8-mi. E of Nixonville.

Multichannel TV Sound: Separate audio program.

Satellite Earth Stations: RCA, 3.6-meter Ku-band; Trans-World, 3.6-meter C-band; M/A-Com receivers.

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

Began Operation: July 5, 1984.

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

Personnel:

- Gene Gibson, General Manager.
- Jim Simmons, Local & Regional Sales Manager.
- Chris Hoopes, Chief Engineer.
- Diane Barnhill, Program Coordinator.
- Tom Robinson, Production Manager.

Rates: On request.

City of License: Myrtle Beach. **ADI:** Florence-Myrtle Beach, SC. **Rank:** 136.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
SOUTH CAROLINA				
Between 5-24%	Horry	59,500	58,600	99
Station Totals		59,500	58,600	98
Net Weekly Circulation (1993)				9,300
Average Daily Circulation (1993)				2,400

South Carolina

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

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	GEORGIA			
	Jackson	11,200	11,100	99
	Lincoln	2,700	2,700	100
	Madison	8,000	7,900	99
	Oglethorpe	3,600	3,500	97
	Wilkes	4,000	3,900	98
	NORTH CAROLINA			
	Alexander	10,600	10,500	99
	Avery	5,600	5,500	98
	Burke	29,700	29,500	99
	Catawba	47,100	46,800	99
	Graham	2,800	2,800	100
	Lincoln	19,700	19,600	99
	SOUTH CAROLINA			
	Mc Cormick	2,700	2,700	100

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

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	SOUTH CAROLINA			
	Newberry	12,700	12,500	99
Between 5-24%	GEORGIA			
	Taliaferro	700	700	100
	NORTH CAROLINA			
	Avery	5,600	5,500	98
	Caldwell	27,700	27,500	99
	SOUTH CAROLINA			
	Chester	11,700	11,600	99
Saluda	5,800	5,700	98	

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

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	GEORGIA			
	Banks	4,000	3,900	97
	Jackson	11,200	11,100	99
	KENTUCKY			
	Harlan	12,900	12,800	99
	NORTH CAROLINA			
	Alexander	10,600	10,500	99
	Clay	3,000	2,900	97
	Gaston	66,300	65,800	99
	SOUTH CAROLINA			
	Chester	11,700	11,600	99
	Mc Cormick	2,700	2,700	100
	TENNESSEE			
	Cocke	11,300	11,200	99
	Hancock	2,500	2,500	100
	Hawkins	17,500	17,300	99
	VIRGINIA			
	Lee	9,100	8,900	98
	Russell	10,400	10,200	98

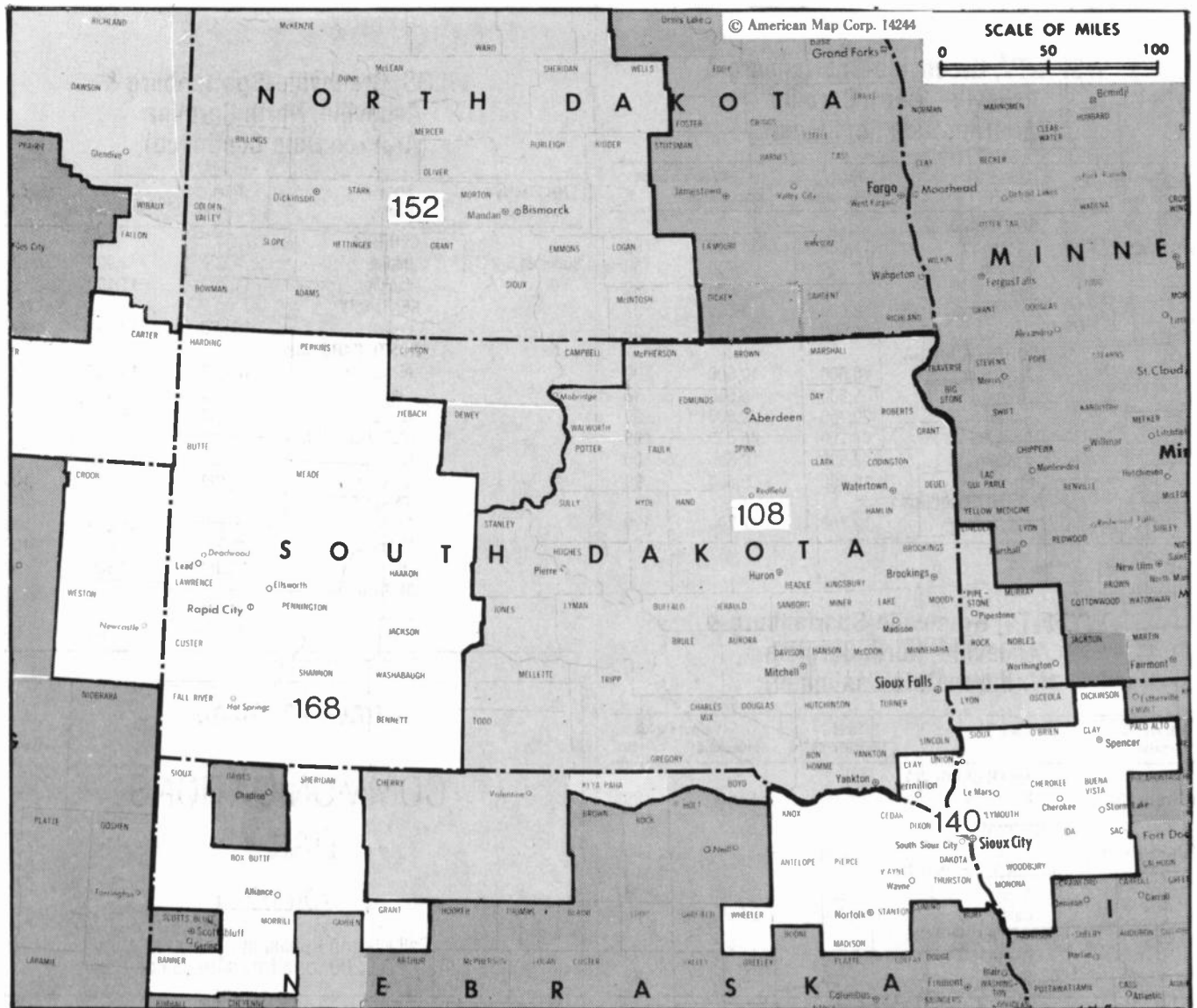
HAVE YOU READ

COMMUNICATIONS DAILY

TODAY?

Call Warren Publishing collect at
202-872-9200 for a free sample copy.

South Dakota



Market	Arbitron ADI TV Households	Rank	Market Area Commercial TV Stations
Sioux Falls-Mitchell, SD	219,900	108	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	155,100	140	KCAU-TV (9), KMEG (14), KTIV (4)
Minot-Bismarck-Dickinson, ND-Glendive, MT	134,700	152	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	91,100	168	KCLO-TV (15), KEVN-TV (7), KHSD-TV (11), KIVV-TV (5), KOTA-TV (3), KSGW-TV (12)

State Cross Reference List

Communities that receive programs of stations that are located elsewhere.

KIVV-TV, Deadwood	See Lead, SD
KDLT, Mitchell	See Sioux Falls, SD
KDLO-TV, Watertown	See Florence, SD

South Dakota Station Totals as of November 1, 1993

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

South Dakota—Aberdeen

KABY-TV

Ch. 9

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

Network Service: ABC.

Licensee: SDTV Inc., 300 N. Dakota Ave., Suite 100, Sioux Falls, SD 57102.

Studio: See KSFY-TV, Sioux Falls.

Telephone: 605-225-9200.

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 288-kw visual, 45.7-kw aural. Antenna: 1413-ft. above av. terrain, 1311-ft. above ground, 3071-ft. above sea level.

Latitude	45°	06'	32"
Longitude	97°	53'	30"

Transmitter: 3-mi. S and 3-mi. E of Crandall, SD.

Satellite Earth Station: 3.7-meter C-band.

News Service: AP.

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

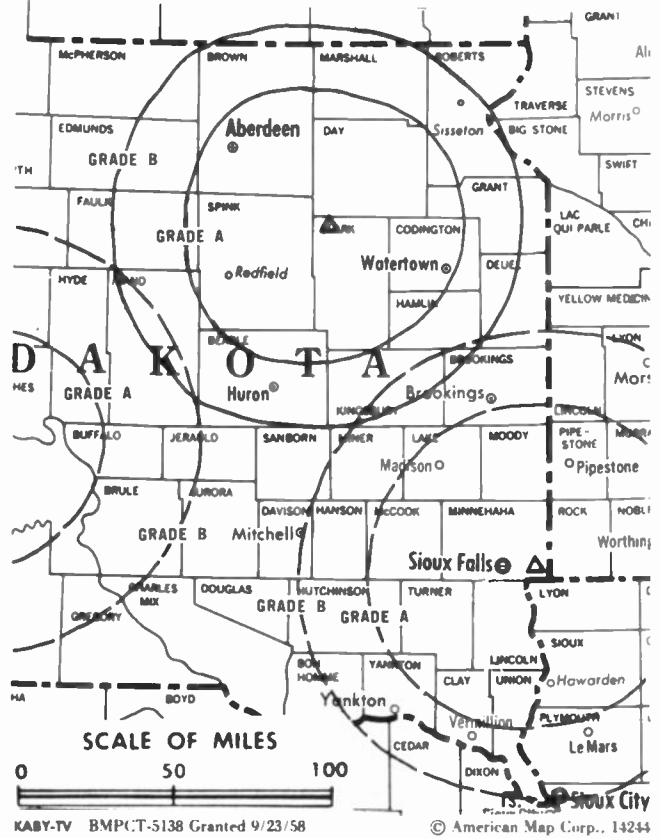
Began Operation: November 27, 1958. Sale to present owner by Forum Publishing approved by FCC Nov. 15, 1985. Previous sale by Gordon H. Ritz, Wheelock Whitney, et al., approved Nov. 14, 1973. Sale by John Boler and others approved by FCC Dec. 23, 1969.

Represented (sales): Katz Continental Television.

Personnel:

Denny Pitman, Station Manager.
See also KSFY-TV, Sioux Falls, SD.

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



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

City of License: Aberdeen. **ADI:** Sioux Falls-Mitchell. **Rank:** 108.

South Dakota—Florence-Watertown

KDLO-TV

Ch. 3

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

Network Service: CBS.

Licensee: Midcontinent Television of South Dakota Inc., Phillips at 13th, Sioux Falls, SD 57102.

Studio: See KELO-TV, Sioux Falls.

Telephone: 605-532-3621.

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1684-ft. above av. terrain, 1705-ft. above ground, 3552-ft. above sea level.

Latitude	44°	57'	56.50"
Longitude	97°	35'	22.00"

Transmitter: 0.5-mi. N of Garden City, SD.

Multichannel TV Sound: Stereo only.

FM Affiliate: KDLO-FM.

News Services: AP, CBS, Conus.

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

Began Operation: September 24, 1955.

Represented (sales): Blair Television.

Represented (legal): Dow, Lohnes & Albertson.

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

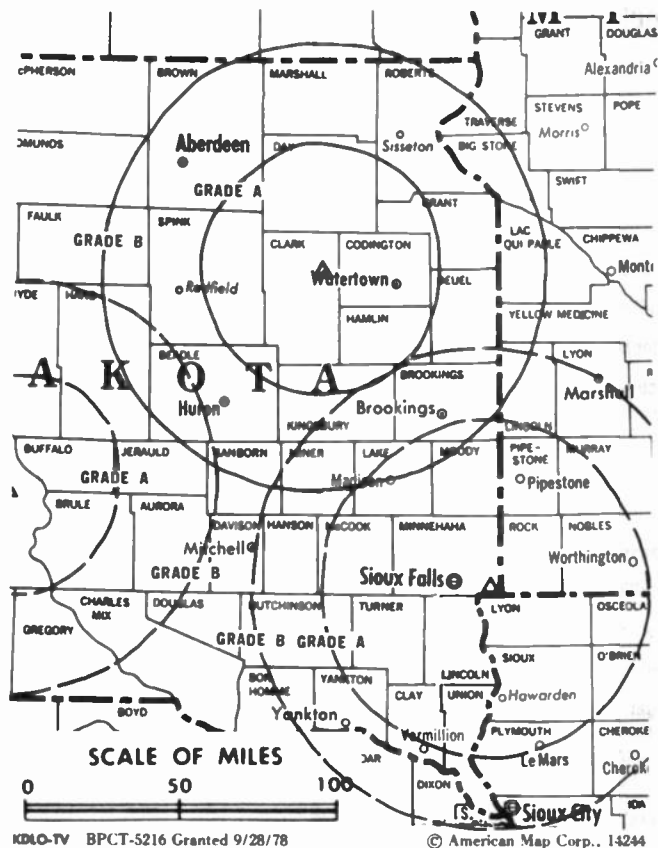
Personnel:

Mike Braker, General Manager.

Jay Huizenga, General Sales Manager.

John Hertz, Chief Engineer.

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



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

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

City of License: Florence. ADI: Sioux Falls-Mitchell. Rank: 108.

South Dakota—Huron

KTTM

Ch. 12

(Satellite of KTTW, Sioux Falls, SD)

Network Service: Fox.

Licensee: Independent Communications Inc., 2000 W. 32nd St., Sioux Falls, SD 57105.

Studio: See KTTW, Sioux Falls, SD.

Telephone: 605-338-0017.

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

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

Holds CP for change to 316-kw max. visual, 31.60-kw max. aural, transmitter to 12-mi. SW of Huron, Warren Twp., Sanborn County. BPCT-920205KF.

Transmitter: Hwy. 28, near Carpenter.

Ownership: Independent Communications Inc.

Began Operation: August 31, 1991.

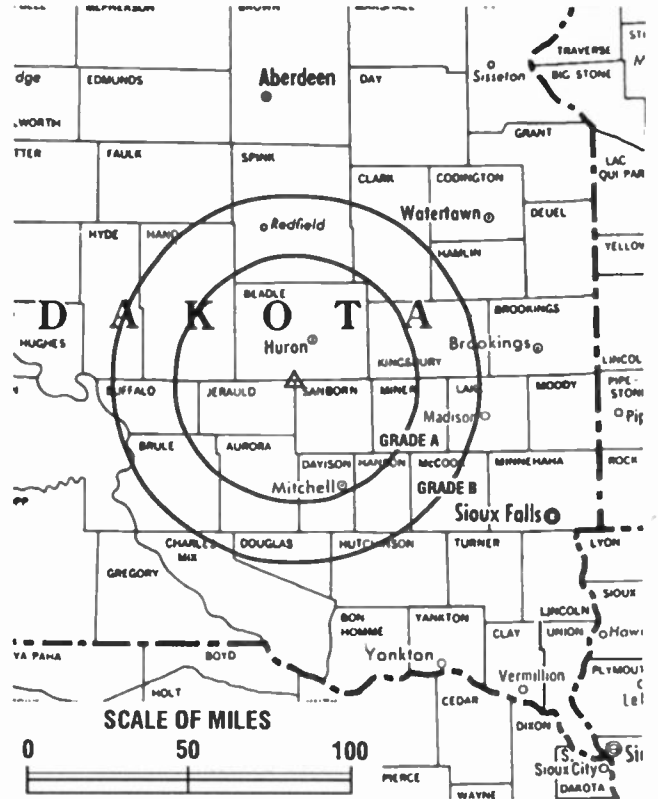
Represented (sales): Adam Young Inc.

Represented (legal): Reddy, Begley & Martin.

Personnel:

Charles Poppen, General Manager.
Bob Matson, General Sales Manager.
Dan Sterner, Program Director.

Rates: On request.



KTTM BPCT-920205KF Granted 5/22/92 © American Map Corp., No. 14244

Arbitron Data: Included with KTTW, Sioux Falls, SD.

City of License: Huron. ADI: Sioux Falls-Mitchell. Rank: 108.

South Dakota—Pierre

KPRY-TV

Ch. 4

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

Network Service: ABC.

Licensee: SDTV Inc., 300 N. Dakota Ave., Suite 100, Sioux Falls, SD 57102.

Studio: See KSFY-TV, Sioux Falls, SD.

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 12.3-kw aural. Antenna: 1283-ft. above av. terrain, 1089-ft. above ground, 3129-ft. above sea level.

Latitude 44° 03' 07"
Longitude 100° 05' 03"

Transmitter: 10-mi. N of Presho, SD.

Satellite Earth Station: 3.7-meter C-band.

News Service: AP.

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

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

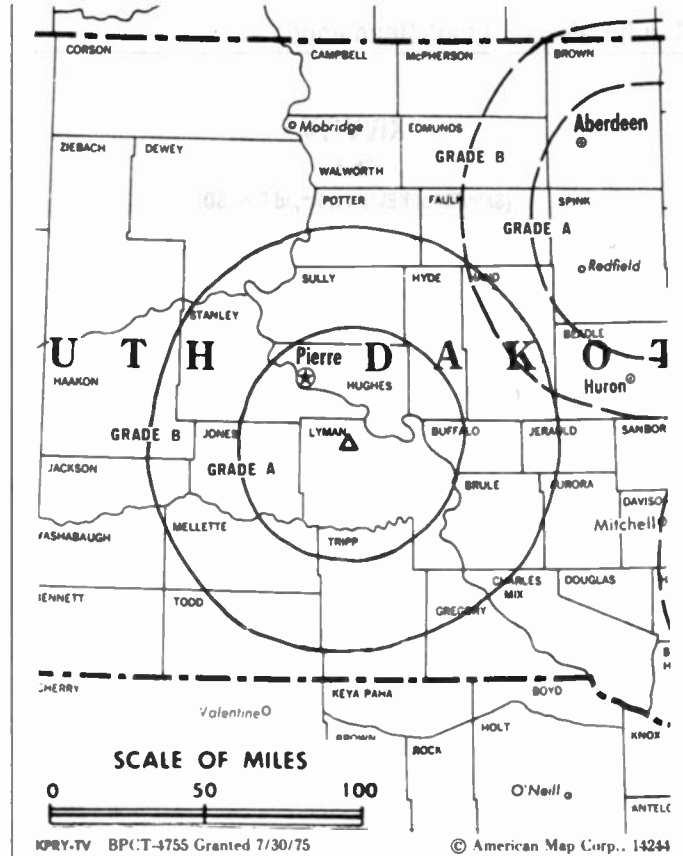
Represented (sales): Katz Television.

Personnel:

See KSFY-TV, Sioux Falls, SD.

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

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



City of License: Pierre. ADI: Sioux Falls-Mitchell. Rank: 108.

South Dakota—Rapid City

KCLO-TV

Ch. 15

Network Service: CBS.

Licensee: Midcontinent Television of South Dakota Inc., 501 S. Phillips Ave., Sioux Falls, SD 57102.

Studio: 2497 W. Chicago, Rapid City, SD 57709.

Mailing Address: Box 9428, Rapid City, SD 57709.

Telephones: 605-336-1100; 605-341-1500. Fax: 605-348-5518.

Technical Facilities: Channel No. 15 (476-482 MHz). Authorized power: 690-kw max. visual, 69-kw max. aural. Antenna: 520-ft. above av. terrain, 421-ft. above ground, 4201-ft. above sea level.

Latitude 44° 04' 14"
Longitude 103° 15' 01"

Requests CP for change to 692-kw max. visual, 508-ft. above av. terrain, 371-ft. above ground, 4150-ft. above sea level BPCT-930913KE.

Transmitter: Skyline Dr., approx. 0.8-mi. S of intersection of Rtes. 44 & 79, Rapid City.

Multichannel TV Sound: Stereo only.

Satellite Earth Station: Scientific-Atlanta, 3.2-meter C-band.

News Service: AP.

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

Began Operation: November 28, 1988.

Represented (sales): Blair Television.

Represented (legal): Dow, Lohnes & Albertson.

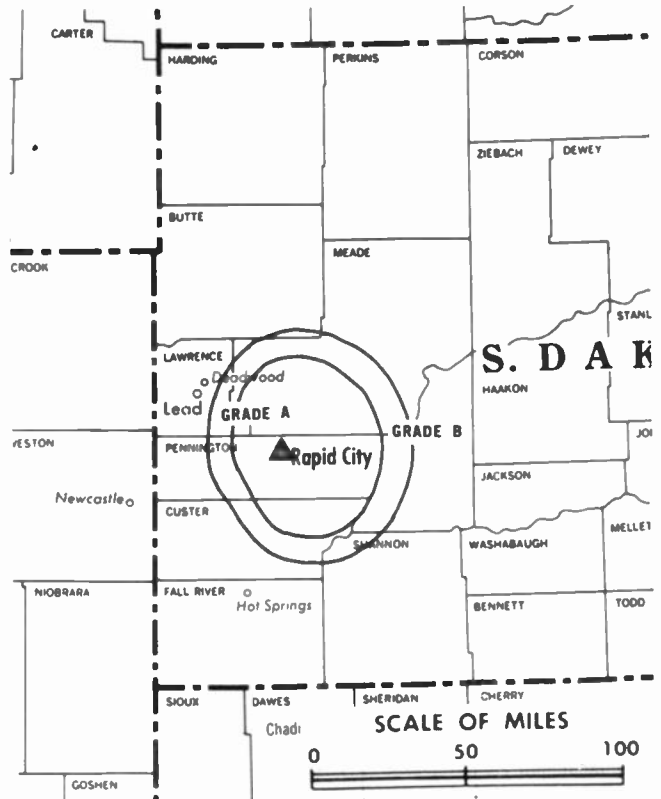
Personnel:

Mike Braker, General Manager.
Jay Huizenga, General Sales Manager.
Pete Karn, Engineer.
Perry Groten, News Director.

Highest 30 Sec. Rate: \$90.

City of License: Rapid City. AOI: Rapid City. Rank: 168.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	SOUTH OAKOTA			
	Fall River	2,800	2,700	96
	Meade	7,400	7,300	99
	Pennington	32,100	31,800	99
Between 25-49%	SOUTH OAKOTA			
	Butte	3,000	3,000	100
	Custer	2,400	2,300	96
	Lawrence	8,100	8,000	99
Between 5-24%	SOUTH OAKOTA			
	Bennett	1,100	1,100	100
	Shannon	2,200	2,100	95
Station Totals		59,100	58,300	99
Net Weekly Circulation (1993)				34,100
Average Daily Circulation (1993)				16,100

South Dakota—Rapid City

KEVN-TV

Ch. 7

(Operates satellite KIVV-TV, Lead-Deadwood, SD)

Network Service: NBC.

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

Studio: 7 Skyline Dr., Rapid City, SD 57701.

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

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 262-kw visual, 26-kw aural. Antenna: 670-ft. above av. terrain, 626-ft. above ground, 4342-ft. above sea level.

Latitude 44° 04' 06"
Longitude 103° 15' 03"

Transmitter: Skyline Dr., 1.6-mi. from center of Rapid City.

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

News Services: AP, NBC.

Ownership: Heritage Media Corp. (Group Owner).

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

Represented (sales): Pety Television Inc.

Represented (legal): Akin, Gump, Strauss, Hauer & Feld.

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

Personnel:

Gerry Fenske, President & General Manager.
Gary Pierone, Local Sales Manager.
Mike Morgan, News Director.
Bob Slocum, Program Director & Operations Manager.
Harvey Sachau, Chief Engineer.
Don Neilsen, Promotion Director.
Les Hoffman, Production Manager.

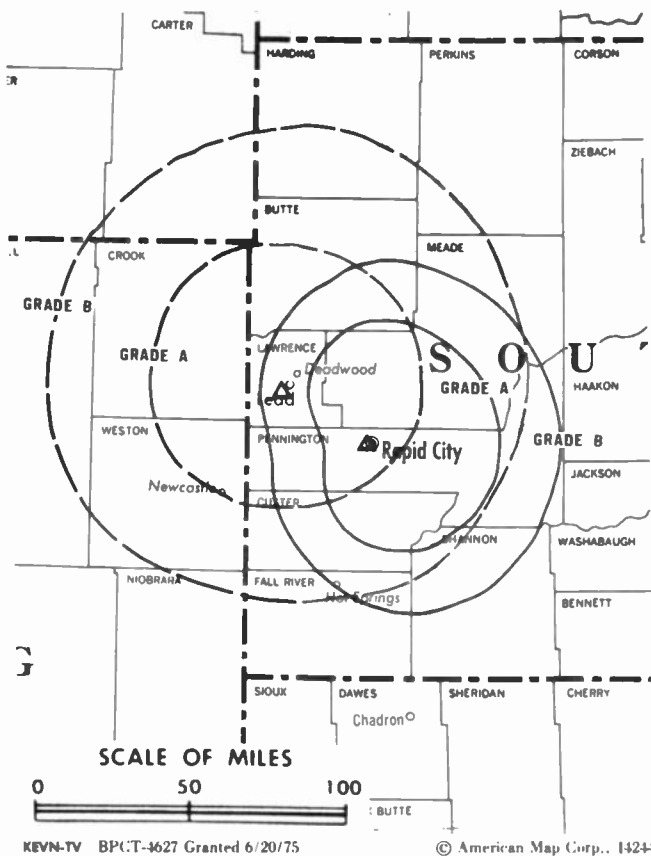
Rates: On request.

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

City of License: Rapid City. ADI: Rapid City. Rank: 168.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MONTANA			
	Carter	600	600	100
	SOUTH DAKOTA			
	Bennett	1,100	1,100	100
	Butte	3,000	3,000	100
	Custer	2,400	2,300	96
	Fall River	2,800	2,700	96
	Haakon	900	900	100
	Harding	600	600	100



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Jackson	900	900	100
	Lawrence	8,100	8,000	99
	Meade	7,400	7,300	99
	Pennington	32,100	31,800	99
	Shannon	2,200	2,100	95
	Ziebach	600	600	100
	WYOMING			
	Campbell	10,000	9,600	96
	Crook	1,900	1,800	95
	Weston	2,400	2,300	96
Between 25-49%	MONTANA			
	Powder River	800	700	88
	NORTH DAKOTA			
Bowman	1,400	1,400	100	
SOUTH DAKOTA				
Perkins	1,600	1,600	100	
Between 5-24%	MONTANA			
	Fallon	1,100	1,100	100
	NEBRASKA			
Sioux	600	600	100	
Station Totals		82,500	81,000	98
Net Weekly Circulation (1993)				64,500
Average Daily Circulation (1993)				39,400

South Dakota—Rapid City

KOTA-TV

Ch. 3

(Operates affiliated KDUH-TV, Scottsbluff, NE;
KHSD-TV, Lead, SD & KSGW-TV, Sheridan, WY)

Network Service: ABC.

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

Studio: Duhamel Bldg., 518 St. Joe St., Rapid City, SD 57709.

Mailing Address: Box 1760, Rapid City, SD 57709-1760.

Telephone: 605-342-2000. Fax: 605-342-7305.

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 659-ft. above av. terrain, 604-ft. above ground, 4364-ft. above sea level.

Latitude 44° 04' 05"
Longitude 103° 15' 03"

Transmitter: Skyline Dr.

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

AM Affiliate: KOTA, 5-kw, 1380 kHz.

FM Affiliate: KEZV-FM.

News Services: ABC, AP.

Ownership: Duhamel Broadcasting Enterprises (Group Owner).

Began Operation: May 29, 1955.

Represented (sales): Katz Continental Television.

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

Personnel:

William F. Duhamel, President & General Manager.
Peter A. Duhamel, Vice President.
Wes Haugen, General Sales Manager.
Helene M. Duhamel, News Director.
Monte Loos, Program & Operations Manager.
Frank Etherington, Director of Engineering.
Debbie Anderson, Promotions Director.
Verlyn Hammerstrom, Business Manager.
John Howard, Sports Director.

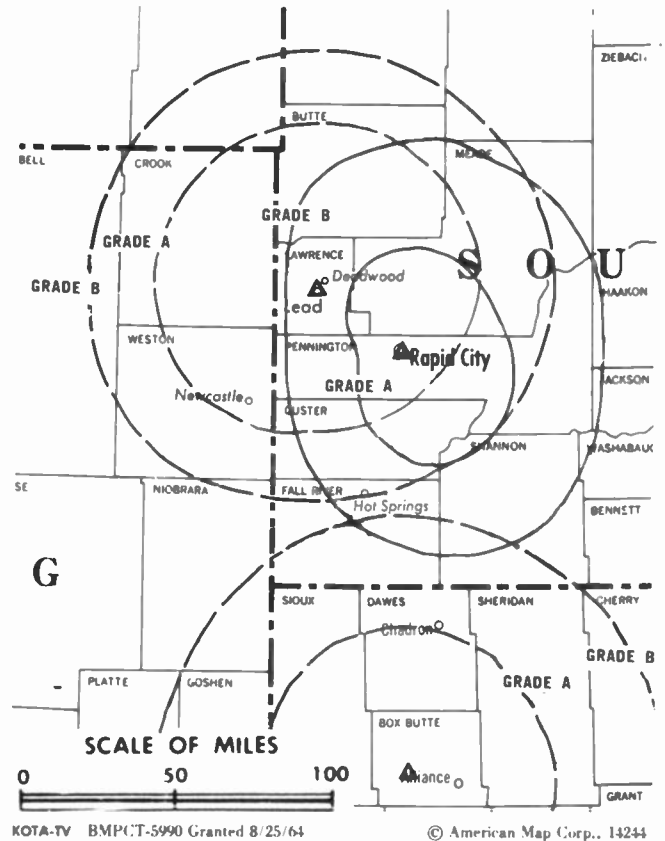
Rates: On request.

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

City of License: Rapid City. AOT: Rapid City. Rank: 168.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MONTANA			
	Carter	600	600	100
	Powder River	800	700	88
	NORTH DAKOTA			
	Bowman	1,400	1,400	100
	SOUTH DAKOTA			
	Bennett	1,100	1,100	100
	Butte	3,000	3,000	100
	Custer	2,400	2,300	96
	Fall River	2,800	2,700	96
	Haakon	900	900	100



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Harding	600	600	100
	Jackson	900	900	100
	Lawrence	8,100	8,000	99
	Meade	7,400	7,300	99
	Pennington	32,100	31,800	99
	Perkins	1,600	1,600	100
	Shannon	2,200	2,100	95
	WYOMING			
	Campbell	10,000	9,600	96
	Crook	1,900	1,800	95
	Sheridan	9,400	9,000	96
Weston	2,400	2,300	96	
Between 25-49%	MONTANA			
	Fallon	1,100	1,100	100
	SOUTH OAKOTA			
Ziebach	600	600	100	
Between 5-24%	MONTANA			
	Big Horn	3,400	3,200	94
	Rosebud	3,500	3,300	94
	NORTH DAKOTA			
	Adams	1,200	1,200	100
	NEBRASKA			
	Dawes	3,300	3,200	97
Scotts Bluff	14,100	13,900	99	
WYOMING				
Johnson	2,300	2,200	96	
Niobrara	1,000	1,000	100	
Station Totals		120,100	117,400	98
Net Weekly Circulation (1993)				80,800
Average Daily Circulation (1993)				54,400

South Dakota—Reliance

KPLO-TV

Ch. 6

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

Network Service: CBS.

Licensee: Midcontinent Television of South Dakota Inc., 501 S. Phillips Ave., Sioux Falls, SD 57102.

Studio: See KELO-TV, Sioux Falls, SD.

Telephone: 605-473-5564.

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1112-ft. above av. terrain, 711-ft. above ground, 2877-ft. above sea level.

Latitude	43°	57'	55"
Longitude	99°	36'	11"

Transmitter: Medicine Butte, 6-mi. N of Reliance.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: In operation.

FM Affiliate: KPLO-FM.

News Services: AP, CBS, Conus.

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

Began Operation: July 15, 1957.

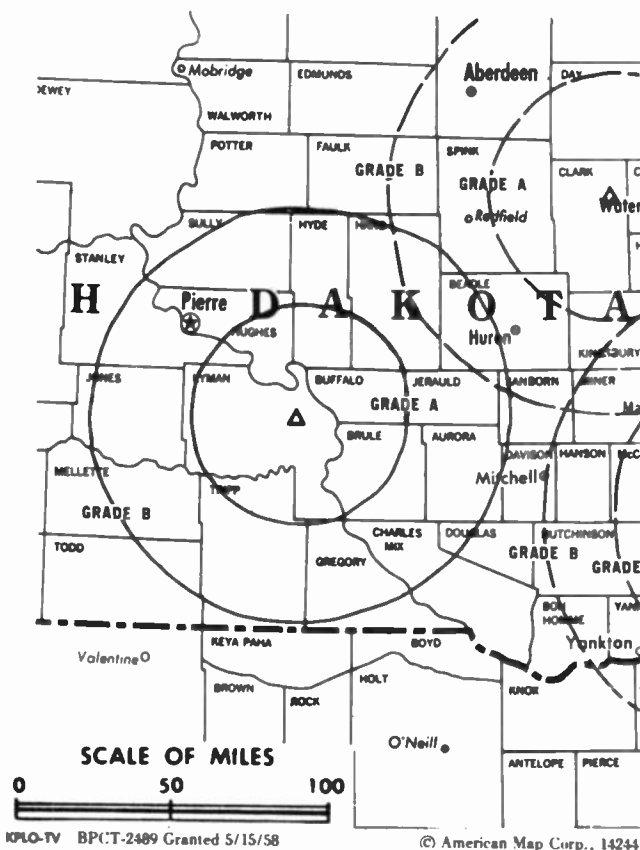
Represented (sales): Blair Television.

Represented (legal): Dow, Lohnes & Albertson.

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

Personnel:

Mike Braker, General Manager.
Jay Huizenga, General Sales Manager.
John Hertz, Chief Engineer.



KPLO-TV BPT:T-2489 Granted 5/15/58

© American Map Corp., 14244

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

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

City of License: Reliance. ADI: Sioux Falls-Mitchell. Rank: 108.

South Dakota—Sioux Falls

KSFY-TV

Ch. 13

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

Licensee: SDTV Inc., 300 N. Dakota Ave., Suite 100, Sioux Falls, SD 57102.

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

Telephone: 605-336-1300.

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

Latitude 43° 31' 07"
Longitude 96° 32' 05"

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

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

News Service: AP.

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

Began Operation: July 31, 1960. Sale to present owner by Forum Publishing Co. approved by FCC Nov. 15, 1985. Sale to Forum by Gordon H. Ritz, Wheelock Whitney, et al., approved Nov. 14, 1973. Sale of control to Ritz and Whitney by former owners approved Aug. 23, 1965 (Television Digest, Vol. 5:35).

Represented (sales): Katz Continental Television.

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

Personnel:

- Mike D. Smith, General Manager.
- Nick Kellen, National Sales Manager.
- Tom Claycomb, News Director.
- Marge Hokenstad, Program Director.
- Garet Wyatt, Promotion Manager.
- Marilyn Brink, Business Manager.
- Doug Loos, Production Director.
- Eugene Schultz, Chief Engineer.

Rates: On request. Sold in combination with KABY-TV, Aberdeen & KPRY-TV, Pierre, SD.

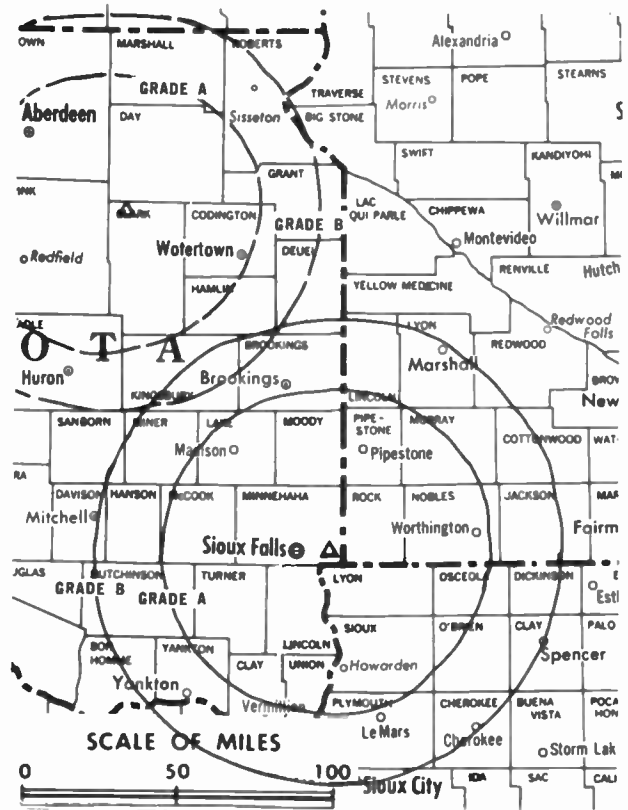
NETWORK BASE HOURLY RATE: \$1000.

Arbitron Data: Figures include KABY-TV, Aberdeen & KPRY-TV, Pierre, SD.

City of License: Sioux Falls. ADI: Sioux Falls-Mitchell. Rank: 108.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 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
	Lyon	4,300	4,200	98
	O'Brien	5,900	5,900	100
	Osceola	2,800	2,800	100
	Sioux	10,000	9,800	98
	MINNESOTA			
	Lincoln	2,700	2,700	100
	Murray	3,600	3,600	100
	Nobles	7,500	7,400	99
	Pipestone	4,100	4,100	100
	Rock	3,600	3,600	100
	NEBRASKA			
	Keya Paha	400	400	100
SOUTH DAKOTA				
Aurora	1,100	1,100	100	
Beadle	7,300	7,200	99	
Bon Homme	2,600	2,500	96	
Brookings	9,000	8,900	99	
Brown	14,000	13,900	99	
Brule	2,000	2,000	100	



KSFY-TV BPT:T-3802 Granted 9/12/66

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Buffalo	500	500	100
	Campbell	800	800	100
	Charles Mix	3,200	3,100	97
	Clark	1,700	1,700	100
	Clay	4,400	4,400	100
	Codington	8,900	8,800	99
	Davison	6,900	6,800	99
	Day	2,700	2,700	100
	Deuel	1,800	1,800	100
	Dewey	1,700	1,600	94
	Douglas	1,300	1,300	100
	Edmunds	1,700	1,700	100
	Faulk	1,000	1,000	100
	Grant	3,100	3,100	100
	Gregory	2,100	2,100	100
	Hamlin	1,900	1,900	100
	Hand	1,600	1,600	100
	Hanson	1,100	1,100	100
	Hughes	6,000	5,900	98
	Hutchinson	3,200	3,100	97
	Hyde	700	700	100
	Jerauld	1,000	1,000	100
	Jones	500	500	100
	Kingsbury	2,300	2,300	100
	Lake	4,000	4,000	100
	Lincoln	5,600	5,500	98
	Lyman	1,300	1,300	100
	McCook	2,100	2,100	100
McPherson	1,300	1,300	100	
Marshall	1,900	1,900	100	
Mellette	700	700	100	

(Continued on page A-1056)

Station Totals	353,800	349,900	99
Net Weekly Circulation (1993)			230,300
Average Daily Circulation (1993)			141,900

South Dakota—Sioux Falls

KELO-TV

Ch. 11

(Operates satellites KDLO-TV, Florence & KPLO-TV, Reliance, SD)



Network Service: CBS.

Licensee: Midcontinent Television of South Dakota Inc., 501 S. Phillips Ave., Sioux Falls, SD 57102.

Studio: 501 S. Phillips Ave., Sioux Falls, SD 57102.

Telephone: 605-336-1100. TWX: 910-660-0552. Fax: 605-334-3447.

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

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

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

Multichannel TV Sound: Stereo only.

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

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

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

News Services: AP, Capitol News, CBS.

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

Began Operation: May 12, 1953.

Represented (sales): Blair Television.

Represented (legal): Dow, Lohnes & Albertson.

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

Personnel:

Larry Bentson, Chairman & Chief Executive Officer.

Mike Braker, Vice President & General Manager.

Jay Huizenga, General Sales Manager.

John Hertz, Director of Engineering.

Mark Millage, News Director.

Devin Duncan, Promotion Manager.

Marlin Van Peurse, Business Manager.

Scott Burri, Production Manager.

Jennifer Townsend, Operations Manager.

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

NETWORK BASE HOURLY RATE: \$2500.

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

City of License: Sioux Falls. ADI: Sioux Falls-Mitchell. Rank: 108.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
	IOWA			
50% & Over	Clay	7,000	6,900	99
	Dickinson	6,300	6,200	98



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

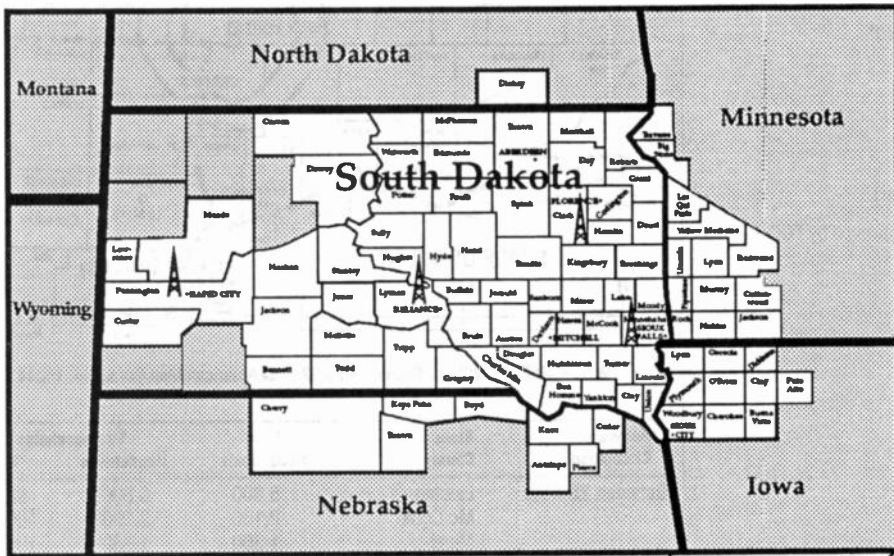
© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Lyon	4,300	4,200	98
	O'Brien	5,900	5,900	100
	Osceola	2,800	2,800	100
	Sioux	10,000	9,800	98
MINNESOTA				
	Cottonwood	4,900	4,700	96
	Lincoln	2,700	2,700	100
	Murray	3,600	3,600	100
	Nobles	7,500	7,400	99
	Pipestone	4,100	4,100	100
	Rock	3,600	3,600	100
NEBRASKA				
	Cedar	3,600	3,600	100
	Cherry	2,400	2,400	100
	Keya Paha	400	400	100
	Knox	3,800	3,700	97
SOUTH DAKOTA				
	Aurora	1,100	1,100	100
	Beadle	7,300	7,200	99
	Bon Homme	2,600	2,500	96
	Brookings	9,000	8,900	99
	Brown	14,000	13,900	99
	Brule	2,000	2,000	100
	Buffalo	500	500	100
	Charles Mix	3,200	3,100	97
	Clark	1,700	1,700	100
	Clay	4,400	4,400	100
	Codington	8,900	8,800	99
	Davison	6,900	6,800	99
	Day	2,700	2,700	100
	Deuel	1,800	1,800	100

(Continued on page A-1056)

Station Totals	387,800	383,500	99
Net Weekly Circulation (1993)			256,600
Average Daily Circulation (1993)			164,800

The #1 Station in Sioux Falls is also The #1 Station in the Heartland.



A large geographic coverage area and local news dominance which beats even the closest competitor 2 to 1 - That's why we call it KELO-LAND.

KELO-LAND TV is the only regional advertising medium which completely covers the Upper Midwest distribution area. KELO-TV and its satellites KDLO-TV, KPLO-TV and KCLO-TV cover approximately 90% of South Dakota's population, plus rich portions of Iowa, Minnesota and Nebraska.

The KELO-LAND Stations provide you with thousands of viewers in this major Heartland market with the best in CBS network and local programming. Strength and influence that produces outstanding results - that's KELO-LAND TV.

©CBS Affiliates



KELO-LAND TV 501 S. Phillips Sioux Falls, SD 57102 (605) 336-1100



South Dakota—Sioux Falls

KTTW

Ch. 17

(Operates satellite KTTM, Huron, SD)

Network Service: Fox.

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

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

Telephone: 605-338-0017. Fax: 605-338-7173.

Technical Facilities: Channel No. 17 (488-494 MHz). Authorized power: 196.7-kw max. visual, 20-kw max. aural. Antenna: 495-ft. above av. terrain, 443-ft. above ground, 1942-ft. above sea level.

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

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

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: In operation.

Ownership: Independent Communications Inc. (Group Owner).

Began Operation: May 25, 1987. Sale to present owners approved by FCC Jan. 15, 1988.

Represented (legal): Reddy, Begley & Martin.

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

Personnel:

- Charles Poppen, General Manager.
- John Leifheit, Sales Manager.
- Forrest Fox, Production Manager.
- Dan Sterner, Program Director.
- Stacey Knapp, Traffic Director.

Rates: On request.

Arbitron Data: Figures include KTTM, Huron, SD.

City of License: Sioux Falls. ADI: Sioux Falls-Mitchell. Rank: 108.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	SOUTH DAKOTA			
	Beadle	7,300	7,200	99
	Jerauld	1,000	1,000	100
	Minnehaha	49,300	49,000	99
Between 25-49%	IOWA			
	Lyon	4,300	4,200	98
	MINNESOTA			
	Rock	3,600	3,600	100
	SOUTH DAKOTA			
	Brookings	9,000	8,900	99
	Brule	2,000	2,000	100
	Codington	8,900	8,800	99
	Davison	6,900	6,800	99
	Hand	1,600	1,600	100
	Hanson	1,100	1,100	100



KTTW BMPCT-920205KG Granted 3/26/92 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Lincoln	5,600	5,500	98
	Mc Cook	2,100	2,100	100
	Miner	1,300	1,300	100
	Spink	3,000	3,000	100
	Turner	3,300	3,300	100
Between 5-24%	IOWA			
	Sioux	10,000	9,800	98
	SOUTH DAKOTA			
	Aurora	1,100	1,100	100
	Brown	14,000	13,900	99
	Douglas	1,300	1,300	100
	Edmunds	1,700	1,700	100
	Faulk	1,000	1,000	100
	Hamlin	1,900	1,900	100
	Hutchinson	3,200	3,100	97
	Hyde	700	700	100
	Kingsbury	2,300	2,300	100
	Lake	4,000	4,000	100
	Moody	2,400	2,400	100
Sanborn	1,100	1,100	100	
Sully	600	600	100	
Tripp	2,600	2,600	100	
Union	4,000	4,000	100	
Station Totals		162,200	160,900	99
Net Weekly Circulation (1993)				57,600
Average Daily Circulation (1993)				21,900

South Dakota—Mitchell-Sioux Falls

KDLT
Ch. 5

Network Service: NBC.

Licensee: Heritage Media Corp.

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

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

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1510-ft. above av. terrain, 1565-ft. above ground, 3049-ft. above sea level.

Latitude 43° 37' 56"
Longitude 97° 22' 21"

Transmitter: 6.5-mi. S of Salem, SD.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Harris, 6-meter Ku-band; Comtech, 5-meter C-band; United Satellite Systems, 5-meter C-band; GE, 5-meter Ku-band; Harris, 3.5-meter Ku-band; Harris, United Satellite Systems, Scientific-Atlanta, Agile Omni receivers.

News Services: AP, NBC.

Ownership: Heritage Media Corp. (Group Owner).

Begin Operation: June 12, 1960. Sale to present owner approved by FCC Aug. 14, 1985. Sale to Sherwood L. Comer & Gilbert D. Moyle by Gillett Bcstg. approved by FCC May 12, 1982. Sale to Gillett by Buford TV approved Jan. 17, 1978 (Television Digest, Vol. 17:44). Sale to Buford by R. V. Eppel, et al., approved Oct. 4, 1972.

Represented (sales): Petry Television Inc.

Represented (legal): Akin, Gump, Strauss, Hauer & Feld.

Represented (engineering): Sargeant Broadcast Services.

Personnel:

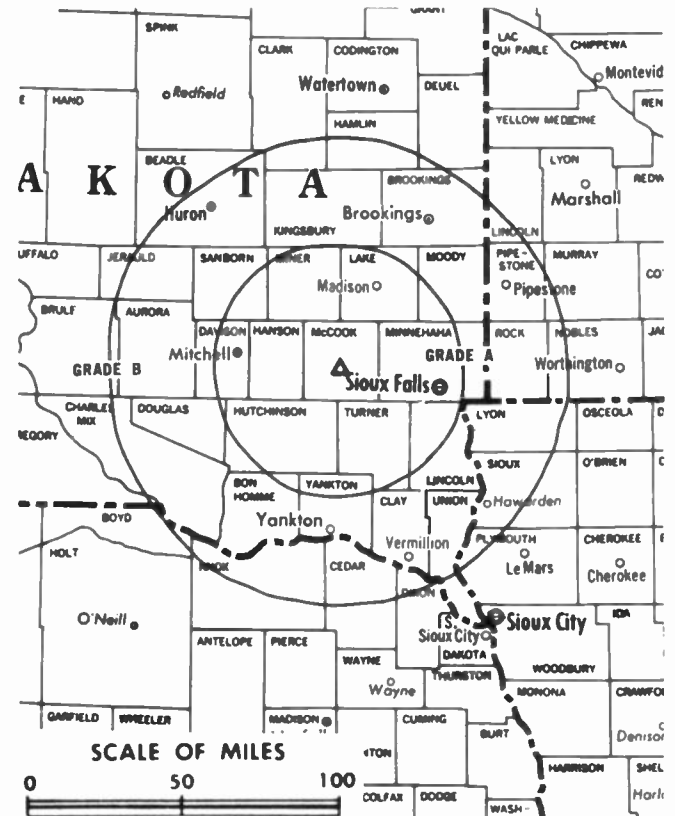
- Steven M. Herman, President & General Manager.
- Wendy Miles, General Sales Manager.
- Ralph Steinhauer, Local Sales Manager.
- Terry Keegan, News Director.
- Leslie Elliott, Programming Coordinator.
- Candy Van Dam, Promotion Director.
- Don Sturzenbecher, Chief Engineer.

Rates: On request.

City of License: Mitchell. ADI: Sioux Falls-Mitchell. Rank: 108.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MINNESOTA			
	Lincoln	2,700	2,700	100
	Pipestone	4,100	4,100	100
	Rock	3,600	3,600	100
	NEBRASKA			
	Boyd	1,100	1,100	100
	SOUTH DAKOTA			
	Aurora	1,100	1,100	100
	Beadle	7,300	7,200	99
	Bon Homme	2,600	2,500	96
	Brookings	9,000	8,900	99
	Brown	14,000	13,900	99
	Charles Mix	3,200	3,100	97
	Codington	8,900	8,800	99
	Davison	6,900	6,800	99
	Day	2,700	2,700	100
	Douglas	1,300	1,300	100
	Edmunds	1,700	1,700	100
	Gregory	2,100	2,100	100
	Hamlin	1,900	1,900	100
Hanson	1,100	1,100	100	
Hughes	6,000	5,900	98	



KDLT BPCCT-4928 Granted 8/12/76 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	Hutchinson	3,200	3,100	97	
	Jerauld	1,000	1,000	100	
	Kingsbury	2,300	2,300	100	
	Lake	4,000	4,000	100	
	Lincoln	5,600	5,500	98	
	Mc Cook	2,100	2,100	100	
	Miner	1,300	1,300	100	
	Minnehaha	49,300	49,000	99	
	Moody	2,400	2,400	100	
	Sanborn	1,100	1,100	100	
	Stanley	900	900	100	
	Turner	3,300	3,300	100	
	Yankton	7,100	7,000	99	
	Between 25-49%	IOWA			
		Lyon	4,300	4,200	98
MINNESOTA					
Nobles		7,500	7,400	99	
SOUTH DAKOTA					
Brule		2,000	2,000	100	
Buffalo		500	500	100	
Clark		1,700	1,700	100	
Clay		4,400	4,400	100	
Deuel		1,800	1,800	100	
Faulk	1,000	1,000	100		
Hand	1,600	1,600	100		
Jones	500	500	100		
Mc Pherson	1,300	1,300	100		
Potter	1,300	1,300	100		
Sully	600	600	100		
Tripp	2,600	2,600	100		
Union	4,000	4,000	100		

(Continued on page A-1057)

Station Totals	236,100	233,900	99
Net Weekly Circulation (1993)			133,600
Average Daily Circulation (1993)			67,600

South Dakota

KSFY-TV, Sioux Falls (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	SOUTH DAKOTA			
	Miner	1,300	1,300	100
	Minnehaha	49,300	49,000	99
	Moody	2,400	2,400	100
	Potter	1,300	1,300	100
	Roberts	3,600	3,500	97
	Sanborn	1,100	1,100	100
	Spink	3,000	3,000	100
	Stanley	900	900	100
	Sully	600	600	100
	Todd	2,400	2,300	96
	Tripp	2,600	2,600	100
	Turner	3,300	3,300	100
	Walworth	2,400	2,300	96
	Yankton	7,100	7,000	99
Between 25-49%	IOWA			
	Clay	7,000	6,900	99
	Emmet	4,400	4,300	98
	MINNESOTA			
	Cottonwood	4,900	4,700	96
	Jackson	4,400	4,300	98
	Lyon	9,100	8,900	98
	NORTH DAKOTA			
	Dickey	2,300	2,300	100
	NEBRASKA			
Cedar	3,600	3,600	100	
SOUTH DAKOTA				
Jackson	900	900	100	
Union	4,000	4,000	100	
Between 5-24%	IOWA			
	Buena Vista	7,500	7,400	99
	Cherokee	5,400	5,300	98
	Palo Alto	4,000	3,900	98
	Plymouth	8,500	8,400	99
	MINNESOTA			
	Big Stone	2,400	2,400	100
	Martin	8,900	8,800	99
	Redwood	6,400	6,200	97
	Traverse	1,700	1,700	100
	Yellow Medicine	4,600	4,500	98
	NORTH DAKOTA			
	Mc Intosh	1,700	1,700	100
	NEBRASKA			
	Boyd	1,100	1,100	100
	Brown	1,500	1,500	100
	Burt	3,100	3,100	100
	Knox	3,800	3,700	97
	Pierce	2,900	2,900	100
	Wayne	3,300	3,300	100
	SOUTH DAKOTA			
	Haakon	900	900	100

KELO-TV, Sioux Falls (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	SOUTH DAKOTA			
	Dewey	1,700	1,600	94
	Douglas	1,300	1,300	100
	Edmunds	1,700	1,700	100
	Faulk	1,000	1,000	100
	Grant	3,100	3,100	100
	Gregory	2,100	2,100	100

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

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	HAAKON			
	Haakon	900	900	100
	HAMLIN			
	Hamlin	1,900	1,900	100
	HAND			
	Hand	1,600	1,600	100
	HANSON			
	Hanson	1,100	1,100	100
	HUGHES			
	Hughes	6,000	5,900	98
	HUTCHINSON			
	Hutchinson	3,200	3,100	97
	HYDE			
	Hyde	700	700	100
	JACKSON			
	Jackson	900	900	100
	JERAULD			
	Jerauld	1,000	1,000	100
	JONES			
	Jones	500	500	100
	KINGSBURY			
	Kingsbury	2,300	2,300	100
	LAKE			
	Lake	4,000	4,000	100
	LINCOLN			
	Lincoln	5,600	5,500	98
	LYMAN			
	Lyman	1,300	1,300	100
	MC COOK			
	Mc Cook	2,100	2,100	100
	MC PHERSON			
	Mc Pherson	1,300	1,300	100
MARSHALL				
Marshall	1,900	1,900	100	
MELLETTTE				
Mellette	700	700	100	
MINER				
Miner	1,300	1,300	100	
MINNEHABA				
Minnehaha	49,300	49,000	99	
MOODY				
Moody	2,400	2,400	100	
POTTER				
Potter	1,300	1,300	100	
ROBERTS				
Roberts	3,600	3,500	97	
SANBORN				
Sanborn	1,100	1,100	100	
SPINK				
Spink	3,000	3,000	100	
STANLEY				
Stanley	900	900	100	
SULLY				
Sully	600	600	100	
TODD				
Todd	2,400	2,300	96	
TRIPP				
Tripp	2,600	2,600	100	
TURNER				
Turner	3,300	3,300	100	
UNION				
Union	4,000	4,000	100	
WALWORTH				
Walworth	2,400	2,300	96	
YANKTON				
Yankton	7,100	7,000	99	
Between 25-49%	IOWA			
	Cherokee	5,400	5,300	98
	Plymouth	8,500	8,400	99
	MINNESOTA			
	Big Stone	2,400	2,400	100
	Lac Qui Parle	3,400	3,300	97
	Lyon	9,100	8,900	98
	Yellow Medicine	4,600	4,500	98
	NORTH DAKOTA			
	Dickey	2,300	2,300	100
	NEBRASKA			
	Boyd	1,100	1,100	100
	Pierce	2,900	2,900	100
	SOUTH DAKOTA			
	Campbell	800	800	100
Between 5-24%	IOWA			
	Buena Vista	7,500	7,400	99
	Palo Alto	4,000	3,900	98
	MINNESOTA			
	Jackson	4,400	4,300	98
	Traverse	1,700	1,700	100
	NEBRASKA			
	Antelope	3,000	2,900	97
	Brown	1,500	1,500	100
	Dakota	6,000	6,000	100
	Wayne	3,300	3,300	100
	SOUTH DAKOTA			
	Corson	1,300	1,200	96
	Lawrence	8,100	8,000	99
	Pennington	32,100	31,800	99
Shannon	2,200	2,100	95	

South Dakota

KDLT, Mitchell-Sioux Falls (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	IOWA			
	Sioux	10,000	9,800	98
	MINNESOTA			
	Murray	3,600	3,600	100
	Yellow Medicine	4,600	4,500	98
	NEBRASKA			
	Antelope	3,000	2,900	97

KDLT—(Continued) (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	Cedar	3,600	3,600	100
	Knox	3,800	3,700	97
	SOUTH OAKOTA			
	Campbell	800	800	100
	Lyman	1,300	1,300	100
	Spink	3,000	3,000	100
	Walworth	2,400	2,300	96

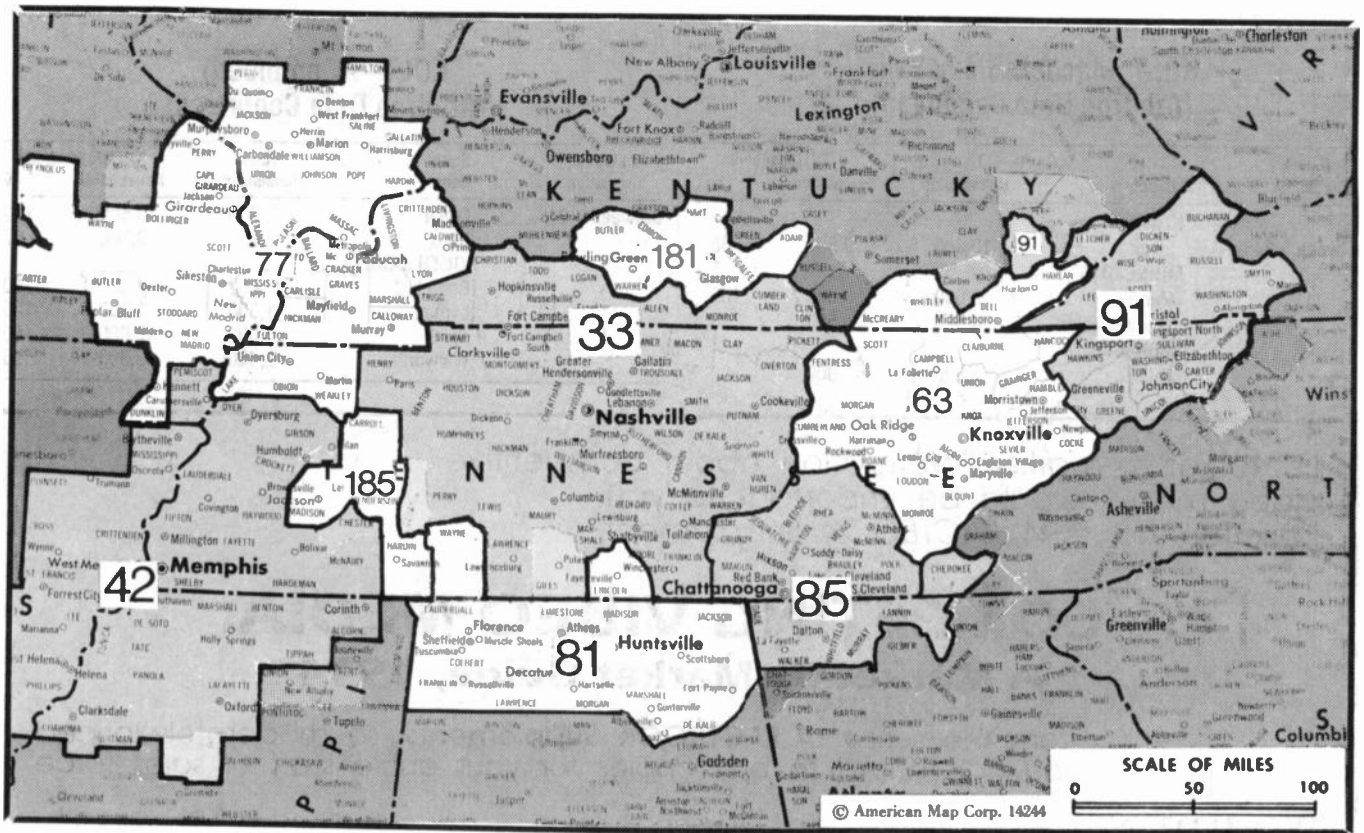
If market-by-market information about competitive video media would be important to you, look for the 1994 *FACTBOOK Supplement*...

COMPETING VIDEO MEDIA: A Market-By-Market Guide, 1994

...from the series of *FACTBOOK Supplements*...so moderately priced, you can afford to buy copies for your entire staff or sales force.



FOR FURTHER INFORMATION call our Circulation Department collect • 202-872-9200



Market	Arbitron ADI TV Households	Rank	Market Area Commercial TV Stations
Nashville, TN	731,400	33	WHTN (39), WKRN-TV (2), WKZX (28), WPGD (50), WSMV (4), WTVF (5), WQMT (30), WZTV (17)
Memphis, TN	604,400	42	WBUY (40), WHBQ-TV (13), WLMT (30), WMC-TV (5), WPTY-TV (24), WREG-TV (3)
Knoxville, TN	423,400	63	WATE-TV (6), WBIR-TV (10), WINT-TV (20), WKCH-TV (43), WKOX-TV (8), WPMC (54)
Paducah, KY-Cape Girardeau, MO-Harrisburg-Marion, IL	332,000	77	KBSI (23), KFVS-TV (12), KPOB-TV (15), WPST-TV (6), WSIL-TV (3), WTCT (27)
Huntsville-Decatur-Florence, AL	321,600	81	WAAY-TV (31), WAFF (48), WHNT-TV (19), WOWL-TV (15), WYLE (26), WZDX (54)
Chattanooga, TN	295,100	85	WDEF-TV (12), WDSI-TV (61), WFLI-TV (53), WRGB-TV (3), WTVG (9)
Bristol, VA-Kingsport-Johnson City, TN	278,600	91	WCYB-TV (5), WEMT (39), WJHL-TV (11), WKPT-TV (19)
Bowling Green, KY	66,300	181	WBKO (13), WGRB (34), WKNT (40)
Jackson, TN	58,900	185	WBBJ-TV (7), WMTU (16)

State Cross Reference List

Communities that receive programs of stations that are located elsewhere.

WFLI-TV, Chattanooga	See Cleveland, TN
WJHL-TV, Bristol & Kingsport	See Johnson City, TN
WKPT-TV, Bristol	See Kingsport, TN
WCYB-TV, Johnson City	See Bristol, VA
WKPT-TV, Johnson City	See Kingsport, TN
WEMT, Kingsport-Johnson City	See Greenville, TN
WHTN, Nashville	See Murfreesboro, TN

Tennessee Station Totals as of November 1, 1993

	VHF	UHF	TOTAL
Commercial Television Stations	14	15	29
Educational Television Stations	4	3	7
	18	18	36

Tennessee—Chattanooga

WDEF-TV

Ch. 12

Network Service: CBS.

Licensee: Roy H. Park Broadcasting of Tennessee Inc., 3300 Broad St., Chattanooga, TN 37408.

Studio: Broadcast Center, 3300 Broad St., Chattanooga, TN 37408.

Telephone: 615-267-3392. TWX: 810-573-5207. Fax: 615-267-0009.

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 37.1-kw aural. Antenna: 1260-ft. above av. terrain, 641-ft. above ground, 2549-ft. above sea level.

Latitude 35° 08' 06"
Longitude 85° 19' 25"

Transmitter: Atop Signal Mountain.

Satellite Earth Stations: Scientific-Atlanta, 7-meter; Scientific-Atlanta, 4.6-meter; United Products, 3.5-meter; United Products, 3-meter; United Products, 2.8-meter; Drake, M/A-Com, Microdyne, Regency, Scientific-Atlanta receivers.

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

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

News Services: AP, CBS, NIWS.

Ownership: Park Communications Inc. (Group Owner).

Began Operation: April 25, 1954. Sale to present owner by Carter M. Parham Group approved by FCC Feb. 28, 1964 (Television Digest, Vol. 4:7).

Represented (sales): Blair Television.

Represented (legal): Wiley, Rein & Fielding.

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

Personnel:

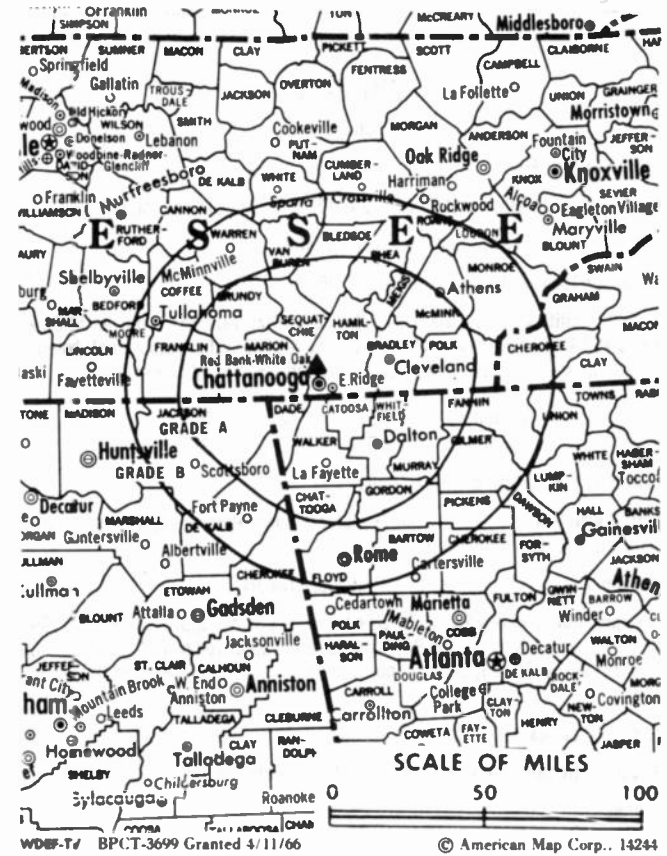
- Mark Keown, Vice President & General Manager.
- Joan McMahon, Local Sales Manager.
- Carol Chadwick, National Sales Manager.
- Tony Windsor, News Director.
- Doris Ellis, Program Director.
- Teresa Oinger, Promotion Director.
- Mike Newberry, Business Manager.
- William Christman, Chief Engineer.

Rates: On request.

City of License: Chattanooga. ADI: Chattanooga. Rank: 85.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ALABAMA			
	Jackson	18,100	17,900	99
	GEORGIA			
	Catoosa	16,300	16,200	99
	Dade	4,700	4,700	100
	Fannin	6,600	6,500	98
	Gordon	13,100	13,000	99
	Murray	10,000	9,900	99
	Walker	22,100	21,900	99
	Whitfield	27,700	27,500	99
	TENNESSEE			
	Bledsoe	3,400	3,400	100
	Bradley	28,500	28,400	100
	Grundy	4,800	4,700	98
	Hamilton	113,500	113,000	100
Mcminn	16,600	16,500	99	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Marion	9,400	9,300	99
	Meigs	3,200	3,200	100
	Polk	5,100	5,100	100
	Rhea	9,400	9,300	99
	Sequatchie	3,300	3,300	100
Between 25-49%	ALABAMA			
	De Kalb	21,300	21,100	99
	GEORGIA			
	Chattooga	8,500	8,400	99
	Floyd	30,800	30,500	99
	Gilmer	5,300	5,200	98
	NORTH CAROLINA			
Cherokee	8,300	8,200	99	
Between 5-24%	TENNESSEE			
	Franklin	12,900	12,800	99
	Roane	18,500	18,400	99
	ALABAMA			
	Cherokee	7,700	7,600	99
	GEORGIA			
	Bartow	21,600	21,400	99
	Pickens	5,700	5,600	98
	Polk	12,800	12,700	99
	NORTH CAROLINA			
	Clay	3,000	2,900	97
	Jackson	9,900	9,700	98
	Swain	4,200	4,100	98
TENNESSEE				
Cumberland	14,100	13,900	99	
Monroe	11,600	11,500	99	
Van Buren	1,800	1,800	100	
Station Totals		513,800	509,600	99
Net Weekly Circulation (1993)				309,300
Average Daily Circulation (1993)				164,700

Tennessee—Chattanooga

WDSI-TV

Ch. 61

Network Service: Fox.

Licensee: Pegasus Broadcast TV L.P., 2401 E. Main St., Chattanooga, TN 37404.

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

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

Technical Facilities: Channel No. 61 (752-758 MHz). Authorized power: 5000-kw max. & 457-kw horizontal visual, 117-kw max. & 91.2-kw horizontal aural. Antenna: 1212-ft. above av. terrain, 552-ft. above ground, 2522-ft. above sea level.

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

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

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

Ownership: Pegasus Broadcast TV L.P. (Group Owner).

Began Operation: January 24, 1972. Sale to present owner approved Feb. 18, 1993. Sale to Donatelli & Klein Inc. by Roy L. Hess, et al., approved by FCC Jan. 30, 1985. Previous sale by Col. Jay Sadow approved Jan. 18, 1983 (Television Digest, Vol. 22:39).

Represented (sales): Seltel Inc.

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

Personnel:

Bruce Lumpkin, General Manager.
Hoyt Andres, General Sales Manager.
Jim Powell, Local Sales Manager.
Glenn Coffey, Operations Manager.
Cheryl Morgan, Program Director.
Rick Lane, Promotion Manager.
Becky McGee, Business Manager.

Highest 30 Sec. Rate: \$600.

City of License: Chattanooga. ADI: Chattanooga. Rank: 85.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.



WDSI-TV BPC-890607KH Granted 12/11/89 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Walker	22,100	21,900	99
	Whitfield	27,700	27,500	99
	NORTH CAROLINA			
	Cherokee	8,300	8,200	99
	TENNESSEE			
	Grundy	4,800	4,700	98
	Mcminn	16,600	16,500	99
	Marion	9,400	9,300	99
	Polk	5,100	5,100	100
	Rhea	9,400	9,300	99
Between 5-24%	ALABAMA			
	Jackson	18,100	17,900	99
	GEORGIA			
	Chattooga	8,500	8,400	99
	Fannin	6,600	6,500	98
	Gordon	13,100	13,000	99
NORTH CAROLINA				
Clay	3,000	2,900	97	
Station Totals		335,600	333,300	99
Net Weekly Circulation (1993)				154,900
Average Daily Circulation (1993)				66,000

Tennessee—Chattanooga

WRCB-TV

Ch. 3

Network Service: NBC.

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

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

Telephone: 615-267-5412. TWX: 810-573-5240. Fax: 615-267-6840.

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1050-ft. above av. terrain, 251-ft. above ground, 2313-ft. above sea level.

Latitude 35° 09' 40"
Longitude 85° 18' 52"

Transmitter: Fairmont Rd., near Hwy. 8, near Chattanooga.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Harris, 3.7-meter Ku-band; Harris, 3-meter C-band; Harris, M/A-Corn receivers.

SNG Mobile Dish: 2.4-meter Ku-band.

News Services: AP, CNN.

Ownership: Sarkes Tarzian Inc. (Group Owner).

Began Operation: May 6, 1956. Sale of 70% to WSTV Inc. by Ramon G. & Helen Patterson approved Nov. 25, 1959 by FCC (Television Digest, Vol. 15:43, 48). Follansbee Steel (interlocking ownership with WSTV Inc.) acquired 30% from H-R Television Inc. early in 1959 for undisclosed amount. For transfer of WSTV Inc. properties to United Printers & Publishers Inc. (name changed to Rust Craft Greeting Cards Inc.) and later sale to Ziff-Davis, see WTOV-TV, Steubenville, OH. Sale to present owner by Ziff-Davis Bcstg. Co. approved by FCC Sept. 29, 1982.

Represented (sales): Katz Continental Television.

Represented (legal): Leventhal, Senter & Lerman.

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

Personnel:

Tom Tolar, President & General Manager.
Doug Short, General Sales Manager.
Ralph Flynn, Local Sales Manager.
Bill Wallace, News Director.
Vinnie Fusco, Program Director.
Ed Aslinger, Chief Engineer.
Cindy McCashin, Promotion Director.
Pam Teague, Business Manager.

Rates: On request.

NETWORK BASE HOURLY RATE: \$1125.

City of License: Chattanooga. ADI: Chattanooga. Rank: 85.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ALABAMA			
	Jackson	18,100	17,900	99
	GEORGIA			
	Catoosa	16,300	16,200	99
	Chattooga	8,500	8,400	99
	Dade	4,700	4,700	100
	Fannin	6,600	6,500	98
	Gordon	13,100	13,000	99
	Murray	10,000	9,900	99
	Walker	22,100	21,900	99
	Whitfield	27,700	27,500	99
	NORTH CAROLINA			
	Cherokee	8,300	8,200	99
	TENNESSEE			
Bledsoe	3,400	3,400	100	



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

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Bradley	28,500	28,400	100
	Grundy	4,800	4,700	98
	Hamilton	113,500	113,000	100
	Mcminn	16,600	16,500	99
	Marion	9,400	9,300	99
	Meigs	3,200	3,200	100
	Polk	5,100	5,100	100
	Rhea	9,400	9,300	99
	Sequatchie	3,300	3,300	100
	Between 25-49%	ALABAMA		
De Kalb		21,300	21,100	99
GEORGIA				
Floyd		30,800	30,500	99
Gilmer		5,300	5,200	98
Union		5,000	4,900	98
NORTH CAROLINA				
Clay		3,000	2,900	97
TENNESSEE				
Cumberland		14,100	13,900	99
Van Buren	1,800	1,800	100	
Between 5-24%	ALABAMA			
	Cherokee	7,700	7,600	99
	GEORGIA			
	Pickens	5,700	5,600	98
	NORTH CAROLINA			
	Graham	2,800	2,800	100
	TENNESSEE			
	Franklin	12,900	12,800	99
	Monroe	11,600	11,500	99
	Morgan	6,000	5,900	98
Roane	18,500	18,400	99	
Station Totals		479,100	475,300	99
Net Weekly Circulation (1993)			314,300	
Average Daily Circulation (1993)			187,800	

Tennessee—Chattanooga

WTVC

Ch. 9

Network Service: ABC.

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

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

Mailing Address: Box 1150, Chattanooga, TN 37401.

Telephone: 615-756-5500. Fax: 615-757-7400.

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

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

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

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

News Services: AP, ABC, Conus.

Ownership: Freedom Newspapers Inc. (Group Owner).

Began Operation: June 15, 1953 as WROM-TV, Rome, GA but left air Dec. 5, 1957. Moved to Chattanooga and resumed operation Feb. 11, 1958 after transfer to Martin Theatres of Georgia Inc. by Dean Covington and associates was approved Oct. 30, 1957 (Television Digest, Vol. 13:40, 44). Sale of Martin Theatres to Fuqua Industries approved Feb. 7, 1969. Sale to Belo Bcstg. approved June 13, 1980. Sale to present owner approved Dec. 13, 1983 (Vol. 23:42).

Represented (sales): Petry Television Inc.

Represented (legal): Latham & Watkins.

Represented (engineering): Carl T. Jones Corp.

Personnel:

- Jerry Lingerfelt, General Manager.
- Bob Brandy, Local Sales Manager.
- Mike Hood, National Sales Manager.
- Oennis Brown, Chief Engineer.
- Jim Church, News Director.
- Ronnie Minton, Promotion & Marketing Director.
- Harold Tallant, Business Manager.

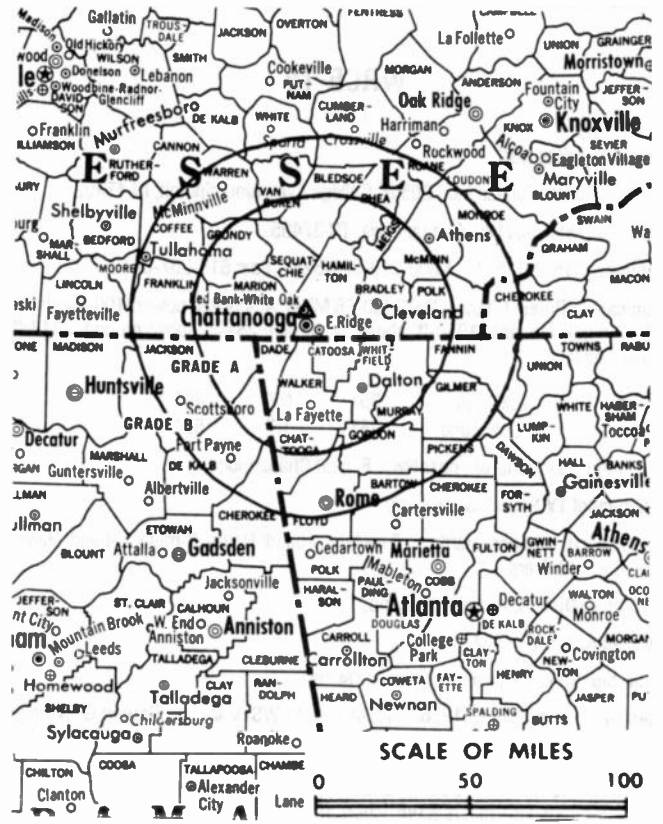
Highest 30 Sec. Rate: \$2000.

NETWORK BASE HOURLY RATE: \$725.

City of License: Chattanooga. ADI: Chattanooga. Rank: 85.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	GEORGIA				
		Catoosa	16,300	16,200	99
		Dade	4,700	4,700	100
		Gordon	13,100	13,000	99
		Murray	10,000	9,900	99
		Walker	22,100	21,900	99
		Whitfield	27,700	27,500	99
		TENNESSEE			
		Bledsoe	3,400	3,400	100
		Bradley	28,500	28,400	100
		Grundy	4,800	4,700	98
		Hamilton	113,500	113,000	100
		Mcminn	16,600	16,500	99
		Marion	9,400	9,300	99



WTVC BMPCT-4945 Granted 1/30/58 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Meigs	3,200	3,200	100
	Polk	5,100	5,100	100
	Rhea	9,400	9,300	99
	Sequatchie	3,300	3,300	100
Between 25-49%	ALABAMA			
	De Kalb	21,300	21,100	99
	Jackson	18,100	17,900	99
	GEORGIA			
	Chattooga	8,500	8,400	99
	Fannin	6,600	6,500	98
	NORTH CAROLINA			
	Cherokee	8,300	8,200	99
	Clay	3,000	2,900	97
	TENNESSEE			
Roane	18,500	18,400	99	
Between 5-24%	ALABAMA			
	Cherokee	7,700	7,600	99
	GEORGIA			
	Bartow	21,600	21,400	99
	Floyd	30,800	30,500	99
	Gilmer	5,300	5,200	98
	Towns	2,900	2,900	100
	Union	5,000	4,900	98
	NORTH CAROLINA			
	Macon	10,100	9,900	98
	TENNESSEE			
	Cumberland	14,100	13,900	99
	Franklin	12,900	12,800	99
	Monroe	11,600	11,500	99
Van Buren	1,800	1,800	100	
Station Totals		499,200	495,200	99
Net Weekly Circulation (1993)				298,000
Average Daily Circulation (1993)				174,600

Tennessee—Cleveland

WFLI-TV Ch. 53

Network Service: None, independent.

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

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

Mailing Address: 4654 Cohutta-Varnell Rd., Cohutta, GA 30710.

Telephone: 706-694-3337. Fax: 706-694-4112.

Technical Facilities: Channel No. 53 (704-710 MHz). Authorized power: 1306-kw max. visual, 131-kw max. aural. Antenna: 1169-ft. above av. terrain, 1039-ft. above ground, 2023-ft. above sea level.

Latitude 34° 55' 57"
Longitude 84° 58' 32"

Transmitter: Cohutta Ridge, 2.1-mi. N of Varnell.

Satellite Earth Stations: 10-meter Ku & C-band; 3.8-meter Ku & C-band; DX Antenna, Uniden receivers.

AM Affiliate: WFLI.

Ownership: WFLI-TV Inc.

Began Operation: May 25, 1987.

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

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

Personnel:

Ying Bennis, General Manager.

Dale Anthony, Station & General Sales Manager.

Jeff Gregory, Engineering Director.

Kim Duncan, Program & Promotion Director.

Kelly Coker, Business Manager.

Gene Parrott, Production Manager.

Rates: On request.

City of License: Cleveland. ADI: Chattanooga. Rank: 85.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	GEORGIA Catoosa	16,300	16,200	99
	GEORGIA Gordon	13,100	13,000	99
Between 5-24%	GEORGIA Murray	10,000	9,900	99



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

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	Walker	22,100	21,900	99
	Whitfield	27,700	27,500	99
TENNESSEE				
	Bledsoe	3,400	3,400	100
	Bradley	28,500	28,400	100
	Hamilton	113,500	113,000	100
	Mcminn	16,600	16,500	99
	Meigs	3,200	3,200	100
	Polk	5,100	5,100	100
	Rhea	9,400	9,300	99
Station Totals		268,900	267,400	99
Net Weekly Circulation (1993)				56,800
Average Daily Circulation (1993)				16,700

Tennessee—Cookeville

WKZX
(formerly WMTT)
Ch. 28

Network Service: None, independent.

Licensee: Inavision Broadcasting Inc., Box 2463, Cookeville, TN 38502.

Studio: 2046 N. Main St., Crossville, TN 38501.

Telephone: 615-839-2489.

Technical Facilities: Channel No. 28 (554-560 MHz). Authorized power: 230-kw max. visual. Antenna: 869-ft. above av. terrain, 466-ft. above ground, 2444-ft. above sea level.

Latitude	36°	07'	33"
Longitude	85°	17'	33"

Transmitter: Goff Hill, 1.2-mi. S of Monterey.

Ownership: Inavision Broadcasting Inc.

Began Operation: November 5, 1988. Sale to present owner by Steven J. Sweeney approved by FCC June 29, 1993.

Personnel:

Steven J. Sweeney, General Manager.
Greg Tabor, Sales Manager.
Robert Huddleston, Chief Engineer.

Rates: On request.

Arbitron Data: Not available.



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

City of License: Cookeville. ADI: Nashville. Rank: 33.

Tennessee—Crossville

WINT-TV

Ch. 20

Network Service: None, independent.

Licensee: WINT-TV Inc., Box 608, Crossville, TN 38555.

Studio: Box 608, Crossville, TN 38555.

Technical Facilities: Channel No. 20 (506-512 MHz). Authorized power: 14.8-kw max. visual, 1.48-kw max. aural. Antenna: 159-ft. above av. terrain, 157-ft. above ground, 1949-ft. above sea level.

Latitude	35°	56'	12"
Longitude	85°	00'	46"

Transmitter: Wells Rd., Crossville.

Ownership: WINT-TV Inc.

Began Operation: October 3, 1976 on Ch. 55; left air 1983. Sale to Larry D. Hudson, James C. Thompson & Cunningham by Calvin C. Smith & John A. Cunningham approved by FCC June 3, 1983. Previous sale by Edward M. Johnson approved Feb. 27, 1979.

Personnel:

Helen L. Cunningham, President.

Rates: On request.

Arbitron Data: Not available.



WINT-TV BMPCT-870309KI Granted 3/30/87 © American Map Corp., No. 14244

City of License: Crossville. ADI: Knoxville. Rank: 63.

Tennessee—Greenville

WEMT
Ch. 39

Network Service: Fox.

Licensee: Television Marketing Group of Tri-Cities Inc., 3206 Hanover Rd., Johnson City, TN 37602.

Studio: 3206 Hanover Rd., Johnson City, TN 37602.

Mailing Address: Box 3489 CRS, Johnson City, TN 37602-3489.

Telephone: 615-283-3900. Fax: 615-283-4938.

Technical Facilities: Channel No. 39 (620-626 MHz). Authorized power: 3000-kw max. visual, 300-kw max. aural. Antenna: 2628-ft. above av. terrain, 141-ft. above ground, 4981-ft. above sea level.

Latitude 36° 01' 24"
Longitude 82° 42' 56"

Transmitter: Camp Creek Bald, Bald Mountain.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: 3 in operation; Harris, M/A-Com, Satellite Technology receivers.

Ownership: Chesapeake Bay Holding Co. Inc. (Group Owner).

Began Operation: November 8, 1985. Sale to MT Communications approved by FCC Aug. 23, 1989 (Television Digest, Vol. 29: 52). Sale to present owner approved March 19, 1992.

Represented (sales): Katz Continental Television; Canadian Communications Co.

Personnel:

- Edwin Groves, Vice President & General Manager.
- Paul Bankston, General Sales Manager.
- Gary Hlavacek, National Sales Manager.
- Jim Hartline, Chief Engineer.
- Julie Bestry, Program Director.
- Matt Laws, Promotion Director.
- Larry McGowan, Production Manager.

Highest 30 Sec. Rate: \$500.

City of License: Greenville. ADI: Bristol, VA-Kingsport-Johnson City, TN. Rank: 91.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TENNESSEE			
	Greene	21,700	21,500	99
	Washington	36,300	36,100	99
	VIRGINIA			
	Wise	16,000	15,800	99
Between 25-49%	KENTUCKY			
	Harlan	12,900	12,800	99
	Leslie	4,700	4,600	98
	TENNESSEE			
	Carter	20,400	20,300	100
	Cocke	11,300	11,200	99
	Hamblen	19,600	19,500	99
	Hawkins	17,500	17,300	99
Jefferson	12,600	12,500	99	



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Johnson	5,400	5,300	98
	Sullivan	57,500	57,200	100
	VIRGINIA			
	Lee	9,100	8,900	98
	Russell	10,400	10,200	98
	Washington	25,100	24,900	99
Between 5-24%	KENTUCKY			
	Letcher	9,600	9,500	99
	Perry	10,500	10,300	98
	NORTH CAROLINA			
	Madison	6,500	6,400	98
	Yancey	6,300	6,200	98
	TENNESSEE			
	Grainger	6,500	6,400	98
	Hancock	2,500	2,500	100
	Meigs	3,200	3,200	100
Sevier	20,500	20,300	99	
Unicoi	6,600	6,500	98	
VIRGINIA				
Buchanan	10,600	10,400	98	
Scott	8,800	8,600	98	
Smyth	12,200	12,100	99	
Station Totals		384,300	380,500	99
Net Weekly Circulation (1993)				146,400
Average Daily Circulation (1993)				58,400

Tennessee—Hendersonville

WPGD
Ch. 50

Network Service: None, independent.

Licensee: Sonlight Bcstg. Systems Inc., 120 Ziegler Circle E, Mobile, AL 36608.

Studio: 221 Music Mountain Rd., Gallatin, TN 37066.

Telephone: 615-230-9743. **Fax:** 615-230-7372.

Technical Facilities: Channel No. 50 (686-692 MHz). Authorized power: 4470-kw max. visual, 447-kw aural. Antenna: 771-ft. above av. terrain, 472-ft. above ground, 1463-ft. above sea level.

Latitude	36°	28'	02"
Longitude	86°	28'	53"

Transmitter: 221 Music Rd., Gallatin.

Multichannel TV Sound: Stereo and separate audio program.

Satellite Earth Stations: Standard Communications, 3.3-meter Ku & C-band; Tractor, 3.3-meter Ku & C-band.

Ownership: Sonlight Bcstg. Systems Inc. (Group Owner).

Began Operation: September 24, 1992.

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

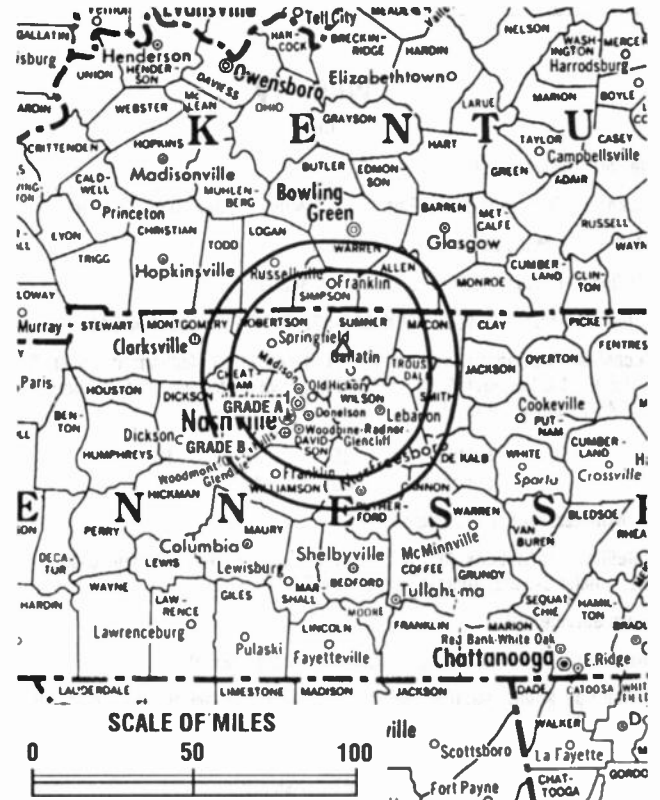
Represented (engineering): Smith & Powstenko.

Personnel:

J. Tom Park, Station Manager & Chief Engineer.
Stephen B. Box, Chief Financial Officer.

Rates: On request.

Arbitron Data: Not available.



WPGD BMPCT-901212KF Granted 7/24/91 © American Map Corp., No. 14244

City of License: Hendersonville. ADI: Nashville. Rank: 33.

Tennessee—Jackson

WBBJ-TV

Ch. 7

Network Service: ABC.

Licensee: Tennessee Bcstg. Partners, 346 Muse St., Box 2387, Jackson, TN 38301.

Studio: 346 Muse St., Jackson, TN 38301.

Mailing Address: Box 2387, Jackson, TN 38301.

Telephone: 901-424-4515. **TWX:** 810-592-7100. **Fax:** 901-424-5448.

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1060-ft. above av. terrain, 1065-ft. above ground, 1545-ft. above sea level.

Latitude 35° 38' 15"
Longitude 88° 41' 32"

Transmitter: 6-mi. E of Jackson.

Satellite Earth Stations: AFC, 3.7-meter Ku-band; Andrew, 7.2-meter C-band; Harris, 6.1-meter C-band; Andrew, Harris, M/A-Com receivers.

News Service: AP.

Ownership: Bahakel Communications Ltd. (Group Owner).

Began Operation: March 6, 1955. Sale to present owner by Dixie Bcstg. (estate of Aaron B. Robinson, majority owner) approved Aug. 17, 1966 by FCC (Television Digest, Vol. 6:17, 34).

Represented (sales): Katz Continental Television.

Personnel:

- Tommy Spain, General Manager.
- David K. Stockard, National Sales Manager.
- Ed Ward, Director of Engineering.
- Tom Britt, News Director.
- Pat McAlpin, Promotion Director.
- Thelma Jones, Office Manager.

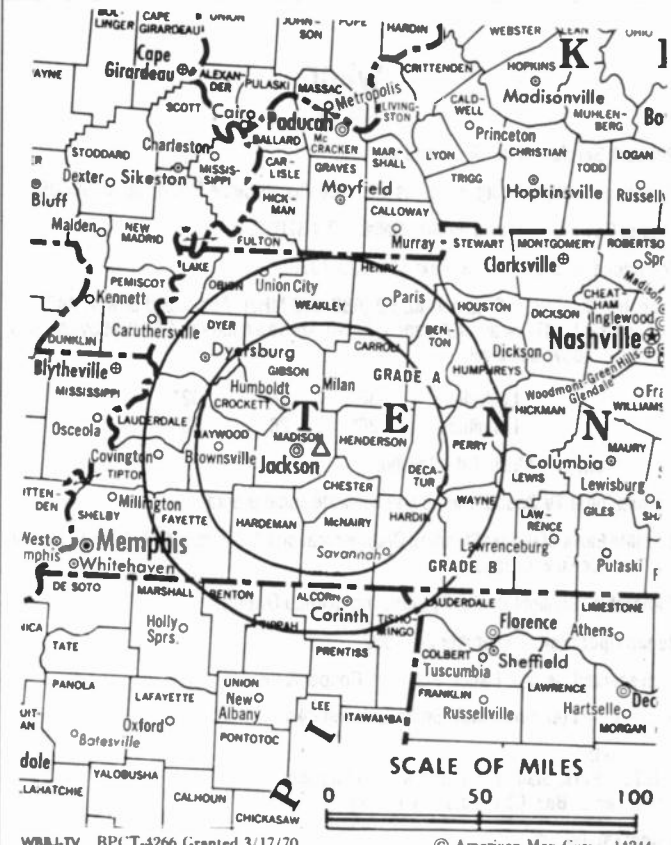
Highest 30 Sec. Rate: \$550.

NETWORK BASE HOURLY RATE: \$450.

City of License: Jackson. **ADI:** Jackson, TN. **Rank:** 185.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	KENTUCKY			
	Fulton	3,300	3,300	100
	MISSISSIPPI			
	Alcorn	12,400	12,300	99
	Tishomingo	7,100	7,000	99
	TENNESSEE			
	Carroll	10,800	10,700	99
	Chester	4,700	4,700	100
	Crockett	5,200	5,200	100
	Decatur	4,200	4,200	100
	Dyer	14,000	13,900	99
	Gibson	18,300	18,200	99
	Hardin	8,900	8,800	99
	Haywood	7,100	7,000	99
Henderson	8,700	8,600	99	
Henry	11,400	11,300	99	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Lake	2,400	2,400	100
	Mc Nairy	9,000	8,900	99
	Madison	30,000	29,800	99
	Obion	12,400	12,300	99
	Weakley	12,100	12,000	99
Between 25-49%	KENTUCKY			
	Calloway	12,000	11,900	99
	TENNESSEE			
	Hardeman	8,400	8,300	99
Lauderdale	8,400	8,300	99	
Perry	2,500	2,500	100	
Between 5-24%	KENTUCKY			
	Hickman	2,200	2,200	100
	MISSISSIPPI			
	Benton	2,800	2,800	100
	Prentiss	8,600	8,500	99
	Tippah	7,400	7,300	99
	TENNESSEE			
	Benton	5,700	5,700	100
	Fayette	8,700	8,600	99
	Humphreys	6,200	6,200	100
Tipton	13,800	13,700	99	
Wayne	5,200	5,100	98	
Station Totals		273,900	271,700	99
Net Weekly Circulation (1993)				159,400
Average Daily Circulation (1993)				90,900

Tennessee—Jackson

WMTU

Ch. 16

Network Service: Fox.

Licensee: Television Marketing Group of Jackson Inc., 8 Sail Court, Portsmouth, VA 23703.

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

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

Technical Facilities: Channel No. 16 (482-488 MHz). Authorized power: 4680-kw max. visual, 58.8-kw max. aural. Antenna: 1056-ft. above av. terrain, 1004-ft. above ground, 1385-ft. above sea level.

Latitude	35°	47'	22"
Longitude	89°	06'	14"

Transmitter: 0.8-mi. ENE of intersection of State Rtes. 54 & 88.

Ownership: Chesapeake Bay Holding Co. Inc. (Group Owner).

Began Operation: April 18, 1985. Sale to present owner approved by FCC March 18, 1992. Sale to MT Communications by Star North Communications approved by FCC Dec. 5, 1989 (Television Digest, Vol. 29:11). Sale to Star North by Aztec Communications approved by FCC Oct. 27, 1988.

Represented (sales): Petry Television Inc.

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

Personnel:

- Randy Culpepper, Station & Sales Manager.
- Linda Murlatt, Program Director.
- Greg Belz, Promotion Director.
- Denise Reber, Business Manager.
- Randy McCaskill, Chief Engineer.

Highest 30 Sec. Rate: \$170.



WMTU BMPCT-910926KJ Granted 10/24/91 © American Map Corp., No. 14244

Arbitron Data: Included with WLMT, Memphis, TN.

City of License: Jackson. ADI: Jackson, TN. Rank: 185.

Tennessee—Jellico

WPMC
Ch. 54

Network Service: None, independent.

Licensee: Pine Mountain Christian Bcstg. Inc., Box 847, Jellico, TN 37762.

Studio: 1 Huddleston Cemetery Rd., Jellico, TN 37762.

Telephones: 606-376-2778; 615-784-7854.

Technical Facilities: Channel No. 54 (710-716 MHz). Authorized power: 20-kw max. visual, 3.9-kw max. aural. Antenna: 1296-ft. above av. terrain, 112-ft. above ground, 2900-ft. above sea level.

Latitude	36°	24'	36"
Longitude	84°	10'	38"

Holds CP for change to 26.1-kw max. visual, 116-ft. above ground. BMPCT-921106KF.

Transmitter: Walnut Mountain, 3.5-mi. NW of La Follette.

Ownership: Pine Mountain Christian Broadcasting Inc.

Began Operation: May 4, 1992.

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

Represented (engineering): Smith & Powstenko.

Personnel:

Wayne Marler, President & General Manager.
Douglas Bruce, Program Director.
Ron Cassidy, Chief Engineer.

Rates: On request.

Arbitron Data: Not available.



WPMC BMPCT-921106KF Granted 3/31/93 © American Map Corp., No. 14244

City of License: Jellico. ADI: Knoxville. Rank: 63.

Tennessee—Johnson City-Bristol-Kingsport

WJHL-TV

Ch. 11

Network Service: CBS.

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

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

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

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

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

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

Transmitter: Holston Mountain.

Satellite Earth Stations: Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta, 4.6-meter C-band; AFC, 3.664-meter Ku-band; Andrew 4.7-meter Ku-band; Prodelin, 3.053-meter C-band; M/A-Com, Scientific-Atlanta receivers.

News Services: AP, CBS.

Ownership: Park Communications Inc. (Group Owner).

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

Represented (sales): Blair Television.

Represented (legal): Wiley, Rein & Fielding.

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

Personnel:

Jack D. Dempsey, Vice President & General Manager.

Edward C. Herbert, General Sales Manager.

Dennis Fisher, News Director.

Rusty Sluder, Production Manager.

Alfred Gregory, Program Director & Film Buyer.

Carl Dickenson, Chief Engineer.

Highest 30 Sec. Rate: \$1000.

NETWORK BASE HOURLY RATE: \$936.

City of License: Johnson City. ADI: Bristol, VA-Kingsport-Johnson City, TN. Rank: 91.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TENNESSEE			
	Carter	20,400	20,300	100
	Greene	21,700	21,500	99
	Hawkins	17,500	17,300	99
	Johnson	5,400	5,300	98
	Sullivan	57,500	57,200	100
	Unicoi	6,600	6,500	98
	Washington	36,300	36,100	99
	VIRGINIA			
	Buchanan	10,600	10,400	98
	Dickenson	6,300	6,200	98
	Lee	9,100	8,900	98
	Russell	10,400	10,200	98
	Scott	8,800	8,600	98



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Smyth	12,200	12,100	99
	Washington	25,100	24,900	99
	Wise	16,000	15,800	99
Between 25-49%	NORTH CAROLINA			
	Avery	5,600	5,500	98
	Watauga	13,900	13,700	99
Yancey	6,300	6,200	98	
TENNESSEE	Hancock	2,500	2,500	100
	VIRGINIA			
Tazewell	17,100	16,900	99	
Between 5-24%	KENTUCKY			
	Harlan	12,900	12,800	99
	Leslie	4,700	4,600	98
	Letcher	9,600	9,500	99
	Magoffin	4,400	4,300	98
	NORTH CAROLINA			
	Alleghany	3,900	3,800	97
	Ashe	9,000	8,800	98
	TENNESSEE			
	Cocke	11,300	11,200	99
Grainger	6,500	6,400	98	
Hamblen	19,600	19,500	99	
VIRGINIA				
Grayson	9,300	9,200	99	
WEST VIRGINIA				
Wyoming	10,200	10,100	99	
Station Totals		410,700	406,300	99
Net Weekly Circulation (1993)			250,100	
Average Daily Circulation (1993)			147,000	

Tennessee—Kingsport-Johnson City-Bristol

WKPT-TV

Ch. 19

Network Service: ABC.

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

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

Telephones: 615-246-9578; 615-246-2295. TWX: 810-574-5180.

Fax: 615-246-6261.

Technical Facilities: Channel No. 19 (500-506 MHz). Authorized power: 1255-kw max. & 447-kw horizontal visual, 251-kw max. & 89.1-kw horizontal aural. Antenna: 2320-ft. above av. terrain, 225-ft. above ground, 4398-ft. above sea level.

Latitude 36° 25' 54"
Longitude 82° 08' 15"

Transmitter: Holston Mountain, Cherokee National Forest.

Multichannel TV Sound: Stereo and separate audio program.

Satellite Earth Stations: AFC, 5-meter C-band; AFC, 3-meter C-band; AFC, 3-meter Ku-band; Andrew, 4.5-meter C-band; Andrew, 7.3-meter C-band; Avcom, M/A-Com, Microdyne, Scientific-Atlanta receivers.

AM Affiliate: WKPT.

FM Affiliate: WTFM.

News Services: ABC, AP, ESPN, Potomac News Service.

Ownership: Glenwood Communications Corp.

Began Operation: August 20, 1969.

Represented (sales): Sattel Inc.

Represented (legal): Cordon & Kelly; Wiley, Rein & Fielding.

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

Personnel:

George E. DeVault Jr., President & General Manager.
Ray Walker, Executive Vice President & Station Manager.
Harold T. Dougherty, Senior Vice President, Engineering.
Bette Lawson, Vice President, Controller.
Jack Jeter, Vice President & Sales Manager.
Betty Payne, News Director.
Fred Falin, Program Director.
Bob Lawrence, Promotion Director.
Jeff Faust, Production Director.

Highest 30 Sec. Rate: \$650.

NETWORK BASE HOURLY RATE: \$325.

City of License: Kingsport. ADI: Bristol, VA-Kingsport-Johnson City, TN. Rank: 91.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	TENNESSEE				
		Carter	20,400	20,300	100
		Greene	21,700	21,500	99
		Sullivan	57,500	57,200	100
		Washington	36,300	36,100	99
	VIRGINIA				
		Dickenson	6,300	6,200	98
		Russell	10,400	10,200	98
		Smyth	12,200	12,100	99
		Washington	25,100	24,900	99



WKPT-TV BPCT-3760 Granted 12/8/66

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Wise	16,000	15,800	99
	KENTUCKY			
	Leslie	4,700	4,600	98
	Letcher	9,600	9,500	99
	NORTH CAROLINA			
	Watauga	13,900	13,700	99
	TENNESSEE			
	Hawkins	17,500	17,300	99
	Johnson	5,400	5,300	98
	Unicoi	6,600	6,500	98
VIRGINIA				
Buchanan	10,600	10,400	98	
Lee	9,100	8,900	98	
Scott	8,800	8,600	98	
Between 25-49%	KENTUCKY			
	Bell	11,300	11,200	99
	Harlan	12,900	12,800	99
	Perry	10,500	10,300	98
	Pike	25,600	25,300	99
	NORTH CAROLINA			
	Ashe	9,000	8,800	98
	Avery	5,600	5,500	98
	TENNESSEE			
	Hamblen	19,600	19,500	99
Hancock	2,500	2,500	100	
VIRGINIA				
Tazewell	17,100	16,900	99	
Wythe	9,900	9,800	99	
Station Totals		416,100	411,700	99
Net Weekly Circulation (1993)				191,700
Average Daily Circulation (1993)				85,900

Tennessee—Knoxville

WATE-TV

Ch. 6

Network Service: ABC.

Licensee: Nationwide Communications Inc., Box 2349, Knoxville, TN 37901.

Studio: 1306 Broadway NE, Knoxville, TN 37917.

Telephone: 615-637-6666. Fax: 615-525-4091.

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1490-ft. above av. terrain, 1153-ft. above ground, 2549-ft. above sea level.

Latitude 36° 00' 13"
Longitude 83° 56' 35"

Transmitter: Sharp's Ridge Memorial Park Rd.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: AFC, 3.7-meter Ku-band; Andrew, 4.5-meter; Andrew, 7.2-meter; Comtech, 3.8-meter Ku-band; Comtech, 5-meter; Avantek, Pinzone, W/A-Com, Scientific-Atlanta, Standard Communications receivers.

News Service: AP.

Ownership: Nationwide Communications Inc. (Group Owner).

Began Operation: October 1, 1953. Sale to present owner by Paul Montcastle and associates approved on April 8, 1965 by FCC (Television Digest, Vol. 5:9, 15).

Represented (sales): Blair Television.

Represented (legal): Fletcher, Heald & Hildreth.

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

Personnel:

Jim Mikels, General Manager.

Larry Cazavan, Station Operations & Program Director.

John Mann, General Sales Manager.

Joe Warnecke, National Sales Manager.

Robert Marford, News Director.

Bob Williams, Chief Engineer.

David Rosch, Promotion Director.

Debbie Farmer, Business Manager.

Highest 30 Sec. Rate: \$2000.

NETWORK BASE HOURLY RATE: \$1600.

City of License: Knoxville. ADI: Knoxville. Rank: 63.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	KENTUCKY			
	Bell	11,300	11,200	99
	Harlan	12,900	12,800	99
	McCreary	5,500	5,400	98
	Whitley	12,300	12,200	99
	TENNESSEE			
	Anderson	28,000	27,900	100
	Blount	34,600	34,400	99
	Campbell	13,100	13,000	99
	Claiborne	9,800	9,700	99
	Cocke	11,300	11,200	99
	Cumberland	14,100	13,900	99
	Fentress	5,600	5,500	98
	Grainger	6,500	6,400	98
	Hamblen	19,600	19,500	99
	Hancock	2,500	2,500	100
	Jefferson	12,600	12,500	99
	Knox	136,200	135,500	99
	Loudon	12,600	12,500	99
	Monroe	11,600	11,500	99
Morgan	6,000	5,900	98	



WATE-TV BIP:T-4672 Granted 1/14/74

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Roane	18,500	18,400	99
	Scott	6,500	6,400	98
	Sevier	20,500	20,300	99
	Union	5,200	5,100	98
Between 25-49%	KENTUCKY			
	Knox	10,700	10,500	98
	TENNESSEE			
	Greene	21,700	21,500	99
	Hawkins	17,500	17,300	99
McMinn	16,600	16,500	99	
VIRGINIA	Lee	9,100	8,900	98
	GEORGIA			
Fannin	6,600	6,500	98	
Between 5-24%	KENTUCKY			
	Clay	7,300	7,200	99
	Jackson	4,400	4,300	98
	Laurel	16,100	15,900	99
	Leslie	4,700	4,600	98
	Pulaski	19,400	19,100	98
	Russell	6,100	6,000	98
	NORTH CAROLINA			
	Madison	6,500	6,400	98
	Swain	4,200	4,100	98
Yancey	6,300	6,200	98	
TENNESSEE				
Bledsoe	3,400	3,400	100	
Meigs	3,200	3,200	100	
Polk	5,100	5,100	100	
Rhea	9,400	9,300	99	
Sullivan	57,500	57,200	100	
Unicoi	6,600	6,500	98	
Station Totals		659,200	653,400	99
Net Weekly Circulation (1993)				384,700
Average Daily Circulation (1993)				219,300

Tennessee—Knoxville

WBIR-TV
Ch. 10

Network Service: NBC.

Licensee: Multimedia WBIR Inc., Box 27909, Knoxville, TN 37917.

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

Telephone: 615-637-1010. **Fax:** 615-637-6380.

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 316-kw visual, 38-kw aural. Antenna: 1790-ft. above av. terrain, 1504-ft. above ground, 2849-ft. above sea level.

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

Transmitter: 601 Memorial Parkway, Knoxville.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Scientific-Atlanta, 7-meter C-band; Anixter-Mark, 5-meter C-band; Scientific-Atlanta, 4.6-meter C-band; RCA Americom, 3.6-meter Ku-band; Harris, 6-meter Ku-band; Harris, 3.5-meter Ku-band; Harris, 2.4-meter Ku-band; Harris, M/A-Com, Scientific-Atlanta, Standard Omni receivers.

SNG Mobile Dish: Vertex, 4.5-meter Ku-band.

News Services: AP, CNN, NIWS.

Ownership: Multimedia Broadcasting Co. (Group Owner).

Began Operation: August 12, 1956. Transfer to Multimedia Inc. by Southeastern Bcstg. Co. approved Sept. 22, 1967 by FCC. Previous sale to WMRC Inc. by Taft Bcstg. Co. approved Nov. 16, 1960 (Television Digest, Vol. 16:39, 47). Sale of 70% by Gilmore N. Nunn, Mr. & Mrs. Robert L. Ashe & John P. Hart to Taft Bcstg., which previously had held other 30%, was approved Oct. 29, 1959 (Vol. 15:41, 44).

Represented (sales): Katz American Television.

Represented (legal): Dow, Lohnes & Albertson.

Represented (engineering): Jules Cohen & Associates.

Personnel:

- James M. Hart, Vice President & General Manager.
- Chris Gallu, General Sales Manager.
- Jim Swinehart, News Director.
- David Cowen, Program Director.
- Steve Dean, Creative Services Director.
- Robert E. Horton, Chief Engineer.
- Joe Cable, Promotion Director.
- Cathy Norton, Business Manager.

Highest 30 Sec. Rate: \$1500.

NETWORK BASE HOURLY RATE: \$1225.

City of License: Knoxville. **ADI:** Knoxville. **Rank:** 63.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	KENTUCKY			
	Bell	11,300	11,200	99
	Harlan	12,900	12,800	99
	McCreary	5,500	5,400	98
	Whitley	12,300	12,200	99
	TENNESSEE			
	Anderson	28,000	27,900	100
	Blount	34,600	34,400	99
	Campbell	13,100	13,000	99
	Claiborne	9,800	9,700	99
	Cocke	11,300	11,200	99
	Cumberland	14,100	13,900	99
	Fentress	5,600	5,500	98
	Grainger	6,500	6,400	98
	Hamblen	19,600	19,500	99



WBIR-TV BMPCT-790625K1 Granted 5/23/80 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Hancock	2,500	2,500	100
	Jefferson	12,600	12,500	99
	Knox	136,200	135,500	99
	Loudon	12,600	12,500	99
	Mcminn	16,600	16,500	99
	Monroe	11,600	11,500	99
	Morgan	6,000	5,900	98
	Roane	18,500	18,400	99
	Scott	6,500	6,400	98
	Sevier	20,500	20,300	99
Union	5,200	5,100	98	
Between 25-49%	KENTUCKY			
	Knox	10,700	10,500	98
	Laurel	16,100	15,900	99
	Pulaski	19,400	19,100	98
	Wayne	6,700	6,600	98
TENNESSEE	Bledsoe	3,400	3,400	100
	Greene	21,700	21,500	99
	Hawkins	17,500	17,300	99
	VIRGINIA			
Lee	9,100	8,900	98	
Between 5-24%	GEORGIA			
	Fannin	6,600	6,500	98
	KENTUCKY			
	Leslie	4,700	4,600	98
	Russell	6,100	6,000	98
	NORTH CAROLINA			
Cherokee	8,300	8,200	99	
Graham	2,800	2,800	100	
Madison	6,500	6,400	98	
(Continued on page A-1088)				
Station Totals		667,400	661,500	99
Net Weekly Circulation (1993)				427,300
Average Daily Circulation (1993)				268,700

Tennessee—Knoxville

WKCH-TV
Ch. 43

Network Service: Fox.

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

Studio: 109 E. Churchwell, Knoxville, TN 37917.

Mailing Address: Box 3809, Knoxville, TN 37927.

Telephone: 615-971-4343. Fax: 615-637-6957.

Technical Facilities: Channel No. 43 (644-650 MHz). Authorized power: 2210-kw max. visual, 221-kw max. aural. Antenna: 1150-ft. above av. terrain, 1079-ft. above ground, 2179-ft. above sea level.

Latitude 35° 59' 20"
Longitude 83° 57' 45"

Transmitter: Cadock Ave., Sharp's Ridge.

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

Ownership: FCVS Communications Inc. (Group Owner).

Began Operation: December 31, 1983. Sale to present owner by Media Central Inc. approved by FCC July 17, 1990. FCC approved sale to Media Central by H. Bernard Dixon, et al., Oct. 1, 1985. Sale to Elcom of Tennessee pends (Television Digest, Vol. 33:35).

Represented (sales): Settel Inc.

Represented (legal): Cordon & Kelly.

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

Personnel:

- John Friend, General Manager.
- Dick Bradley, Local Sales Manager.
- Brad Raney, National Sales Manager.
- Phil Rainey, Program Director & Operations Manager.
- Bob Driggers, Creative Services Manager.
- Bill Morris, Business Manager.
- Jim Grimes, Chief Engineer.

Rates: On request.

City of License: Knoxville. ADI: Knoxville. Rank: 63.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	KENTUCKY			
	Bell	11,300	11,200	99
	TENNESSEE			
	Anderson	28,000	27,900	100
	Blount	34,600	34,400	99
	Campbell	13,100	13,000	99
	Jefferson	12,600	12,500	99
	Knox	136,200	135,500	99
	Loudon	12,600	12,500	99
	Roane	18,500	18,400	99
Between 25-49%	KENTUCKY			
	Mc Creary	5,500	5,400	98
	TENNESSEE			
Claiborne	9,800	9,700	99	



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Cumberland	14,100	13,900	99
	Fentress	5,600	5,500	98
	Grainger	6,500	6,400	98
	Hamblen	19,600	19,500	99
	Monroe	11,600	11,500	99
	Morgan	6,000	5,900	98
	Scott	6,500	6,400	98
	Sevier	20,500	20,300	99
	Union	5,200	5,100	98
	Between 5-24%	KENTUCKY		
Harlan		12,900	12,800	99
Knox		10,700	10,500	98
Whitley		12,300	12,200	99
TENNESSEE				
Cocke		11,300	11,200	99
Hawkins		17,500	17,300	99
McMinn		16,600	16,500	99
Meigs		3,200	3,200	100
Rhea		9,400	9,300	99
Station Totals		471,700	468,000	99
Net Weekly Circulation (1993)			221,800	
Average Daily Circulation (1993)			95,400	

**NEED BROADCAST TV OR CABLE TV DATA
FROM THE FACTBOOK ON TAPE OR DISKETTE?
NEED CUSTOMIZED REPORTS?**

Call Warren Publishing's
Market Research & Data Sales Dept. **202-872-9200**

Tennessee—Knoxville

WKXT-TV

Ch. 8

Network Service: CBS.

Licensee: Knoxville Channel 8 Ltd. Partnership, Box 59088, Knoxville, TN 37950-9088.

Studio: Sharp's Ridge Memorial Park Rd., Knoxville, TN 37917.

Mailing Address: Box 59088, Knoxville, TN 37950-9088.

Telephone: 615-689-8000. Fax: 615-689-9047.

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: Circularly polarized, 1254-ft. above av. terrain, 1016-ft. above ground, 2274-ft. above sea level.

Latitude 36° 00' 35.90"
Longitude 83° 55' 56.50"

Transmitter: 0.18-mi. NE of Sharp's Ridge Memorial Park, Knox County.

Multichannel TV Sound: Stereo only.

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

News Services: AP, CBS.

Ownership: Knoxville Ch. 8 Ltd. Partnership.

Began Operation: December 6, 1988. Sale to present owners approved by FCC June 9, 1992.

Represented (sales): Petry Television Inc.

Represented (legal): McCampbell & Young, P.C.

Represented (engineering): Smith & Powstenko.

Personnel:

Lewis F. Cosby, General Manager.
Earl R. Taylor, General Sales Manager.
Lamar Reid, Assistant General Sales Manager.
Richard Hall, News Director.
David Williams, Operations Manager.
Ranee Ranby, Promotion Director.
Doug Stallard, Chief Engineer.
Evelyn Cannon, Business Manager.

Rates: On request.

City of License: Knoxville. ADI: Knoxville. Rank: 63.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	KENTUCKY			
	Bell	11,300	11,200	99
	Mc Creary	5,500	5,400	98
	TENNESSEE			
	Anderson	28,000	27,900	100
	Blount	34,600	34,400	99
	Campbell	13,100	13,000	99
	Claiborne	9,800	9,700	99
	Cocke	11,300	11,200	99
	Cumberland	14,100	13,900	99
	Grainger	6,500	6,400	98
	Hamblen	19,600	19,500	99
	Jefferson	12,600	12,500	99



WKXT-TV 6MPCT-881011KH Granted 12/2/88

© American Map Corp., No 14244

Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	Knox	136,200	135,500	99	
	Loudon	12,600	12,500	99	
	Monroe	11,600	11,500	99	
	Morgan	6,000	5,900	98	
	Roane	18,500	18,400	99	
	Scott	6,500	6,400	98	
	Sevier	20,500	20,300	99	
	Union	5,200	5,100	98	
	Between 25-49%	KENTUCKY			
		Harlan	12,900	12,800	99
Pulaski		19,400	19,100	98	
Between 5-24%	Whitley	12,300	12,200	99	
	TENNESSEE				
	Fentress	5,600	5,500	98	
	Hancock	2,500	2,500	100	
	Mcminn	16,600	16,500	99	
	KENTUCKY				
	Clay	7,300	7,200	99	
	Knox	10,700	10,500	98	
	NORTH CAROLINA				
	Graham	2,800	2,800	100	
Madison	6,500	6,400	98		
TENNESSEE					
Bledsoe	3,400	3,400	100		
Greene	21,700	21,500	99		
Hawkins	17,500	17,300	99		
VIRGINIA					
Lee	9,100	8,900	98		
Station Totals		531,800	527,300	99	
Net Weekly Circulation (1993)			342,500		
Average Daily Circulation (1993)			185,200		

Tennessee—Memphis

WHBQ-TV

Ch. 13

Network Service: ABC.

Licensee: Adams TV of Memphis Inc., Box 11407, Memphis, TN 38111.

Studio: 485 S. Highland, Memphis, TN 38111.

Telephone: 901-320-1313. Fax: 901-323-0092.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 316-kw visual, 63.2-kw aural. Antenna: 1013-ft. above av. terrain, 1076-ft. above ground, 1336-ft. above sea level.

Latitude 35° 10' 28"
Longitude 89° 50' 41"

Transmitter: 6555 Raleigh-La Grange Rd.

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

News Service: AP.

Ownership: Adams Communications.

Began Operation: September 27, 1953. Jan. 11, 1990 FCC dismissed RKO General's application for license renewal, granted application of South Jersey Radio Inc. & consented to the assignment of license to Adams TV of Memphis (Television Digest, Vol. 29:20; 30:3).

Represented (sales): TeleRep Inc.

Represented (legal): Wiley, Rein & Fielding.

Personnel:

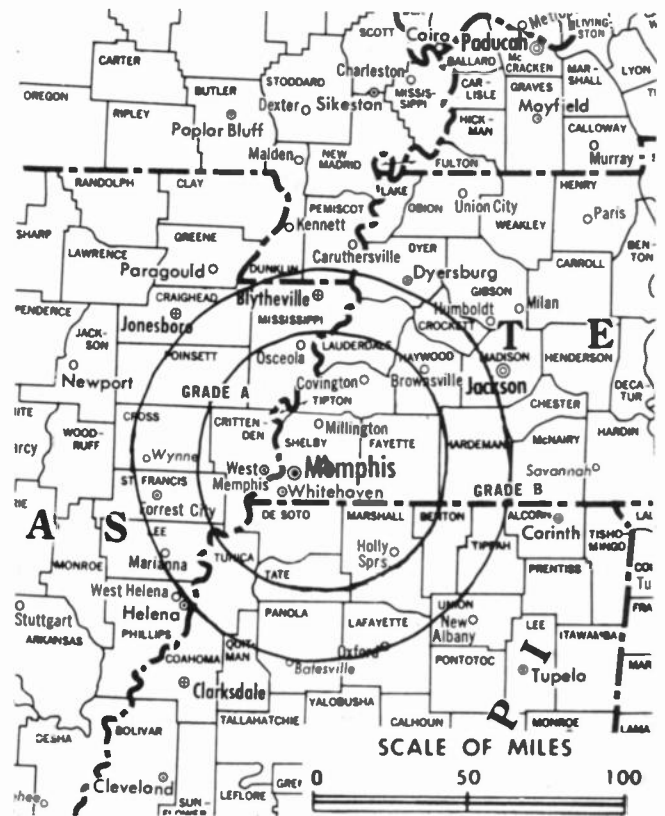
Timothy M. Lynch, President & General Manager.
Susan Adams, General Sales Manager.
Vance Collins, Local Sales Manager.
Dave Janecek, News Director.
John Koski, Promotion Director.
Jim Armacost, Production Manager.
Larry Coughlan, Chief Engineer.
Roberta Hudson, Business Manager.

Rates: On request.

City of License: Memphis. ADI: Memphis. Rank: 42.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ARKANSAS			
	Crittenden	17,500	17,200	98
	Cross	6,700	6,600	99
	Lee	4,500	4,400	98
	Mississippi	20,300	20,000	99
	Poinsett	9,300	9,200	99
	St Francis	9,900	9,700	98
	MISSOURI			
	Pemiscot	8,200	8,000	98
	MISSISSIPPI			
	Benton	2,800	2,800	100
	Coahoma	10,200	10,000	98
	De Soto	26,000	25,600	99
	Lafayette	11,000	10,900	99
	Marshall	10,300	10,200	99
	Panola	10,500	10,400	99
	Quitman	3,300	3,300	100
Tate	7,200	7,100	99	
Tippah	7,400	7,300	99	
Tunica	2,500	2,500	100	
Yalobusha	4,600	4,500	98	
TENNESSEE				
Crockett	5,200	5,200	100	
Dyer	14,000	13,900	99	
Fayette	8,700	8,600	99	
Hardeman	8,400	8,300	99	
Haywood	7,100	7,000	99	
Lake	2,400	2,400	100	



WHBQ-TV BMP(T-1046 Granted 4/30/53

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Lauderdale	8,400	8,300	99
	Shelby	310,200	308,700	100
	Tipton	13,800	13,700	99
Between 25-49%	ARKANSAS			
	Craighead	27,000	26,700	99
	Greene	12,500	12,300	98
	Phillips	9,800	9,600	98
	MISSOURI			
	Dunklin	12,900	12,600	98
	MISSISSIPPI			
	Alcorn	12,400	12,300	99
	Grenada	7,800	7,700	99
	Lee	25,400	25,200	99
Union	8,400	8,400	100	
TENNESSEE				
Gibson	18,300	18,200	99	
Mc Nairy	9,000	8,900	99	
Madison	30,000	29,800	99	
Between 5-24%	ARKANSAS			
	Clay	7,500	7,400	99
	Jackson	7,300	7,200	99
	Monroe	4,200	4,100	98
	MISSOURI			
	New Madrid	7,600	7,400	97
	MISSISSIPPI			
	Lowndes	21,400	21,200	99
	Pontotoc	8,600	8,500	99
	Prentiss	8,600	8,500	99
Tallahatchie	5,200	5,100	98	
TENNESSEE				
Chester	4,700	4,700	100	
Obion	12,400	12,300	99	
Station Totals		811,400	803,900	99
Net Weekly Circulation (1993)				522,300
Average Daily Circulation (1993)				259,300

Tennessee—Memphis

WLMT
Ch. 30

Network Service: None, independent.

Licensee: Television Marketing Group of Memphis Inc., 2876 Directors Cove, Memphis, TN 38131.

Studio: 2876 Directors Cove, Memphis, TN 38131.

Mailing Address: Box 30030, Memphis, TN 38130.

Telephone: 901-346-3030. Fax: 901-346-1451.

Technical Facilities: Channel No. 30 (566-572 MHz). Authorized power: 5000-kw max. visual, 50-kw aural. Antenna: 1002-ft. above av. terrain, 1114-ft. above ground, 1449-ft. above sea level.

Latitude 35° 09' 17"
Longitude 89° 49' 20"

Transmitter: 2.5-mi. NE of Memphis on L & N Railroad.

Satellite Earth Stations: Scientific-Atlanta, 4.6-meter; M/A-Com, 4.2-meter Ku-band; Automation Techniques, 3.8-meter; Automation Techniques, M/A-Com, Scientific-Atlanta receivers.

Ownership: Chesapeake Bay Holding Co. Inc. (Group Owner).

Began Operation: April 18, 1983. Sale to MT Communications by TVX Bcst. Group approved by FCC March 10, 1989 (Television Digest, Vol. 29:7). Sale to present owner approved by FCC March 19, 1992.

Represented (sales): Petry Television Inc.

Represented (legal): McFadden, Evans & Still.

Personnel:

Morrie P. Beitch, Vice President & General Manager.
Joe Mazza, General Sales Manager.
Jim Wright, Local Sales Manager.
Suzanne Peirce, Program Director.
Keith Cox, Business Manager.
Greg Belz, Promotion Director.
Adam Sator, Production Manager.
Doug Henderson, Chief Engineer.

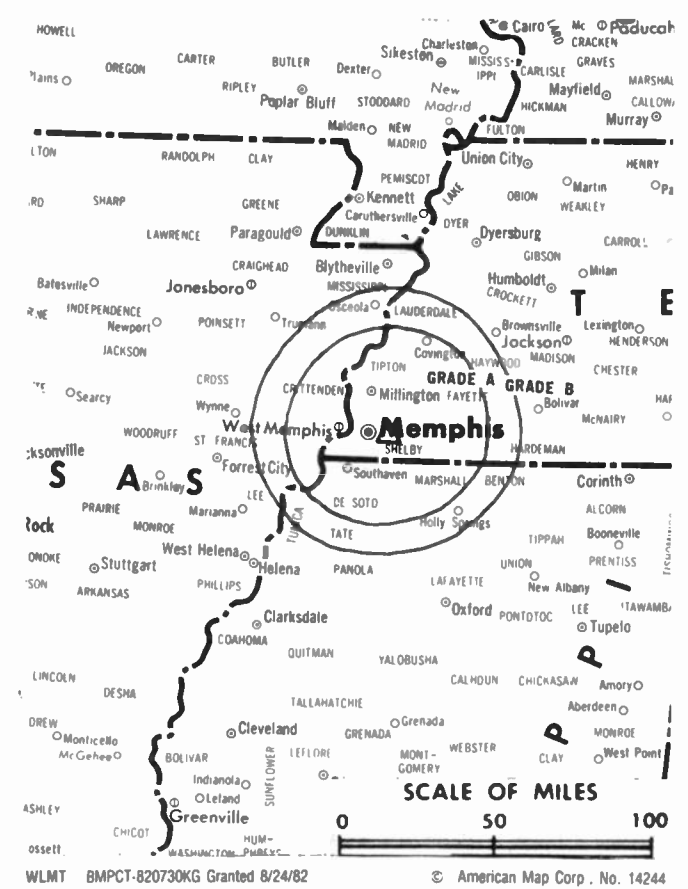
Highest 30 Sec. Rate: \$1200.

Arbitron Data: Includes WMTU, Jackson, TN.

City of License: Memphis. ADI: Memphis. Rank: 42.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MISSISSIPPI			
	Marshall	10,300	10,200	99
	Tate	7,200	7,100	99
	Tunica	2,500	2,500	100
Between 25-49%	TENNESSEE			
	Fayette	8,700	8,600	99
	ARKANSAS			
	Crittenden	17,500	17,200	98
	Cross	6,700	6,600	99
	Lee	4,500	4,400	98
	Mississippi	20,300	20,000	99
	Poinsett	9,300	9,200	99
	St Francis	9,900	9,700	98
	MISSISSIPPI			
	Alcorn	12,400	12,300	99
	De Soto	26,000	25,600	99
	Lafayette	11,000	10,900	99
	Panola	10,500	10,400	99
TENNESSEE				
Carroll	10,800	10,700	99	



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Chester	4,700	4,700	100
	Crockett	5,200	5,200	100
	Dyer	14,000	13,900	99
	Gibson	18,300	18,200	99
	Henderson	8,700	8,600	99
	Lauderdale	8,400	8,300	99
	Mc Nairy	9,000	8,900	99
	Madison	30,000	29,800	99
	Shelby	310,200	308,700	100
	Tipton	13,800	13,700	99
	Weakley	12,100	12,000	99
	Between 5-24%	ARKANSAS		
Greene		12,500	12,300	98
Phillips		9,800	9,600	98
KENTUCKY				
Fulton		3,300	3,300	100
MISSOURI				
Dunklin		12,900	12,600	98
Pemiscot		8,200	8,000	98
MISSISSIPPI				
Benton		2,800	2,800	100
Coahoma		10,200	10,000	98
Quitman		3,300	3,300	100
Tippah		7,400	7,300	99
Union		8,400	8,400	100
TENNESSEE				
Decatur	4,200	4,200	100	
Hardeman	8,400	8,300	99	
Hardin	8,900	8,800	99	
Haywood	7,100	7,000	99	
Henry	11,400	11,300	99	
Obion	12,400	12,300	99	
Station Totals		733,200	726,900	99
Net Weekly Circulation (1993)				296,100
Average Daily Circulation (1993)				124,500

Tennessee—Memphis

WMC-TV Ch. 5

Network Service: NBC.

Licensee: Scripps Howard Inc., 1100 Central Trust Tower, Box 5380, Cincinnati, OH 45201.

Studio: 1960 Union Ave., Memphis, TN 38104.

Telephone: 901-726-0555. **Fax:** 901-276-6851.

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1013-ft. above av. terrain, 1088-ft. above ground, 1335-ft. above sea level.

Latitude 35° 10' 09"
Longitude 89° 53' 12"

Transmitter: 5317 Crestview Dr., U.S. 70 & Macon Rd.

Satellite Earth Stations: Scientific-Atlanta, 7-meter C-band; GE, 5-meter Ku-band; Miralite, 3.9-meter Ku & C-band; Harris, M/A-Com, Scientific-Atlanta, Standard Components receivers.

AM Affiliate: WMC, 5-kw, 790 kHz (ABC).

FM Affiliate: WMC-FM, 300-kw, 99.7 MHz (No. 259), 910-ft (ABC).

News Services: AP, CNN, NBC, UPI.

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

Began Operation: December 11, 1948. Sale to Elcom of Memphis Inc. was approved by FCC Oct. 7, 1993, but is not yet consummated (Television Digest, Vol. 33:30).

Represented (sales): Blair Television.

Represented (legal): Baker & Hostetler.

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

Personnel:

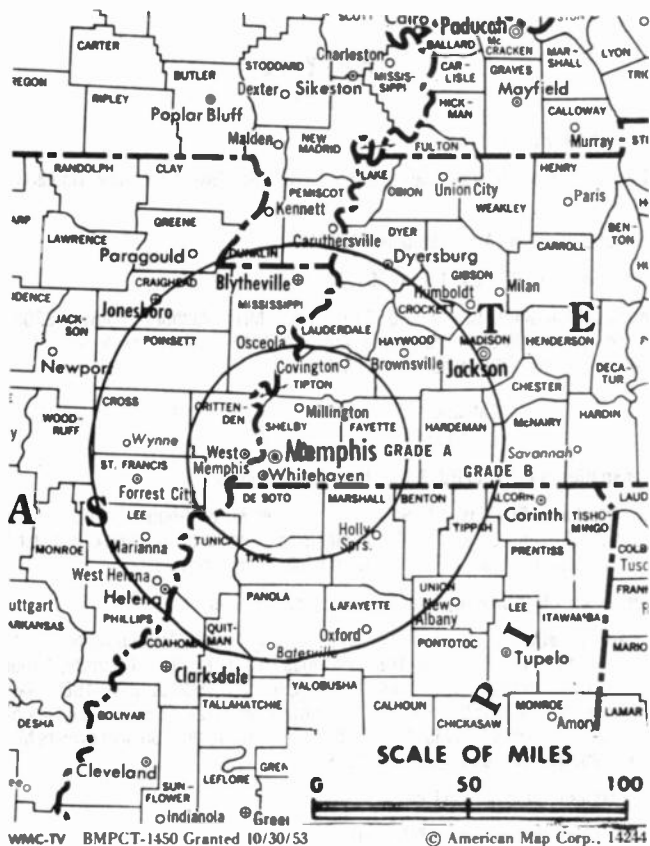
- Ron Klayman, Vice President & General Manager.
- Joe Cooper, Assistant General Manager, Sales.
- William Fee, Local Sales Manager.
- Scott Leslie, National Sales Manager.
- Michael I. Schwartz, Engineering Manager.
- Kathy Aicher, Program Director.
- James Frommel, Business Manager.
- Rob Mize, Broadcast Services Manager.
- Bruce Whiteaker, News Director.
- Craten Armmer, Production Operations Manager.

Rates: On request.

City of License: Memphis. **ADI:** Memphis. **Rank:** 42.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ARKANSAS			
	Craighead	27,000	26,700	99
	Crittenden	17,500	17,200	98
	Cross	6,700	6,600	99
	Greene	12,500	12,300	98
	Lee	4,500	4,400	98
	Mississippi	20,300	20,000	99
	Phillips	9,800	9,600	98
	Poinsett	9,300	9,200	99
	St Francis	9,900	9,700	98
	MISSOURI			
	Pemiscot	8,200	8,000	98
	MISSISSIPPI			
	Alcorn	12,400	12,300	99
	Benton	2,800	2,800	100
Coahoma	10,200	10,000	98	
De Soto	26,000	25,600	99	
Lafayette	11,000	10,900	99	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Marshall	10,300	10,200	99
	Panola	10,500	10,400	99
	Quitman	3,300	3,300	100
	Tate	7,200	7,100	99
	Tippah	7,400	7,300	99
	Tunica	2,500	2,500	100
	Union	8,400	8,400	100
	Yalobusha	4,600	4,500	98
	TENNESSEE			
	Chester	4,700	4,700	100
	Crockett	5,200	5,200	100
	Dyer	14,000	13,900	99
	Fayette	8,700	8,600	99
	Gibson	18,300	18,200	99
	Hardeman	8,400	8,300	99
Haywood	7,100	7,000	99	
Lake	2,400	2,400	100	
Lauderdale	8,400	8,300	99	
Mc Nairy	9,000	8,900	99	
Madison	30,000	29,800	99	
Shelby	310,200	308,700	100	
Tipton	13,800	13,700	99	
Between 25-49%	ARKANSAS			
	Clay	7,500	7,400	99
	Lawrence	6,700	6,600	99
	MISSOURI			
	Dunklin	12,900	12,600	98
MISSISSIPPI				
Bolivar	13,000	12,700	98	
Grenada	7,800	7,700	99	
Leflore	12,600	12,400	98	
(Continued on page A-1088)				
Station Totals		927,500	918,300	99
Net Weekly Circulation (1993)				645,100
Average Daily Circulation (1993)				401,300

Tennessee—Memphis

WPTY-TV Ch. 24

Network Service: Fox.

Licensee: Clear Channel Television Inc., 7322 Southwest Freeway, Houston, TX 77074.

Studio: 2225 Union Ave, Memphis, TN 38104.

Telephone: 901-278-2424. Fax: 901-278-8744.

Technical Facilities: Channel No. 24 (530-536 MHz). Authorized power: 3003-kw max. visual, 600.6-kw max. aural. Antenna: 1011-ft. above av. terrain, 1043-ft. above ground, 1338-ft. above sea level.

Latitude 35° 12' 11"
Longitude 89° 48' 16"

Transmitter: Kate Bond Rd. & U.S. Hwy. 64, Memphis.

Satellite Earth Stations: DH Satellite, 4.3-meter Ku & C-band; Scientific-Atlanta, 5-meter C-band; United Satellite Systems, 5-meter C-band; Vertex, 3-meter Ku-band; Scientific-Atlanta, Standard Communications receivers.

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

Begin Operation: September 10, 1978. Sale by Precht Communications, et al., approved by FCC March 28, 1986. Previous sale by Martin F. Connelly, Arthur E. Muth, et al., to Precht Communications approved by FCC July 23, 1984. Sale to Channel 24 Memphis Ltd. Partnership approved March 28, 1986. Transfer to Chase Bcstg. approved by FCC May 31, 1988. FCC approved sale to present owners March 26, 1992 (Television Digest, Vol. 32:6).

Represented (sales): Seltel Inc.

Represented (legal): Sidley & Austin.

Represented (engineering): Andrus & Associates Inc.

Personnel:

Jack L. Peck, General Manager.
Chuck Spohn, Director of Local Sales.
Ron Goldner, Director of National Sales.
Marshall Hart, Program Director.
Borys Tomaszczuk, Production Manager.
Carey Dickey, Promotion Director.
Catherine Floyd, Business Manager.
Stephen W. Pickell, Chief Engineer.
Cathy Dichtel, Marketing Director.

Rates: On request.

City of License: Memphis. ADI: Memphis. Rank: 42.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ARKANSAS			
	Crittenden	17,500	17,200	98
	Mississippi	20,300	20,000	99
	Poinsett	9,300	9,200	99
	St Francis	9,900	9,700	98
	MISSISSIPPI			
	Alcom	12,400	12,300	99
	De Soto	26,000	25,600	99
	Marshall	10,300	10,200	99
	Panola	10,500	10,400	99
	Tate	7,200	7,100	99
	Tippah	7,400	7,300	99
	Tunica	2,500	2,500	100
	TENNESSEE			
	Fayette	8,700	8,600	99
	Haywood	7,100	7,000	99
	Lake	2,400	2,400	100
	Lauderdale	8,400	8,300	99
	Shelby	310,200	308,700	100
	Tipton	13,800	13,700	99



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	ARKANSAS			
	Craighead	27,000	26,700	99
	Cross	6,700	6,600	99
	Greene	12,500	12,300	98
	Lee	4,500	4,400	98
	Phillips	9,800	9,600	98
	MISSOURI			
	Dunklin	12,900	12,600	98
	Pemiscot	8,200	8,000	98
	MISSISSIPPI			
	Benton	2,800	2,800	100
	Coahoma	10,200	10,000	98
	Lafayette	11,000	10,900	99
	Lee	25,400	25,200	99
	Quitman	3,300	3,300	100
Union	8,400	8,400	100	
Yalobusha	4,600	4,500	98	
TENNESSEE				
Crockett	5,200	5,200	100	
Dyer	14,000	13,900	99	
Gibson	18,300	18,200	99	
Hardeman	8,400	8,300	99	
Madison	30,000	29,800	99	
Between 5-24%	ARKANSAS			
	Clay	7,500	7,400	99
	Lawrence	6,700	6,600	99
	Woodruff	3,600	3,500	97
	MISSISSIPPI			
	Itawamba	7,600	7,500	99
Monroe	13,500	13,400	99	
Prentiss	8,600	8,500	99	
(Continued on page A-1088)				
Station Totals		780,600	773,500	99
Net Weekly Circulation (1993)				430,400
Average Daily Circulation (1993)				196,500

Tennessee—Memphis

WREG-TV Ch. 3

Network Service: CBS.

Licensee: The New York Times Broadcasting Service Inc., 803 Channel 3 Dr., Memphis, TN 38103.

Studio: 803 Channel 3 Dr., Memphis, TN 38103.

Telephone: 901-577-0100. Fax: 901-577-0198.

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1000-ft. above av. terrain, 1077-ft. above ground, 1349-ft. above sea level.

Latitude 35° 10' 52.19"
Longitude 89° 49' 56.11"

Transmitter: 2.75-mi. SE of Bartlett, 2105 Charles Bryan Rd.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Transmit/receive Andrew, 4.5-meter Ku-band; Satcom Technologies, 5-meter Ku & C-band; Scientific-Atlanta, 4.7-meter C-band; Scientific-Atlanta, 7-meter C-band; DX Engineering, Scientific-Atlanta receivers.

News Services: AP, CBS, National Weather Service, NYT.

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

Began Operation: January 1, 1956. Sale to present owner by Cowles Bcstg. approved by FCC Aug. 18, 1971 (Television Digest, Vol. 10:44; 11:34). Sale to Cowles by Hoyt B. Wooten approved by FCC April 24, 1963 (Vol. 3:1, 17).

Represented (sales): Katz American Television.

Represented (legal): Koteen & Naftalin.

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

Personnel:

Dlin Morris, President & General Manager.
Ron Walter, Vice President & Station Manager.
Peggy Vyncke, Vice President & Controller.
Jim Anhalt, Vice President, Engineering & Operations.
Pat Schroder, Director of Sales & Marketing.
Jim Hawkins, Manager of Business Development.
Tim Morrissey, News Director.
Nicky Roberts, Marketing Director.
John Jackson, Chief Engineer.
Stella L. Fields, Program Traffic Manager.

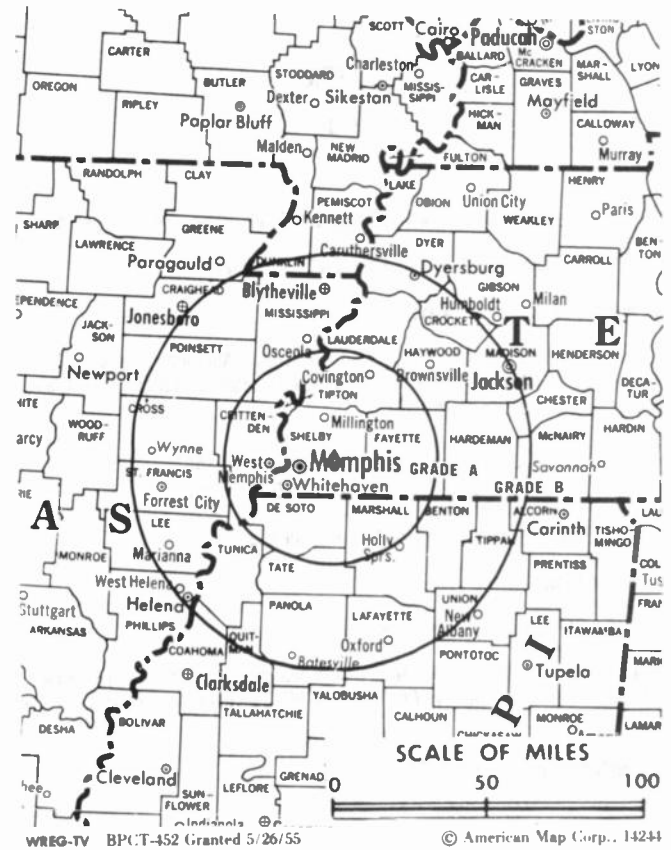
Highest 30 Sec. Rate: \$2500.

NETWORK BASE HOURLY RATE: \$2272.

City of License: Memphis. ADI: Memphis. Rank: 42.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ARKANSAS			
	Craighead	27,000	26,700	99
	Crittenden	17,500	17,200	98
	Cross	6,700	6,600	99
	Greene	12,500	12,300	98
	Lee	4,500	4,400	98
	Mississippi	20,300	20,000	99
	Phillips	9,800	9,600	98
	Poinsett	9,300	9,200	99
	St Francis	9,900	9,700	98
	MISSOURI			
	Pemiscot	8,200	8,000	98
	MISSISSIPPI			
	Alcom	12,400	12,300	99
	Benton	2,800	2,800	100
Coahoma	10,200	10,000	98	
De Soto	26,000	25,600	99	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Lafayette	11,000	10,900	99
	Marshall	10,300	10,200	99
	Panola	10,500	10,400	99
	Quitman	3,300	3,300	100
	Tate	7,200	7,100	99
	Tippah	7,400	7,300	99
	Tunica	2,500	2,500	100
	Yalobusha	4,600	4,500	98
	TENNESSEE			
	Chester	4,700	4,700	100
	Crockett	5,200	5,200	100
	Dyer	14,000	13,900	99
	Fayette	8,700	8,600	99
	Gibson	18,300	18,200	99
	Hardeman	8,400	8,300	99
Hardin	8,900	8,800	99	
Haywood	7,100	7,000	99	
Lauderdale	8,400	8,300	99	
Mc Nairy	9,000	8,900	99	
Madison	30,000	29,800	99	
Shelby	310,200	308,700	100	
Tipton	13,800	13,700	99	
Between 25-49%	ARKANSAS			
	Clay	7,500	7,400	99
	Jackson	7,300	7,200	99
	Lawrence	6,700	6,600	99
	Randolph	6,500	6,400	98
MISSOURI				
Dunklin	12,900	12,600	98	
MISSISSIPPI				
Grenada	7,800	7,700	99	
(Continued on page A-1088)				
Station Totals		883,400	874,800	99
Net Weekly Circulation (1993)				618,500
Average Daily Circulation (1993)				374,700

Tennessee—Murfreesboro-Nashville

WHTN

Ch. 39

Network Service: None, independent.

Licensee: Christian Television Network Inc., Box 6922, Clearwater, FL 34618.

Studio: 14346 Lebanon Rd., Old Hickory, TN 37138-1628.

Telephone: 615-754-0039. **Fax:** 615-754-0047.

Technical Facilities: Channel No. 39 (620-626 MHz). Authorized power: 1910-kw max. visual, 191-kw max. aural. Antenna: 821-ft. above av. terrain, 878-ft. above ground, 1449-ft. above sea level.

Latitude 36° 04' 54"
Longitude 86° 25' 57"

Transmitter: Lone Oak Rd., 2.36-mi. SW of Gladeville.

Satellite Earth Stations: 3 in operation.

Ownership: Christian Television Network (Group Owner).

Began Operation: December 30, 1983. Sale to Murfreesboro TV Corp by Channel 39 of Murfreesboro approved by FCC Aug. 2, 1985. Sale to present owners approved Aug. 21, 1986.

Represented (legal): Gammon & Grange.

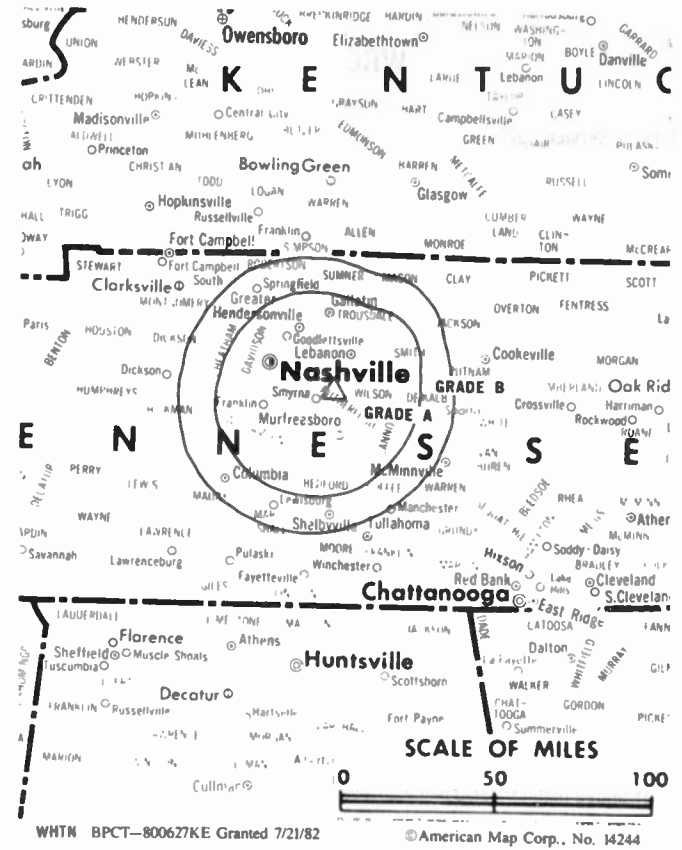
Personnel:

- Robert R. D'Andrea, President & General Manager.
- Brian Glassford, Station Manager.
- Dale Howard, Chief Engineer.
- Steve Bates, Production & Promotion Director.

Highest 30 Sec. Rate: \$90.

City of License: Murfreesboro. **ADI:** Nashville. **Rank:** 33.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households Households	%
	TENNESSEE			
Between 5-24%	Macon	6,300	6,300	100
	Marshall	8,600	8,500	99
Station Totals		14,900	14,800	99
Net Weekly Circulation (1993)			7,000	
Average Daily Circulation (1993)			2,200	

Tennessee—Nashville

WKRN-TV Ch. 2

Network Service: ABC.

Licensee: WKRN L.P., 599 E. Lexington Ave, 47th Floor, New York, NY 10022.

Studio: 441 Murfreesboro Rd., Nashville, TN 37210.

Telephone: 615-259-2200.

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1353-ft. above av. terrain, 942-ft. above ground, 2049-ft. above sea level.

Latitude 36° 02' 49"
Longitude 86° 49' 49"

Transmitter: 1406 Old Hickory Blvd., 8-mi. S of Nashville.

Satellite Earth Stations: Andrew, 9-meter C-band; Scientific-Atlanta, 7-meter C-band; Andrew, 4.5-meter C-band; Vertex, 4.5-meter Ku-band; AvanteK, DX Engineering, M/A-Com, Scientific-Atlanta receivers.

News Service: AP.

Ownership: Young Broadcasting Inc. (Group Owner).

Began Operation: November 28, 1953 on Ch. 8. Sale to Young Bcstg. by Knight-Ridder approved by FCC April 17, 1989 (Television Digest, Vol. 29:9). Sale to Knight-Ridder by General Electric Bcstg. Co. approved Sept. 28, 1983 (Vol. 22:48; 23:18). Sale to General Electric by Louis R. Draughton & Associates approved April 6, 1966 (Vol. 5:41; 6:15).

Represented (sales): Adam Young Inc.

Represented (legal): Wiley, Rein & Fielding.

Personnel:

Deborah McDermott, Vice President & General Manager.

David Sankovich, General Sales Manager.

Mickey Martin, Local Sales Manager.

Jim Lannin, National Sales Manager.

Gene Parker, Chief Engineer.

Robert Brennan, Business Manager.

Rates: On request.

City of License: Nashville. ADI: Nashville. Rank: 33.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. Country coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	KENTUCKY			
	Christian	21,300	21,200	100
	Monroe	4,500	4,500	100
	Simpson	5,800	5,800	100
	Todd	4,100	4,100	100
	Trigg	4,100	4,100	100
	TENNESSEE			
	Bedford	11,900	11,800	99
	Benton	5,700	5,700	100
	Cannon	4,100	4,100	100
Cheatham	10,200	10,100	99	
Clay	2,900	2,900	100	
Coffee	16,000	15,900	99	
Davidson	212,700	212,000	100	
Decatur	4,200	4,200	100	
De Kalb	5,800	5,700	98	
Dickson	13,800	13,700	99	
Franklin	12,900	12,800	99	
Giles	10,000	9,900	99	
Henry	11,400	11,300	99	
Hickman	6,200	6,200	100	
Houston	2,700	2,700	100	
Humphreys	6,200	6,200	100	
Jackson	3,700	3,700	100	



WKRN-TV Doc—19617 Granted 8/23/73 ©American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Lawrence	13,500	13,400	99
	Lewis	3,700	3,700	100
	Macon	6,300	6,300	100
	Marshall	8,600	8,500	99
	Maury	21,200	21,100	100
	Montgomery	36,100	35,900	99
	Moore	1,800	1,800	100
	Overton	6,900	6,800	99
	Perry	2,500	2,500	100
	Putnam	20,400	20,200	99
	Robertson	15,600	15,500	99
	Rutherford	45,300	45,100	100
	Smith	5,400	5,400	100
	Stewart	3,800	3,800	100
	Sumner	39,000	38,800	99
	Trousdale	2,300	2,300	100
	Van Buren	1,800	1,800	100
	Warren	12,900	12,800	99
	White	7,900	7,800	99
	Williamson	30,200	30,000	99
Wilson	25,600	25,500	100	
Between 25-49%	KENTUCKY			
	Allen	5,600	5,600	100
	Barren	13,100	13,000	99
	Calloway	12,000	11,900	99
	Clinton	3,600	3,600	100
	Cumberland	2,700	2,700	100
	Logan	9,500	9,400	99
TENNESSEE				
Lincoln	11,100	11,000	99	
Pickett	1,800	1,800	100	

(Continued on page A-1088)

Station Totals	854,300	849,500	99
Net Weekly Circulation (1993)			605,600
Average Daily Circulation (1993)			350,700

Tennessee—Nashville

WSMV
Ch. 4

Network Service: NBC.

Licensee: Cook Inlet Television Partners L.P., 1800 Ave. of the Stars, Suite 450, Los Angeles, CA 90067.

Studio: 5700 Knob Rd., Nashville, TN 37209.

Telephone: 615-353-4444. TWX: 810-371-1148. Fax: 615-353-2348.

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 200-kw visual, 20-kw aural. Antenna: 1425-ft. above av. terrain, 1368-ft. above ground, 2049-ft. above sea level.

Latitude 36° 08' 27.20"
Longitude 86° 51' 56.20"

Transmitter: 5700 Knob Rd.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Harris, 6.1-meter Ku-band; Odom, 5-meter C-band; Harris, 3.5-meter Ku-band; Harris, Microdyne receivers.

SNG Mobile Dish: Dalsat, 3-meter Ku-band.

News Service: AP.

Ownership: Cook Inlet Communications L.P. (Group Owner).

Began Operation: September 30, 1950. Sale to present owners approved April 17, 1989. Sale to Gillett Bcstg. by NLT Corp. approved by FCC Sept. 14, 1981 (Television Digest, Vol. 21:20).

Represented (sales): TeleRep Inc.

Represented (legal): Wilmer, Cutler & Pickering.

Personnel:

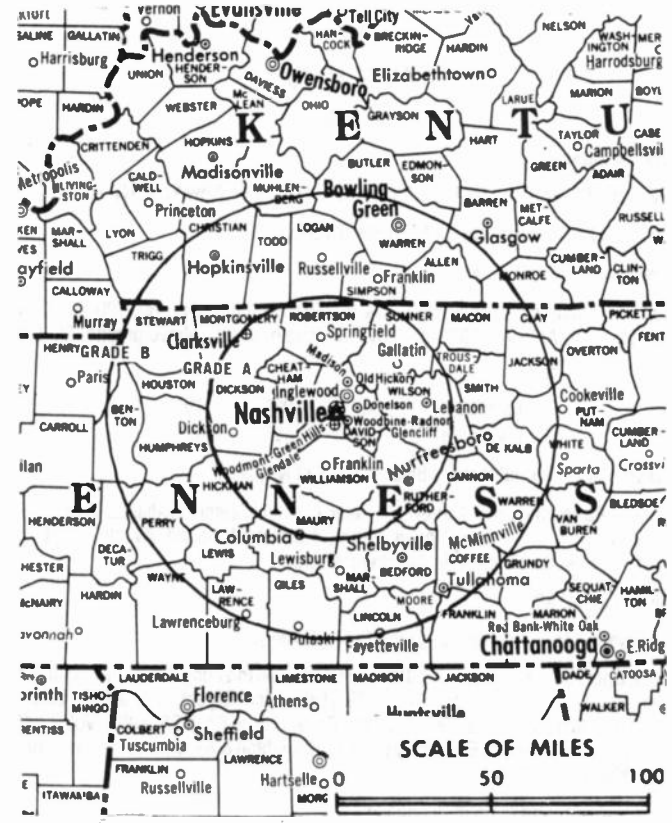
- Mike Kettenring, President & General Manager.
- Dan Akens, Program Director.
- Swan Burrus III, General Sales Manager.
- Linda Sherman, Local Sales Manager.
- Steve Smith, National Sales Manager.
- Alan Griggs, News Director.
- Brenda Jordan, Program Coordinator.
- Teresa McDaniel, Contoller.
- Carolyn Lawrence, Creative Services Director.
- Larry Emsweller, Operations Manager.

Rates: On request.

City of License: Nashville. ADI: Nashville. Rank: 33.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
KENTUCKY				
50% & Over	Allen	5,600	5,600	100
	Barren	13,100	13,000	99
	Butler	4,200	4,200	100
	Christian	21,300	21,200	100
	Clinton	3,600	3,600	100
	Cumberland	2,700	2,700	100
	Edmonson	3,700	3,700	100
	Logan	9,500	9,400	99
	Monroe	4,500	4,500	100
	Simpson	5,800	5,800	100
	Todd	4,100	4,100	100
	Trigg	4,100	4,100	100
	Warren	29,100	28,900	99
TENNESSEE				
	Bedford	11,900	11,800	99
	Benton	5,700	5,700	100
	Cannon	4,100	4,100	100
	Carroll	10,800	10,700	99
	Cheatham	10,200	10,100	99
	Clay	2,900	2,900	100



WSMV BPCT-860206KE Granted 3/24/86 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Coffee	16,000	15,900	99
	Davidson	212,700	212,000	100
	Decatur	4,200	4,200	100
	De Kalb	5,800	5,700	98
	Dickson	13,800	13,700	99
	Franklin	12,900	12,800	99
	Giles	10,000	9,900	99
	Henry	11,400	11,300	99
	Hickman	6,200	6,200	100
	Houston	2,700	2,700	100
	Humphreys	6,200	6,200	100
	Jackson	3,700	3,700	100
	Lawrence	13,500	13,400	99
	Lewis	3,700	3,700	100
	Macon	6,300	6,300	100
	Marshall	8,600	8,500	99
	Maury	21,200	21,100	100
	Montgomery	36,100	35,900	99
	Moore	1,800	1,800	100
	Overton	6,900	6,800	99
	Perry	2,500	2,500	100
	Pickett	1,800	1,800	100
	Putnam	20,400	20,200	99
	Robertson	15,600	15,500	99
	Rutherford	45,300	45,100	100
	Smith	5,400	5,400	100
	Stewart	3,800	3,800	100
	Sumner	39,000	38,800	99
	Trousdale	2,300	2,300	100
	Van Buren	1,800	1,800	100
	Warren	12,900	12,800	99
(Continued on page A-1088)				
Station Totals		947,700	942,100	99
Net Weekly Circulation (1993)				696,300
Average Daily Circulation (1993)				419,200

Tennessee—Nashville

WTVF
Ch. 5

Network Service: CBS.

Licensee: Landmark Television of Tennessee Inc., 150 W. Brambleton, Norfolk, VA 23510.

Studio: 474 James Robertson Pkwy., Nashville, TN 37219.

Telephone: 615-244-5000. Fax: 615-248-5207.

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: Circularly polarized, 1394-ft. above av. terrain, 1179-ft. above ground, 2049-ft. above sea level.

Latitude 36° 16' 05"
Longitude 86° 47' 16"

Transmitter: Brick Church Pike & Old Hickory Blvd.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Scientific-Atlanta, 7-meter C-band; Harris, 6.1-meter Ku-band; Scientific-Atlanta, 5-meter C-band; Scientific-Atlanta, 4.6-meter C-band; DX Engineering, Scientific-Atlanta receivers.

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

News Services: AP, Conus.

Ownership: Landmark Communications Inc. (Group Owner).

Began Operation: August 6, 1954. Working control of Life & Casualty Insurance Co. was acquired in 1958 by John D. & Clint W. Murchinson Jr., but FCC didn't approve this transfer of control until July 29, 1959 (Television Digest, Vol. 14:35, 15:30). American General Insurance Co. acquired 100% of the stock of Life & Casualty Co. on Jan. 1, 1969. Sale to H & C Communications approved Oct. 15, 1975. Sale to Landmark Communications was approved by FCC Sept. 12, 1991 (Vol. 31:26).

Represented (sales): Katz American Television.

Represented (legal): Hogan & Hartson.

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

Personnel:

- Lemuel E. Lewis, General Manager.
- Bob Clift, General Sales Manager.
- Lynn Moore, National Sales Manager.
- Kathy Peet, Local Sales Manager.
- Bob Stoldal, News Director.
- Mark Binda, Program Director.
- Pamela Case, Promotion Director.
- Greg Hankins, Marketing Director.
- David Earnhardt, Production Manager.
- Debbie Turner, Business Manager.
- Roger Dowdy, Chief Engineer.

Rates: On request.

City of License: Nashville. ADI: Nashville. Rank: 33.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households Households	%
50% & Over	KENTUCKY			
	Allen	5,600	5,600	100
	Barren	13,100	13,000	99
	Butler	4,200	4,200	100
	Caldwell	5,300	5,200	98
	Christian	21,300	21,200	100
	Clinton	3,600	3,600	100
	Cumberland	2,700	2,700	100
	Edmonson	3,700	3,700	100
	Logan	9,500	9,400	99
	Metcalfe	3,500	3,500	100
	Monroe	4,500	4,500	100
	Muhlenberg	11,600	11,500	99



Net Weekly Circulation	State County	Total Households	TV Households Households	%
50% & Over	Simpson	5,800	5,800	100
	Todd	4,100	4,100	100
	Trigg	4,100	4,100	100
	Warren	29,100	28,900	99
	TENNESSEE			
Bedford	11,900	11,800	99	
Benton	5,700	5,700	100	
Cannon	4,100	4,100	100	
Cheatham	10,200	10,100	99	
Clay	2,900	2,900	100	
Coffee	16,000	15,900	99	
Davidson	212,700	212,000	100	
Decatur	4,200	4,200	100	
De Kalb	5,800	5,700	98	
Dickson	13,800	13,700	99	
Franklin	12,900	12,800	99	
Henry	11,400	11,300	99	
Hickman	6,200	6,200	100	
Houston	2,700	2,700	100	
Humphreys	6,200	6,200	100	
Jackson	3,700	3,700	100	
Lawrence	13,500	13,400	99	
Lewis	3,700	3,700	100	
Macon	6,300	6,300	100	
Marshall	8,600	8,500	99	
Maury	21,200	21,100	100	
Montgomery	36,100	35,900	99	
Moore	1,800	1,800	100	
Overton	6,900	6,800	99	
Perry	2,500	2,500	100	
Pickett	1,800	1,800	100	

(Continued on page A-1089)

Station Totals	973,000	967,200	99
Net Weekly Circulation (1993)			713,200
Average Daily Circulation (1993)			421,200

Tennessee—Nashville

WXMT
Ch. 30

Network Service: None, independent.

Licensee: Central Tennessee Bcstg. Corp., 300 Peabody St., Nashville, TN 37210.

Studio: 300 Peabody St., Nashville, TN 37210.

Telephone: 615-256-3030. Fax: 615-244-7442.

Technical Facilities: Channel No. 30 (566-572 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 1415-ft. above av. terrain, 1249-ft. above ground, 2017-ft. above sea level.

Latitude 36° 15' 50"
Longitude 86° 47' 38"

Transmitter: 1-mi. S of intersection of 124 & Old Hickory Blvd.

Satellite Earth Stations: 4 in operation.

Ownership: MT Communications Inc.

Began Operation: February 18, 1984. Sale to present owner by TVX Broadcast Group approved by FCC Oct. 19, 1988.

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

Personnel:

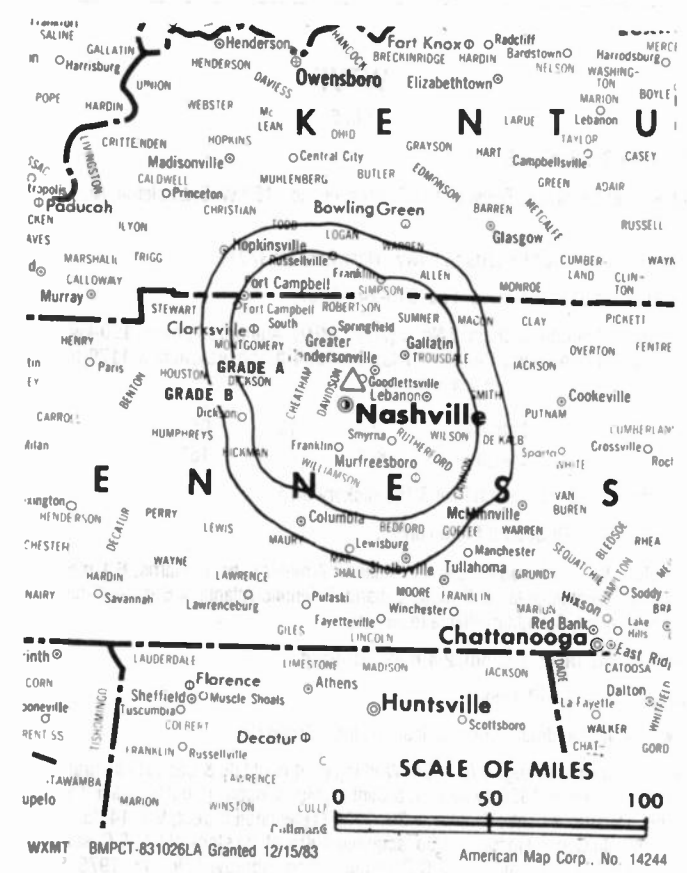
- Michele Friedenber, Station & General Sales Manager.
- Ray McInturff, Director of Engineering.
- Cathy Balthrop, Business Manager.
- Tracy Stavros, Program & Promotion Director.

Highest 30 Sec. Rate: \$500.

City of License: Nashville. ADI: Nashville. Rank: 33.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households Households	%
50% & Over	KENTUCKY			
	Todd	4,100	4,100	100
Between 25-49%	KENTUCKY			
	Allen	5,600	5,600	100
	Christian	21,300	21,200	100
	Logan	9,500	9,400	99
	Simpson	5,800	5,800	100
	Trigg	4,100	4,100	100
	TENNESSEE			
	Cheatham	10,200	10,100	99
	Davidson	212,700	212,000	100
	Dickson	13,800	13,700	99
	Macon	6,300	6,300	100
	Montgomery	36,100	35,900	99
	Robertson	15,600	15,500	99
Rutherford	45,300	45,100	100	
Sumner	39,000	38,800	99	
Between 5-24%	KENTUCKY			
	Barren	13,100	13,000	99
	Butler	4,200	4,200	100
	Cumberland	2,700	2,700	100
	Edmonson	3,700	3,700	100



Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 5-24%	Monroe	4,500	4,500	100
	Muhlenberg	11,600	11,500	99
	Warren	29,100	28,900	99
TENNESSEE	Bedford	11,900	11,800	99
	Cannon	4,100	4,100	100
	Clay	2,900	2,900	100
	Coffee	16,000	15,900	99
	De Kalb	5,800	5,700	98
	Grundy	4,800	4,700	98
	Hickman	6,200	6,200	100
	Humphreys	6,200	6,200	100
	Jackson	3,700	3,700	100
	Marshall	8,600	8,500	99
	Maury	21,200	21,100	100
	Overton	6,900	6,800	99
	Stewart	3,800	3,800	100
	Trousdale	2,300	2,300	100
	Warren	12,900	12,800	99
	White	7,900	7,800	99
	Williamson	30,200	30,000	99
Wilson	25,600	25,500	100	
Station Totals		679,300	675,900	99
Net Weekly Circulation (1993)				162,600
Average Daily Circulation (1993)				61,600

Tennessee—Nashville

WZTV
Ch. 17

Network Service: Fox.

Licensee: Act III Bcstg. Inc., 5784 Lake Forrest Dr., Suite 255, Atlanta, GA 30328.

Studio: 631 Mainstream Dr., Nashville, TN 37228.

Telephone: 615-244-1717. TWX: 810-371-1280. Fax: 615-259-3962.

Technical Facilities: Channel No. 17 (488-494 MHz). Authorized power: 3266-kw max. & 2193-kw horizontal visual, 327-kw max. & 219-kw horizontal aural. Antenna: 1160-ft. above av. terrain, 1062-ft. above ground, 1742-ft. above sea level.

Latitude 36° 08' 27"
Longitude 86° 51' 56"

Transmitter: 5700 Knob Rd., Nashville.

Multichannel TV Sound: Stereo and separate audio program.

Satellite Earth Stations: Comtech, 5-meter Ku & C-band; Scientific-Atlanta, 5-meter C-band; Standard Components, Wegener receivers.

News Service: AP.

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

Began Operation: August 5, 1968 as WMCV; left air March 14, 1971. Sale to Hudson Bcstg. approved by FCC Aug. 1974. Sale to Robert Zelle approved Sept. 30, 1975. Resumed operation March 6, 1976. Sale to Multimedia by Robert K. Zelle, et al., approved by FCC Dec. 14, 1979 (Television Digest, Vol. 19:5; 20:10). Sale to Act III Bcstg. by Multimedia approved by FCC April 29, 1988 (Vol. 28:5, 12, 26).

Represented (sales): Settel Inc.

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

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

Personnel:

Robert Jay, Vice President & General Manager.
Jim Bankston, General Sales Manager.
Judi Barnes, Local Sales Manager.
Phil Crittfield, Regional Sales Manager.
Deb Chadwell, Program Director.
Heidi Cooke, Promotion Director.
Cathy Viola, Controller.
Ed Murlatt, Chief Engineer.
Ritch Sublett, Production Manager.

Rates: On request.

City of License: Nashville. ADI: Nashville. Rank: 33.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	KENTUCKY			
	Christian	21,300	21,200	100
	Logan	9,500	9,400	99
	Todd	4,100	4,100	100
	TENNESSEE			
	Cheatham	10,200	10,100	99
	Davidson	212,700	212,000	100
	Dickson	13,800	13,700	99
	Macon	6,300	6,300	100
	Marshall	8,600	8,500	99
Mauy	21,200	21,100	100	
Montgomery	36,100	35,900	99	
Robertson	15,600	15,500	99	
Rutherford	45,300	45,100	100	
Sumner	39,000	38,800	99	
Trousdale	2,300	2,300	100	
Williamson	30,200	30,000	99	
Wilson	25,600	25,500	100	
Between 25-49%	KENTUCKY			
	Allen	5,600	5,600	100
	Monroe	4,500	4,500	100



WZTV BPCT-920512KH Granted 6/16/92 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Muhlenberg	11,600	11,500	99
	Simpson	5,800	5,800	100
	Trigg	4,100	4,100	100
	Warren	29,100	28,900	99
	TENNESSEE			
	Bedford	11,900	11,800	99
	Cannon	4,100	4,100	100
	Coffee	16,000	15,900	99
	De Kalb	5,800	5,700	98
	Franklin	12,900	12,800	99
Henry	11,400	11,300	99	
Hickman	6,200	6,200	100	
Houston	2,700	2,700	100	
Humphreys	6,200	6,200	100	
Jackson	3,700	3,700	100	
Lewis	3,700	3,700	100	
Overton	6,900	6,800	99	
Perry	2,500	2,500	100	
Putnam	20,400	20,200	99	
Between 5-24%	KENTUCKY			
	Barren	13,100	13,000	99
	Butler	4,200	4,200	100
	Clinton	3,600	3,600	100
	Cumberland	2,700	2,700	100
	Edmonson	3,700	3,700	100
	Marshall	11,000	11,000	100
	TENNESSEE			
	Benton	5,700	5,700	100
	Clay	2,900	2,900	100
Decatur	4,200	4,200	100	
Giles	10,000	9,900	99	
Station Totals		802,800	798,700	99
Net Weekly Circulation (1993)				390,500
Average Daily Circulation (1993)				179,800

(Continued on page A-1089)

Tennessee

WBIR-TV, Knoxville (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 5-24%	TENNESSEE			
	Meigs	3,200	3,200	100
	Polk	5,100	5,100	100
	Rhea	9,400	9,300	99
	Sullivan	57,500	57,200	100
	VIRGINIA			
	Russell	10,400	10,200	98
	Scott	8,800	8,600	98

WMC-TV, Memphis (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 25-49%	MISSISSIPPI			
	Sunflower	9,400	9,200	98
	Tallahatchie	5,200	5,100	98
	Washington	22,500	22,200	99
	TENNESSEE			
	Hardin	8,900	8,800	99
	Henderson	8,700	8,600	99
	Obion	12,400	12,300	99
Between 5-24%	ARKANSAS			
	Jackson	7,300	7,200	99
	Randolph	6,500	6,400	98
	Woodruff	3,600	3,500	97
	MISSISSIPPI			
	Chickasaw	6,600	6,500	98
	Clay	7,300	7,200	99
	Itawamba	7,600	7,500	99
	Lee	25,400	25,200	99
	Oktibbeha	13,000	12,800	98
	Pontotoc	8,600	8,500	99
	Prentiss	8,600	8,500	99
	TENNESSEE			
	Carroll	10,800	10,700	99
	Weakley	12,100	12,000	99

WPTY-TV, Memphis (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 5-24%	MISSISSIPPI			
	Tallahatchie	5,200	5,100	98
	Tishomingo	7,100	7,000	99
	TENNESSEE			
	Chester	4,700	4,700	100
	Mc Nairy	9,000	8,900	99

WREG-TV, Memphis (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 25-49%	MISSISSIPPI			
	Lee	25,400	25,200	99
	Union	8,400	8,400	100
	TENNESSEE			
	Carroll	10,800	10,700	99

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

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 25-49%	Henderson	8,700	8,600	99
Between 5-24%	ARKANSAS			
	Monroe	4,200	4,100	98
	Woodruff	3,600	3,500	97
	MISSISSIPPI			
	Bolivar	13,000	12,700	98
	Chickasaw	6,600	6,500	98
	Itawamba	7,600	7,500	99
	Pontotoc	8,600	8,500	99
	Prentiss	8,600	8,500	99
	Sunflower	9,400	9,200	98
	Tallahatchie	5,200	5,100	98
	Tishomingo	7,100	7,000	99
	TENNESSEE			
	Lake	2,400	2,400	100
	Obion	12,400	12,300	99
	Weakley	12,100	12,000	99

WKRN-TV, Nashville (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%	
Between 5-24%	KENTUCKY				
	Butler	4,200	4,200	100	
	Edmonson	3,700	3,700	100	
	Grayson	8,200	8,100	99	
	Metcalfe	3,500	3,500	100	
	Muhlenberg	11,600	11,500	99	
	Warren	29,100	28,900	99	
	TENNESSEE				
		Carroll	10,800	10,700	99
		Cumberland	14,100	13,900	99
	Grundy	4,800	4,700	98	
	Henderson	8,700	8,600	99	
	Wayne	5,200	5,100	98	

WSMV, Nashville (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
50% & Over	TENNESSEE			
	Wayne	5,200	5,100	98
	White	7,900	7,800	99
	Williamson	30,200	30,000	99
	Wilson	25,600	25,500	100
Between 25-49%	KENTUCKY			
	Caldwell	5,300	5,200	98
	Calloway	12,000	11,900	99
	Metcalfe	3,500	3,500	100
	TENNESSEE			
	Fentress	5,600	5,500	98
	Grundy	4,800	4,700	98
	Hardin	8,900	8,800	99
	Henderson	8,700	8,600	99
	Lincoln	11,100	11,000	99
Between 5-24%	KENTUCKY			
	Grayson	8,200	8,100	99
	Hart	5,800	5,800	100
	Hopkins	17,900	17,800	99

Tennessee

WSMV—(Continued) (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 5-24%	KENTUCKY			
	Muhlenberg	11,600	11,500	99
	Ohio	7,800	7,700	99
	TENNESSEE			
	Cumberland	14,100	13,900	99
Madison	30,000	29,800	99	
Weakley	12,100	12,000	99	

WTVF, Nashville (Arbitron Data Continued)

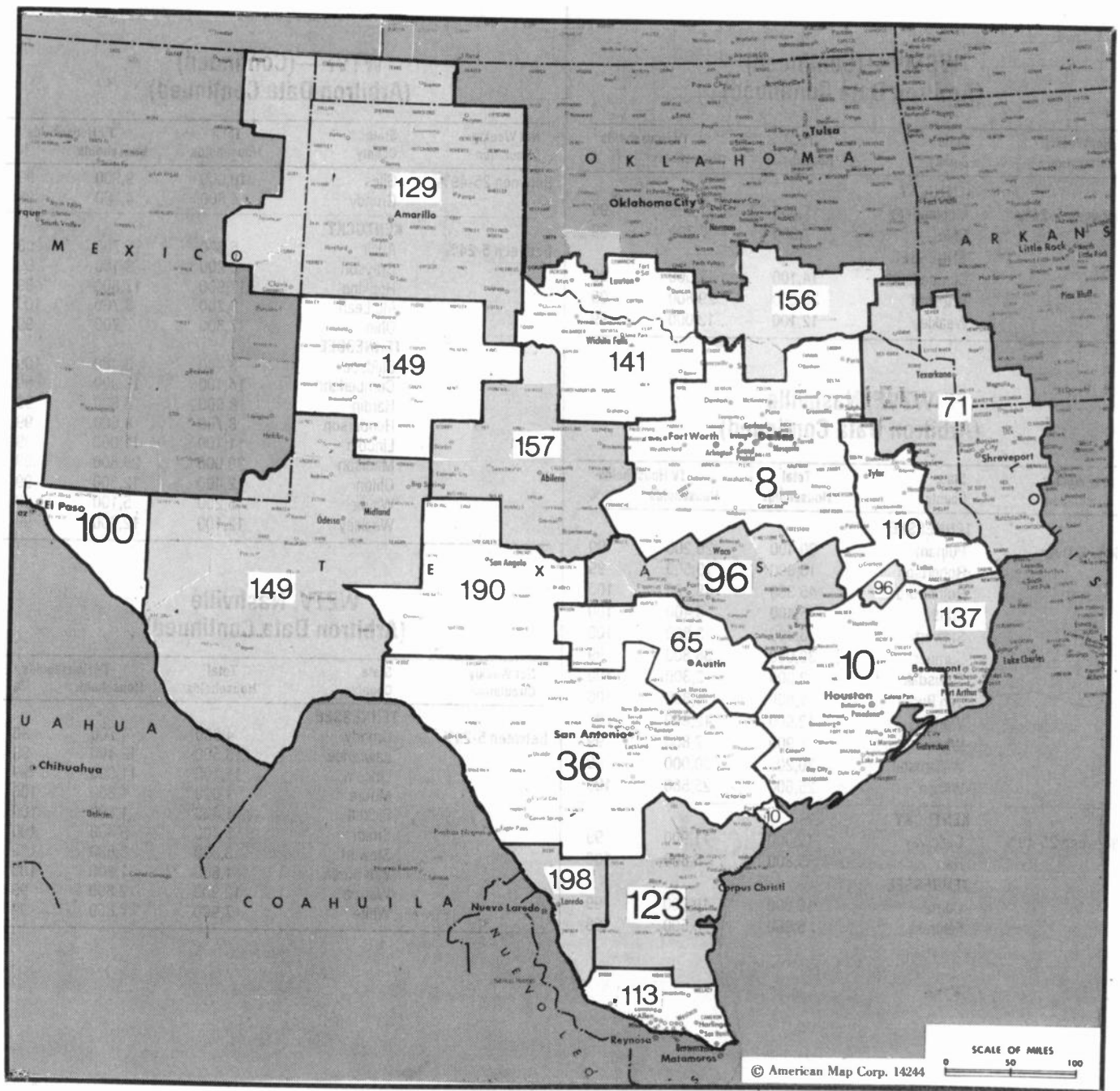
Net Weekly Circulation	State County	Total Households	TV Households Households	%
50% & Over	TENNESSEE			
	Putnam	20,400	20,200	99
	Robertson	15,600	15,500	99
	Rutherford	45,300	45,100	100
	Smith	5,400	5,400	100
	Stewart	3,800	3,800	100
	Sumner	39,000	38,800	99
	Trousdale	2,300	2,300	100
	Van Buren	1,800	1,800	100
	Warren	12,900	12,800	99
	White	7,900	7,800	99
	Williamson	30,200	30,000	99
	Wilson	25,600	25,500	100
	Between 25-49%	KENTUCKY		
Calloway		12,000	11,900	99
Hart		5,800	5,800	100
TENNESSEE				
Carroll		10,800	10,700	99
Fentress	5,600	5,500	98	

WTVF—(Continued) (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 25-49%	Giles	10,000	9,900	99
	Grundy	4,800	4,700	98
Between 5-24%	KENTUCKY			
	Adair	5,800	5,700	98
	Grayson	8,200	8,100	99
	Hopkins	17,900	17,800	99
	Mc Lean	3,700	3,700	100
	Ohio	7,800	7,700	99
	TENNESSEE			
	Bledsoe	3,400	3,400	100
	Cumberland	14,100	13,900	99
	Hardin	8,900	8,800	99
	Henderson	8,700	8,600	99
	Lincoln	11,100	11,000	99
	Madison	30,000	29,800	99
	Obion	12,400	12,300	99
Wayne	5,200	5,100	98	
Weakley	12,100	12,000	99	

WZTV, Nashville (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 5-24%	TENNESSEE			
	Grundy	4,800	4,700	98
	Lawrence	13,500	13,400	99
	Lincoln	11,100	11,000	99
	Moore	1,800	1,800	100
	Pickett	1,800	1,800	100
	Smith	5,400	5,400	100
	Stewart	3,800	3,800	100
	Van Buren	1,800	1,800	100
	Warren	12,900	12,800	99
	White	7,900	7,800	99



Market	Arbitron ADI TV Households	Rank	Market Area Commercial TV Stations
Dallas-Fort Worth, TX	1,788,000	8	KDAF (33), KDFI-TV (27), KDFW-TV (4), KDTX-TV (58), KFWD (52), KHSX-TV (49), KLDT (55), KTVT (11), KTXA (21), KUVN (23), KXAS-TV (5), KCTX-TV (39), WFAA-TV (8), KHOU-TV (11), KHSH-TV (67), KHTV (39), KNWS-TV (51), KPRC-TV (2), KRIV (26), KRTW (57), KTFH (49), KTMD (48), KTRK-TV (13), KTXH (20), KXLN-TV (45), KABB (29), KAVU-TV (25), KENS-TV (5), KMOL-TV (4), KRRT (35), KSAT-TV (12), KVAW (16), KVCT (19), KVDA (60), KWEX-TV (41)
Houston, TX	1,520,900	10	KBVO-TV (42), KTBC-TV (7), KVUE-TV (24), KXAM-TV (14), KXAN-TV (36), KMSS-TV (33), KSLA-TV (12), KTAL-TV (6), KTBS-TV (3), KBTX-TV (3), KCEN-TV (6), KWKT (44), KWTX-TV (10), KOOV (25), 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), XHJL-TV (44)
San Antonio-Victoria, TX	636,300	36	KGBT-TV (4), KNVO (48), KRGV-TV (5), KVEO (23), XHRI (2), KETK-TV (56), KFJK (51), KLSB-TV (19), KLTW (7), KTRE (9), KHJ (3), KORO (28), KRIS-TV (6), KZTV (10)
Austin, TX	392,400	65	KAMR-TV (4), KCIT (14), KFDA-TV (10), KVH-TV (12), KVII-TV (7), KBMT (12), KFDM-TV (6), KJAC-TV (4)
Shreveport, LA-Texarkana, TX	368,100	71	KAUZ-TV (6), KFDX-TV (3), KJTL (18), KSWO-TV (7), KAMC (28), KCBD-TV (11), KJTV (34), KLBK-TV (13)
Waco-Temple, TX	254,400	96	KMID (2), KMLM (42), KOSA-TV (7), KPEJ (24), KWAB-TV (4), KWES-TV (9)
El Paso, TX	242,000	100	KTEN (10), KOKI (12), KRBC-TV (9), KTAB-TV (32), KTXS-TV (12), KACB-TV (3), KIDY (6), KLST (8)
McAllen-Brownsville, TX	205,800	113	KGNS-TV (8), KLDO-TV (27), KVTW (13), XEFE-TV (2)
Tyler-Longview, TX	204,000	114	
Corpus Christi, TX	173,800	123	
Amarillo, TX	168,900	129	
Beaumont-Port Arthur, TX	157,900	137	
Wichita Falls, TX-Lawton, OK	154,300	141	
Lubbock, TX	136,100	149	
Odessa-Midland, TX	136,100	149	
Sherman, TX-Ada, OK	108,600	156	
Abilene-Sweetwater, TX	108,200	157	
San Angelo, TX	49,200	190	
Laredo, TX	40,300	198	

State Cross Reference List

Communities that receive programs of stations that are located elsewhere.

KGBT-TV, Brownsville	See Harlingen, TX
KRGV-TV, Brownsville	See Weslaco, TX
KHSX-TV, Dallas-Fort Worth	See Irving, TX
KUVN, Dallas-Fort Worth	See Garland, TX
KXII, Denison	See Sherman, TX
KTVT, KTXA, KXAS-TV, Fort Worth	See Dallas, TX
KTMD, Galveston	See Houston, TX
KRGV-TV, Harlingen	See Weslaco, TX
KNHS-TV, Houston	See Alvin, TX
KNWS-TV, Houston	See Katy, TX
KRTW, Houston	See Baytown, TX
KETK-TV, Jacksonville	See Tyler, TX
KRRT, Kerrville	See San Antonio, TX
KFXK, Longview	See Tyler, TX
KLTV, Longview	See Tyler, TX
KOSA-TV, Midland & Monahans	See Odessa, TX
KWES-TV, Monahans	See Odessa, TX
KTRE-TV, Nacogdoches	See Lufkin, TX
KMID, Odessa	See Midland, TX
KBMT, KJAC-TV & KFDM-TV, Port Arthur	See Beaumont, TX
KXLN-TV, Rosenberg	See Houston, TX
KTXS-TV, Sweetwater	See Abilene, TX
KWTX-TV & KCEN-TV, Temple	See Waco, TX
KTAL-TV, Texarkana	See Shreveport, LA
KGBT-TV, Weslaco	See Harlingen, TX
KSWD-TV, Wichita Falls	See Lawton, OK

Texas Station Totals as of November 1, 1993

	VHF	UHF	TOTAL
Commercial Television Stations	46	49	95
Educational Television Stations	7	13	20
	53	62	115

HAVE YOU READ

COMMUNICATIONS DAILY

TODAY?

Call Warren Publishing collect at

— NEW AREA CODES —

State	Before	After	Effective Date
Texas	512	512 Austin & Corpus Christi calling zones.	November 1, 1992
		210 Brownsville & San Antonio calling zones.	

Texas—Abilene

KRBC-TV

Ch. 9

(Operates satellite KACB-TV, San Angelo, TX)

Network Service: NBC.

Licensee: Abilene Radio & Television Co., Box 178, Abilene, TX 79604.

Studio: 4510 S. 14th St., Abilene, TX 79605.

Telephone: 915-692-4242. TWX: 710-372-7788.

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 850-ft. above av. terrain, 543-ft. above ground, 2893-ft. above sea level.

Latitude 32° 17' 13"
Longitude 99° 44' 20"

Transmitter: Cedar Gap Mountain.

Multichannel TV Sound: Stereo only.

Satellite Earth Station: Transmit/receive.

News Service: AP.

Ownership: Abilene Radio & Television Co.

Began Operation: August 24, 1953. Sale by Abilene Reporter News approved Sept. 16, 1953 (Television Digest, Vol. 9:35, 38).

Represented (sales): Blair Television.

Personnel:

Gary Ackers, President.
Ken Knox, General Manager.
Jerry Shackelford, Program Director.
Bob Fields, News Director.
James Tilly, Chief Engineer.
Mary Cooksey, Promotion Director.
Jayce Proffitt, Business Manager.

Rates: On request.

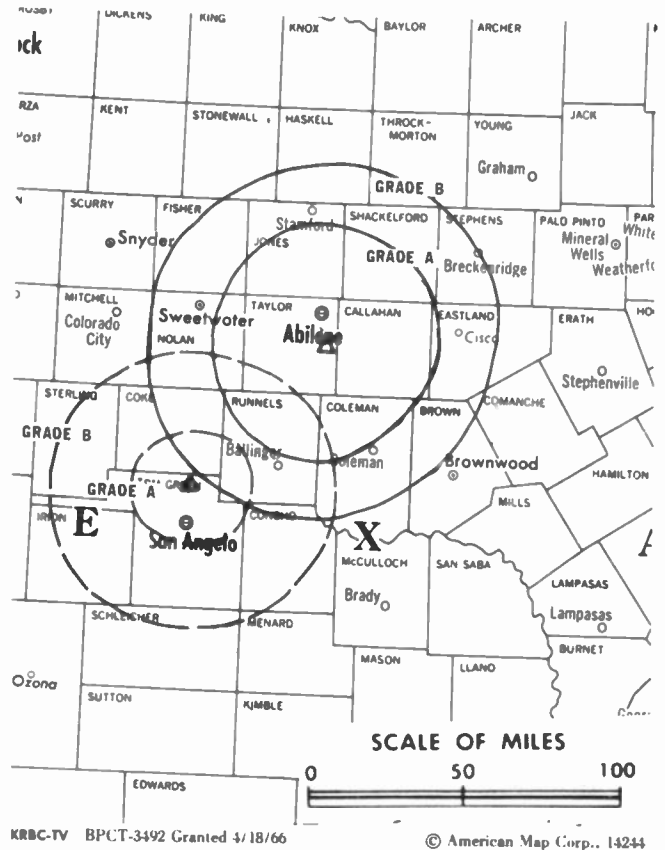
NETWORK BASE HOURLY RATE: \$625.

Arbitron Data: Includes KACB-TV, San Angelo, TX.

City of License: Abilene. ADI: Abilene-Sweetwater. Rank: 157.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS			
	Brown	13,200	13,000	98
	Callahan	4,700	4,700	100
	Coke	1,400	1,400	100
	Coleman	4,000	4,000	100
	Concho	1,000	1,000	100
	Crockett	1,400	1,400	100
	Eastland	7,200	7,100	99
	Fisher	1,900	1,900	100
	Haskell	2,700	2,700	100
	Irion	600	600	100
	Jones	6,100	6,000	98
	Kimble	1,600	1,500	94



KRBC-TV BPC-T-3492 Granted 4/18/66

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Mc Culloch	3,500	3,400	97
	Menard	900	900	100
	Nolan	6,200	6,200	100
	Runnels	4,300	4,300	100
	Schleicher	1,000	1,000	100
	Scurry	6,200	6,100	98
	Shackelford	1,300	1,300	100
	Stephens	3,400	3,400	100
	Sterling	500	500	100
	Stonewall	800	800	100
	Sutton	1,400	1,400	100
	Taylor	43,600	43,300	99
	Tom Green	36,400	36,100	99
	Between 25-49%	TEXAS		
Knox		1,900	1,900	100
Mills		1,800	1,800	100
Mitchell		3,000	3,000	100
Throckmorton		800	800	100
Between 5-24%	TEXAS			
	Comanche	5,300	5,200	98
	Glasscock	500	500	100
	Kent	400	400	100
Station Totals		169,000	167,600	99
Net Weekly Circulation (1993)				126,000
Average Daily Circulation (1993)				68,800

Texas—Abilene

KTAB-TV

Ch. 32

Network Service: CBS.

Licensee: Big Country TV of Abilene Inc., Box 7774, Burbank, CA 91510-7774.

Studio: 5333 S. 14th St., Abilene, TX 79606.

Mailing Address: Box 5309, Abilene, TX 79608-5309.

Telephone: 915-695-2777. **TWX:** 910-897-5439. **Fax:** 915-695-9922.

Technical Facilities: Channel No. 32 (578-584 MHz). Authorized power: 2040-kw max. & 1230-kw horizontal visual, 408-kw max. & 245-kw horizontal aural. Antenna: 920-ft. above av. terrain, 749-ft. above ground, 2949-ft. above sea level.

Latitude 32° 16' 35"
Longitude 99° 35' 39"

Transmitter: Near Hwy. 36, 15-mi. SE of Abilene.

Satellite Earth Stations: Transmit/receive Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta, 4.7-meter C-band; Vertex, 4.7-meter Ku-band; M/A-Com, Scientific-Atlanta receivers.

News Service: AP.

Ownership: Big Country TV of Abilene Inc. (Group Owner).

Began Operation: October 6, 1979. Sale to present owners by Television Investors Ltd. Partnership approved by FCC Nov. 25, 1986 (Television Digest, Vol. 26:42). Previous sale by Big Country TV of Abilene Inc. approved by FCC Dec. 31, 1984. Sale to Big Country by William Terry, et al., approved by FCC May 25, 1984.

Represented (sales): Katz Continental Television.

Represented (legal): Leventhal, Senter & Lerman.

Personnel:

Wayne M. Roy, General Manager.
Jerry Marshall, Local Sales Manager.
Bob Bartlett, News Director.
David Bacon, Promotion Director.
Darlene Loza, Business Manager.
Bryan Mundy, Operations Manager.
Leland Ohlhausen, Chief Engineer.

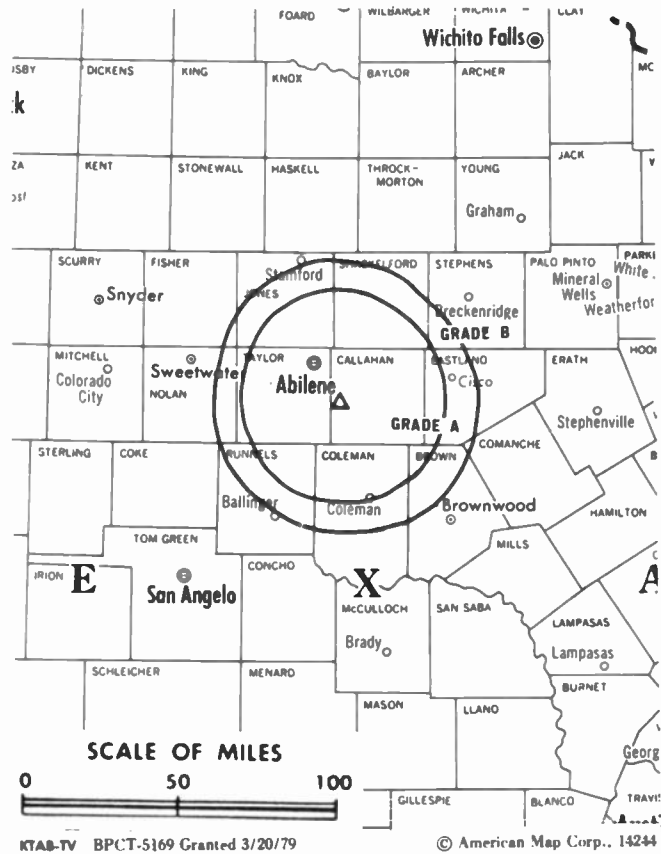
Highest 30 Sec. Rate: \$600.

NETWORK BASE HOURLY RATE: \$521.

City of License: Abilene. **ADI:** Abilene-Sweetwater. **Rank:** 157.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
TEXAS				
50% & Over	Brown	13,200	13,000	98
	Callahan	4,700	4,700	100
	Coleman	4,000	4,000	100
	Eastland	7,200	7,100	99
	Fisher	1,900	1,900	100



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Haskell	2,700	2,700	100
	Jones	6,100	6,000	98
	Knox	1,900	1,900	100
	Mitchell	3,000	3,000	100
	Nolan	6,200	6,200	100
	Scurry	6,200	6,100	98
	Shackelford	1,300	1,300	100
	Stephens	3,400	3,400	100
	Stonewall	800	800	100
	Taylor	43,600	43,300	99
TEXAS				
Between 25-49%	Coke	1,400	1,400	100
	Runnels	4,300	4,300	100
	Throckmorton	800	800	100
TEXAS				
Between 5-24%	Comanche	5,300	5,200	98
	Mills	1,800	1,800	100
	Palo Pinto	9,500	9,400	99
Station Totals		129,300	128,300	99
Net Weekly Circulation (1993)				95,200
Average Daily Circulation (1993)				65,600

Texas—Sweetwater-Abilene

KTXS-TV

Ch. 12

Network Service: ABC.

Licensee: Abilene-Sweetwater Bcstg. Co., Box 2997, Abilene, TX 79604.

Studio: U.S. Hwy. 83, Abilene, TX.

Mailing Address: Box 2997, Abilene, TX 79604.

Telephones: 915-677-2281; 915-235-1238. **TWX:** 910-897-5401.

Fax: 915-676-9231.

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 257-kw visual, 25.7-kw aural. Antenna: 1400-ft. above av. terrain, 1063-ft. above ground, 3543-ft. above sea level.

Latitude 32° 24' 47.70"
Longitude 100° 06' 24.80"

Transmitter: 6.8-mi. SW of Merkel off U.S. 80.

Satellite Earth Stations: ADM, 6.2-meter; ADM, 4.5-meter; Automation Techniques receivers.

News Service: AP.

Ownership: Lamco Communications Inc. (Group Owner).

Began Operation: January 30, 1956. Operation by former owners A. R. Elam and Associates as Texas Key Bcstrs. Inc. (to whom Grayson Enterprises leased equipment) was terminated when transfer of all Texas Key stock to Grayson Enterprises was approved June 15, 1966 by FCC (Television Digest, Vol. 6:25). For sale to Prima Inc., see KLBK-TV, Lubbock, TX. Sale to S. M. Moore Jr. by Prima approved by FCC July 25, 1983. Sale to SouthWest MultiMedia Corp. approved Oct. 30, 1985. FCC approved sale to Lamco Nov. 25, 1986.

Represented (sales): Petry Television Inc.

Represented (legal): Koteen & Naftalin.

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

Personnel:

Clay Milstead, General Manager.

Jackie Rutledge, General Sales Manager.

Monte Williams, Chief Engineer.

Peggy Carpenter, News Director.

David Caldwell, Promotion Director.

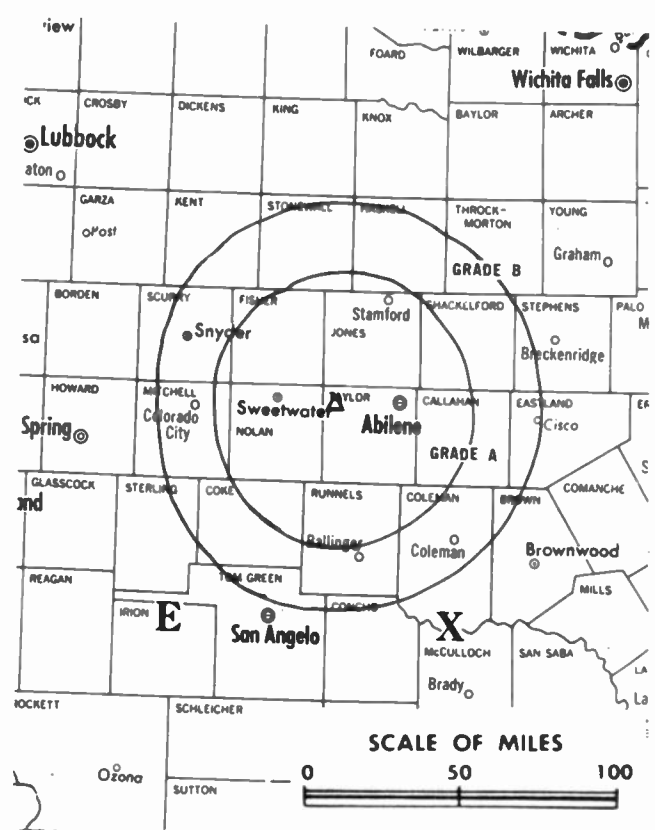
Eddie Sides, Business Manager.

Rates: On request.

City of License: Sweetwater. **ADI:** Abilene-Sweetwater. **Rank:** 157.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS			
	Callahan	4,700	4,700	100
	Coke	1,400	1,400	100
	Coleman	4,000	4,000	100
	Eastland	7,200	7,100	99
	Fisher	1,900	1,900	100
	Haskell	2,700	2,700	100
	Jones	6,100	6,000	98



KTXS-TV BMPCT-5021 Granted 4/25/58 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Kent	400	400	100
	King	100	100	100
	Knox	1,900	1,900	100
	Mitchell	3,000	3,000	100
	Nolan	6,200	6,200	100
	Runnels	4,300	4,300	100
	Scurry	6,200	6,100	98
	Shackelford	1,300	1,300	100
	Stonewall	800	800	100
	Taylor	43,600	43,300	99
Between 25-49%	TEXAS			
	Brown	13,200	13,000	98
	Concho	1,000	1,000	100
	Irion	600	600	100
	Stephens	3,400	3,400	100
	Sterling	500	500	100
	Throckmorton	800	800	100
Tom Green	36,400	36,100	99	
Between 5-24%	TEXAS			
	Glasscock	500	500	100
	Mc Culloch	3,500	3,400	97
Young	6,900	6,800	99	
Station Totals		162,600	161,300	99
Net Weekly Circulation (1993)				106,100
Average Daily Circulation (1993)				57,400

Texas—Alvin

KHSH-TV

Ch. 67

Network Service: Home Shopping Network.

Licensee: Silver King Broadcasting of Houston Inc., 2522 Highland Square Mall, Alvin, TX 77511.

Studio: 2522 Highland Square Mall, Alvin, TX 77511.

Telephone: 713-331-8867. **Fax:** 713-331-5924.

Technical Facilities: Channel No. 67 (788-794 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 1783-ft. above av. terrain, 1769-ft. above ground, 1848-ft. above sea level.

Latitude 29° 34' 06"
Longitude 95° 29' 57"

Transmitter: Missouri City, TX.

Multichannel TV Sound: Stereo and separate audio program.

Satellite Earth Stations: Harris, 6.1-meter C-band; Pinzone, 5-meter Ku & C-band.

News Service: UPI.

Ownership: Silver King Communications Inc. (Group Owner).

Began Operation: January 27, 1986. Sale to present owners by Four Star Bcstg. Inc. approved by FCC Nov. 30, 1986 (Television Digest, Vol. 26:39, 45).

Represented (sales): Silver King Broadcasting Sales.

Represented (legal): Dow, Lohnes & Albertson.

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

Personnel:

Debra Hunt, Vice President & Station Manager.

Glen Dingley, Engineering Director.

Denise Dicks, Program Administrator.

Sherry Bell, Business Manager.

Lisa Carmona, Public Service Announcements Director.

Rates: On request.

City of License: Alvin. **ADI:** Houston. **Rank:** 10.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.



KHSH-TV BMPCT-841221LB Granted 1/17/85 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
	TEXAS			
Between 5-24%	Grimes	6,200	6,100	98
	Matagorda	12,900	12,700	98
Station Totals		19,100	18,800	98
Net Weekly Circulation (1993)			15,900	
Average Daily Circulation (1993)			4,600	

Texas—Amarillo

KAMR-TV

Ch. 4

Network Service: NBC.

Licensee: Cannan Communications Inc., Box 1224, Wichita Falls, TX 76307.

Studio: 2000 N. Polk St., Amarillo, TX 79107.

Mailing Address: Box 751, Amarillo, TX 79189.

Telephone: 806-383-3321. TWX: 910-898-4146. Fax: 806-381-2943.

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1420-ft. above av. terrain, 1444-ft. above ground, 4906-ft. above sea level.

Latitude 35° 18' 52"
Longitude 101° 50' 47"

Transmitter: N of Amarillo at Broadway & Mobley Dr.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Harris, 6.1-meter C-band; RCA Americom, 3-meter Ku-band; Cyclesat, Harris, M/A-Com receivers.

News Service: AP.

Ownership: Cannan Communications Inc. (Group Owner).

Began Operation: March 18, 1953. Sale to present owners by Stauffer Publications approved by FCC July 1, 1974 (Television Digest, Vol. 13:43, 14:31). Sale to Stauffer by Globe News Publishing Co. approved Jan. 12, 1966 (Vol. 5:42; 6:3).

Represented (sales): Blair Television.

Represented (legal): Hogan & Hartson.

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

Personnel:

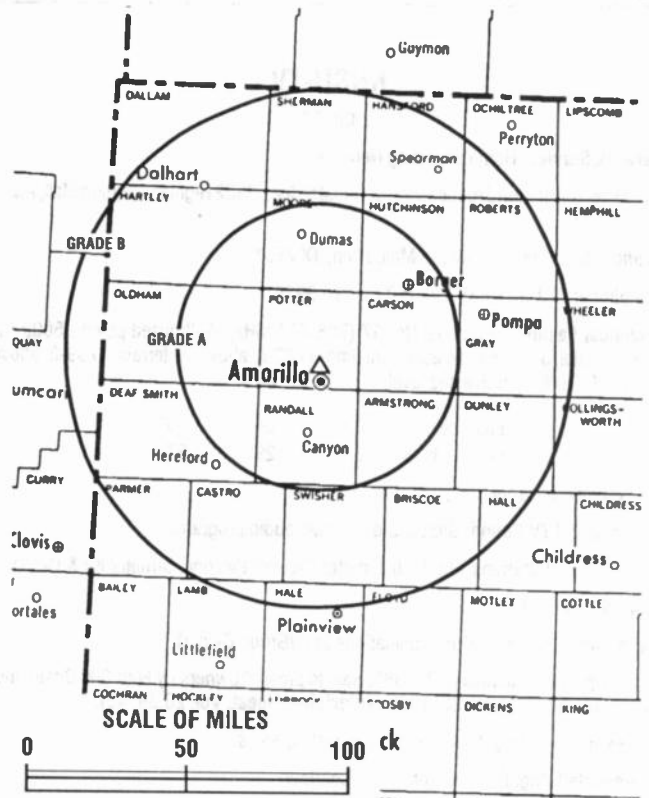
Darold A. Cannan, President.
William M. Dunaway, Vice President & General Manager.
Mike DeLier, General Sales Manager.
Lynn Walker, News Director.
Frances Tillery, Business Manager.
Cynthia Hunt, Promotion Director.
Ken High, Chief Engineer.
Dan Morgan, Production Manager.

Rates: On request.

City of License: Amarillo. ADI: Amarillo. Rank: 129.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	KANSAS			
	Morton	1,300	1,300	100
	Seward	6,600	6,500	98
	NEW MEXICO			
	Curry	15,100	14,800	98
	Quay	4,200	4,000	95
	Union	1,600	1,500	94
	OKLAHOMA			
	Cimarron	1,300	1,300	100
	Texas	6,100	6,000	98
TEXAS				
Armstrong	800	800	100	
Briscoe	800	800	100	
Carson	2,400	2,400	100	
Castro	2,900	2,900	100	
Childress	2,400	2,400	100	
Collingsworth	1,400	1,400	100	
Cottle	900	900	100	



KAMR-TV BPCT-4146 Granted 6/4/69

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Deaf Smith	6,100	6,000	98
	Donley	1,500	1,500	100
	Gray	9,200	9,100	99
	Hall	1,600	1,600	100
	Hansford	2,100	2,100	100
	Hartley	1,300	1,300	100
	Hemphill	1,300	1,300	100
	Hutchinson	9,300	9,300	100
	Lipscomb	1,200	1,200	100
	Moore	6,100	6,100	100
	Ochiltree	3,100	3,100	100
	Oldham	700	700	100
	Parmer	3,200	3,200	100
	Potter	36,800	36,600	99
	Randall	36,300	36,200	100
	Roberts	400	400	100
	Sherman	1,000	1,000	100
Swisher	2,900	2,900	100	
Wheeler	2,300	2,200	98	
Between 25-49%	OKLAHOMA			
	Beaver	2,300	2,300	100
	Harmon	1,400	1,400	100
Between 5-24%	TEXAS			
	Dallam	2,100	2,100	100
	Hale	11,600	11,500	99
Between 5-24%	NEW MEXICO			
	Harding	400	400	100
	TEXAS			
Floyd	2,900	2,900	100	
Hardeman	2,100	2,100	100	
Station Totals		197,000	195,500	99
Net Weekly Circulation (1993)				149,600
Average Daily Circulation (1993)				85,900

Texas—Amarillo

KCIT

Ch. 14

Network Service: Fox.

Licensee: KCIT Acquisition Co., 1015 S. Fillmore, Amarillo, TX 79105.

Studio: 1015 S. Fillmore, Amarillo, TX 79105.

Mailing Address: Box 1414, Amarillo, TX 79105.

Telephone: 806-374-1414. **Fax:** 806-371-0408.

Technical Facilities: Channel No. 14 (470-476 MHz). Authorized power: 1280-kw max. visual, 128-kw max. aural. Antenna: 1521-ft. above av. terrain, 1463-ft. above ground, 4895-ft. above sea level.

Latitude 35° 20' 33"
Longitude 101° 49' 21"

Transmitter: Hwy. 287, 5-mi. N of Amarillo.

Satellite Earth Stations: Calsat, 5-meter C-band; AFC, 3.6-meter Ku-band; M/A-Com, Scientific-Atlanta receivers.

Ownership: Epic Broadcasting Corp. (Group Owner).

Began Operation: October 29, 1982. Sale to Ralph Wilson Industries by Ray Moran approved by FCC Dec. 11, 1984. Sale to present owners approved March 11, 1991.

Represented (sales): Seltel Inc.

Represented (engineering): Smith & Powstenko.

Personnel:

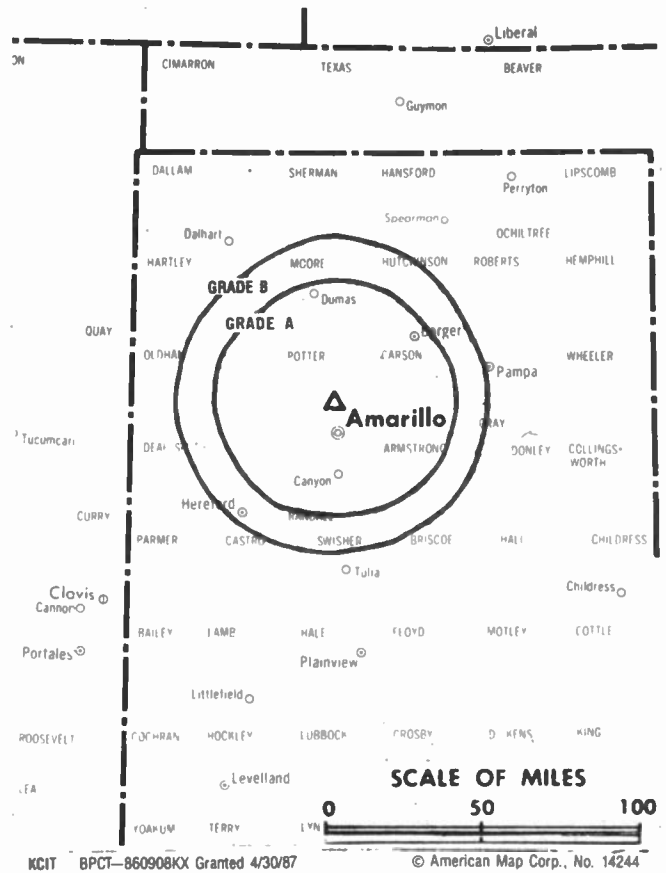
Pete D'Acosta, General Manager.
Debbie McManus, Sales Manager.
George Schmidt, Local Sales Manager.
Dick Stafford, Chief Engineer.
Neva Briney, Business Manager.

Highest 30 Sec. Rate: \$400.

City of License: Amarillo. **ADI:** Amarillo. **Rank:** 129.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NEW MEXICO			
	Curry	15,100	14,800	98
	TEXAS			
	Armstrong	800	800	100
	Carson	2,400	2,400	100
	Deaf Smith	6,100	6,000	98
	Gray	9,200	9,100	99
	Hansford	2,100	2,100	100
	Hutchinson	9,300	9,300	100
	Moore	6,100	6,100	100
	Ochiltree	3,100	3,100	100
	Oldham	700	700	100
	Potter	36,800	36,600	99
	Randall	36,300	36,200	100
	Sherman	1,000	1,000	100
	Between 25-49%	NEW MEXICO		
Quay		4,200	4,000	95
Union		1,600	1,500	94



Net Weekly Circulation	State County	Total Households	TV Households	%	
Between 25-49%	OKLAHOMA				
	Texas	6,100	6,000	98	
	TEXAS				
	Castro	2,900	2,900	100	
	Childress	2,400	2,400	100	
	Collingsworth	1,400	1,400	100	
	Dallam	2,100	2,100	100	
	Donley	1,500	1,500	100	
	Hall	1,600	1,600	100	
	Hartley	1,300	1,300	100	
Between 5-24%	OKLAHOMA				
	Beaver	2,300	2,300	100	
	TEXAS				
	Briscoe	800	800	100	
	Cottle	900	900	100	
	Lipscomb	1,200	1,200	100	
	Swisher	2,900	2,900	100	
	Wheeler	2,300	2,200	98	
	Station Totals		168,100	166,800	99
	Net Weekly Circulation (1993)				93,900
Average Daily Circulation (1993)				44,400	

Texas—Amarillo

KFDA-TV

Ch. 10

Network Service: CBS.

Licensee: Panhandle Telecasting Co., Gen. Partnership, Box 10, Amarillo, TX 79105-0010.

Studio: Broadway at Cherry Ave., Amarillo, TX 79108.

Mailing Address: Box 10, Amarillo, TX 79105-0010.

Telephone: 806-383-1010. TWX: 910-898-4124.

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1530-ft. above av. terrain, 1493-ft. above ground, 5047-ft. above sea level.

Latitude 35° 17' 34"
Longitude 101° 50' 42"

Transmitter: Broadway St. at Cherry Ave., Amarillo.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Transmit/receive Andrew, 4.6-meter Ku-band; Harris, 5-meter; Scientific-Atlanta, 5-meter; Harris, Scientific-Atlanta, Andrew receivers.

News Services: AP, CBS.

Ownership: Panhandle Telecasting Co., Gen. Partnership.

Began Operation: April 4, 1953. Sale of 61% by Sid W. Richardson Foundation to Bass Bcstg. and subsequent transfer of 19.6% by Gene L. Cagle was approved by FCC Feb. 2, 1966. Sale to Midessa Cablevision by Bass Bcstg. approved by FCC Aug. 20, 1976. Sale of 50% by Midessa Television Inc. to Lawton Cablevision Inc. approved Feb. 27, 1984.

Represented (sales): Petry Television Inc.

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

Personnel:

- Mike Lee, General Manager.
- Joyce Austin, National & Regional Sales Manager.
- Walt Howard, News Director.
- Lynne Groom, Promotion & Marketing Director.
- Don Long, Business Manager.
- Tim Winn, Chief Engineer.
- Wade Davis, Production Manager.

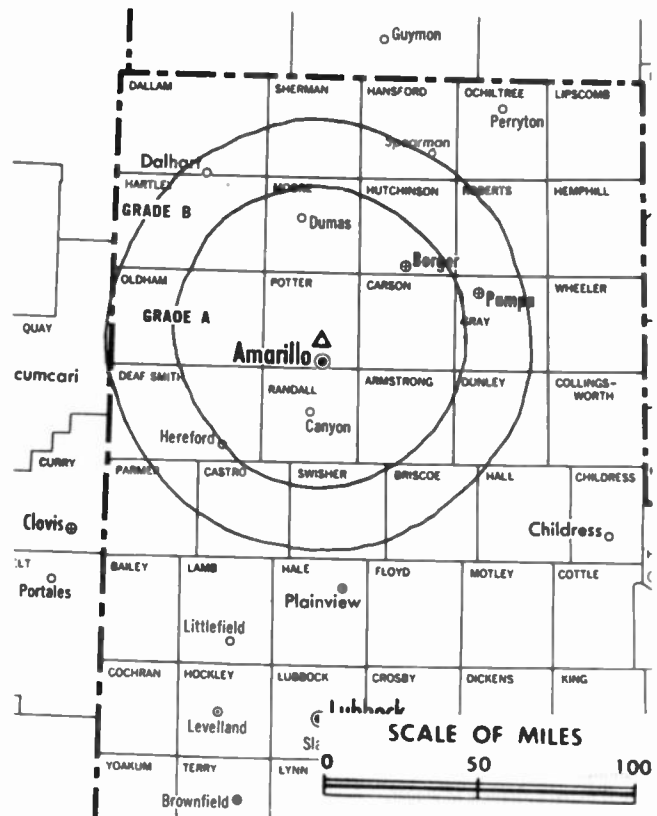
Highest 30 Sec. Rate: \$1000.

NETWORK BASE HOURLY RATE: \$585.

City of License: Amarillo. ADI: Amarillo. Rank: 129.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	KANSAS			
	Seward	6,600	6,500	98
	NEW MEXICO			
	Curry	15,100	14,800	98
	Quay	4,200	4,000	95
	Union	1,600	1,500	94
	OKLAHOMA			
	Cimarron	1,300	1,300	100
	Texas	6,100	6,000	98
	TEXAS			
	Armstrong	800	800	100
	Briscoe	800	800	100
	Carson	2,400	2,400	100
	Castro	2,900	2,900	100
	Childress	2,400	2,400	100
	Collingsworth	1,400	1,400	100
	Cottle	900	900	100
Dallam	2,100	2,100	100	



KFDA-TV BPCT-801024KF Granted 12/20/80

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Deaf Smith	6,100	6,000	98
	Donley	1,500	1,500	100
	Gray	9,200	9,100	99
	Hall	1,600	1,600	100
	Hansford	2,100	2,100	100
	Hartley	1,300	1,300	100
	Hemphill	1,300	1,300	100
	Hutchinson	9,300	9,300	100
	Lipscomb	1,200	1,200	100
	Moore	6,100	6,100	100
	Ochiltree	3,100	3,100	100
	Oldham	700	700	100
	Parmer	3,200	3,200	100
	Potter	36,800	36,600	99
Randall	36,300	36,200	100	
Roberts	400	400	100	
Sherman	1,000	1,000	100	
Swisher	2,900	2,900	100	
Wheeler	2,300	2,200	98	
Between 25-49%	KANSAS			
	Morton	1,300	1,300	100
	OKLAHOMA			
Beaver	2,300	2,300	100	
Between 5-24%	TEXAS			
	Hardeman	2,100	2,100	100
Between 5-24%	NEW MEXICO			
	Harding	400	400	100
	Roosevelt	5,900	5,700	97
	TEXAS			
	Floyd	2,900	2,900	100
Motley	600	600	100	
Station Totals		190,500	188,900	99
Net Weekly Circulation (1993)				150,900
Average Daily Circulation (1993)				87,400

Texas—Amarillo

KVII-TV

Ch. 7

(Operates satellite KVIH-TV, Clovis, NM)

Network Service: ABC.

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

Studio: 1101 S. Pierce St., Amarillo, TX 79101-4328.

Telephone: 806-373-1787. Fax: 806-371-7329.

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1703-ft. above av. terrain, 1626-ft. above ground, 5049-ft. above sea level.

Latitude 35° 22' 29"
Longitude 101° 52' 58"

Transmitter: 10.4-mi. N of Amarillo.

Multichannel TV Sound: Stereo only.

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

News Service: AP.

Ownership: Marsh Media Inc. (Group Owner).

Began Operation: December 21, 1957. Sale to Marsh family by John B. Walton Jr. approved by FCC Jan. 31, 1968 (Television Digest, Vol. 7:43). Previous sale to Walton by Southwest States approved Nov. 12, 1963 (Vol. 3:46). Sale of control to TV Properties (Southwest States) approved July 16, 1958 (Vol. 14:24, 26, 29).

Represented (sales): Katz Continental Television.

Represented (legal): Wiley, Rein & Fielding.

Represented (engineering): Smith & Powstenko.

Personnel:

James R. McCormick, President & General Manager.
John W. Patrick, General Sales Manager.
Steve Pritchett, News Director.
John Morales, Promotion Director.
William R. Canady, Director of Engineering.
Tuesday Chapman, Business Manager.
Jackie Smith, Production Manager.

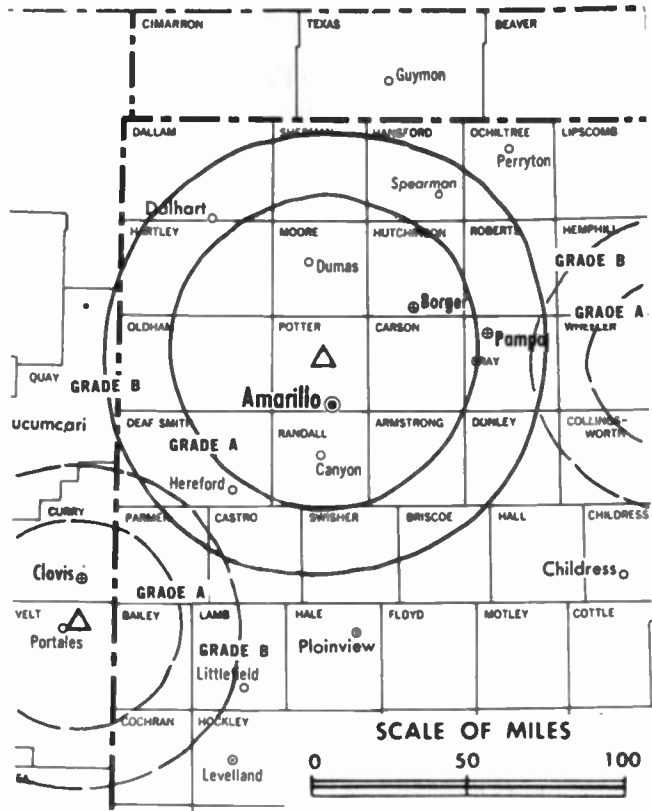
Rates: On request.

Arbitron Data: Figures include KVIH-TV, Clovis, NM.

City of License: Amarillo. ADI: Amarillo. Rank: 129.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	KANSAS			
	Morton	1,300	1,300	100
	NEW MEXICO			
	Curry	15,100	14,800	98
	De Baca	900	900	100
	Quay	4,200	4,000	95
	Roosevelt	5,900	5,700	97
	Union	1,600	1,500	94
	OKLAHOMA			
	Cimarron	1,300	1,300	100
	Texas	6,100	6,000	98
	TEXAS			
	Armstrong	800	800	100
	Bailey	2,400	2,400	100
Briscoe	800	800	100	
Carson	2,400	2,400	100	
Castro	2,900	2,900	100	
Childress	2,400	2,400	100	
Collingsworth	1,400	1,400	100	
Cottle	900	900	100	



KVII-TV BPCT-4170 Granted 4/2/69

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Dallam	2,100	2,100	100
	Deaf Smith	6,100	6,000	98
	Donley	1,500	1,500	100
	Gray	9,200	9,100	99
	Hall	1,600	1,600	100
	Hansford	2,100	2,100	100
	Hartley	1,300	1,300	100
	Hemphill	1,300	1,300	100
	Hutchinson	9,300	9,300	100
	Lipscomb	1,200	1,200	100
	Moore	6,100	6,100	100
	Ochiltree	3,100	3,100	100
	Oldham	700	700	100
	Parmer	3,200	3,200	100
	Potter	36,800	36,600	99
	Randall	36,300	36,200	100
	Roberts	400	400	100
	Sherman	1,000	1,000	100
	Swisher	2,900	2,900	100
Wheeler	2,300	2,200	98	
Between 25-49%	KANSAS			
	Seward	6,600	6,500	98
	OKLAHOMA			
	Beaver	2,300	2,300	100
	Beckham	7,000	6,900	99
Harmon	1,400	1,400	100	
Roger Mills	1,500	1,500	100	
TEXAS				
Hale	11,600	11,500	99	
Between 5-24%	OKLAHOMA			
Dewey	2,200	2,200	100	
(Continued on page A-1192)				
Station Totals		231,300	229,500	99
Net Weekly Circulation (1993)				169,400
Average Daily Circulation (1993)				107,400

Texas—Austin

KBVO-TV

Ch. 42

Network Service: Fox.

Licensee: Austin Television, Drawer 2728, Austin, TX 78768.

Studio: 10700 Metric Blvd., Austin, TX 78758.

Mailing Address: Box 2728, Austin, TX 78768-2728.

Telephone: 512-835-0042. Fax: 512-837-6753.

Technical Facilities: Channel No. 42 (638-644 MHz). Authorized power: 2510-kw max. & 720-kw horizontal visual, 251-kw max. & 72-kw horizontal aural. Antenna: 1290-ft. above av. terrain, 1311-ft. above ground, 2049-ft. above sea level.

Latitude 30° 19' 10"
Longitude 97° 48' 06"

Transmitter: 2724-B Trail of the Madrones.

Multichannel TV Sound: Planned.

Satellite Earth Stations: Harris, 6.1-meter C-band; Vertex, 4.6-meter Ku-band; Chapparral, 3.5-meter Ku-band; Harris, M/A-Com receivers.

News Services: AP, Fox News.

Ownership: Austin Television.

Began Operation: December 4, 1983.

Represented (sales): TeleRep Inc.

Represented (legal): Hogan & Hartson.

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

Personnel:

Steve Beard, General Manager.

Ray McEachern, Station Manager.

Joseph Killebrew, General Sales Manager.

Patsy Hoffman, National Sales Coordinator.

Jim Wynn, Chief Engineer.

Cindie Brooks, News & Public Affairs.

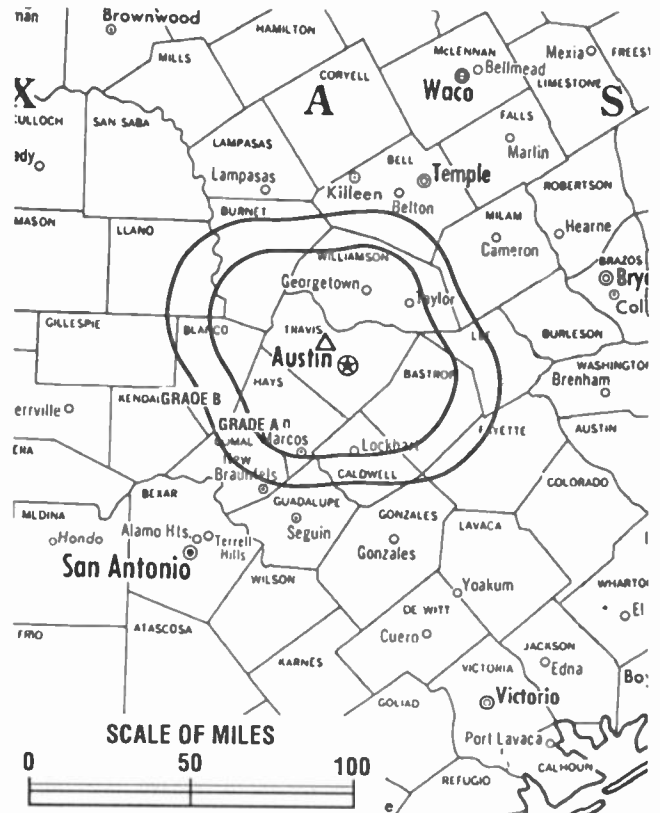
Lori Leamons, Promotion Director.

Rates: On request.

City of License: Austin. ADI: Austin, TX. Rank: 65.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS			
	Bastrop	14,200	13,900	98
	Burnet	9,400	9,300	99
	Caldwell	9,000	8,900	99
	Hays	23,700	23,400	99
	Lee	4,700	4,600	98
	Llano	5,600	5,500	98
	Travis	246,400	244,100	99
Williamson	53,000	52,300	99	



KBVO-TV BMPCT-830425KG Granted 5/23/83 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
TEXAS				
Between 25-49%	Bell	69,600	69,100	99
	Blanco	2,500	2,500	100
	Coryell	17,800	17,600	99
	Lampasas	5,200	5,100	98
	Mason	1,400	1,400	100
TEXAS				
Between 5-24%	Comal	20,700	20,500	99
	De Witt	7,100	7,000	99
	Falls	6,400	6,300	98
	Fayette	8,100	7,800	96
	Gillespie	7,000	6,800	97
	Gonzales	6,200	6,100	98
	Lavaca	7,200	7,000	97
	Milam	8,600	8,400	98
Robertson	5,800	5,700	98	
San Saba	2,100	2,100	100	
Station Totals		541,700	535,400	99
Net Weekly Circulation (1993)			326,900	
Average Daily Circulation (1993)			161,800	

Texas—Austin

KTBC-TV

Ch. 7

Network Service: CBS.

Licensee: KTBC-TV Inc., Subsidiary of Times Mirror Co., Times Mirror Square, Los Angeles, CA.

Studio: 119 E. 10th St., Austin, TX 78701.

Telephone: 512-476-7777. TWX: 910-874-1301. Fax: 512-495-7001.

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1261-ft. above av. terrain, 1077-ft. above ground, 1977-ft. above sea level.

Latitude 30° 18' 36"
Longitude 97° 47' 33"

Transmitter: Mount Larson, 4-mi. NW of State Capitol building.

Satellite Earth Stations: Prodelin, 3.8-meter; Scientific-Atlanta, 7-meter; Scientific-Atlanta, 3.6-meter.

News Services: AP, CBS, NIWS.

Ownership: Times Mirror Co. (Group Owner).

Began Operation: November 27, 1952. Sale to present owner by Claudia Taylor Johnson, et al., approved by FCC Sept. 6, 1973 (Television Digest, Vol. 12:37; 13:37). Sale to Argyle Holding Inc. granted by FCC Oct. 6, 1993, but not yet consummated (Vol. 33:13, 14).

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

Represented (legal): Wilmer, Cutler & Pickering.

Represented (engineering): Lohnes & Culver.

Personnel:

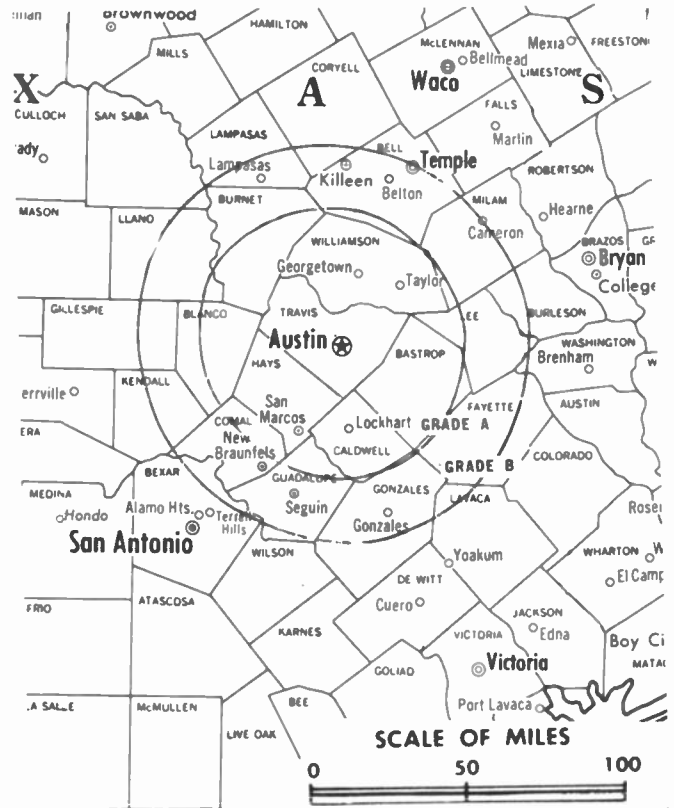
Jack Harrison, President & Chief Executive Officer.
Stephen McDonald, General Sales Manager.
Londa Trial, Program Director.
Stan Teater, Promotion Director.
Deborah York, News Director.
Mario Lazzari, Chief Engineer.

Rates: On request.

City of License: Austin. ADI: Austin, TX. Rank: 65.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over				
	Bastrop	14,200	13,900	98
	Burnet	9,400	9,300	99
	Caldwell	9,000	8,900	99
	Fayette	8,100	7,800	96
	Gillespie	7,000	6,800	97
	Hays	23,700	23,400	99
	Lampasas	5,200	5,100	98
	Lee	4,700	4,600	98
	Llano	5,600	5,500	98



KTBC-TV BPCT-861029KW Granted 11/24/86

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over				
	Mason	1,400	1,400	100
	Milam	8,600	8,400	98
	San Saba	2,100	2,100	100
	Travis	246,400	244,100	99
	Williamson	53,000	52,300	99
BETWEEN 25-49%				
	TEXAS Blanco	2,500	2,500	100
BETWEEN 5-24%				
	TEXAS Austin	7,400	7,200	97
	Bell	69,600	69,100	99
	Burleson	5,200	5,100	98
	Colorado	6,900	6,800	99
	Cornal	20,700	20,500	99
	Coryell	17,800	17,600	99
	Falls	6,400	6,300	98
	Gonzales	6,200	6,100	98
	Karnes	4,300	4,200	98
	Kendall	5,900	5,800	98
	Lavaca	7,200	7,000	97
	Robertson	5,800	5,700	98
Station Totals		564,300	557,500	99
Net Weekly Circulation (1993)				365,000
Average Daily Circulation (1993)				211,800

Texas—Austin

KVUE-TV

Ch. 24

Network Service: ABC.

Licensee: KVUE-TV Inc., Box 9927, Austin, TX 78766.

Studio: 3201 Steck Ave., Austin, TX 78757.

Telephone: 512-459-6521. Fax: 512-467-7503.

Technical Facilities: Channel No. 24 (530-536 MHz). Authorized power: 1950-kw max. & 711-kw horizontal visual, 327-kw max. & 145-kw horizontal aural. Antenna: 1290-ft. above av. terrain, 1184-ft. above ground, 2049-ft. above sea level.

Latitude 30° 19' 21"
Longitude 97° 48' 10"

Transmitter: On hill W of Trail of the Madrones Rd., near Austin.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Andrew, 7.3-meter C-band; Andrew, 4.6-meter Ku-band; Andrew, 4.5-meter C-band; Andrew, Avantek, Scientific-Atlanta receivers.

News Services: ABC, AP, CNN, UPI.

Ownership: Gannett Broadcasting Group (Group Owner).

Began Operation: September 12, 1971. Sale to present owner by Evening News Assn. approved by FCC Jan. 13, 1986 (Television Digest, Vol. 26:3). Sale to Evening News by Tolbert Foster, Allen Shivers, et al., approved Sept. 8, 1978 (Vol. 18:21, 38).

Represented (sales): Petry Television Inc.

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

Personnel:

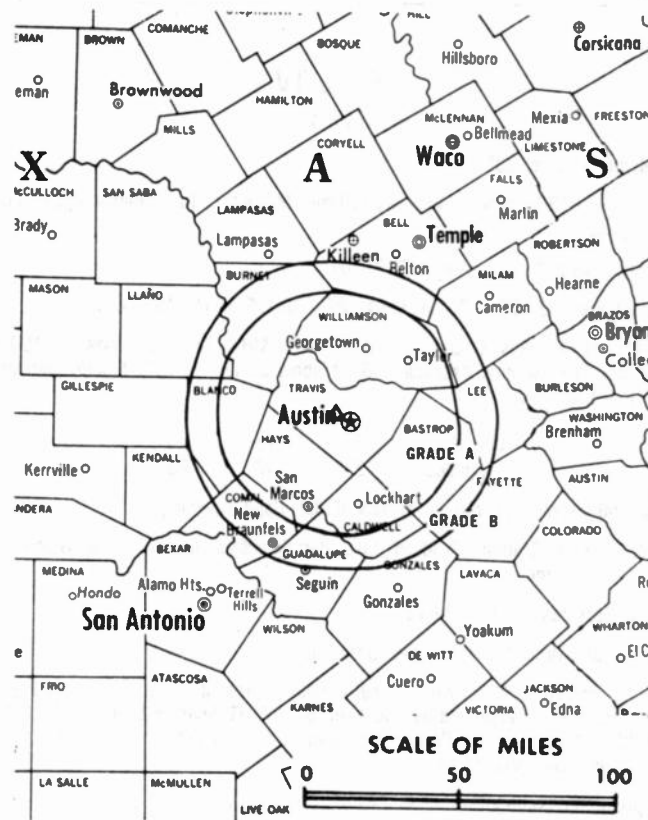
Ardyth Diercks, Vice President & General Manager.
Sam Rosenwasser, General Sales Manager.
Michael J. Wenglar, Vice President, Engineering.
Eve Vickers, Vice President & Business Manager.
Carole Kneeland, Vice President & News Director.
Pat Crovisier, Vice President, Human Resources & Community Affairs.
Diane Downey, Local Sales Manager.
Debbie Brizendine, National Sales Manager.
Rick Muir, Operations Manager.
Lisabeth Schwenk, Creative Services Manager.
Robert Taylor, Traffic Manager.
David Little, Production Manager.
Theresa Amaya, Community Service Manager.
Craig Bean, Programming Coordinator.

Rates: On request.

City of License: Austin. ADI: Austin, TX. Rank: 65.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS			
	Bastrop	14,200	13,900	98
	Burnet	9,400	9,300	99



KVUE-TV BMAPCT-7272 Granted 3/2/71

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Caldwell	9,000	8,900	99
	Gillespie	7,000	6,800	97
	Hays	23,700	23,400	99
	Lee	4,700	4,600	98
	Llano	5,600	5,500	98
	Mason	1,400	1,400	100
	Travis	246,400	244,100	99
	Williamson	53,000	52,300	99
	TEXAS			
Between 25-49%	Blanco	2,500	2,500	100
	Burleson	5,200	5,100	98
	Fayette	8,100	7,800	96
	Lampasas	5,200	5,100	98
	Milam	8,600	8,400	98
TEXAS				
Between 5-24%	Bell	69,600	69,100	99
	Cornal	20,700	20,500	99
	Coryell	17,800	17,600	99
	Falls	6,400	6,300	98
	Gonzales	6,200	6,100	98
	San Saba	2,100	2,100	100
Station Totals		526,800	520,800	99
Net Weekly Circulation (1993)				329,100
Average Daily Circulation (1993)				184,300

Texas—Austin

KXAN-TV

Ch. 36

(Operates satellite KXAM-TV, Llano, TX)

Network Service: NBC.

Licensee: Kingstip Communications Inc., Box 490, Austin, TX 78767.

Studio: 908 W. Martin L. King Jr. Blvd., Austin, TX 78701.

Mailing Address: Box 490, Austin, TX 78767.

Telephone: 512-476-3636. TWX: 910-874-1370. Fax: 512-476-1520.

Technical Facilities: Channel No. 36 (602-608 MHz). Authorized power: 2000-kw max. visual, 200-kw max. aural. Antenna: 1286-ft. above av. terrain, 1168-ft. above ground, 2049-ft. above sea level.

Latitude 30° 19' 33"
Longitude 97° 47' 58"

Transmitter: Trail of Madrones Rd., 5-mi. NW of Austin.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Transmit/receive Harris, 8-meter Ku-band; Harris, 3-meter Ku-band; Microdyne, 7-meter C-band; Satcom Technologies, 5-meter Ku-band; Harris, Microdyne, Standard Communications receivers.

News Services: AP, Conus, NBC.

Ownership: LIN Television Corp. (Group Owner).

Began Operation: February 12, 1965 on Ch. 42. Changed to Ch. 36 Jan. 12, 1973. Sale to present owner by Kingstip Communications Inc. approved by FCC May 2, 1979 (Television Digest, Vol. 18:16, 17).

Represented (sales): Blair Television.

Represented (legal): Covington & Burling.

Personnel:

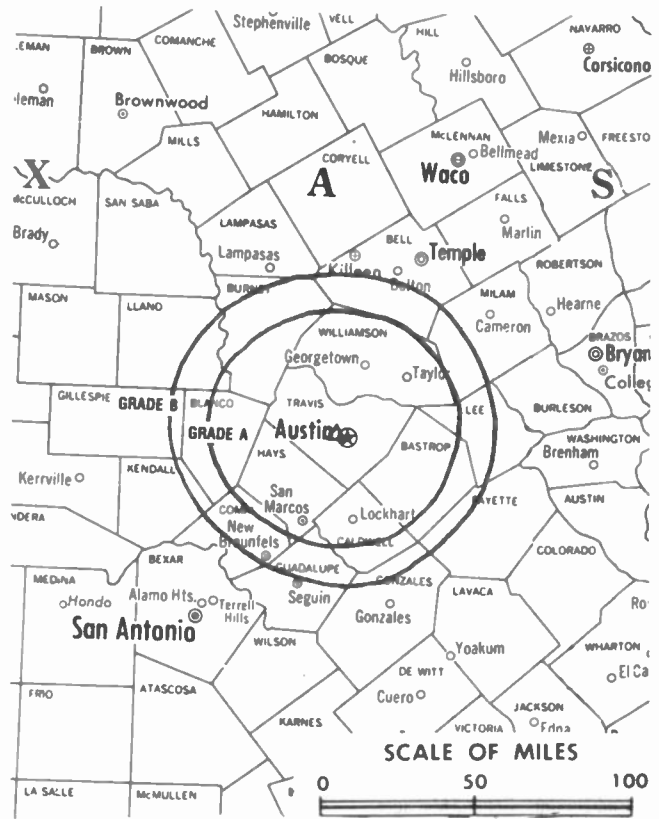
Jane Wallace, President & General Manager.
Bob Stettner, General Sales Manager.
Ross Newsome, National Sales Manager.
Gwen Kinsey, Sales & Marketing Manager.
Bob McAvoy, Director of Engineering & Operations.
Jeff Klotzman, News Director.
Margaret Mohr, Promotion Director.
Anne Peterson, Business Manager.

Highest 30 Sec. Rate: \$2500.

City of License: Austin. ADI: Austin, TX. Rank: 65.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS			
	Bastrop	14,200	13,900	98
	Burnet	9,400	9,300	99
	Caldwell	9,000	8,900	99
	Hays	23,700	23,400	99



KXAN-TV BPCT-900329KE Granted 4/10/90

American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Lee	4,700	4,600	98
	Llano	5,600	5,500	98
	Travis	246,400	244,100	99
	Williamson	53,000	52,300	99
Between 25-49%	TEXAS			
	Blanco	2,500	2,500	100
	Burleson	5,200	5,100	98
	Fayette	8,100	7,800	96
	Gillespie	7,000	6,800	97
	Mason	1,400	1,400	100
Between 5-24%	TEXAS			
	Brazos	45,000	44,400	99
	Colorado	6,900	6,800	99
	Coryell	17,800	17,600	99
	Falls	6,400	6,300	98
	Lampasas	5,200	5,100	98
	Robertson	5,800	5,700	98
San Saba	2,100	2,100	100	
Station Totals		488,000	482,000	99
Net Weekly Circulation (1993)			322,800	
Average Daily Circulation (1993)			175,900	

Texas—Baytown-Houston

KRTW

Ch. 57

Network Service: None, independent.

Licensee: Pray Inc., 11063 Shady Trail, Dallas, TX 75229.

Studio: 1050 Gemini St., Houston, TX 77058.

Telephone: 713-212-1077. Fax: 713-212-1022.

Technical Facilities: Channel No. 57 (728-734 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 1919-ft. above av. terrain, 1932-ft. above ground, 1909-ft. above sea level.

Latitude	29°	17'	56"
Longitude	95°	14'	11"

Transmitter: 4-mi. SE of corner of Springtown Rd. & Hwy. 35, 8-mi. S of Alvin.

Multichannel TV Sound: Stereo only.

Satellite Earth Station: Comtech, 5-meter C-band; Scientific-Atlanta receivers.

Ownership: Pray Inc.

Began Operation: May 18, 1988.

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

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

Personnel:

Eldred Thomas, General Manager.

Leo Lesaca, Sales & Promotions Manager.

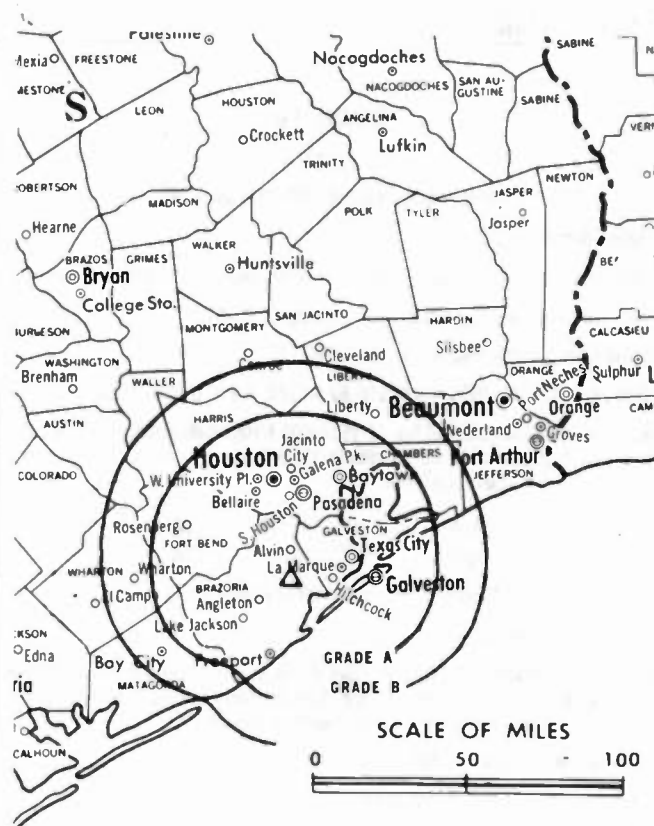
Ron Brown, Chief Engineer.

Nathan Williams, Operations Manager.

Jimmy Logan, Production Manager.

Karen Leach, Business Manager.

Linda Leon, Traffic Manager.



KRTW BPCT-900612KF Granted 8/30/90

American Map Corp., No. 14244

Rates: On request.

Arbitron Data: Not available.

City of License: Baytown. ADI: Houston. Rank: 10.

Texas—Beaumont-Port Arthur

KBMT

Ch. 12

Network Service: ABC.

Licensee: Channel 12 of Beaumont Inc., 525 Interstate Hwy. 10 S, Beaumont, TX 77701.

Studio: 525 Interstate Hwy. 10 S, Beaumont, TX 77701.

Mailing Address: Box 1550, Beaumont, TX 77704.

Telephone: 409-833-7512. **Fax:** 409-833-4007.

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 42.7-kw aural. Antenna: 1000-ft. above av. terrain, 1032-ft. above ground, 1059-ft. above sea level.

Latitude 30° 11' 26"
Longitude 93° 53' 08"

Transmitter: 2-mi. W of Mauriceville, TX.

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

News Services: AP, CNN.

Ownership: McKinnon Broadcasting Co. (Group Owner).

Began Operation: June 18, 1961. Transfer of control to Harbour TV Systems from A. O. Banning & William G. Hill Jr. approved by FCC Feb. 11, 1976. Sale to Banning & Hill by Devon Corp. approved by FCC Sept. 28, 1973. Sale to present owners by Liberty National Corp. approved by FCC Oct. 21, 1976 (Television Digest, Vol. 16:27).

Represented (sales): Katz Continental Television.

Represented (legal): Cohn & Marks.

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

Personnel:

- Michael D. McKinnon, President.
- Tom Michalk, Station & General Sales Manager.
- Bob Wilson, Local Sales Manager.
- Charlene Winter, Regional Sales Manager.
- Jerry Fedell, News Director.
- Gary Smith, Program Director.
- Don Davis, Promotion Director & Production Manager.
- Vernon J. LeJeune, Business Manager.

Highest 30 Sec. Rate: \$1000.

NETWORK BASE HOURLY RATE: \$425.

City of License: Beaumont. **ADI:** Beaumont-Port Arthur. **Rank:** 137.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.



KBMT BPCT-3266 Granted 1/6/65

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	LOUISIANA			
	Beauregard	10,500	10,300	98
	Calcasieu	61,000	60,500	99
	Cameron	3,100	3,100	100
	TEXAS			
	Hardin	14,700	14,500	99
	Jasper	11,400	11,200	98
	Jefferson	89,400	88,900	99
	Newton	4,900	4,800	98
	Orange	28,900	28,700	99
	Tyler	6,200	6,100	98
Between 5-24%	LOUISIANA			
	Vernon	19,800	19,400	98
	TEXAS			
	Liberty	18,400	18,100	98
	Polk	12,400	12,100	98
	Sabine	4,100	4,000	98
Station Totals		284,800	281,700	99
Net Weekly Circulation (1993)				188,900
Average Daily Circulation (1993)				104,200

Texas—Beaumont-Port Arthur

KFDM-TV
Ch. 6

Network Service: CBS.

Licensee: Freedom-TV Sub Inc., Box 7128, Beaumont, TX 77726-7128.

Studio: 2955 Interstate 10 E, Beaumont, TX 77702.

Mailing Address: Box 7128, Beaumont, TX 77726-7128.

Telephone: 409-892-6622. **Fax:** 409-892-6665.

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 960-ft. above av. terrain, 1031-ft. above ground, 1049-ft. above sea level.

Latitude 30° 08' 24"
Longitude 93° 58' 44"

Transmitter: U.S. Hwy. 90, approx. 2.3-mi. ENE of Vidor, TX.

Satellite Earth Stations: Microdyne, 7-meter C-band; RCA Americom, 4.6-meter Ku-band.

News Service: AP.

Ownership: Freedom Newspapers Inc. (Group Owner).

Began Operation: April 24, 1955. Sale to present owner by Belo Bcstg. Corp. approved by FCC Dec. 13, 1983 (Television Digest, Vol. 23:42). Sale to Belo by Beaumont Bcstg. Corp. approved by FCC May 1969 (Vol. 9:19).

Represented (sales): Pety Television Inc.

Represented (legal): Latham & Watkins.

Represented (engineering): Carl T. Jones Corp.

Personnel:

Larry Beaulieu, General Manager.
C. Rix Garey, General Sales Manager.
Suzanne Heise Wolfrom, National Sales Manager.
David Lowell, News Director.
Karen Agnew, Program Director.
Gina Hinson, Promotion Director.
Katherine Read, Business Manager.
Robert Boggs, Production Director.
Richard Kihn, Chief Engineer.

Rates: On request.

City of License: Beaumont. **ADI:** Beaumont-Port Arthur. **Rank:** 137.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS			
	Hardin	14,700	14,500	99
	Jasper	11,400	11,200	98
	Jefferson	89,400	88,900	99



KFDM-TV BPCT-3107 Granted 1/30/63

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Newton	4,900	4,800	98
	Orange	28,900	28,700	99
	Tyler	6,200	6,100	98
Between 25-49%	LOUISIANA			
	Calcasieu	61,000	60,500	99
	Cameron	3,100	3,100	100
Between 5-24%	TEXAS			
	Sabine	4,100	4,000	98
	LOUISIANA			
	Allen	7,200	7,100	99
	Beauregard	10,500	10,300	98
	TEXAS			
Angelina	25,300	25,000	99	
Liberty	18,400	18,100	98	
San Augustine	3,100	3,000	97	
Station Totals		288,200	285,300	99
Net Weekly Circulation (1993)				180,200
Average Daily Circulation (1993)				115,300

Texas—Port Arthur-Beaumont

KJAC-TV

Ch. 4

Network Service: NBC.

Licensee: Southeast Texas Broadcasting Corp., 2900 17th St., Box 3257, Port Arthur, TX 77642.

Studio: 2900 17th St., Port Arthur, TX 77642.

Mailing Address: Box 3257, Port Arthur, TX 77643.

Telephone: 409-985-5557. Fax: 409-985-4927.

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1180-ft. above av. terrain, 1225-ft. above ground, 1249-ft. above sea level.

Latitude 30° 09' 31"
Longitude 93° 59' 11"

Transmitter: NW of State Rte. 235, 2.8-mi. NE of Vidor.

Satellite Earth Stations: ADM, 3.8-meter Ku-band; Harris, 8-meter Ku-band; Harris, 3.5-meter Ku-band; Harris, M/A-Corn receivers.

News Services: AP, NBC.

Ownership: Price Communications Corp. (Group Owner).

Began Operation: October 22, 1957 equally owned by Port Arthur College & Jefferson Amusement Co. Sale of its 50% by Port Arthur College to Jefferson Amusement approved by FCC Nov. 15, 1965 (Television Digest, Vol. 5:43, 47). Transfer of control from Jefferson Amusement to Robert H. Park, Janet Gordon Jack, et al., approved by FCC May 1, 1969. Sale to Clay Communications approved May 31, 1973. Sale to present owner approved by FCC June 23, 1987 (Vol. 27:21).

Represented (sales): Seltel Inc.

Represented (legal): Roberts & Eckard, P.C.

Personnel:

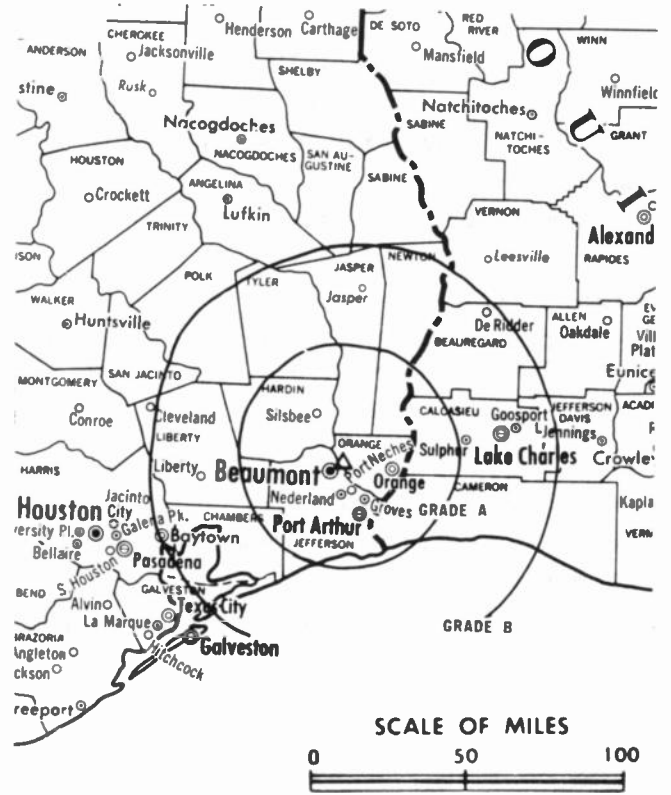
- Robert W. Verde, General Manager.
- Liz Parigi-Stobart, Local Sales Manager.
- Mark Clegg, News Director.
- Bob Schnarr, Program Director.
- Sarah Ivey, Promotion Director.
- Gery Meyer, Business Manager.
- J. C. Johnson, Production Manager.
- Charles Ravell, Chief Engineer.

Highest 30 Sec. Rate: \$1000.

City of License: Port Arthur. ADI: Beaumont-Port Arthur. Rank: 137.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS			
	Hardin	14,700	14,500	99
	Jasper	11,400	11,200	98



KJAC-TV BPCT-4322 Granted 5/13/70

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Jefferson	89,400	88,900	99
	Newton	4,900	4,800	98
	Orange	28,900	28,700	99
	Tyler	6,200	6,100	98
Between 25-49%	LOUISIANA Cameron	3,100	3,100	100
	TEXAS Sabine	4,100	4,000	98
Between 5-24%	LOUISIANA Beauregard	10,500	10,300	98
	Calcasieu	61,000	60,500	99
	Sabine	8,300	8,100	98
	TEXAS Liberty	18,400	18,100	98
	Poik	12,400	12,100	98
	San Augustine	3,100	3,000	97
Station Totals		276,400	273,400	99
Net Weekly Circulation (1993)				159,200
Average Daily Circulation (1993)				85,500

Texas—Big Spring

KWAB-TV

Ch. 4

(Satellite of KWES-TV, Odessa, TX)

Network Service: NBC.

Licensee: Midessa Television Co., Box 708-A, Lawton, OK 73502.

Studio: 2500 Kentucky Way, Big Spring, TX 79720.

Telephone: 905-263-4901.

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 12.75-kw visual, 2.51-kw aural. Antenna: 380-ft. above av. terrain, 497-ft. above ground, 2957-ft. above sea level.

Latitude	32°	15'	14"
Longitude	101°	26'	44"

Transmitter: 2500 Kentucky Way, Big Spring.

Satellite Earth Stations: 4 in operation; Harris, M/A-Com, Scientific-Atlanta receivers.

News Services: NBC, AP.

Ownership: R. H. Drewry Group (Group Owner); KSWO-TV Co. Inc. (Group Owner).

Began Operation: January 15, 1956. Sale to present owner by James C. Taylor, Receiver, approved by FCC Sept. 9, 1991.

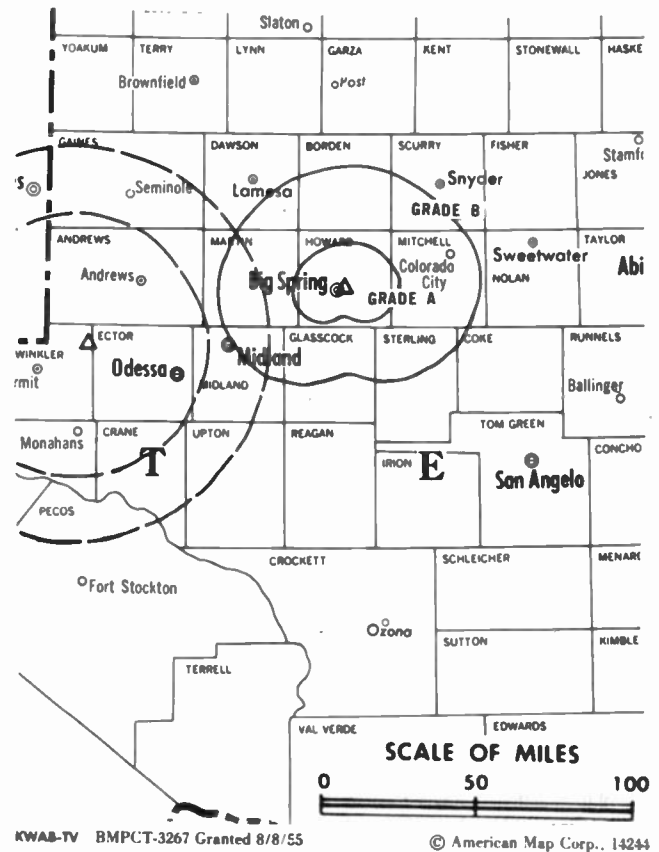
Represented (sales): Seltel Inc.

Personnel:

See KWES-TV, Odessa, TX.

Rates: Sold in combination with KWES-TV, Odessa, TX.

Arbitron Data: Included with KWES-TV, Odessa, TX.



City of License: Big Spring. ADI: Odessa-Midland. Rank: 149.

Texas—Brownsville

KVEO

Ch. 23

Network Service: NBC.

Licensee: Associated Broadcasters Inc., 600 Lafayette, Suite 906, Lafayette, LA 70502.

Studio: 394 N. Expressway, Brownsville, TX 78521.

Telephone: 512-544-2323. **Fax:** 512-544-4636.

Technical Facilities: Channel No. 23 (524-530 MHz). Authorized power: 2600-kw max. & 735-kw horizontal visual, 41-kw aural. Antenna: 1487-ft. above av. terrain, 1489-ft. above ground, 1549-ft. above sea level.

Latitude 26° 06' 59"
Longitude 97° 50' 16"

Transmitter: 2-mi. S of La Feria, TX.

Satellite Earth Stations: Harris, 6.1-meter Ku-band; Vertex, 4.57-meter Ku-band; Comtech, 3.5-meter C-band; Harris, M/A-Com, Microwave Assoc. receivers.

News Service: NBC.

Ownership: Associated Broadcasters Inc. (Group Owner).

Began Operation: December 18, 1981. Sale to Valley Bcstg. Co. by Trustee-in-Bankruptcy approved by FCC August 31, 1984. Sale to SouthWest MultiMedia Corp. approved Nov. 29, 1985. FCC approved sale to current owner Oct. 19, 1990.

Represented (sales): Seltel Inc.

Personnel:

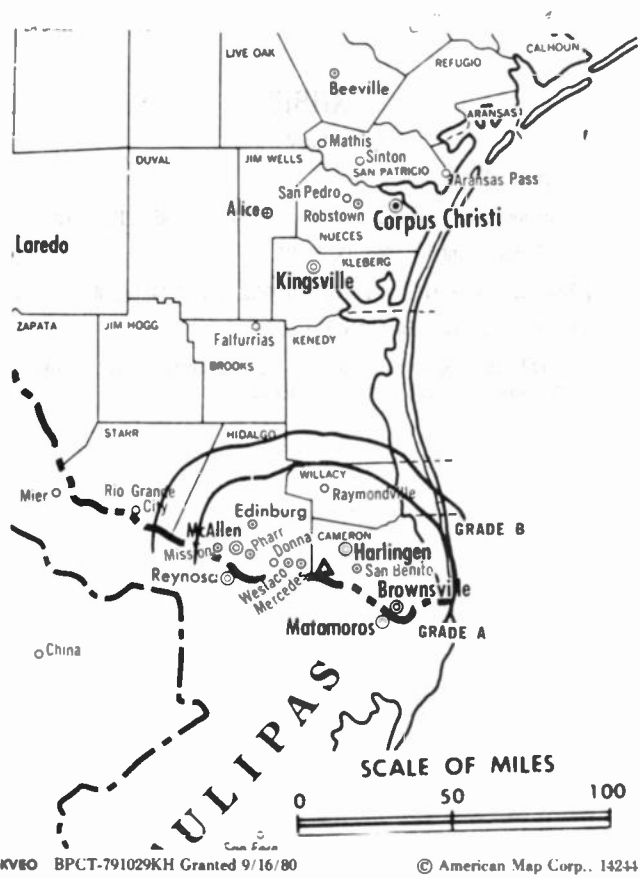
- Patti C. Smith, General Manager.
- Zee Zepeda, Sales Manager.
- Ernie Evans, Sales Manager.
- Jeff DuBois, Program & Promotion Director.
- John Ross, Chief Engineer.
- Corina Lopez, Business Manager.
- La Huan Ortega, Traffic Manager.

Highest 30 Sec. Rate: \$750.

NETWORK BASE HOURLY RATE: \$210.

City of License: Brownsville. **AOI:** McAllen-Brownsville. **Rank:** 113.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS			
	Cameron	75,500	74,600	99
	Hidalgo	110,400	108,900	99
	Willacy	5,000	4,900	98
Between 25-49%	TEXAS Starr	11,100	10,800	97
Station Totals		202,000	199,200	99
Net Weekly Circulation (1993)				141,100
Average Daily Circulation (1993)				73,300

Texas—McAllen-Brownsville-Matamoros, Mexico

XHRIO

Ch. 2

Network Service: Telemundo.

Licensee: Amerimex International Media Inc., 2100 Trawood, El Paso, TX 79935.

Studio: 500 E. Beaumont, McAllen, TX 78501.

Mailing Addresses: Box 9112, El Paso, TX 79982; Box 5074, McAllen, TX 78501.

Telephone: 915-595-6700. **Fax:** 915-598-6073.

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1096-ft. above av. terrain.

Satellite Earth Station: Scientific-Atlanta.

Ownership: Amerimex International Media Inc.

Began Operation: August 3, 1979.

Represented (sales): Telemundo.

Personnel:

John W. Doran, Executive Vice President & General Manager.

Eddie Gongora, Station Manager.

Emmett Wells, General Sales Manager.

Fred Witt, National Sales Manager & Promotion Director.

Travis Truitt, Chief Engineer.

Rates: On request.

ADI: McAllen-Brownsville. Rank: 113.

Texas—Bryan

KBTX-TV

Ch. 3

(Affiliated with KWTX-TV, Waco, TX)

Network Service: CBS.

Licensee: Brazos Broadcasting Co., Box 3730, Bryan, TX 77805.

Studio: 4141 E. 29th St., Bryan, TX 77802.

Telephone: 409-846-7777. Fax: 409-846-1490.

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 70-kw visual, 7-kw aural. Antenna: 1687-ft. above av. terrain, 1705-ft. above ground, 2036-ft. above sea level.

Latitude 30° 33' 10"
Longitude 96° 01' 50"

Transmitter: 4-mi. SE of Carlos, TX.

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

News Service: UPI.

Ownership: KWTX Broadcasting Co. (Group Owner).

Began Operation: May 22, 1957.

Represented (sales): Seltel Inc.

Represented (legal): Cordon & Kelly.

Personnel:

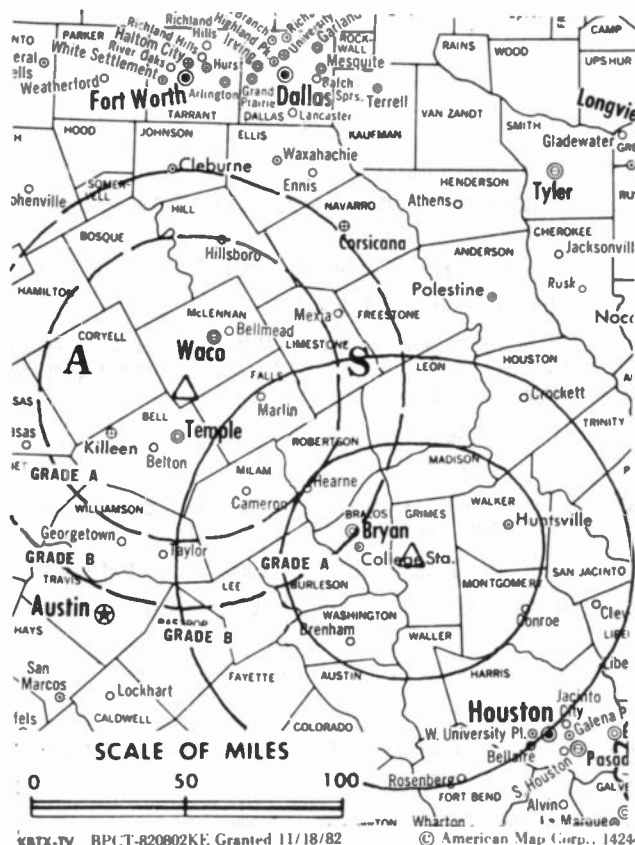
- M. N. Bostick, Chairman of the Board.
- Thomas G. Pears, President.
- Jim Baronet, General Manager.
- Jon Boaz, General Sales Manager.
- Mike Wright, National Sales Manager.
- Steve Sandlin, Chief Engineer.
- Jeff Braun, News Director.

Rates: On request.

City of License: Bryan. ADI: Waco-Temple. Rank: 96.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS			
	Brazos	45,000	44,400	99
	Burleson	5,200	5,100	98
	Grimes	6,200	6,100	98
	Houston	7,600	7,400	97
Leon	5,000	4,900	98	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Madison	3,300	3,200	97
	Robertson	5,800	5,700	98
	Trinity	4,800	4,700	98
	Walker	15,800	15,400	97
TEXAS				
Between 25-49%	Washington	9,900	9,600	97
TEXAS				
Between 5-24%	Lee	4,700	4,600	98
	Montgomery	67,000	66,000	99
	Polk	12,400	12,100	98
	San Jacinto	6,500	6,300	97
	Waller	7,500	7,400	99
Station Totals		206,700	202,900	98
Net Weekly Circulation (1993)				106,400
Average Daily Circulation (1993)				61,500

Texas—Conroe

KTFH

Ch. 49

Network Service: None, independent.

Licensee: San Jacinto TV Corp., Debtor-in-Possession, 256 Sam Houston Pkwy., Suite 49, Houston, TX 77060.

Studio: 256 Sam Houston Pkwy., Suite 49, Houston, TX 77060.

Telephone: 713-820-4900. Fax: 713-820-4840.

Technical Facilities: Channel No. 49 (680-686 MHz). Authorized power: 4082-kw max. visual. Antenna: Circularly polarized, 1178-ft. above av. terrain, 1204-ft. above ground, 1316-ft. above sea level.

Latitude	30°	15'	45"
Longitude	95°	14'	50"

Holds CP for change to 4227-kw max. visual, 1178-ft. above av. terrain, 1171-ft. above ground, 1316-ft. above sea level. BPCT-921209KE.

Transmitter: N of State Rd. 2090, 12-mi. SE of Conroe, 1.05-mi. N of Hwy. 2090.

Satellite Earth Stations: Paraclipse, 4-meter C-band; Paraclipse, 4-meter Ku & C-band; M/A-Com, Houston Tracker receivers.

Ownership: San Jacinto TV Corp., Debtor-in-Possession.

Began Operation: June 16, 1989.

Represented (sales): Katz Hispanic Media; Canadian Communications Co.

Represented (legal): Pepper & Corazzini.

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

Personnel:

Timothy Crosby, General Manager.
 Dean Nava, General Sales Manager.
 Calvin Smith, Chief Engineer.
 Cynthia Vigil, Business Manager.



KTFH BPCT-921209KE Granted 1/15/93 © American Map Corp., No. 14244

Highest 30 Sec. Rate: \$1000.

Arbitron Data: Not available.

City of License: Conroe. ADI: Houston. Rank: 10.

Texas—Corpus Christi

KIII

Ch. 3

Network Service: ABC.

Licensee: Channel 3 of Corpus Christi Inc., 4750 S. Padre Island Dr., Corpus Christi, TX 78411.

Studio: South Padre Island Dr. & Everhart Rd, Corpus Christi, TX 78411.

Mailing Address: Box 6669, Corpus Christi, TX 78411.

Telephone: 512-854-4733. Fax: 512-855-8419.

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 860-ft. above av. terrain, 899-ft. above ground, 949-ft. above sea level.

Latitude 27° 39' 29"
Longitude 97° 36' 04"

Transmitter: Near Petronilla, 15-mi. SW of Corpus Christi.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Harris, 6.1-meter C-band; Andrew C-band; Andrew, Harris receivers.

News Services: NIWS, CNN.

Ownership: McKinnon Broadcasting Co. (Group Owner).

Began Operation: May 4, 1964 on Ch. 3. Prior to transfer of control to Clinton D. McKinnon, station operated as KVDO-TV on Channel 22 from June 9, 1954 until it left the air Aug. 19, 1957 and later was granted change to Ch. 3.

Represented (sales): Katz Continental Television; Canadian Communications Co.

Represented (legal): Cohn & Marks.

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

Personnel:

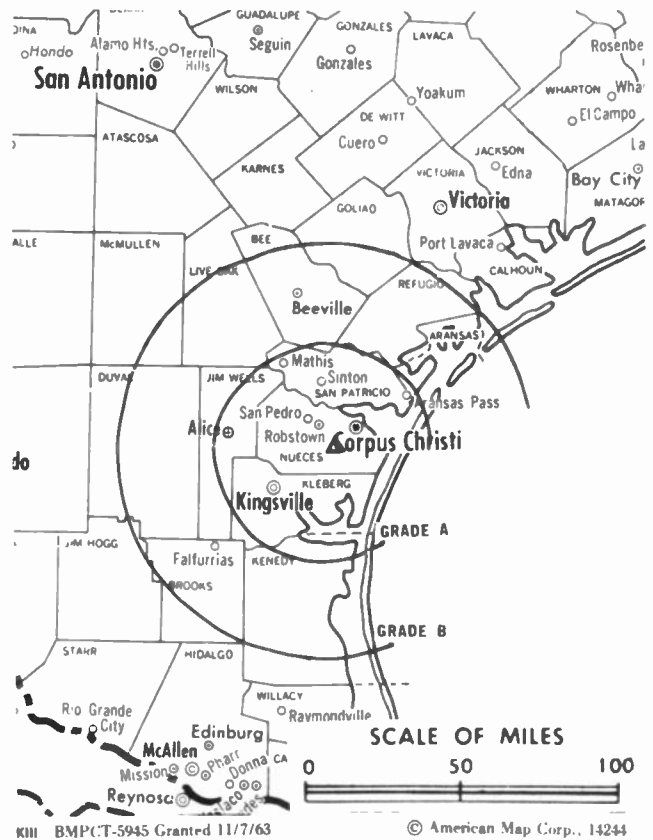
- Michael D. McKinnon, President.
- Billy Brotherton, Vice President & Station Manager.
- Nancy Yuhasz, National Sales Manager.
- Rob Dean, News Director.
- Kathryn Childers, Promotion & Marketing Director.
- Leonard Roper, Business Manager.
- Fred Hoffman, Chief Engineer.

Highest 30 Sec. Rate: \$650.

NETWORK BASE HOURLY RATE: \$500.

City of License: Corpus Christi. **ADI:** Corpus Christi. **Rank:** 123.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS			
	Aransas	7,100	7,000	99
	Bee	8,700	8,600	99
	Brooks	2,700	2,700	100
	Duval	4,100	4,000	98
	Jim Hogg	1,700	1,700	100
	Jim Wells	11,800	11,600	98
	Kenedy	100	100	100
	Kleberg	9,700	9,600	99
	Nueces	101,200	100,200	99
Refugio	2,900	2,900	100	
San Patricio	18,700	18,400	98	
Between 25-49%	TEXAS			
	Goliad	2,300	2,200	98
	Live Oak	3,500	3,400	97
Zapata	3,100	3,000	97	
Station Totals		177,600	175,400	99
Net Weekly Circulation (1993)				157,800
Average Daily Circulation (1993)				111,200

Texas—Corpus Christi

KORO
Ch. 28

Network Service: Univision.

Licensee: Telecorpus Inc., 102 N. Mesquite, Corpus Christi, TX 78401.

Studio: 102 N. Mesquite, Corpus Christi, TX 78401.

Telephone: 512-883-2823. **Fax:** 512-883-2931.

Technical Facilities: Channel No. 28 (554-560 MHz). Authorized power: 1459-kw max. visual, 146-kw max. aural. Antenna: 762-ft. above av. terrain, 750-ft. above ground, 820-ft. above sea level.

Latitude 27° 45' 11"
Longitude 97° 38' 14"

Transmitter: 2-mi. S of Hwy. 44 on Ch. 10 Rd., 2-mi. SE of Robstown.

Satellite Earth Station: Andrew, 7-meter.

News Service: AP.

Ownership: Telecorpus Inc.

Began Operation: April 13, 1977.

Represented (sales): Univision.

Personnel:

- Servando Caballero, General Manager.
- Suzel Mendieta, Assistant Station Manager.
- Abel Pacheco, General Sales Manager.
- Javier Colmenero, News Director.
- Felipe Franco, Chief Engineer.

Highest 30 Sec. Rate: \$210.

City of License: Corpus Christi. **ADI:** Corpus Christi. **Rank:** 123.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 25-49%	TEXAS Duval	4,100	4,000	98
	TEXAS Bee	8,700	8,600	99
Between 5-24%	Brooks	2,700	2,700	100



Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 5-24%	Jim Wells	11,800	11,600	98
	Kenedy	100	100	100
	Kleberg	9,700	9,600	99
	Nueces	101,200	100,200	99
	Refugio	2,900	2,900	100
	San Patricio	18,700	18,400	98
Station Totals		159,900	158,100	99
Net Weekly Circulation (1993)				24,100
Average Daily Circulation (1993)				13,200

Texas—Corpus Christi

KRIS-TV

Ch. 6

Network Service: NBC.

Licensee: Gulf Coast Broadcasting Co., Box 840, Corpus Christi, TX 78403.

Studio: 409 S. Staples St., Corpus Christi, TX 78401.

Telephone: 512-886-6100. TWX: 910-876-1442. Fax: 512-887-6666.

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: Circularly polarized, 954-ft. above av. terrain, 945-ft. above ground, 1007-ft. above sea level.

Latitude 27° 44' 28"
Longitude 97° 36' 08"

Transmitter: Violet Rd., 2.94-mi. S of Violet community, SW of city limits.

Multichannel TV Sound: Stereo and separate audio program.

Satellite Earth Stations: Harris, 9.1-meter Ku-band; Harris, 6.1-meter C-band; Harris, 4.1-meter Ku-band; Harris receivers.

News Service: AP.

Ownership: Gulf Coast Broadcasting Co.

Began Operation: May 25, 1956.

Represented (sales): Blair Television.

Represented (legal): Nixon, Hargrave, Devans & Doyle.

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

Personnel:

T. Frank Smith Jr., President & General Manager.

Charlie Brite, General Sales Manager.

Steve West, Chief Engineer.

Fred Ertz, News Director.

Susan M. Hines, Business Manager.

Jay Sanchez, Public Service Director.

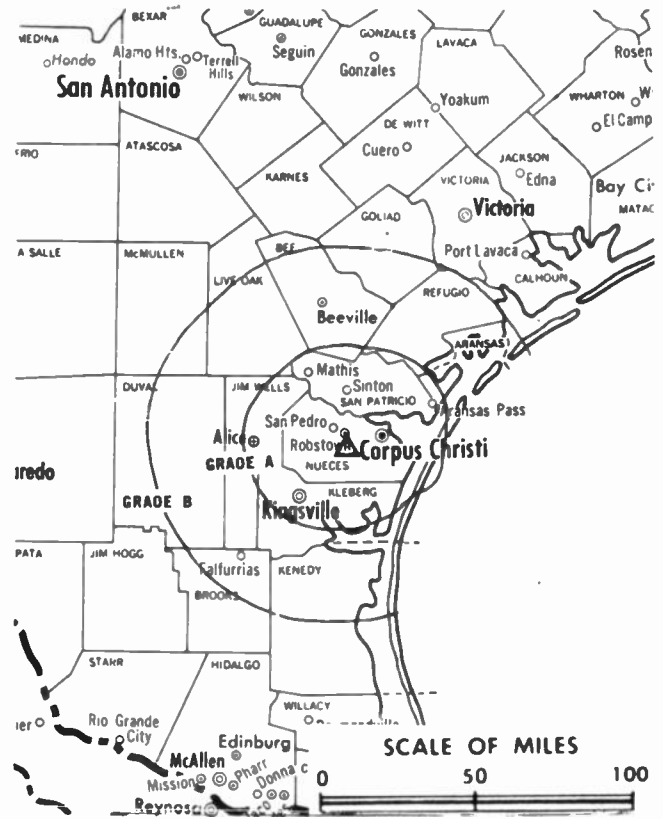
Highest 30 Sec. Rate: \$1000.

NETWORK BASE HOURLY RATE: \$600.

City of License: Corpus Christi. ADI: Corpus Christi. Rank: 123.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS			
	Aransas	7,100	7,000	99
	Bee	8,700	8,600	99
	Brooks	2,700	2,700	100
	Duval	4,100	4,000	98
	Jim Hogg	1,700	1,700	100



KRIS-TV BPCT-860915KF Granted 11/19/86 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Jim Wells	11,800	11,600	98
	Kenedy	100	100	100
	Kleberg	9,700	9,600	99
	Live Oak	3,500	3,400	97
	Nueces	101,200	100,200	99
	Refugio	2,900	2,900	100
	San Patricio	18,700	18,400	98
Between 25-49%	TEXAS			
	Goliad	2,300	2,200	98
	Zapata	3,100	3,000	97
Between 5-24%	TEXAS			
	Calhoun	6,600	6,500	98
	Victoria	26,300	25,900	98
Station Totals		210,500	207,800	99
Net Weekly Circulation (1993)			151,100	
Average Daily Circulation (1993)			93,400	

Texas—Corpus Christi

KZTV

Ch. 10

(Operates satellite KTVV, Laredo, TX)

Network Service: CBS.

Licensee: K-SIX Television Inc., 301 Artesian St., Corpus Christi, TX 78401.

Studio: 301 Artesian St., Corpus Christi, TX 78401.

Mailing Address: Box TV-10, Corpus Christi, TX 78403.

Telephone: 512-883-7070. Fax: 512-884-8111.

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 316-kw visual, 47.9-kw aural. Antenna: 940-ft. above av. terrain, 982-ft. above ground, 1049-ft. above sea level.

Latitude 27° 46' 50"
Longitude 97° 38' 03"

Transmitter: State Hwy. 44, 1.7-mi. E of Robstown, TX.

Satellite Earth Stations: 4 in operation; Pinzone, RCA, Scientific-Atlanta receivers.

AM Affiliate: KSIX, 1-kw, 1230 kHz.

News Services: AP, CBS.

Ownership: K-SIX Television Inc.

Began Operation: September 30, 1956.

Represented (sales): Seltel Inc.

Personnel:

Vann M. Kennedy, President & General Manager.

Gene Looper, Program Director.

Jim Bixler, Commercial Manager.

Lester Waters, Chief Engineer.

Walter Furley, News Director.

Alice Benson, Promotion Director.

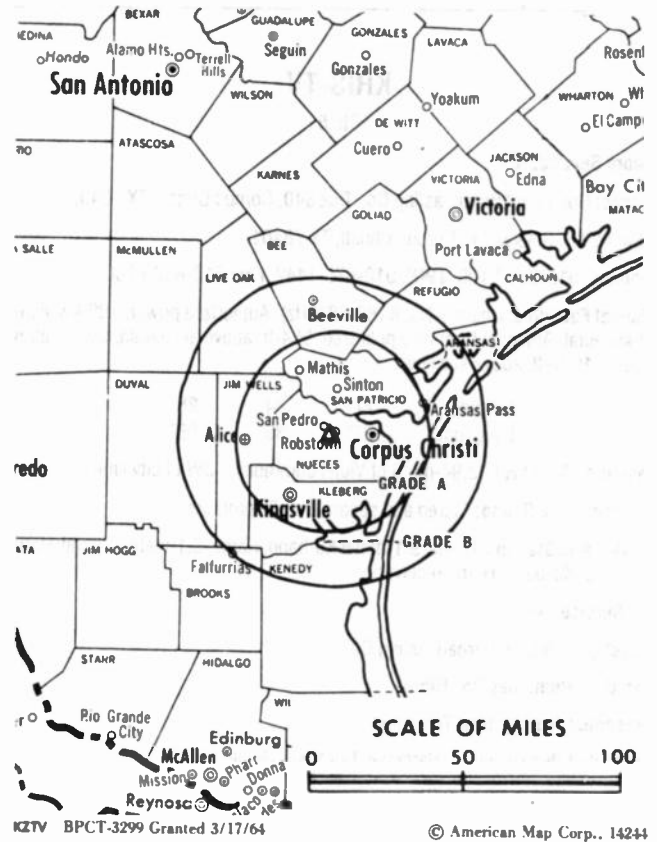
Highest 30 Sec. Rate: \$450.

NETWORK BASE HOURLY RATE: \$450.

City of License: Corpus Christi. **ADI:** Corpus Christi. **Rank:** 123.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households Households	%
50% & Over	TEXAS			
	Aransas	7,100	7,000	99
	Bee	8,700	8,600	99
	Brooks	2,700	2,700	100
	Duval	4,100	4,000	98
	Jim Hogg	1,700	1,700	100



Net Weekly Circulation	State County	Total Households	TV Households Households	%
50% & Over	Jim Wells	11,800	11,600	98
	Kenedy	100	100	100
	Kleberg	9,700	9,600	99
	Live Oak	3,500	3,400	97
	Nueces	101,200	100,200	99
	Refugio	2,900	2,900	100
	San Patricio	18,700	18,400	98
Between 25-49%	TEXAS			
	Goliad	2,300	2,200	98
	Zapata	3,100	3,000	97
Between 5-24%	TEXAS			
	Calhoun	6,600	6,500	98
	Victoria	26,300	25,900	98
Station Totals		210,500	207,800	99
Net Weekly Circulation (1993)				149,200
Average Daily Circulation (1993)				87,100

Texas—Dallas

KDAF

Ch. 33

Network Service: Fox.

Licensee: News America Television Inc., 8001 John Carpenter Freeway, Dallas, TX 75247.

Studio: 8001 John Carpenter Freeway, Dallas, TX 75247.

Telephone: 214-634-8833. Fax: 214-634-0435.

Technical Facilities: Channel No. 33 (584-590 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 1696-ft. above av. terrain, 1501-ft. above ground, 2321-ft. above sea level.

Latitude 32° 35' 21.50"
Longitude 96° 58' 10.00"

Transmitter: Belt Line Rd., 0.81-mi. W of Cedar Hill Rd., Cedar Hill.

Satellite Earth Stations: Harris, 6.1-meter C-band; Harris, 4.57-meter C-band; Scientific-Atlanta, 4.5-meter Ku-band; Harris, Scientific-Atlanta, Standard Communications receivers.

Ownership: Fox Television Stations Inc. (Group Owner).

Began Operation: September 29, 1980. Sale to present owner by Metromedia approved by FCC Nov. 14, 1985. Sale to Metromedia by Sheldon K. Turner and Nolanda Turner Hill approved by FCC Nov. 8, 1983.

Represented (sales): Petry Television Inc.

Personnel:

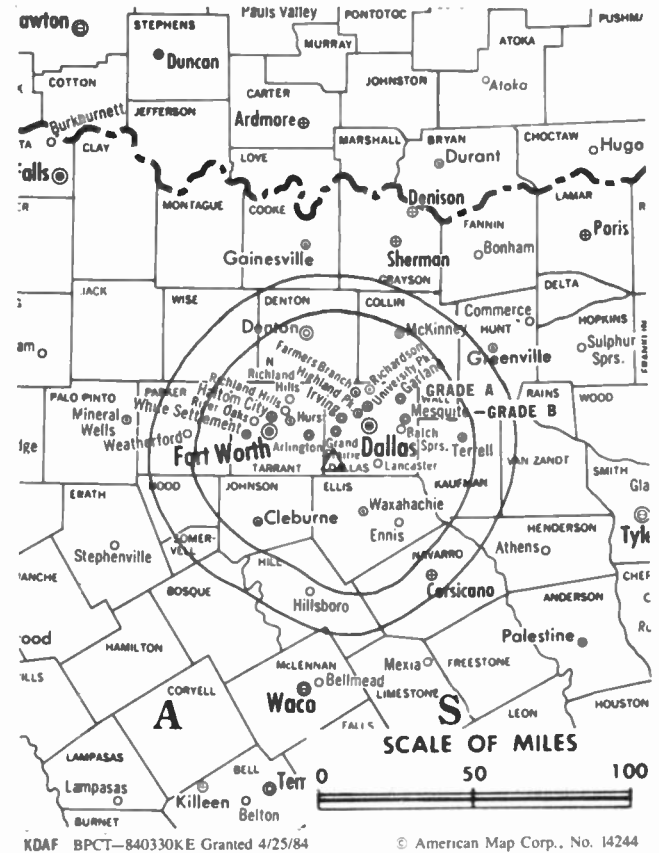
- Kathy Saunders, Vice President & General Manager.
- Bill Munk, Vice President & General Sales Manager.
- Sheri Germain-Stambaugh, Vice President & Business Manager.
- Ken Murphy, National Sales Manager.
- Chris Wolf, Programming & Promotion Director.
- Joe Maggio, Chief Engineer.
- Roel Medina, Production & Station Services Manager.
- Elaine Stedler, Program Coordinator.

Rates: On request.

City of License: Dallas. ADI: Dallas-Fort Worth. Rank: 8.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS			
	Collin	106,000	105,000	99
	Dallas	726,600	722,200	99
	Denton	111,900	111,000	99
	Ellis	30,800	30,500	99
	Johnson	35,500	35,200	99
	Kaufman	19,200	18,900	98
	Navarro	15,100	14,900	99
	Rains	2,900	2,900	100
	Tarrant	465,600	462,800	99
Between 25-49%	TEXAS			
	Cooke	12,100	12,000	99
	Delta	1,900	1,900	100
	Erath	11,300	11,200	99
	Freestone	6,000	5,900	98
	Grayson	37,200	36,800	99



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Hill	10,500	10,400	99
	Hood	12,500	12,400	99
	Hunt	24,800	24,500	99
	Palo Pinto	9,500	9,400	99
	Parker	24,900	24,700	99
	Rockwall	9,900	9,800	99
	Somervell	2,100	2,100	100
	Van Zandt	14,900	14,700	99
	Wise	12,600	12,500	99
	Between 5-24%	OKLAHOMA		
Bryan		12,800	12,600	98
TEXAS				
Bosque		6,200	6,100	98
Fannin		9,800	9,600	98
Hamilton		3,200	3,100	97
Henderson		24,100	23,700	98
Hopkins		11,200	11,000	98
Jack		2,700	2,700	100
Limestone		7,800	7,700	99
Montague	6,800	6,700	99	
Station Totals		1,788,400	1,774,900	99
Net Weekly Circulation (1993)			925,900	
Average Daily Circulation (1993)			387,100	

UHF, VHF, ITFS/MMDS
Broadcast Products and Services
Turnkey Systems Since 1960

PO Box 68 • White Haven, PA 18661 • 717-443-9575
1-800-233-6193 FAX 717-443-9257

Texas—Dallas-Fort Worth

KDFI-TV

Ch. 27

Network Service: None, independent.

Licensee: Dallas Media Investors Corp., 433 Regal Row, Dallas, TX 75356-1427.

Studio: 433 Regal Row, Dallas, TX 75356.

Mailing Address: Box 561427, Dallas, TX 75356.

Telephone: 214-637-2727.

Technical Facilities: Channel No. 27 (548-554 MHz). Authorized power: 5000-kw max. & 1490-kw horizontal visual, 251-kw aural. Antenna: 1690-ft. above av. terrain, 1529-ft. above ground, 2349-ft. above sea level.

Latitude 32° 35' 22"
Longitude 96° 58' 10"

Transmitter: Belt Line Rd., 0.81-mi. W of Cedar Hill Rd.

Multichannel TV Sound: Stereo only.

Satellite Earth Station: United Satellite Systems, 5-meter; M/A-Com receivers.

News Services: Southwest Newswire, UPI.

Ownership: Dallas Media Investors Corp.

Began Operation: January 26, 1981.

Represented (sales): Adam Young Inc.

Represented (legal): Dow, Lohnes & Albertson.

Personnel:

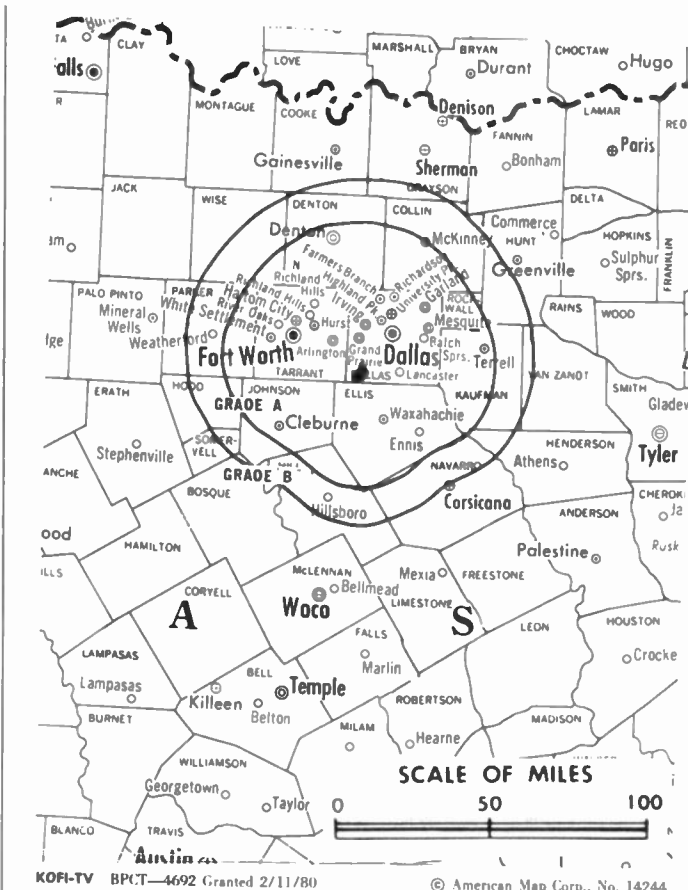
- John A. McKay, President & Chief Executive Officer.
- Mark Lamberti, Vice President & Director of Programming.
- Dan Corken, General Sales Manager.
- Joe Zambardino, National Sales Manager.
- Jim Kaufman, Chief Engineer.
- Kimberly Sue Jenkins, Promotion Director.
- Raymond Luckey, Business Manager.

Rates: On request.

City of License: Dallas. **ADI:** Dallas-Fort Worth. **Rank:** 8.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	TEXAS			
	Dallas	726,600	722,200	99
	Ellis	30,800	30,500	99
	Fannin	9,800	9,600	98
	Freestone	6,000	5,900	98
	Hill	10,500	10,400	99
	Hood	12,500	12,400	99
	Hunt	24,800	24,500	99
	Jack	2,700	2,700	100
	Johnson	35,500	35,200	99
	Kaufman	19,200	18,900	98
	Navarro	15,100	14,900	99
Rains	2,900	2,900	100	



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Somervell	2,100	2,100	100
	Tarrant	465,600	462,800	99
Between 5-24%	TEXAS			
	Bosque	6,200	6,100	98
	Collin	106,000	105,000	99
	Cooke	12,100	12,000	99
	Delta	1,900	1,900	100
	Denton	111,900	111,000	99
	Erath	11,300	11,200	99
	Grayson	37,200	36,800	99
	Hamilton	3,200	3,100	97
	Henderson	24,100	23,700	98
	Hopkins	11,200	11,000	98
	Limestone	7,800	7,700	99
	Montague	6,800	6,700	99
	Palo Pinto	9,500	9,400	99
	Parker	24,900	24,700	99
Rockwall	9,900	9,800	99	
Van Zandt	14,900	14,700	99	
Wise	12,600	12,500	99	
Station Totals		1,775,600	1,762,300	99
Net Weekly Circulation (1993)				477,200
Average Daily Circulation (1993)				141,600

Texas—Dallas-Fort Worth

KDFW-TV

Ch. 4

Network Service: CBS.

Licensee: KDFW-TV Inc., 400 N. Griffin St., Dallas, TX 75202.

Studio: 400 N. Griffin St., Dallas, TX 75202.

Telephone: 214-720-4444. TWX: 910-861-4111. Fax: 214-720-3207.

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1677-ft. above av. terrain, 1496-ft. above ground, 2306-ft. above sea level.

Latitude 32° 35' 06"
Longitude 96° 58' 41"

Transmitter: Cedar Hill at junction of Belt Line & Mansfield Rds.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta, 4.6-meter C-band; Vertex, 6.1-meter; Vertex, 4.6-meter C-band; Vertex, 4.6-meter Ku-band.

News Services: AP, CBS, DataTime, HMS, NIWS.

Ownership: Times Mirror Co. (Group Owner).

Began Operation: December 3, 1949. Sale to present owner by Times Herald Printing Co. along with Dallas-Times Herald, approved by FCC May 15, 1970 (Television Digest, Vol. 9:38; 10:20). Sale to Argyle Holdings Inc. granted by FCC Aug. 6, 1993, but not yet consummated (Vol. 33:13, 14).

Represented (sales): Katz American Television; Canadian Communications Co.

Represented (legal): Wilmer, Cutler & Pickering.

Represented (engineering): Lohnes & Culver.

Personnel:

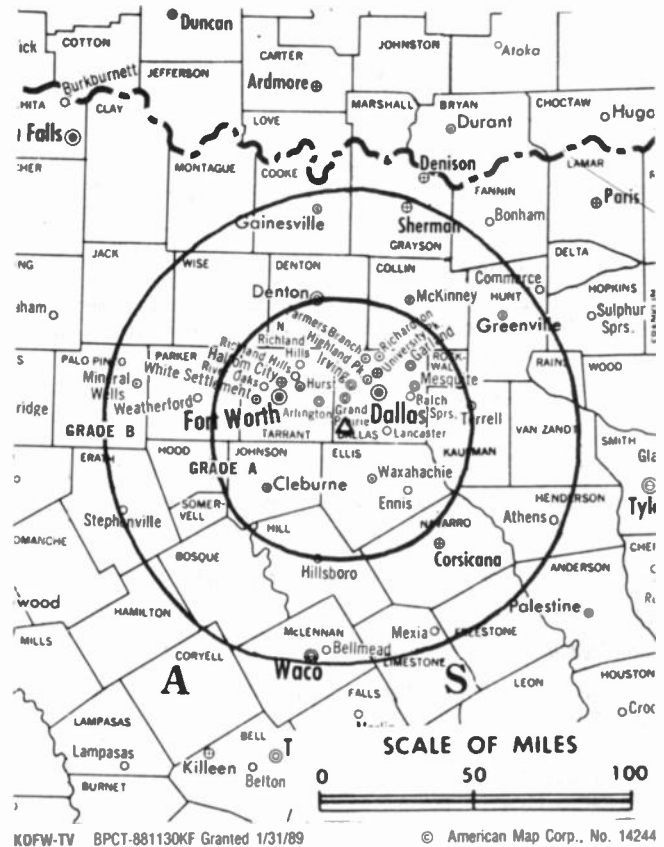
Jeff Rosser, President & General Manager.
Mike Sechrist, Vice President, News.
Frank Gregg, Vice President, Sales.
Howard Murphy, Vice President, Finance.
Val Bonnie, Local Sales Manager.
Rick Thompson, National Sales Manager.
Karen Hodges, National Sales Manager.
James D. Withers, Director of Engineering.
Joe Bell, Program Director.
Karen Cage, Public Relations Director.
Ann Rollins, Business Manager.
Jim Monroe, Marketing Director.

Rates: On request.

City of License: Dallas. ADI: Dallas-Fort Worth. Rank: 8.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS			
	Anderson	14,600	14,400	99
	Bosque	6,200	6,100	98
	Collin	106,000	105,000	99
	Comanche	5,300	5,200	98
	Cooke	12,100	12,000	99
	Dallas	726,600	722,200	99
	Delta	1,900	1,900	100
	Denton	111,900	111,000	99
	Ellis	30,800	30,500	99
	Erath	11,300	11,200	99
	Fannin	9,800	9,600	98
	Freestone	6,000	5,900	98
	Grayson	37,200	36,800	99
	Hamilton	3,200	3,100	97
Henderson	24,100	23,700	98	
Hill	10,500	10,400	99	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Hood	12,500	12,400	99
	Hopkins	11,200	11,000	98
	Hunt	24,800	24,500	99
	Jack	2,700	2,700	100
	Johnson	35,500	35,200	99
	Kaufman	19,200	18,900	98
	Lamar	16,900	16,500	98
	Limestone	7,800	7,700	99
	Navarro	15,100	14,900	99
	Palo Pinto	9,500	9,400	99
	Parker	24,900	24,700	99
	Rains	2,900	2,900	100
	Rockwall	9,900	9,800	99
	Smith	58,600	58,000	99
	Somervell	2,100	2,100	100
Tarrant	465,600	462,800	99	
Van Zandt	14,900	14,700	99	
Wise	12,600	12,500	99	
Wood	11,900	11,700	98	

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	OKLAHOMA			
	Choctaw	6,100	5,900	97
	Marshall	4,400	4,400	100
	TEXAS			
	Cherokee	15,200	14,900	98
Franklin	3,000	2,900	97	
Montague	6,800	6,700	99	

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	OKLAHOMA			
	Love	3,000	3,000	100
	Mc Curtain	12,400	12,100	98
TEXAS				
Brown	13,200	13,000	98	

(Continued on page A-1192)

Station Totals	2,108,100	2,090,300	99
Net Weekly Circulation (1993)			1,589,000
Average Daily Circulation (1993)			850,800

Texas—Dallas

KDTX-TV

Ch. 58

Network Service: Trinity Bcstg. Network.

Licensee: Trinity Bcstg. of Texas Inc., 2823 W. Irving Blvd., Irving, TX 75061.

Studio: 2823 W. Irving Blvd., Irving, TX 75061.

Telephone: 214-313-1333. Fax: 214-749-5853.

Technical Facilities: Channel No. 58 (734-740 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 1437-ft. above av. terrain, 1241-ft. above ground, 2061-ft. above sea level.

Latitude 32° 35' 22"
Longitude 96° 58' 10"

Transmitter: 1360 W. Belt Line Rd., 0.8-mi. W of Cedar Hill.

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

SNG Mobile Dish: Vertex, 2.9-meter Ku-band.

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

Began Operation: February 9, 1987.

Represented (legal): May & Dunne, Chartered.

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

Personnel:

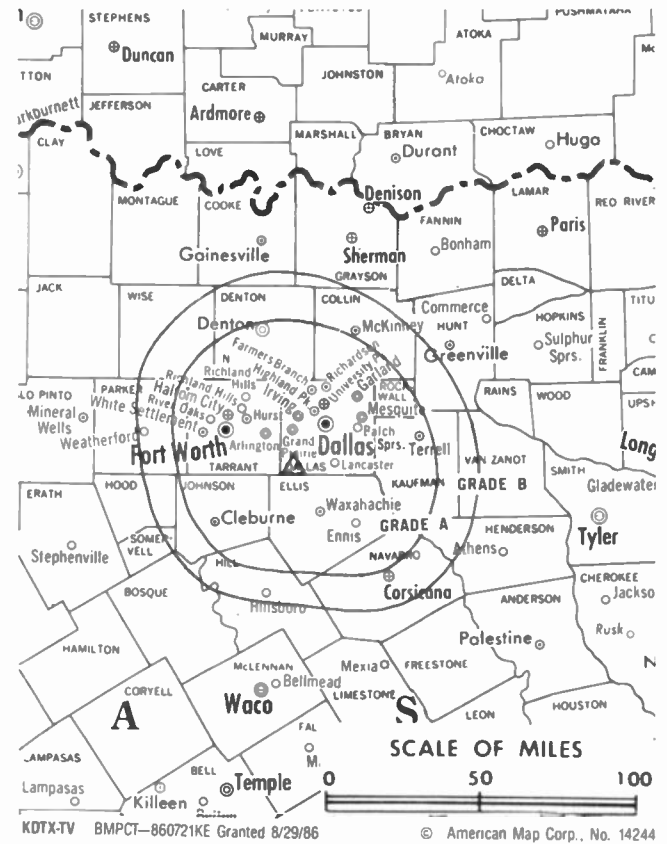
Phil Crouch, Station Manager.
Steve Fjordbak, Production Manager.
Dana Hooper, Public Affairs Director.
Tee Thomas, Chief Engineer.

Highest 30 Sec. Rate: \$95.

City of License: Dallas. ADI: Dallas-Fort Worth. Rank: 8.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	TEXAS			
	Hood	12,500	12,400	99
	Kaufman	19,200	18,900	98



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	Palo Pinto	9,500	9,400	99
	Van Zandt	14,900	14,700	99
	Wise	12,600	12,500	99
Station Totals		68,700	67,900	99
Net Weekly Circulation (1993)				53,000
Average Daily Circulation (1993)				20,600

Texas—Fort Worth-Dallas

KFWD

Ch. 52

Network Service: Telemundo.

Licensee: Interspan Communications, 900 S. Garfield Ave., Alhambra, CA 91801.

Studio: 3000 W. Story Rd., Irving, TX 75038.

Telephone: 214-263-8137. **Fax:** 214-258-1770.

Technical Facilities: Channel No. 52 (698-704 MHz). Authorized power: 5000-kw max. visual. Antenna: 1076-ft. above av. terrain, 1053-ft. above ground, 1680-ft. above sea level.

Latitude 32° 45' 01"
Longitude 97° 16' 07"

Transmitter: Near 3900 Barnett St., Fort Worth.

Ownership: HIC Broadcast Partners; Ronald Ulloa.

Began Operation: September 1, 1988.

Represented (legal): Dow, Lohnes & Albertson.

Represented (engineering): Silliman & Silliman.

Personnel:

Wayne Casa, Vice President & General Manager.

Cerise Carter, National Sales Manager.

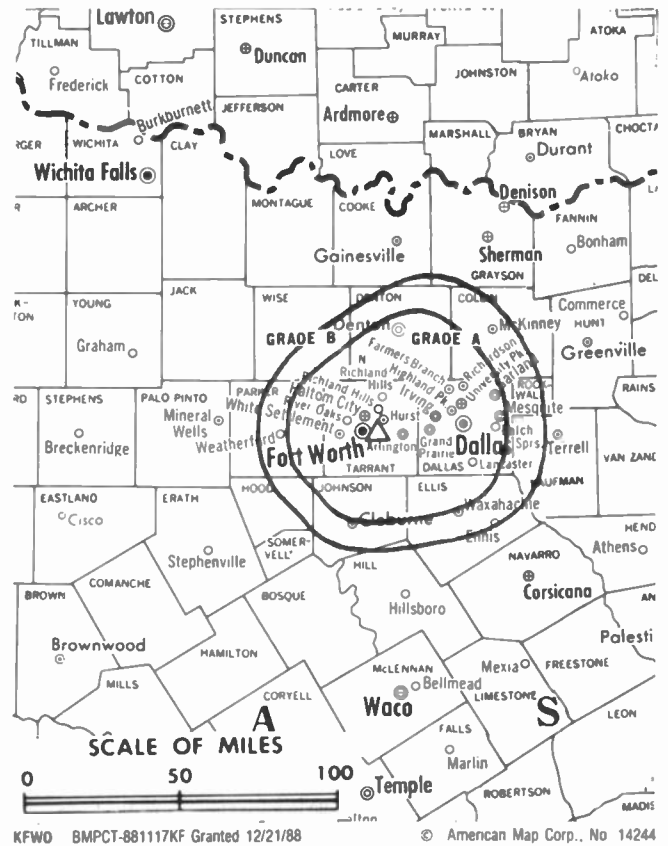
Harley Engel, Chief Engineer.

Maria Vera Roman, Business Manager.

Rates: On request.

City of License: Fort Worth. **ADI:** Dallas-Fort Worth. **Rank:** 8.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
	TEXAS			
Between 5-24%	Wise	12,600	12,500	99
Station Totals		12,600	12,500	99
Net Weekly Circulation (1993)				34,400
Average Daily Circulation (1993)				18,800

Texas—Fort Worth-Dallas

KTVT

Ch. 11

Network Service: None, independent.

Licensee: Gaylord Broadcasting Co., 10111 N. Central Expwy., Dallas, TX 75231.

Studio: 5233 Bridge St., Fort Worth, TX 76103.

Dallas Sales Office: 12222 Merit Dr., Suite 170, Dallas, TX 75251.

Mailing Address: Box 2495, Fort Worth, TX 76113.

Telephones: 817-451-1111 (Fort Worth); 214-770-4411 (Dallas).

Fax: 817-457-1897.

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1669-ft. above av. terrain, 1553-ft. above ground, 2349-ft. above sea level.

Latitude 32° 34' 43"
Longitude 96° 57' 12"

Transmitter: Approx. 0.7-mi. S of Cedar Hill, TX.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Harris, 6.1-meter C-band; Harris, 4.7-meter C-band; Harris, 3-meter C-band; Vertex receivers.

News Service: AP.

Ownership: Gaylord Broadcasting Co. (Group Owner).

Began Operation: September 11, 1955. Sale to present owner by NAFI Telecasting approved Aug. 1, 1962 (Television Digest, Vol. 2:11, 32). Sale to NAFI Telecasting by Texas State Network approved July 27, 1960 by FCC (Vol. 16:21, 31).

Represented (sales): MMT Sales Inc.

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

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

Personnel:

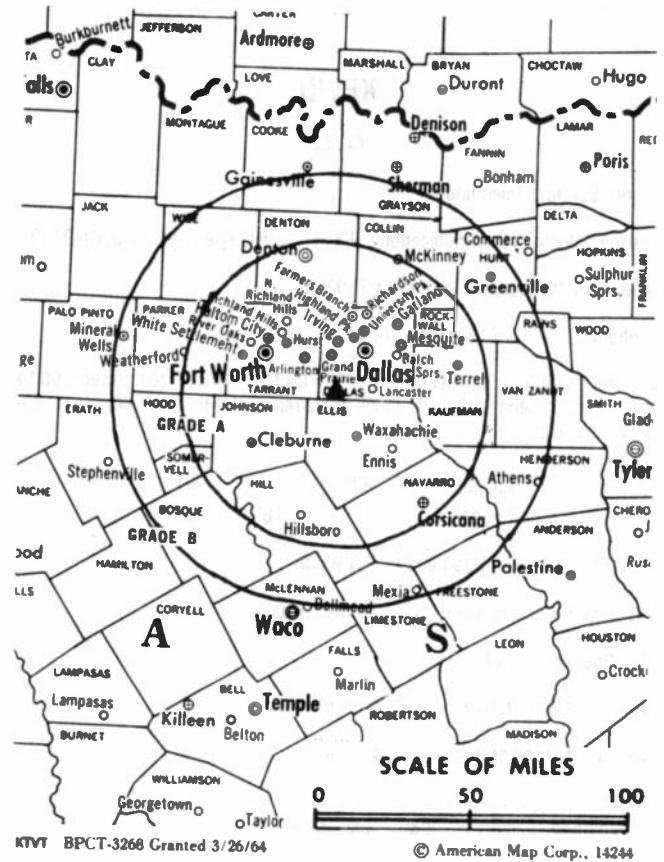
- E. D. Trimble, Executive Vice President & General Manager.
- John Deroche, Director of Sales.
- Brian Jones, Local Sales Manager, Dallas.
- Donna Coomer, Local Sales Manager, Fort Worth.
- Paul Hastaba, National Sales Manager.
- Bill Maples, National Sales Manager.
- Jim Holland, News Director.
- Ken Foote, Program Director.
- Barry Smith, Promotion Director.
- Ed Cuellar, Business Manager.
- Tom Daniels, Chief Engineer.

Highest 30 Sec. Rate: \$6000.

City of License: Fort Worth. ADI: Dallas-Fort Worth. Rank: 8.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
TEXAS				
50% & Over	Anderson	14,600	14,400	99
	Collin	106,000	105,000	99
	Comanche	5,300	5,200	98
	Cooke	12,100	12,000	99
	Dallas	726,600	722,200	99
	Delta	1,900	1,900	100
	Denton	111,900	111,000	99
	Ellis	30,800	30,500	99
	Fannin	9,800	9,600	98
	Hamilton	3,200	3,100	97
	Hill	10,500	10,400	99
	Hood	12,500	12,400	99
	Hopkins	11,200	11,000	98
	Hunt	24,800	24,500	99



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over				
	Jack	2,700	2,700	100
	Johnson	35,500	35,200	99
	Kaufman	19,200	18,900	98
	Navarro	15,100	14,900	99
	Parker	24,900	24,700	99
	Rains	2,900	2,900	100
	Reeves	4,700	4,600	98
	Rockwall	9,900	9,800	99
	Tarrant	465,600	462,800	99
	Van Zandt	14,900	14,700	99
	Wise	12,600	12,500	99

Between 25-49%				
	ARKANSAS			
	Little River	5,200	5,100	98
	KANSAS			
	Stevens	1,900	1,900	100
	OKLAHOMA			
	Bryan	12,800	12,600	98
	Carter	16,400	16,200	99
	Choctaw	6,100	5,900	97
	Comanche	37,700	37,400	99
	Harmon	1,400	1,400	100
	Love	3,000	3,000	100
	Marshall	4,400	4,400	100
	Tillman	3,900	3,900	100
	Washington	18,900	18,800	99
	TEXAS			
	Andrews	4,600	4,600	100
	Bell	69,600	69,100	99
	Bosque	6,200	6,100	98
	Brazos	45,000	44,400	99
	Brown	13,200	13,000	98

(Continued on page A-1192)

Station Totals	3,253,700	3,222,300	99
Net Weekly Circulation (1993)			1,451,400
Average Daily Circulation (1993)			554,500

Texas—Fort Worth-Dallas

KTXA

Ch. 21

Network Service: None, independent.

Licensee: Paramount Stations Group of Fort Worth-Dallas Inc.

Studio: 1712 E. Randol Mill Rd., Arlington, TX 76011.

Telephone: 817-265-2100. Fax: 817-265-5949.

Technical Facilities: Channel No. 21 (512-518 MHz). Authorized power: 5000-kw max. & 1740-kw horizontal visual, 500-kw max. & 174-kw horizontal aural. Antenna: 1690-ft. above av. terrain, 1529-ft. above ground, 2349-ft. above sea level.

Latitude 32° 35' 22"
Longitude 96° 58' 10"

Transmitter: 1360-A W. Belt Line Rd., Cedar Hill.

Satellite Earth Stations: Harris, 6.1-meter C-band; Harris, 3-meter C-band; Vertex, 4.6-meter Ku-band; Harris, Vertex receivers.

Ownership: Paramount Stations Group (Group Owner).

Began Operation: January 4, 1981. Sale to present owners by Taft Television & Radio Co. Inc. approved by FCC Feb. 20, 1987 (Television Digest, Vol. 27:9, 14, 15). Sale to Taft by Gulf Broadcast Group approved by FCC May 30, 1985 (Vol. 25:5, 20, 22). Sale to Gulf by Sidney L. Schlenker, J. Livingston Kosberg, et al., approved Dec. 11, 1984 (Vol. 24:23, 53).

Represented (sales): Seltel Inc.

Represented (legal): Leventhal, Senter & Lerman.

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

Personnel:

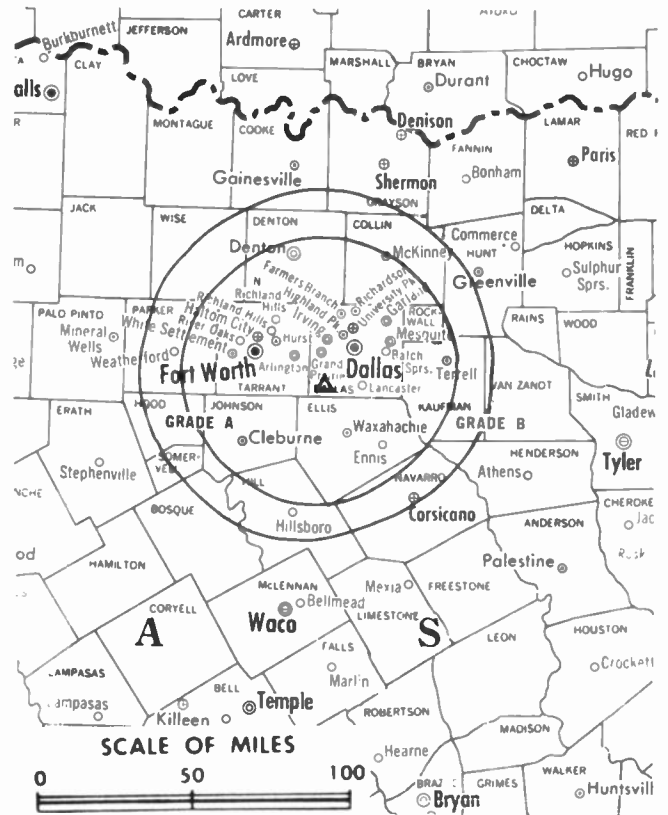
- Walter De Haven, Vice President & General Manager.
- Rick Mills, General Sales Manager.
- Eric Lassberg, Local Sales Manager.
- Greg Pittman, National Sales Manager.
- Tammy Salinas, Program Manager.
- Sue Stuecheli, Business Manager.
- George Delacerda, Chief Engineer.
- Pat O'Connor, Traffic Manager.

Highest 30 Sec. Rate: \$5000.

City of License: Arlington. ADI: Dallas-Fort Worth. Rank: 8.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS			
	Hill	10,500	10,400	99
	Hunt	24,800	24,500	99
	Kaufman	19,200	18,900	98
Between 25-49%	TEXAS			
	Collin	106,000	105,000	99
	Cooke	12,100	12,000	99
	Dallas	726,600	722,200	99
	Denton	111,900	111,000	99
	Ellis	30,800	30,500	99
	Erath	11,300	11,200	99
	Freestone	6,000	5,900	98
	Grayson	37,200	36,800	99



KTXA BPCT-4962 Granted 3/31/80

© American Map Corp. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Hood	12,500	12,400	99
	Johnson	35,500	35,200	99
	Limestone	7,800	7,700	99
	Navarro	15,100	14,900	99
	Palo Pinto	9,500	9,400	99
	Parker	24,900	24,700	99
	Rains	2,900	2,900	100
	Rockwall	9,900	9,800	99
	Somervell	2,100	2,100	100
	Tarrant	465,600	462,800	99
	Van Zandt	14,900	14,700	99
	Wise	12,600	12,500	99
	Between 5-24%	OKLAHOMA		
Love		3,000	3,000	100
TEXAS				
Bosque		6,200	6,100	98
Delta		1,900	1,900	100
Fannin		9,800	9,600	98
Hamilton		3,200	3,100	97
Henderson		24,100	23,700	98
Hopkins		11,200	11,000	98
Jack		2,700	2,700	100
Montague	6,800	6,700	99	
Station Totals		1,778,600	1,765,300	99
Net Weekly Circulation (1993)				795,500
Average Daily Circulation (1993)				308,000

Texas—Fort Worth-Dallas

KXAS-TV

Ch. 5

Network Service: NBC.

Licensee: North Texas Broadcasting Corp., Box 1780, Fort Worth, TX 76101-1780.

Studio: 3900 Barnett St., Fort Worth, TX 76101.

Branch Office: 3100 McKinnon St., Suite 370, Dallas, TX 75201.

Mailing Address: Box 1780, Fort Worth, TX 76101-1780.

Telephones: 817-536-5555 (Fort Worth); 214-745-5555 (Dallas).

TWX: 910-893-5070. Fax: 817-654-6362.

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1686-ft. above av. terrain, 1496-ft. above ground, 2306-ft. above sea level.

Latitude 32° 35' 15"
Longitude 96° 57' 59"

Transmitter: 1.12-mi. W of Belt Line Rd. & Rte. 67 intersection, Cedar Hill.

News Services: AP, NBC, UPI.

Ownership: LIN Television Corp. (Group Owner).

Began Operation: September 29, 1948. Sale to present owner by Carter Publications Inc. (Fort Worth Star-Telegram) approved by FCC May 13, 1974 (Television Digest, Vol. 13:2; 14:19).

Represented (sales): Blair Television.

Represented (legal): Koteen & Naftalin.

Personnel:

Douglas Adams, President & General Manager.

Patty Parker, General Sales Manager.

Teansie Garfield, National Sales Manager.

Ken Waterman, National Sales Manager.

George Csahanin, Engineering Director.

Dave Overton, News Director.

Brian Hocker, Director, Operations & Programming.

Lee Spieckerman, Director of Advertising & Promotion.

Dan Fair, Business Manager.

Mark Doton, Research Director.

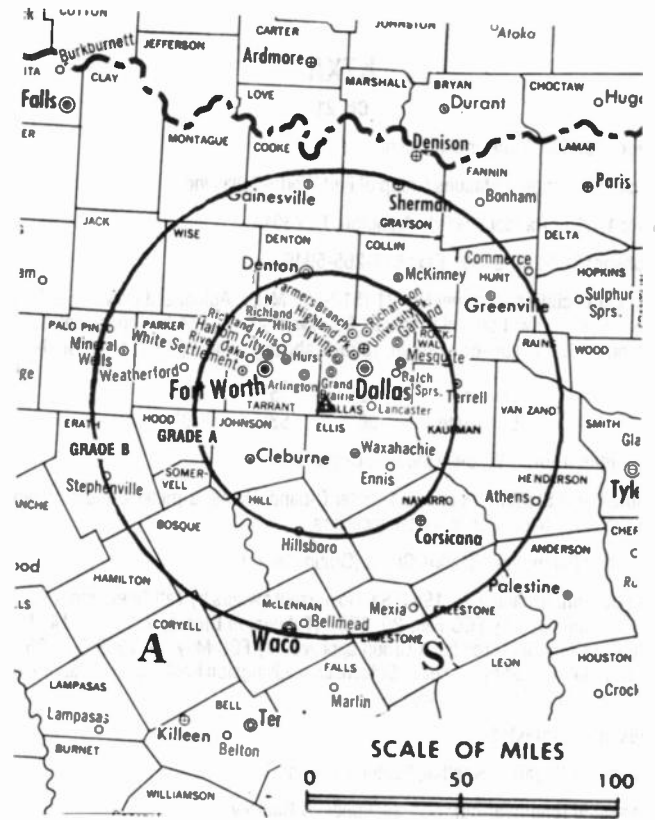
Nada Ruddock, Director of Community Affairs.

Rates: On request.

City of License: Fort Worth. ADI: Dallas-Fort Worth. Rank: 8.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
TEXAS				
50% & Over	Anderson	14,600	14,400	99
	Bosque	6,200	6,100	98
	Collin	106,000	105,000	99
	Cooke	12,100	12,000	99
	Dallas	726,600	722,200	99
	Delta	1,900	1,900	100
	Denton	111,900	111,000	99
	Ellis	30,800	30,500	99
	Erath	11,300	11,200	99
	Fannin	9,800	9,600	98
	Freestone	6,000	5,900	98
	Grayson	37,200	36,800	99
	Hamilton	3,200	3,100	97
	Henderson	24,100	23,700	98
	Hill	10,500	10,400	99
	Hood	12,500	12,400	99
	Hopkins	11,200	11,000	98
	Hunt	24,800	24,500	99
	Jack	2,700	2,700	100
	Johnson	35,500	35,200	99
	Kaufman	19,200	18,900	98
	Lamar	16,900	16,500	98



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Montague	6,800	6,700	99
	Navarro	15,100	14,900	99
	Palo Pinto	9,500	9,400	99
	Parker	24,900	24,700	99
	Rains	2,900	2,900	100
	Rockwall	9,900	9,800	99
	Somervell	2,100	2,100	100
	Tarrant	465,600	462,800	99
	Van Zandt	14,900	14,700	99
	Wise	12,600	12,500	99
Between 25-49%	OKLAHOMA			
	Bryan	12,800	12,600	98
	Choctaw	6,100	5,900	97
	Love	3,000	3,000	100
	Marshall	4,400	4,400	100
Between 5-24%	TEXAS			
	Cherokee	15,200	14,900	98
	Comanche	5,300	5,200	98
	Limestone	7,800	7,700	99
	Smith	58,600	58,000	99
	Wood	11,900	11,700	98
Between 5-24%	TEXAS			
	Eastland	7,200	7,100	99
	Franklin	3,000	2,900	97
	Gregg	40,300	39,900	99
	Leon	5,000	4,900	98
	Mc Lennan	71,300	70,700	99
	Red River	5,600	5,500	98
	Stephens	3,400	3,400	100
	Titus	8,600	8,500	99
	Upshur	11,500	11,300	98
Young	6,900	6,800	99	
Station Totals		2,087,200	2,069,900	99
Net Weekly Circulation (1993)				1,560,000
Average Daily Circulation (1993)				841,900

Texas—Dallas-Fort Worth

KXTX-TV

Ch. 39

Network Service: None, independent.

Licensee: KXTX Inc., 3900 Harry Hines Blvd., Dallas, TX 75219.

Studio: 3900 Harry Hines Blvd., Dallas, TX 75219.

Telephone: 214-521-3900. Fax: 214-522-8311.

Technical Facilities: Channel No. 39 (620-626 MHz). Authorized power: 4508-kw max. & 2480-kw horizontal visual, 450.8-kw max. & 248-kw horizontal aural. Antenna: 1679-ft. above av. terrain, 1520-ft. above ground, 2334-ft. above sea level.

Latitude 32° 35' 07"
Longitude 96° 58' 06"

Transmitter: 1200 W. Belt Line Rd., Cedar Hill.

Satellite Earth Stations: Scientific-Atlanta, 10-meter C-band; Scientific-Atlanta, 3-meter Ku & C-band; Scientific-Atlanta receivers.

News Service: UPI.

Ownership: United States Media Corporation.

Began Operation: February 5, 1968 as KDTV. Donation to present owner by Double-day Bcstg. Co. approved by FCC Nov. 9, 1973. Following transfer Christian Bcstg. switched to Ch. 39 from Ch. 33 which went dark. Proposed sale to Family Group Bcstg. (Ian N. Wheeler, et al.) dismissed Nov. 24, 1986.

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

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

Personnel:

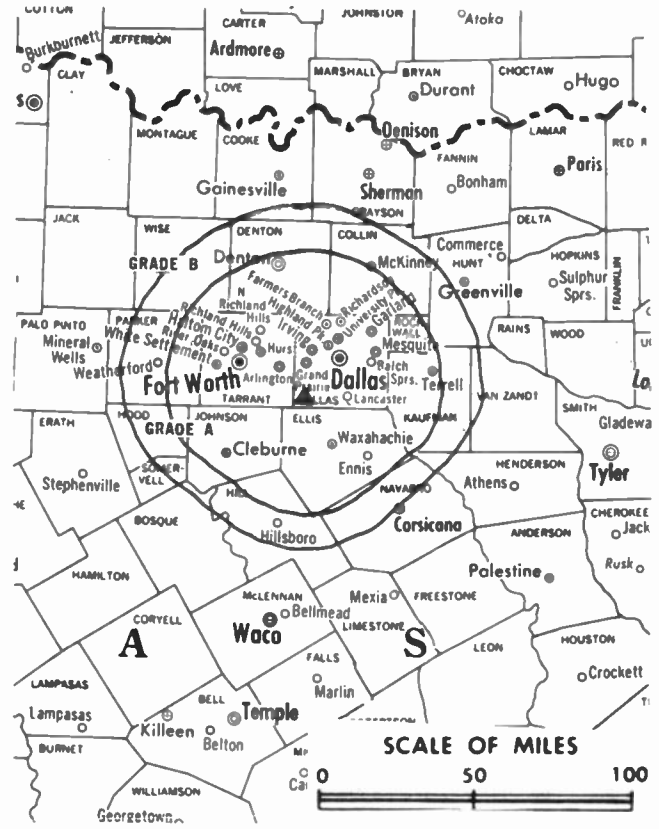
- Michael Carter, Vice President & General Manager.
- Jeff Serio, Local Sales Manager.
- Deborah Murphy, National Sales Manager.
- Harold Nash, Chief Engineer.
- Nelson Flanagan, Program & Promotion Director.
- Gary Robbins, Controller.
- Dennis Bruns, Production Manager.

Rates: On request.

City of License: Dallas. ADI: Dallas-Fort Worth. Rank: 8.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS Hill	10,500	10,400	99
Between 25-49%	TEXAS Bosque	6,200	6,100	98
	Cooke	12,100	12,000	99
	Dallas	726,600	722,200	99
	Delta	1,900	1,900	100
	Denton	111,900	111,000	99
	Ellis	30,800	30,500	99
	Erath	11,300	11,200	99
	Fannin	9,800	9,600	98
	Freestone	6,000	5,900	98
	Hunt	24,800	24,500	99
	Jack	2,700	2,700	100
	Johnson	35,500	35,200	99
	Kaufman	19,200	18,900	98
	Limestone	7,800	7,700	99
	Navarro	15,100	14,900	99
	Rains	2,900	2,900	100



KXTX-TV BP:T-810616KF Granted 9/22/81 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Tarrant	465,600	462,800	99
	Van Zandt	14,900	14,700	99
	Wise	12,600	12,500	99
Between 5-24%	OKLAHOMA			
	Love	3,000	3,000	100
	Marshall	4,400	4,400	100
	TEXAS			
	Anderson	14,600	14,400	99
	Cherokee	15,200	14,900	98
	Collin	106,000	105,000	99
	Falls	6,400	6,300	98
	Grayson	37,200	36,800	99
	Hamilton	3,200	3,100	97
	Henderson	24,100	23,700	98
	Hood	12,500	12,400	99
	Hopkins	11,200	11,000	98
	Mc Lennan	71,300	70,700	99
	Montague	6,800	6,700	99
	Nacogdoches	20,700	20,300	98
	Palo Pinto	9,500	9,400	99
	Parker	24,900	24,700	99
	Rockwall	9,900	9,800	99
	Rusk	16,500	16,300	99
	Smith	58,600	58,000	99
	Somervell	2,100	2,100	100
	Stephens	3,400	3,400	100
	Wood	11,900	11,700	98
	Young	6,900	6,800	99
Station Totals		2,008,500	1,992,500	99
Net Weekly Circulation (1993)				530,300
Average Daily Circulation (1993)				158,700

Texas—Dallas

WFAA-TV

Ch. 8

Network Service: ABC.

Licensee: WFAA-TV Inc., Communications Center, 606 Young St., Dallas, TX 75202-4810.

Studio: Communications Center, Dallas, TX 75202-4810.

Telephone: 214-748-9631. Fax: 214-977-6268.

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: Circularly polarized, 1680-ft. above av. terrain, 1499-ft. above ground, 2349-ft. above sea level.

Latitude 32° 35' 06"
Longitude 96° 58' 41"

Transmitter: 1590 W. Belt Line Rd., 0.5-mi. W of Cedar Hill.

Multichannel TV Sound: Stereo and separate audio program.

Satellite Earth Stations: Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta, 5.5-meter Ku-band; Scientific-Atlanta receivers.

News Services: ABC, AP, CNN, UPI.

Ownership: A. H. Belo Corp. Broadcast Division (Group Owner).

Began Operation: September 17, 1949 as KBTB. Sold to present owner February 1950 (Television Digest, Vol. 6:4, 11).

Represented (sales): TeleRep Inc.

Represented (legal): Dow, Lohnes & Albertson.

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

Personnel:

Cathleen Creany, Vice President & General Manager.
John Irvin, Executive Director of Administration.
Kathy Clements-Hill, General Sales Manager.
Yvette Cook-Harris, Local Sales Manager.
Marc Montoya, National Sales Manager.
John Miller, Executive News Manager.
David Walther, Program Director.
Alva Goodall, Community Relations Director.
Jennifer Barnum, Human Resources Director.
Steve Kennett, Controller.
Clyde Chappell, Production Manager.
Beaven Els, Chief Engineer.
Dave Muscari, Promotion Manager.
Allan Beutler, Design Director & Associate Creative Director.

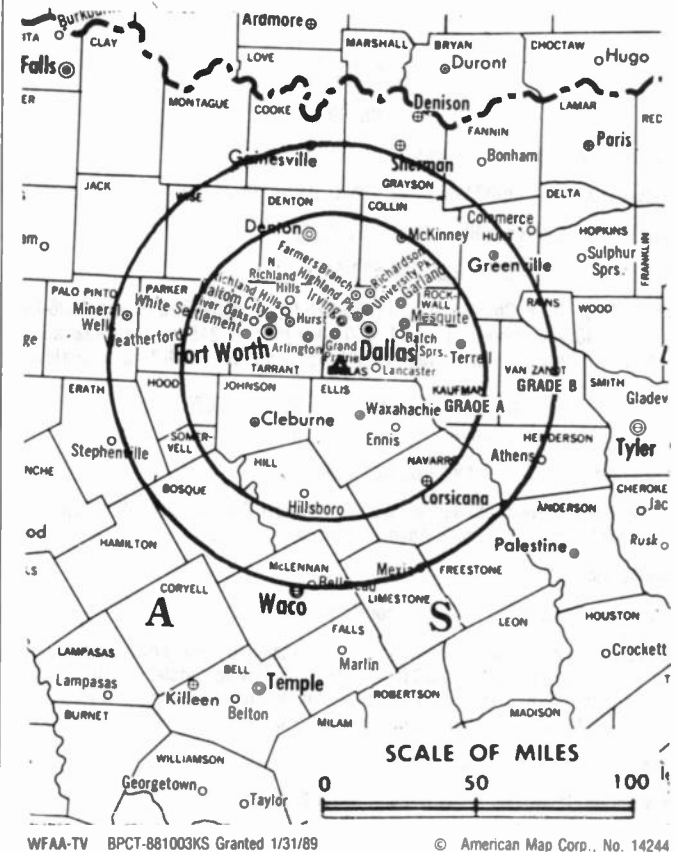
Rates: On request.

NETWORK BASE HOURLY RATE: \$2650.

City of License: Dallas. ADI: Dallas-Fort Worth. Rank: 8.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
TEXAS				
50% & Over	Anderson	14,600	14,400	99
	Bosque	6,200	6,100	98
	Collin	106,000	105,000	99
	Comanche	5,300	5,200	98
	Cooke	12,100	12,000	99
	Crockett	1,400	1,400	100
	Dallas	726,600	722,200	99
	Delta	1,900	1,900	100
	Denton	111,900	111,000	99
	Ellis	30,800	30,500	99
	Erath	11,300	11,200	99
	Fannin	9,800	9,600	98
	Freestone	6,000	5,900	98
	Grayson	37,200	36,800	99
	Hamilton	3,200	3,100	97
	Henderson	24,100	23,700	98



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Hill	10,500	10,400	99
	Hood	12,500	12,400	99
	Hopkins	11,200	11,000	98
	Hunt	24,800	24,500	99
	Jack	2,700	2,700	100
	Johnson	35,500	35,200	99
	Kaufman	19,200	18,900	98
	Kimble	1,600	1,500	94
	Lamar	16,900	16,500	98
	Limestone	7,800	7,700	99
	Menard	900	900	100
	Montague	6,800	6,700	99
	Navarro	15,100	14,900	99
	Palo Pinto	9,500	9,400	99
	Parker	24,900	24,700	99
	Rains	2,900	2,900	100
	Rockwall	9,900	9,800	99
	Schleicher	1,000	1,000	100
	Somervell	2,100	2,100	100
Stephens	3,400	3,400	100	
Tarrant	465,600	462,800	99	
Van Zandt	14,900	14,700	99	
Wise	12,600	12,500	99	
Between 25-49%	OKLAHOMA			
	Bryan	12,800	12,600	98
	Carter	16,400	16,200	99
	Choctaw	6,100	5,900	97
	Love	3,000	3,000	100
Marshall	4,400	4,400	100	
TEXAS				
Brown	13,200	13,000	98	
(Continued on page A-1193)				
Station Totals		2,292,600	2,273,600	99
Net Weekly Circulation (1993)			1,738,500	
Average Daily Circulation (1993)			1,067,500	

Texas—Decatur

KMPX

Ch. 29

Network Service: None, independent.

Licensee: Word of God Fellowship Inc., Box 612066, Dallas, TX 75261.

Telephone: 817-267-2922.

Technical Facilities: Channel No. 29 (560-566 MHz). Authorized power: 4000-kw max. visual, 1000-kw max. aural. Antenna: 525-ft. above av. terrain, 630-ft. above ground, 1049-ft. above sea level.

Latitude	32°	52'	16"
Longitude	96°	55'	22"

Transmitter: 1680 W. Northwest Hwy., Dallas.

Satellite Earth Stations: Paraclype, 3.7-meter; Harris, 3.7-meter; DX Communications, M/A-Com receivers.

News Services: Conus.

Ownership: Word of God Fellowship Inc.

Began Operation: June 2, 1993.

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

Represented (engineering): Mullaney Engineering Inc.

Personnel:

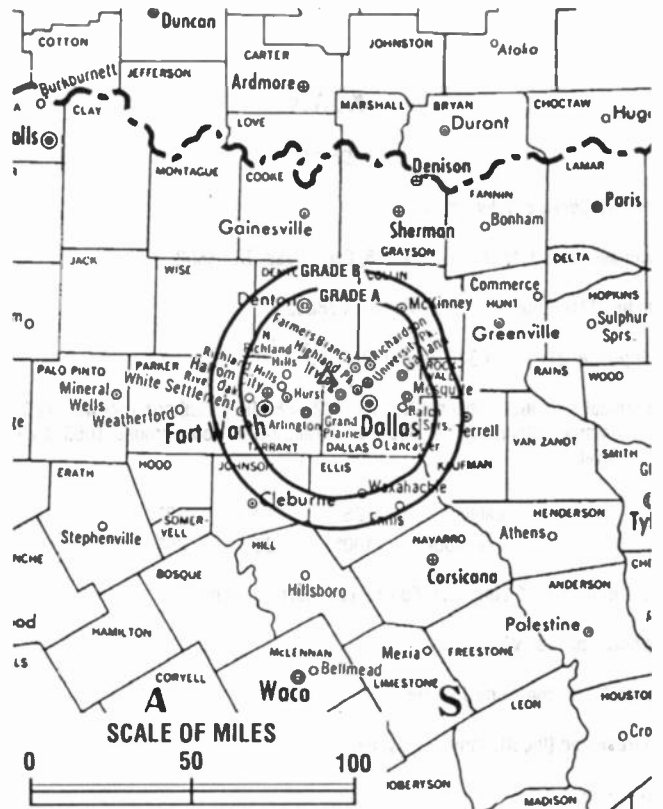
Marcus D. Lamb, General Manager.

Shirley Cooke-Mangrum, National Sales Manager.

David P. Thompson, Chief Engineer.

Highest 3D Sec. Rate: \$95.

Arbitron Data: Not available.



KMPX BNPCT-880616KE Granted 12/7/92 © American Map Corp., No. 14244

City of License: Decatur. ADI: Dallas-Fort Worth. Rank: 8.

Texas—Eagle Pass

KVAW

Ch. 16

Network Service: Telemundo.

Licensee: Juan Wheeler Jr., Box 788, Eagle Pass, TX 78852.

Studio: 2210 Loop 431, Eagle Pass, TX 78852.

Telephone: 210-757-0316. **Fax:** 210-773-5612.

Technical Facilities: Channel No. 16 (482-488 MHz). Authorized power: 12.7-kw max. visual. Antenna: 279-ft. above av. terrain, 249-ft. above ground, 1063-ft. above sea level.

Latitude 28° 43' 32"
 Longitude 100° 28' 35"

Transmitter: 2210 Loop 431, Eagle Pass, Maverick County.

Ownership: Juan Wheeler Jr.

Began Operation: June 15, 1991.

Represented (legal): James L. Oyster.

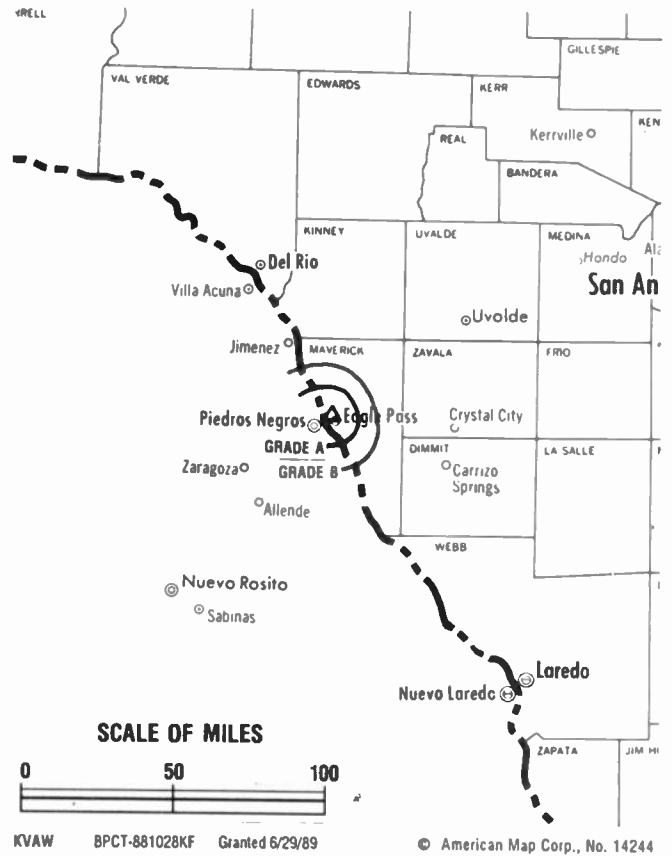
Personnel:

- Juan Wheeler Jr., General Manager.
- Ignacio Trujillo, Sales Manager.
- Donna Dehoyos, Program Director.
- Thomas Winkle, Chief Engineer.

Rates: On request.

City of License: Eagle Pass. **ADI:** San Antonio-Victoria. **Rank:** 36.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households Households	%
TEXAS				
Between 25-49%	Maverick	10,200	9,800	96
Station Totals		10,200	9,800	96
Net Weekly Circulation (1993)				2,600
Average Daily Circulation (1993)				1,400

Texas—El Paso

KCIK
Ch. 14

Network Service: Fox.

Licensee: KCIK-TV Inc., 3100 N. Stanton St., El Paso, TX 79902.

Studio: 3100 N. Stanton St., El Paso, TX 79902.

Telephone: 915-533-1414. Fax: 915-533-4203.

Technical Facilities: Channel No. 14 (470-476 MHz). Authorized power: 402-kw max. & 214-kw horizontal visual, 21.4-kw horizontal aural. Antenna: 1980-ft. above av. terrain, 366-ft. above ground, 6114-ft. above sea level.

Latitude 31° 48' 55"
Longitude 106° 29' 20"

Transmitter: Approx. 3.9-mi. NNW of County Courthouse, El Paso.

Satellite Earth Stations: Microdyne, 4.5-meter Ku-band; Prodelin, 4.5-meter C-band; Weatherscan, 4-meter C-band; Prodelin, 3.9-meter C-band; Gardiner, M/A-Corn, Microdyne receivers.

Ownership: KCIK-TV Inc.

Began Operation: August 1, 1979. Sale to Santa Fe Communications & DeRance Foundation by Cristo Rey Corp. approved by FCC April 20, 1983. Sale to present owner granted June 17, 1988.

Represented (sales): Petry Television Inc.

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

Personnel:

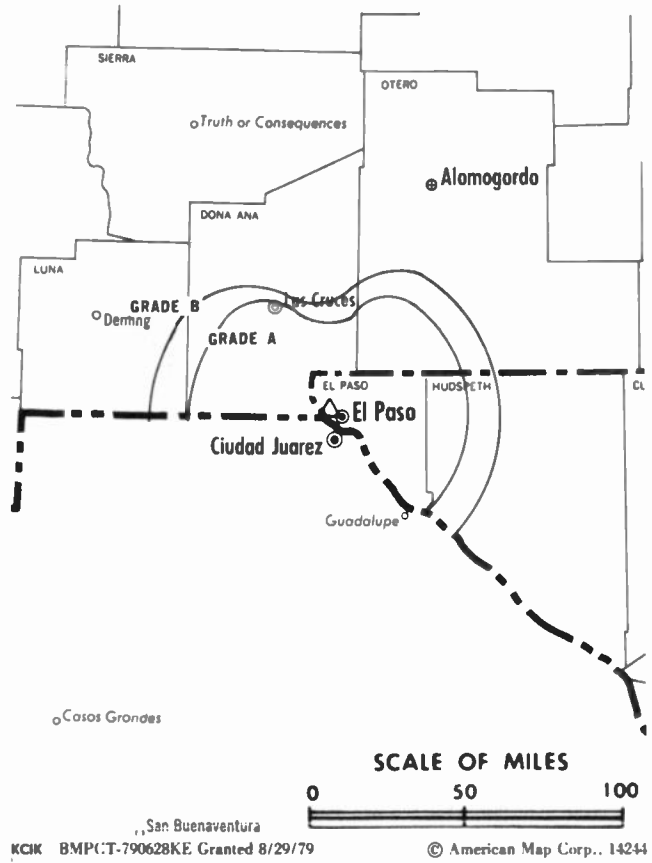
- Don Caparis, President & General Manager.
- Larry Pepin, Station & Business Manager.
- Helen Barry, National Sales Manager.
- Lance Isaacson, Chief Engineer.
- Rebecca Benson, Promotion & Marketing Director.

Rates: On request.

City of License: El Paso. **ADI:** El Paso. **Rank:** 100.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households Households	%
50% & Over	NEW MEXICO			
	Dona Ana	48,100	46,700	97
	TEXAS			
	El Paso	187,600	186,200	99
Between 25-49%	TEXAS			
	Hudspeth	900	900	100



Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 5-24%	NEW MEXICO			
	Luna	7,100	6,900	97
	Otero	18,500	18,100	98
Station Totals		262,200	258,800	99
Net Weekly Circulation (1993)				158,200
Average Daily Circulation (1993)				78,400

RFS Radio Frequency Systems, Inc.
Cablewave Systems Division

- Turnkey RF Subsystems
- Bogner® LPTV, UHF, VHF, MMDS/ITFS antennas
- Flexwell® transmission line and connectors

Cablewave Systems
60 Dodge Ave.
North Haven, CT 06473
☎ (203) 239-3311
SALES FAX (203) 234-7718

Texas—El Paso

KDBC-TV

Ch. 4

Network Service: CBS.

Licensee: KDBC-TV Ltd. Partnership, Box 1799, El Paso, TX 79999.

Studio: 2201 Wyoming Ave., El Paso, TX 79903.

Telephone: 915-532-6551. **TWX:** 910-964-1323. **Fax:** 915-544-2591.

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1563-ft. above av. terrain, 410-ft. above ground, 5610-ft. above sea level.

Latitude 31° 47' 46"
Longitude 106° 28' 57"

Transmitter: Comanche Peak, El Paso.

Satellite Earth Stations: Scientific-Atlanta, 7-meter; Comtech, 5-meter; Scientific-Atlanta, 5-meter C-band; Comrex, 4.6-meter; Scientific-Atlanta, 3-meter; Harris, Microdyne, Pinzone, Scientific-Atlanta receivers.

News Service: AP.

Ownership: Bimey Imes Jr. & Family (Group Owner).

Began Operation: December 14, 1952. Sale to present owners by United Broadcasting Corp. approved May 10, 1988. Sale to United Bcstg. Corp. by El Paso TV Co. approved by FCC April 21, 1986 (Television Digest, Vol. 26:14, 25). Sale to Evening Post Publishing Co. by Doubleday Bcstg. Co. approved Aug. 30, 1974. Previous sale of Trigg-Vaughn station group to Doubleday approved Feb. 1, 1967 (Vol. 6:44; 7:6). Sale as KR0D-TV-AM to Trigg-Vaughn interests by Dorrance Roderick and family, publisher of El Paso Times, approved Oct. 29, 1959 (Vol. 15:36, 44).

Represented (sales): Settel Inc.

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

Personnel:

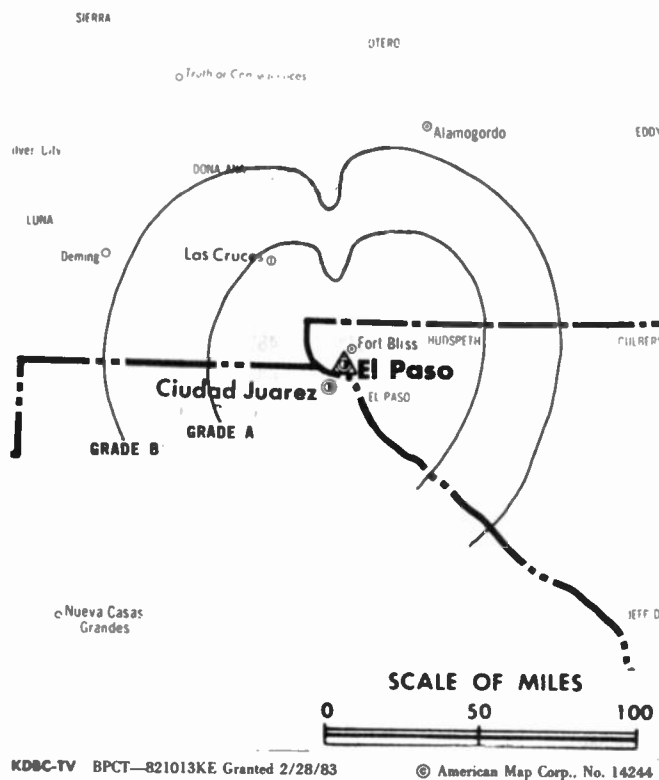
- Stan Siegal, Vice President & General Manager.
- John M. Burton, General Sales Manager.
- Margie La Fleur, National Sales Manager.
- Richard Pexton, Director of Operations.
- Bill Mitchell, News Director.
- Jim Hiney, Creative Services Director.
- Irene Munoz, Business Manager.

Highest 30 Sec. Rate: \$500.

NETWORK BASE HOURLY RATE: \$493.

City of License: El Paso. **ADI:** El Paso. **Rank:** 100.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	Households %
50% & Over	NEW MEXICO			
	Dona Ana	48,100	46,700	97
	Otero	18,500	18,100	98
	TEXAS			
	Culberson	1,100	1,100	100
	El Paso	187,600	186,200	99
Between 25-49%	NEW MEXICO			
	Luna	7,100	6,900	97
	TEXAS			
	Hudspeth	900	900	100
Between 5-24%	NEW MEXICO			
	Grant	10,000	9,600	96
Station Totals		273,300	269,500	99
Net Weekly Circulation (1993)			200,500	
Average Daily Circulation (1993)			116,000	

Texas—El Paso

KINT-TV

Ch. 26

Network Service: Univision.

Licensee: Paso del Norte Bcstg. Corp., 5426 N. Mesa St., El Paso, TX 79912.

Studio: 5426 N. Mesa St., El Paso, TX 79912.

Telephone: 915-581-1126. Fax: 915-581-1393.

Technical Facilities: Channel No. 26 (542-548 MHz). Authorized power: 2250-kw max. visual, 225-kw max. aural. Antenna: 1500-ft. above av. terrain, 316-ft. above ground, 5516-ft. above sea level.

Latitude 31° 47' 46"
Longitude 106° 28' 56"

Transmitter: Comanche Peak, El Paso.

Satellite Earth Stations: Harris, 6.1-meter C-band; Scientific-Atlanta, 4.5-meter C-band; Harris receivers.

News Services: AP, Univision.

Ownership: Paso del Norte Bcstg. Corp.

Began Operation: May 5, 1984.

Represented (sales): Univision.

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

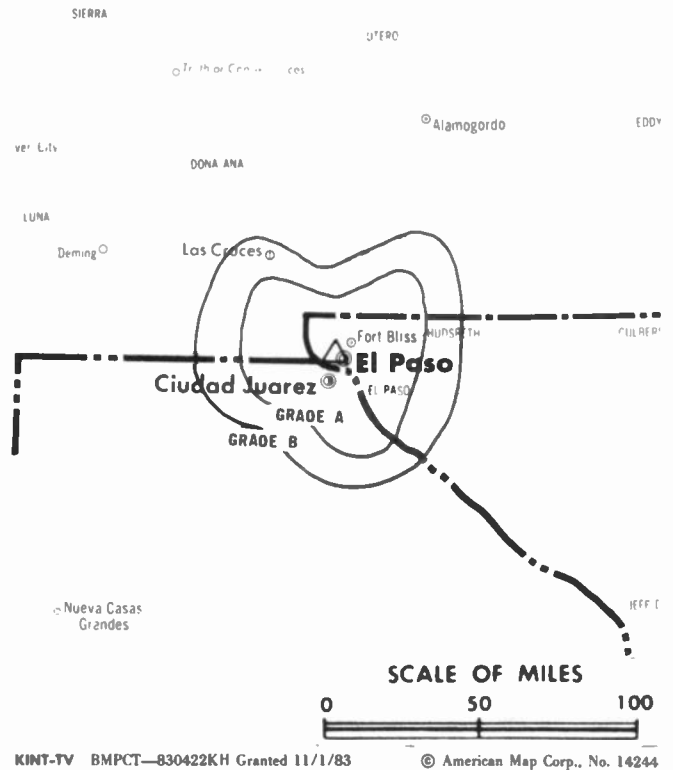
Personnel:

Mary S. Ponce, President.
John McCammon, General Sales Manager.
Zoltan Csanyi, News Director.
Sylvia Martinez, Program Director.
Armando de la Fuente, Promotion Director.
Karl Moran, Comptroller.
Alfredo Durand, Chief Engineer.

Highest 30 Sec. Rate: \$500.

City of License: El Paso. ADI: El Paso. Rank: 100.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	Households %
	TEXAS			
Between 25-49%	El Paso	187,600	186,200	99
	NEW MEXICO			
Between 5-24%	Dona Ana	48,100	46,700	97
	Otero	18,500	18,100	98
Station Totals		254,200	251,000	99
Net Weekly Circulation (1993)				61,100
Average Daily Circulation (1993)				36,000

Texas—El Paso

KJLF-TV

Ch. 65

Network Service: None, independent.

Licensee: UN2JC Communications Ltd., 250 Thunderbird Rd., Suite 5, El Paso, TX 79912.

Studio: 250 Thunderbird Rd., Suite 5, El Paso, TX 79912.

Telephone: 915-833-0065. **Fax:** 915-584-8005.

Technical Facilities: Channel No. 65 (776-782 MHz). Authorized power: 1000-kw max. visual, 100-kw max. aural. Antenna: 1454-ft. above av. terrain, 173-ft. above ground, 5907-ft. above sea level.

Latitude	31°	48'	55"
Longitude	106°	29'	17"

Holds CP for change to 1600-kw max. visual. BPCT-920114KH.

Transmitter: Approx. 3.9-mi. NNW of County Courthouse.

Multichannel TV Sound: Planned.

Satellite Earth Station: Odom, 4-meter C-band; Hughes receivers.

SNG Mobile Dish: Production Uplink, 2.4-meter Ku-band.

Ownership: UN2JC Communications Ltd.

Began Operation: June 22, 1991.

Represented (legal): Stuart B. Mitchell & Associates.

Represented (engineering): Pete E. M. Warren III.

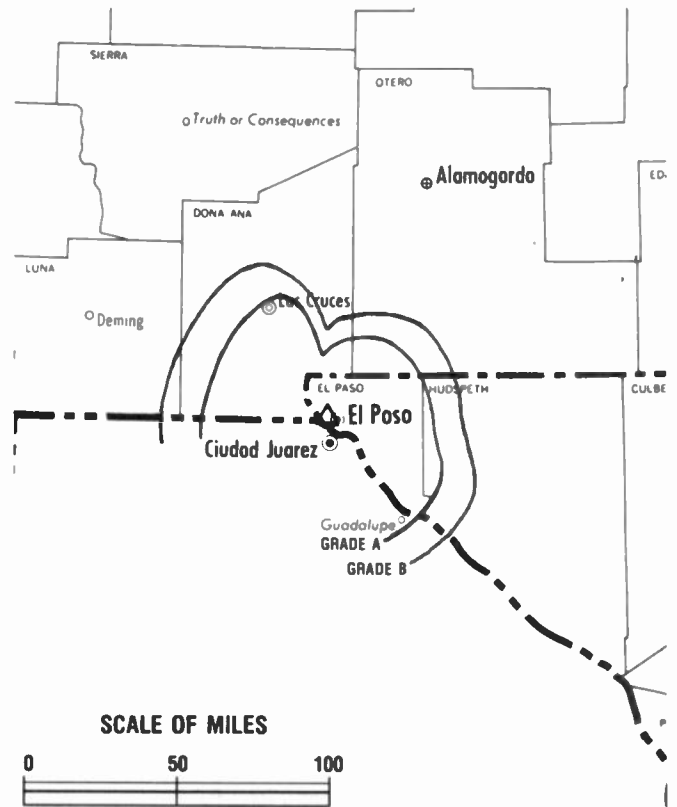
Personnel:

Sara Diaz Warren, President.

John Warren, General Manager.

Tab Blevins, General Sales Manager.

Lori Roberts, Program Director.



KJLF-TV BPCT-850611KE Granted 3/25/88

© American Map Corp., No. 14244

Rates: On request.

Arbitron Data: Not available.

City of License: El Paso. **ADI:** El Paso. **Rank:** 100.

Texas—El Paso

KTSM-TV

Ch. 9

Network Service: NBC.

Licensee: Tri-State Broadcasting Co. Inc., 801 N. Oregon St., El Paso, TX 79902.

Studio: 801 N. Oregon St., El Paso, TX 79902.

Telephone: 915-532-5421. **Fax:** 915-532-6793.

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 316-kw visual, 42.7-kw aural. Antenna: 1910-ft. above av. terrain, 370-ft. above ground, 5993-ft. above sea level.

Latitude 31° 48' 18.50"
Longitude 106° 28' 57.00"

Transmitter: Ranger Peak, Franklin Mountains, 1-mi. NW of El Paso.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Transmit/receive Harris, 6.1-meter Ku-band; Harris, 3-meter; Harris, Scientific-Atlanta receivers.

AM Affiliate: KTSM, 5-kw, (0.5-kw night), 1380 kHz.

FM Affiliate: KTSM-FM, 100-kw, 99.9 MHz (No. 260), 1820-ft.

News Services: ABC, AP, CBS, NBC.

Ownership: Tri-State Broadcasting Co. Inc.

Began Operation: January 4, 1953.

Represented (sales): Blair Television.

Represented (legal): Bryan Cave.

Personnel:

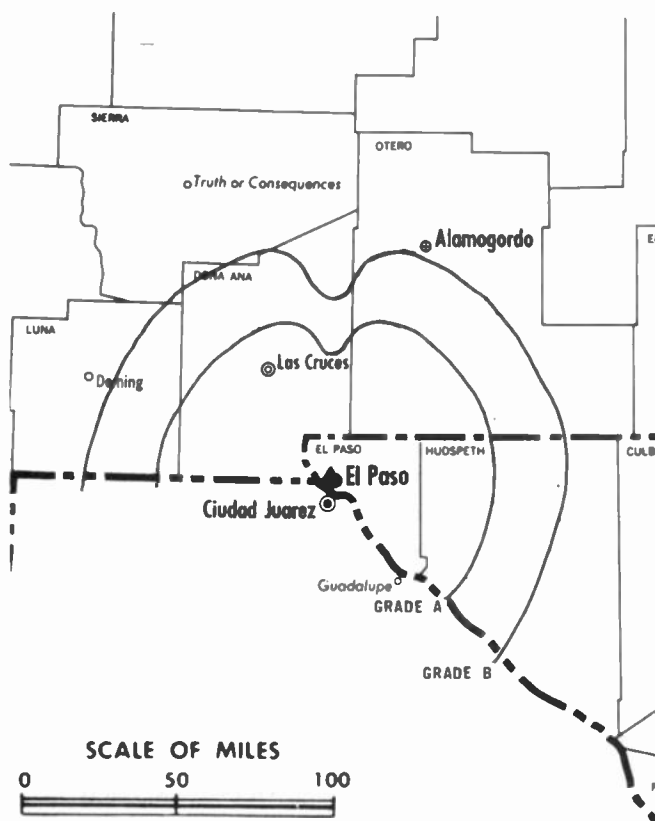
Richard Pearson, President & Chief Executive Officer.
Dan Krieger, Vice President & Station Manager.
Bonnie Barron, Vice President & Chief Financial Officer.
Larry Bracher, General Sales Manager.
Johnny Thompson, Local Sales Manager.
Cathy Franco, Program Director.
Udell Vigil, News Director.
LeeBeau Santa Ana, Production Manager.
Katie Carlson, Promotion Director.
Oscar G. Medina, Director of Engineering.

Highest 30 Sec. Rate: \$700.

NETWORK BASE HOURLY RATE: \$500.

City of License: El Paso. **ADI:** El Paso. **Rank:** 100.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.



KTSM-TV BPCT-4538 Granted 9/8/72

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NEW MEXICO			
	Dona Ana	48,100	46,700	97
	TEXAS			
	Culberson	1,100	1,100	100
	El Paso	187,600	186,200	99
Between 25-49%	NEW MEXICO			
	Hidalgo	2,000	1,900	95
	Luna	7,100	6,900	97
	Otero	18,500	18,100	98
	Sierra	4,600	4,400	96
Between 5-24%	NEW MEXICO			
	Grant	10,000	9,600	96
	TEXAS			
	Jeff Davis	800	800	100
Station Totals		280,700	276,600	99
Net Weekly Circulation (1993)			205,100	
Average Daily Circulation (1993)			113,500	

Texas—El Paso

KVIA-TV

Ch. 7

Network Service: ABC.

Licensee: Marsh Media of El Paso.

Studio: 4140 Rio Bravo St., El Paso, TX 79902.

Telephone: 915-532-7777. Fax: 915-532-0070.

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 820-ft. above av. terrain, 296-ft. above ground, 4916-ft. above sea level.

Latitude 31° 47' 17"
Longitude 106° 28' 46"

Transmitter: S slope of Comanche Peak, 0.4-mi. N of Scenic Dr., near El Paso.

Multichannel TV Sound: Stereo and separate audio program.

Satellite Earth Stations: Andrew, 7.3-meter; Scientific-Atlanta, 7-meter; Superior, 5-meter Ku & C-band; Andrew, 4.5-meter Ku-band; RCA, 4.5-meter Ku-band; Andrew, DX Engineering, M/A-Com, RCA, Scientific-Atlanta receivers.

News Services: AP, Conus, Sun World Satellite News.

Ownership: Marsh Media Inc. (Group Owner).

Began Operation: September 1, 1956. Sale to present owners by John B. Walton Jr. approved by FCC Feb. 24, 1976. Sale to Walton by Joseph Harris & Norman Alexander approved Jan. 19, 1966 (Television Digest, Vol. 6:4). Sale to Harris & Alexander by McLendon Investment Corp. approved March 20, 1957 (Vol. 13:12).

Represented (sales): Katz Continental Television.

Represented (legal): Wiley, Rein & Fielding.

Represented (engineering): Smith & Powstenko.

Personnel:

Art Olivas, General Manager.

Dan Overstreet, General Sales Manager.

Charlie Steed, Local Sales Manager.

Gary Warner, News Director.

Jack Wilkinson, Chief Engineer.

Jeanine French, Program, Promotion & Marketing Director.

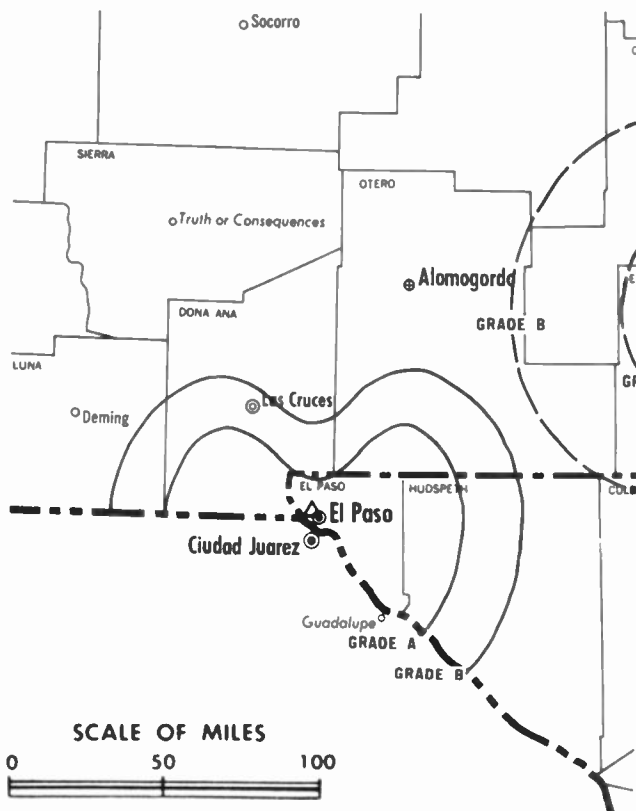
Michelle McCown Johnson, Business Manager.

Rates: On request.

City of License: El Paso. ADI: El Paso. Rank: 100.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NEW MEXICO			
	Dona Ana	48,100	46,700	97
	Luna	7,100	6,900	97



KVIA-TV BPCT-5091 Granted 12/22/77

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Otero	18,500	18,100	98
	TEXAS			
	Culberson	1,100	1,100	100
	El Paso	187,600	186,200	99
	Hudspeth	900	900	100
	Presidio	2,400	2,300	96
Between 25-49%	NEW MEXICO			
	Eddy	17,400	17,100	98
Between 5-24%	NEW MEXICO			
	Chaves	20,800	20,500	99
	Hidalgo	2,000	1,900	95
	Lea North	16,800	16,400	98
	Lincoln	4,800	4,600	96
Station Totals		327,500	322,700	99
Net Weekly Circulation (1993)			214,600	
Average Daily Circulation (1993)			125,200	

Texas—El Paso-Juarez, Mexico

XEJ-TV

Ch. 5

Network Service: Univision.

Licensee: Television de la Frontera S.A., Box 9555, El Paso, TX 79985.

Studio: Edificio XEJ, Apartada 111, Juarez, Mexico

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 63-kw visual, 10-kw aural.

Transmitter: Penon Mountain.

Ownership: Television de la Frontera S.A.

Began Operation: May 17, 1954.

Represented (sales): Univision.

Personnel:

Pedro Meneses Hoyos, General Manager.

Steve Guerrero, Chief Engineer.

Highest 30 Sec. Rate: \$100.

ADI: El Paso. Rank: 100.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
	TEXAS			
Between 5-24%	El Paso	187,600	186,200	99
Station Totals		187,600	186,200	99
Net Weekly Circulation (1993)				12,200
Average Daily Circulation (1993)				3,400

Texas—El Paso-Juarez, Mexico

XEPM-TV

Ch. 2

Network Service: None, independent.

Licensee: XEPM-TV Television Inc., Apdo. No. 271, Juarez, MX.

Business Office: Television de la Frontera, Box 9555, El Paso, TX 79985. Phone: Juarez 2-2222.

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 6.3-kw visual, 3.15-kw aural. Antenna: 1150-ft. above av. terrain.

Ownership: XEPM-TV Television Inc.

Began Operation: January 16, 1961.

Personnel:

M. D. Heredia, General Manager.

Sergio D. Molinar Jr., Sales Manager.

Rates: On request.

Arbitron Data: Not available. ADI: El Paso. Rank: 100.

If TV station and cable ownership information—especially group ownership data—is important to you, look for the 1994 *FACTBOOK Supplement*...

TV STATION & CABLE OWNERSHIP DIRECTORY: 1994

...from the series of *FACTBOOK Supplements*...
so moderately priced, you can afford to buy copies
for your entire staff or sales force.


WARREN
PUBLISHING, INC.

FOR FURTHER INFORMATION call our Circulation Department collect: (202) 872-9200

Texas—El Paso-Juarez, Mexico

XHIJ-TV

Ch. 44

Network Service: Telemundo.

Licensee: Arnoldo Cabada de la O, Carretera Juarez Porvenir 8388, Juarez, Chihuahua, Mexico.

Studio: Carretera Juarez Porvenir 8388, Juarez, Chihuahua.

Mailing Address: 5925 Cromo Dr., El Paso, TX 79912.

Telephone: 915-533-9143. **Fax:** 915-533-8034.

Technical Facilities: Channel No. 44 (650-656 MHz). Authorized power: 240-kw visual. Antenna: 1200-ft. above av. terrain, 150-ft. above ground, 5773-ft. above sea level.

Transmitter: Cerro Del 44, 2-mi. SW of Juarez.

Ownership: Televisora Nacional S.A.

Began Operation: October 16, 1980.

Represented (sales): Telemundo.

Personnel:

Arnoldo Cabada de la O, Chief Executive Officer.

Luis Arnoldo Cabada, Executive Vice President.

Jesus Cabada, Vice President & Comptroller.

Sergio Cabada, Vice President & Director of Marketing.

Ray Potter, General Manager, El Paso.

John Chapman, General Sales Manager, El Paso.

Gabriel Rios, Chief Engineer.

Armando Cabada, News Director.

Consuelo de la O, Program Director.

Maria Elana Solorzano, Production Manager.

German Sanchez Trujillo, Director of Public Affairs.

Ernesto Juarez, Chief of Advertising.

Peria Peon-Grimaldo, Administrative Manager.

Fernando Sanchez, Promotion Director.

Highest 30 Sec. Rate: \$375.

Arbitron Data: Not available. **ADI:** El Paso. **Rank:** 100.

Texas—Garland

KUVN

Ch. 23

Network Service: Univision.

Licensee: KUVN License Partnership, 1901 Ave. of the Stars, Suite 680, Los Angeles, CA 90067.

Studio: 3720 Marquis Dr., Garland, TX 75042.

Telephone: 214-494-2323. **Fax:** 214-494-1225.

Technical Facilities: Channel No. 23 (524-530 MHz). Authorized power: 5000-kw max. visual, 1000-kw max. aural. Antenna: 1142-ft. above av. terrain, 603-ft. above ground, 1215-ft. above sea level.

Latitude	32°	54'	04"
Longitude	96°	41'	14"

Transmitter: 3720 Marquis Dr., Garland.

Multichannel TV Sound: Stereo and separate audio program.

Satellite Earth Station: Harris, 6.1-meter C-band.

Ownership: Perenchio TV Inc. (Group Owner).

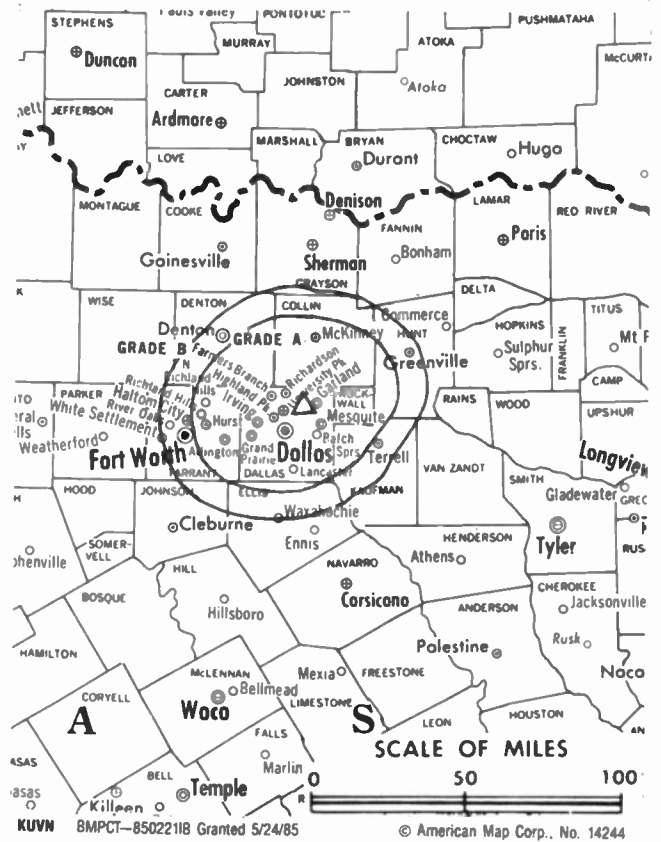
Began Operation: September 25, 1986. Purchase by Univision from Elizabeth R. Vaughn approved by FCC June 28, 1988. Sale to Perenchio TV Inc. approved Sept. 23, 1992 (Television Digest, Vol. 32:40).

Represented (sales): Univision.

Represented (legal): Gammon & Grange.

Personnel:

- Gayle Brammer, General Manager.
- Roel Medina, Station Manager.
- Virgilio Avila, News Director.
- Mary Craig, Program Director.
- Arcilia Carrasco, Promotion Director.
- Hilda Henao, Production Manager.



Gonsalo Rendon, Business Manager.
Richard Craig, Chief Engineer.

Rates: On request.

Arbitron Data: Not available.

City of License: Garland. **ADI:** Dallas-Fort Worth. **Rank:** 8.

Texas—Harlingen

KGBT-TV

Ch. 4

Network Service: CBS.

Licensee: KGBT-TV Ltd. Partnership, 9201 W. Expressway 83, Harlingen, TX 78552.

Studio: 9201 W. Expressway 83, Harlingen, TX 78552.

Telephone: 512-421-4444. **Fax:** 512-421-2318.

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1299-ft. above av. terrain, 1292-ft. above ground, 1347-ft. above sea level.

Latitude 26° 08' 55"
Longitude 97° 49' 17"

Transmitter: 0.125-mi. S of La Feria, TX.

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

News Services: AP, CBS, Sports News Satellite.

Ownership: Draper Communications Inc. (Group Owner).

Began Operation: October 4, 1953. Sale to present owner by Tichenor Media System Inc. approved by FCC Feb. 7, 1986.

Represented (sales): Katz Continental Television.

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

Represented (engineering): D. W. Sargent Broadcast Service.

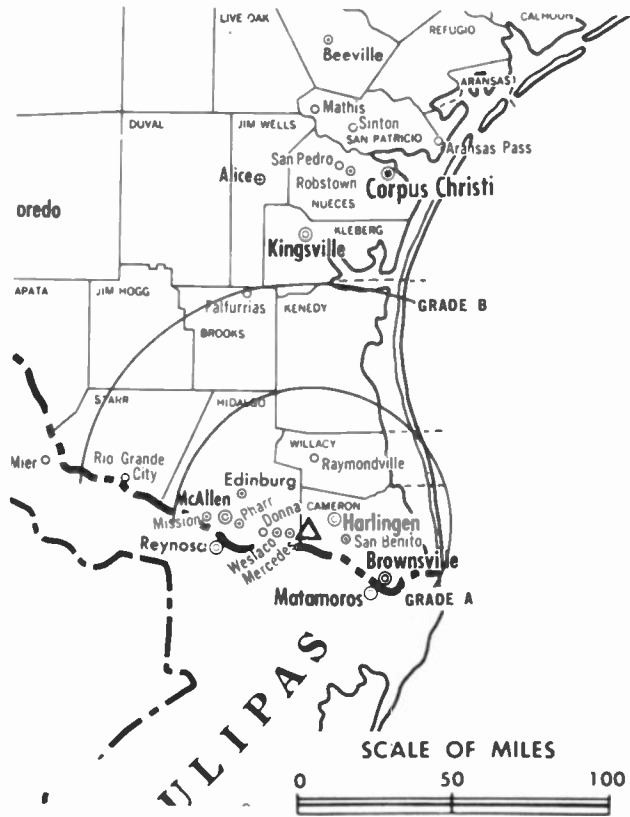
Personnel:

Vincent E. Donovan, Vice President & General Manager.
Jim Louder, General Sales Manager.
Pahl Shipley, News Director.
Deborah Pool, Local Sales Manager & Program Director.
Harry Thielemann, Chief Engineer.
Carrie Cox, Creative Services Director.
Jim Chancey, Promotion Director.
Louise McCarty, Business Manager.

Rates: On request.

City of License: Harlingen. **ADI:** McAllen-Brownsville. **Rank:** 113.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.



KGBT-TV BPCT-861104KK Granted 1/16/87

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS			
	Cameron	75,500	74,600	99
	Hidalgo	110,400	108,900	99
	Starr	11,100	10,800	97
	Willacy	5,000	4,900	98
Between 5-24%	TEXAS			
	Brooks	2,700	2,700	100
Station Totals		204,700	201,900	99
Net Weekly Circulation (1993)			173,100	
Average Daily Circulation (1993)			112,500	

Texas—Houston

KHOU-TV

Ch. 11

Network Service: CBS.

Licensee: KHOU-TV Inc., Box 11, Houston, TX 77001-0011.

Studio: 1945 Allen Pkwy., Houston, TX 77019.

Mailing Address: Box 11, Houston, TX 77001-0011.

Telephone: 713-526-1111. Fax: 713-521-4326.

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 316-kw visual. Antenna: Circularly polarized, 1870-ft. above av. terrain, 1937-ft. above ground, 2008-ft. above sea level.

Latitude 29° 33' 40"
Longitude 95° 30' 04"

Transmitter: 3111 Senior Rd., Missouri City, TX.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Scientific-Atlanta, 10-meter C-band; Andrew, 7-meter Ku & C-band; Vertex, 6-meter Ku-band; Andrew, M/A-Com, Scientific-Atlanta receivers.

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

News Services: AP, CBS, CNN, UPI.

Ownership: A.H. Belo Corp. Broadcast Division (Group Owner).

Began Operation: March 22, 1953. Transfer of control to Corinthian Bcstg. by Paul E. Taft, et al., approved July 11, 1956 by FCC (Television Digest, Vol. 12:19, 28). Sale to present owner by Corinthian Bcstg. approved by FCC Nov. 22, 1983.

Represented (sales): TeleRep Inc.

Represented (legal): Dow, Lohnes & Albertson.

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

Personnel:

Allan Howard, President & General Manager.
Richard Keilty, Director, Sales & Marketing.
Kenlyn Zschunke, Regional Sales Manager.
Mario Hewitt, National Sales Manager.
David Goldberg, Executive News Director.
Garen Vandebek, Director of Advertising & Promotion.
Andrew Klarer, Production Manager.
Larry Giele, Financial Manager.
David Carr, Chief Engineer.
Jeffrey Lovins, Local Sales Manager.
Michael Grant, Director of Operations.
Robert Levy, Director of Administration.
Gwen Anderson, Marketing Research Manager.

Rates: On request.

City of License: Houston. ADI: Houston. Rank: 10.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS			
	Austin	7,400	7,200	97
	Brazoria	65,400	64,900	99
	Calhoun	6,600	6,500	98
	Chambers	6,800	6,700	99
	Colorado	6,900	6,800	99



KHOU-TV BPCT-880819KF Granted 11/30/88

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Fayette	8,100	7,800	96
	Fort Bend	76,800	75,900	99
	Galveston	82,700	82,000	99
	Grimes	6,200	6,100	98
	Harris	1,044,600	1,037,000	99
	Jackson	4,700	4,600	98
	Liberty	18,400	18,100	98
	Madison	3,300	3,200	97
	Matagorda	12,900	12,700	98
	Montgomery	67,000	66,000	99
	Polk	12,400	12,100	98
	San Jacinto	6,500	6,300	97
	Walker	15,800	15,400	97
	Waller	7,500	7,400	99
Washington	9,900	9,600	97	
Wharton	14,100	13,900	99	
TEXAS				
Between 25-49%	Angelina	25,300	25,000	99
	Houston	7,600	7,400	97
	Lavaca	7,200	7,000	97
	Trinity	4,800	4,700	98
TEXAS				
Between 5-24%	Burleson	5,200	5,100	98
	Lee	4,700	4,600	98
Station Totals		1,538,800	1,524,000	99
Net Weekly Circulation (1993)				1,274,500
Average Daily Circulation (1993)				764,500

Texas—Houston

KHTV
Ch. 39

Network Service: None, independent.

Licensee: Gaylord Broadcasting Co., Box 630129, Houston, TX 77263-0129.

Studio: 7700 Westpark Dr., Houston, TX 77063.

Mailing Address: Box 630129, Houston, TX 77263-0129.

Telephone: 713-781-3939. Fax: 713-781-3441.

Technical Facilities: Channel No. 39 (620-626 MHz). Authorized power: 5000-kw max. visual, 501-kw max. aural. Antenna: 1950-ft. above av. terrain, 1970-ft. above ground, 2049-ft. above sea level.

Latitude 29° 34' 06"
Longitude 95° 29' 57"

Transmitter: 4126 McHard Rd., 0.8-mi. S of Rte. 2234, 1.27-mi. E of Missouri City boundary.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Scientific-Atlanta, 7-meter; Paracclipse, 4.8-meter; Microdyne, Scientific-Atlanta receivers.

News Service: AP.

Ownership: Gaylord Broadcasting Co. (Group Owner).

Began Operation: October 10, 1953 as KNUZ-TV, but left air June 25, 1954. Sale of 80% to WKY-TV by KNUZ Television Co. approved Oct. 13, 1965 by FCC (Television Digest, Vol. 5:21, 42). Transfer of remaining 20% approved June 17, 1966 (Vol. 6:26). Resumed operations Jan. 6, 1967.

Represented (sales): MMT Sales Inc.

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

Represented (engineering): David Steel & Associates Inc.

Personnel:

- Paul Hastaba, Vice President & General Manager.
- Lois Culpepper, Local Sales Manager.
- Mike Murray, National Sales Manager.
- Bob Clark, Operations & Program Director.
- Mike Malernee, Production Manager.
- Jodie Sinclair, Public Service Director.
- John R. Schilberg, Director of Engineering & Technology.
- Cynthia Phillips, Business Manager.
- Sean Haley, Creative Services Director.
- Randy Wilkes, Marketing/Research Director.

Rates: On request.

City of License: Houston. ADI: Houston. Rank: 10.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS			
	Austin	7,400	7,200	97
	Chambers	6,800	6,700	99
	Colorado	6,900	6,800	99
	Fort Bend	76,800	75,900	99
	Grimes	6,200	6,100	98
	Harris	1,044,600	1,037,000	99



KHTV BMPCT-831102KF Granted 11/2/83 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Liberty	18,400	18,100	98
	Matagorda	12,900	12,700	98
	Polk	12,400	12,100	98
	Walker	15,800	15,400	97
Between 25-49%	TEXAS			
	Angelina	25,300	25,000	99
	Brazoria	65,400	64,900	99
	Brazos	45,000	44,400	99
	Calhoun	6,600	6,500	98
	Galveston	82,700	82,000	99
	Madison	3,300	3,200	97
	Montgomery	67,000	66,000	99
	Victoria	26,300	25,900	98
	Waller	7,500	7,400	99
Washington	9,900	9,600	97	
Wharton	14,100	13,900	99	
Between 5-24%	TEXAS			
	Burleson	5,200	5,100	98
	Fayette	8,100	7,800	96
	Houston	7,600	7,400	97
	Jackson	4,700	4,600	98
San Jacinto	6,500	6,300	97	
Trinity	4,800	4,700	98	
Station Totals		1,598,200	1,582,700	99
Net Weekly Circulation (1993)				790,200
Average Daily Circulation (1993)				332,200

Texas—Houston

KPRC-TV

Ch. 2

Network Service: NBC.

Licensee: Channel Two TV Co., Box 2222, Houston, TX 77252.

Studio: 8181 Southwest Freeway, Houston, TX 77074.

Mailing Address: Box 2222, Houston, TX 77252.

Telephone: 713-771-4631. TWX: 910-881-2587. Fax: 713-995-4792.

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: Circularly polarized, 1930-ft. above av. terrain, 1970-ft. above ground, 2049-ft. above sea level.

Latitude 29° 34' 06"
Longitude 95° 29' 57"

Transmitter: 0.8-mi. S of Rte. 2234, 1.27-mi. E of Missouri City line.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Transmit/receive Harris, 8-meter Ku-band; Scientific-Atlanta, 7-meter C-band; Harris, 6.1-meter Ku-band; Harris, Microdyne, Scientific-Atlanta, Standard Communications receivers.

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

News Services: AP, UPI.

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

Began Operation: January 1, 1949 as KLEE-TV. Sold to present owner May 1950 (Television Digest, Vol. 6:13, 21).

Represented (sales): Pety Television Inc.

Represented (legal): Dow, Lohnes & Albertson.

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

Personnel:

Nolan Quam, President & General Manager.
Dick Daggett, Vice President & General Sales Manager.
Steve Ramsey, Vice President & News Director.
Von Johnson, Vice President & Business Manager.
Art Biggs, Vice President, Engineering.
Lyle Schulze, Vice President, Programming.
Martha Harvey, Vice President, Administration.
Jim Horky, Local Sales Manager.
Chas Wilson, National Sales Manager.
Bruce Bryant, Creative Services Director.
Nancy Brown, Traffic Manager.
Elsie Haywood, VTR/Film Scheduling Supervisor.

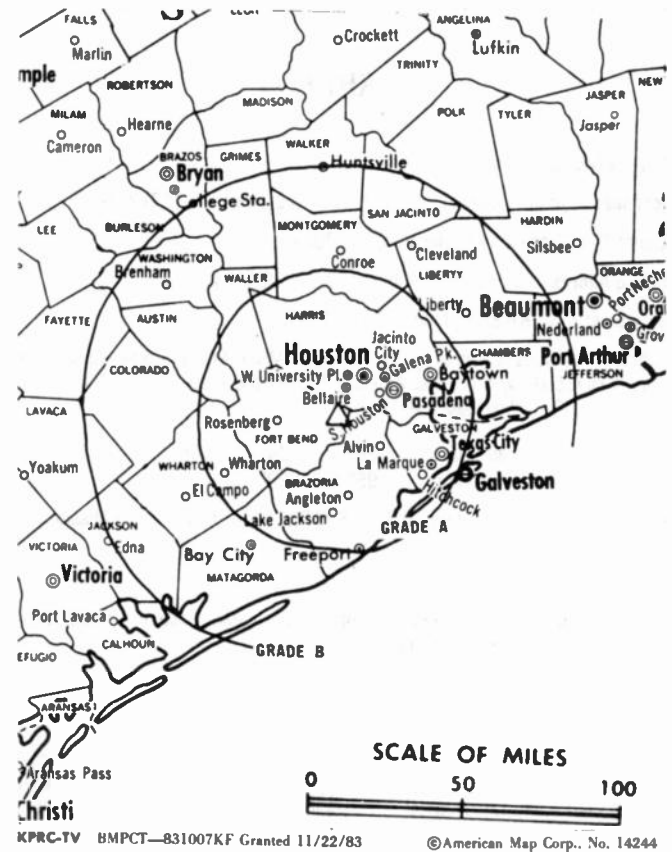
Rates: Dn request.

NETWORK BASE HOURLY RATE: \$2900.

City of License: Houston. ADI: Houston. Rank: 10.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS			
	Austin	7,400	7,200	97
	Brazoria	65,400	64,900	99
	Chambers	6,800	6,700	99
	Colorado	6,900	6,800	99
	Fort Bend	76,800	75,900	99



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Galveston	82,700	82,000	99
	Grimes	6,200	6,100	98
	Harris	1,044,600	1,037,000	99
	Liberty	18,400	18,100	98
	Matagorda	12,900	12,700	98
	Montgomery	67,000	66,000	99
	Polk	12,400	12,100	98
	San Jacinto	6,500	6,300	97
	Walker	15,800	15,400	97
	Waller	7,500	7,400	99
	Washington	9,900	9,600	97
Wharton	14,100	13,900	99	
Between 25-49%	TEXAS			
	Angelina	25,300	25,000	99
	Calhoun	6,600	6,500	98
	Fayette	8,100	7,800	96
	Jackson	4,700	4,600	98
Trinity	4,800	4,700	98	
Between 5-24%	TEXAS			
	Houston	7,600	7,400	97
	Lavaca	7,200	7,000	97
	Lee	4,700	4,600	98
	Madison	3,300	3,200	97
	Nacogdoches	20,700	20,300	98
Victoria	26,300	25,900	98	
Station Totals		1,580,600	1,565,100	99
Net Weekly Circulation (1993)				1,215,900
Average Daily Circulation (1993)				656,400

Texas—Houston

KRIV

Ch. 26

Network Service: Fox.

Licensee: Fox Television Stations Inc., Box 22810, Houston, TX 77227.

Studio: 3935 Westheimer Rd., Houston, TX 77027.

Mailing Address: Box 22810, Houston, TX 77227.

Telephone: 713-626-2610. **TWX:** 910-881-6212. **Fax:** 713-623-2982.

Technical Facilities: Channel No. 26 (542-548 MHz). Authorized power: 5000-kw max. & 1303-kw horizontal visual, 500-kw max. & 130-kw horizontal aural. Antenna: 1950-ft. above av. terrain, 1970-ft. above ground, 2049-ft. above sea level.

Latitude 29° 34' 28"
Longitude 95° 29' 37"

Transmitter: 0.4-mi. S of Rte. 2234, 0.1-mi. W of intersection with Blue Ridge Rd.

Satellite Earth Stations: Harris, 6.1-meter C-band; Microdyne, 5-meter C-band; Vertex, 6.1-meter Ku-band; Harris, Standard Communications receivers.

News Services: AP, CNN, Fox News, National Weather Service.

Ownership: Fox Television Stations Inc. (Group Owner).

Began Operation: August 15, 1971. Sale to present owner by Metromedia approved by FCC Nov. 14, 1985. Sale to Metromedia by Crest Bcstg. approved April 6, 1978 (Television Digest, Vol. 17:34).

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

Represented (engineering): Hammett & Edison Inc.

Personnel:

- M. Jerry Marcus, Vice President & General Manager.
- Craig Bland, Vice President & General Sales Manager.
- Roz Brown, Vice President & Program Director.
- Mary Delaney, Vice President & Promotion Director.
- Alan Youngstein, Vice President, Administration & Finance.
- Denise Bishop, Vice President, News.
- Wendell Wyborny, Vice President & Chief Engineer.
- Jose Dti, National Sales Manager.
- Nancy McNeill, Local Sales Manager.

Rates: On request.

City of License: Houston. **ADI:** Houston. **Rank:** 10.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS			
	Austin	7,400	7,200	97
	Brazoria	65,400	64,900	99
	Chambers	6,800	6,700	99
	Colorado	6,900	6,800	99
	Fort Bend	76,800	75,900	99
	Galveston	82,700	82,000	99
	Grimes	6,200	6,100	98



KRIV BMPCT-811014KE Granted 11/15/81

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Harris	1,044,600	1,037,000	99
	Liberty	18,400	18,100	98
	Matagorda	12,900	12,700	98
	Montgomery	67,000	66,000	99
	Waller	7,500	7,400	99
	Washington	9,900	9,600	97
	Wharton	14,100	13,900	99
	TEXAS			
Between 25-49%	Burleson	5,200	5,100	98
	Fayette	8,100	7,800	96
	Jackson	4,700	4,600	98
	Polk	12,400	12,100	98
	Walker	15,800	15,400	97
Between 5-24%	TEXAS			
	Jasper	11,400	11,200	98
	Lavaca	7,200	7,000	97
	Madison	3,300	3,200	97
	San Jacinto	6,500	6,300	97
Trinity	4,800	4,700	98	
Station Totals		1,506,000	1,491,700	99
Net Weekly Circulation (1993)				932,200
Average Daily Circulation (1993)				417,700

Texas—Galveston-Houston

KTMD

Ch. 48

Network Service: Telemundo.

Licensee: Telemundo Group Inc., 1740 Broadway, 18th Floor, New York, NY 10019.

Telephone: 713-974-4848. Fax: 713-974-5875.

Technical Facilities: Channel No. 48 (674-680 MHz). Authorized power: 4198-kw max. visual. Antenna: 1176-ft. above av. terrain, 1199-ft. above ground, 1212-ft. above sea level.

Latitude 29° 27' 57"
Longitude 95° 13' 23"

Transmitter: Rte. 3, Alvin.

Satellite Earth Stations: Comtech, 5-meter Ku & C-band; Vertex, 6.1-meter C-band; Pinzone receivers.

News Services: AP, CNN.

Ownership: Telemundo Group Inc., Debtor-in-Possession (Group Owner).

Began Operation: February 1, 1988. Sale to present owner by Raymond G. Schindler, et al., approved by FCC March 9, 1988.

Represented (sales): Telemundo.

Represented (legal): Hogan & Hartson.

Represented (engineering): Hammett & Edison Inc.

Personnel:

- Roger A. Ashley, Vice President & General Manager.
- Becky Munoz-Diaz, General Sales Manager.
- John Sanchez, National Sales Manager.
- Anthony Maisel, News Director.
- Marcello Marini, Program & Public Relations Manager.
- P. J. Griggs, Business Manager.
- Blane Huhn, Chief Engineer.

Highest 30 Sec. Rate: \$600.

City of License: Galveston. ADI: Houston. Rank: 10.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.



KTMD BPCT-780907KF Granted 3/1/85

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 5-24%	TEXAS			
	Chambers	6,800	6,700	99
	Harris	1,044,600	1,037,000	99
Station Totals		1,051,400	1,043,700	99
Net Weekly Circulation (1993)			68,400	
Average Daily Circulation (1993)			39,700	

Texas—Houston

KTRK-TV

Ch. 13

Network Service: ABC.

Licensee: KTRK-TV Inc., 3310 Bissonnet, Houston, TX 77005.

Studio: 3310 Bissonnet St., Houston, TX 77005.

Mailing Address: Box 13, Houston, TX 77001.

Telephone: 713-666-0713. TWX: 910-881-1511. Fax: 713-668-0024.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 316-kw visual, 39.8-kw aural. Antenna: 1930-ft. above av. terrain, 1970-ft. above ground, 2049-ft. above sea level.

Latitude 29° 34' 27"
Longitude 95° 29' 37"

Transmitter: 0.5-mi. E of S. Post Rd. & FM Rd. 2234 intersection, near Houston.

Satellite Earth Stations: Vertex, 9-meter C-band; Andrew, 7-meter C-band; Vertex, 6-meter Ku-band; Avantek, Harris receivers.

News Services: AP, Sportsticker, UPI.

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

Began Operation: November 20, 1954. Sale to present owner by Houston Consolidated TV Co. approved by FCC June 15, 1967 (Television Digest, Vol. 6:48; 7:25).

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

Represented (legal): Wilmer, Cutler & Pickering.

Personnel:

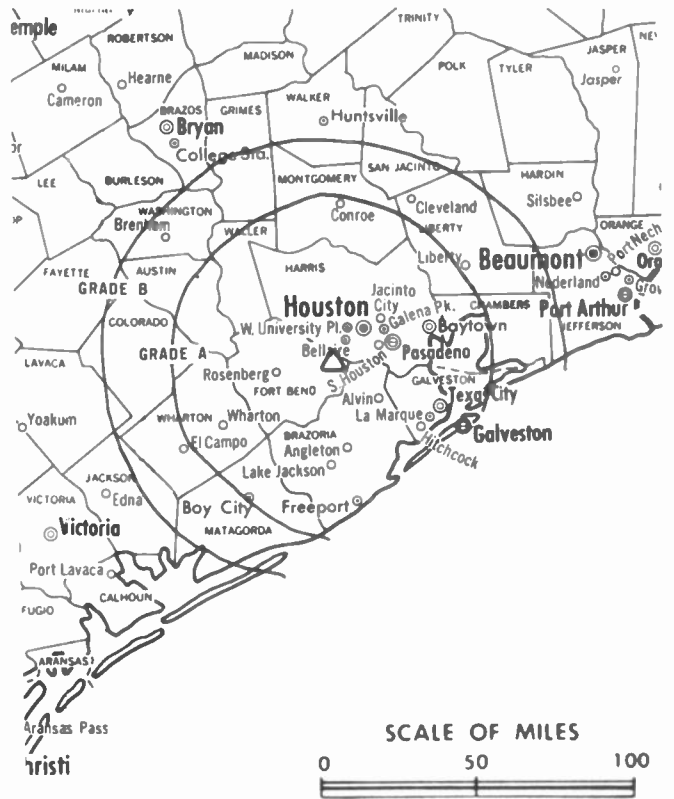
James Masucci, President & General Manager.
Jim Keeley, General Sales Manager.
Winfred Frazier, Local & Regional Sales Manager.
Gerald Lyles, National Sales Manager.
Charles Wolf, Operations Manager.
Kim Nordt-Jackson, Program Director.
Richard Longoria, News Director.
John Jancar, Business Manager.
Margaret Shilstone, Promotion Director.
J. L. Hamilton, Chief Engineer.
Stephen Wong, Director, Research & Sales Development.

Rates: On request.

City of License: Houston. ADI: Houston. Rank: 10.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS			
	Austin	7,400	7,200	97
	Brazoria	65,400	64,900	99
	Calhoun	6,600	6,500	98
	Chambers	6,800	6,700	99
	Colorado	6,900	6,800	99
	Fort Bend	76,800	75,900	99
	Galveston	82,700	82,000	99
	Grimes	6,200	6,100	98
	Harris	1,044,600	1,037,000	99
	Jackson	4,700	4,600	98



KTRK-TV BPCT-7808251B Granted 12/12/80 © American Map Corp. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Liberty	18,400	18,100	98
	Matagorda	12,900	12,700	98
	Montgomery	67,000	66,000	99
	Polk	12,400	12,100	98
	San Jacinto	6,500	6,300	97
	Walker	15,800	15,400	97
	Waller	7,500	7,400	99
	Washington	9,900	9,600	97
	Wharton	14,100	13,900	99
Between 25-49%	TEXAS			
	Angelina	25,300	25,000	99
	Brazos	45,000	44,400	99
	Fayette	8,100	7,800	96
	Houston	7,600	7,400	97
	Lavaca	7,200	7,000	97
	Madison	3,300	3,200	97
Trinity	4,800	4,700	98	
Between 5-24%	TEXAS			
	Burleson	5,200	5,100	98
	Jasper	11,400	11,200	98
	Lee	4,700	4,600	98
Tyler	6,200	6,100	98	
Station Totals		1,601,400	1,585,700	99
Net Weekly Circulation (1993)				1,302,400
Average Daily Circulation (1993)				780,700

Texas—Houston

KTXH

Ch. 20

Network Service: None, independent.

Licensee: Paramount Station Group of Houston Inc., 8950 Kirby Dr., Houston, TX 77054.

Studio: 8950 Kirby Dr., Houston, TX 77054.

Telephone: 713-661-2020. Fax: 713-665-3909.

Technical Facilities: Channel No. 20 (506-512 MHz). Authorized power: 5000-kw max. & 2275-kw horizontal visual, 500-kw max. & 228-kw horizontal aural. Antenna: 1807-ft. above av. terrain, 1971-ft. above ground, 2049-ft. above sea level.

Latitude 29° 34' 34"
Longitude 95° 30' 36"

Transmitter: 4120 McHard Rd., Missouri City.

Satellite Earth Stations: Transmit/receive Scientific-Atlanta, 10-meter C-band; Harris, 9-meter C-band; Harris, 6.1-meter; Harris, 3-meter; Harris receivers.

Ownership: Paramount Stations Group (Group Owner).

Began Operation: November 7, 1982. Left air Dec. 7, 1982; resumed operation Feb. 13, 1983. Sale to present owner by Taft Television & Radio Co. approved by FCC Feb. 20, 1987 (Television Digest, Vol. 27:9, 14, 15). Previous sale to Taft by Gulf Broadcast Group approved by FCC May 30, 1985 (Vol. 25:5, 20, 22). Sale to Gulf by Peter S. McMullen, Sidney Schlenker, et al., approved Dec. 11, 1984 (Vol. 24:23, 53).

Represented (sales): Seltel Inc.

Represented (legal): Leventhal, Senter & Lerman.

Personnel:

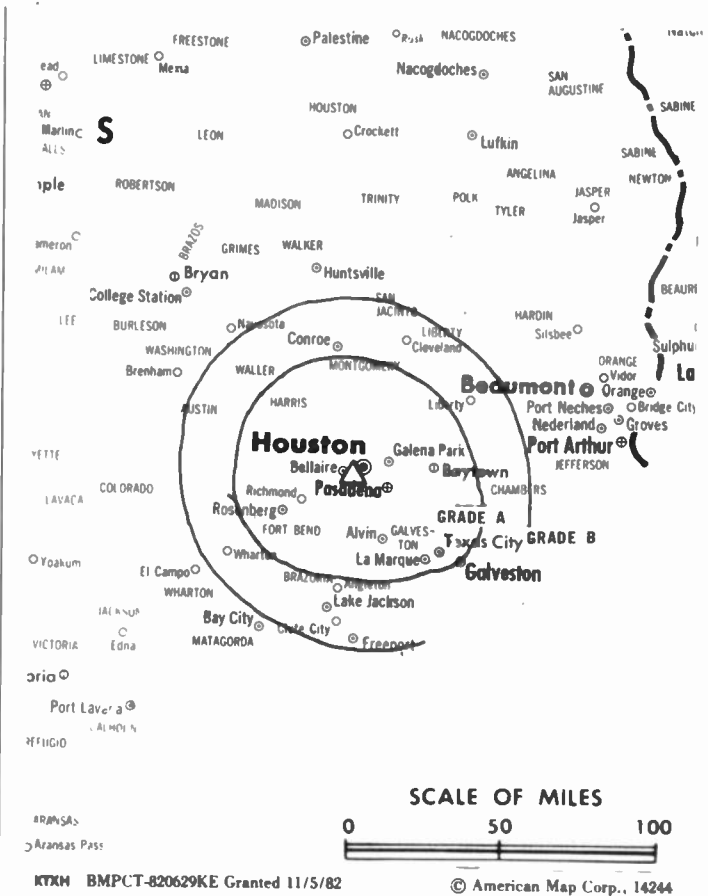
- Michael Dunlop, Vice President & General Manager.
- Linda Danna, General Sales Manager.
- Kathy Sparks, Local Sales Manager.
- Shaun McDonald, National Sales Manager.
- Pat Burt, Retail Sales Manager.
- Terri Bailey, Public Affairs Director.
- Tom Zappala, Program Director.
- Brad Levy, Promotion Director.
- David Rowland, Business Manager.
- Charles Hughes, Chief Engineer.
- Jeff Montoni, Executive Sports Producer.
- Walter Naar, Operations Manager.
- Neal Goren, Traffic Manager.

Rates: On request.

City of License: Houston. ADI: Houston. Rank: 10.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
TEXAS				
50% & Over	Austin	7,400	7,200	97
	Colorado	6,900	6,800	99
	Fort Bend	76,800	75,900	99
	Galveston	82,700	82,000	99
	Harris	1,044,600	1,037,000	99



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Liberty	18,400	18,100	98
	Matagorda	12,900	12,700	98
	Polk	12,400	12,100	98
	Washington	9,900	9,600	97
Between 25-49%	TEXAS			
	Brazoria	65,400	64,900	99
	Chambers	6,800	6,700	99
	Grimes	6,200	6,100	98
	Jefferson	89,400	88,900	99
	Montgomery	67,000	66,000	99
	San Jacinto	6,500	6,300	97
	Walker	15,800	15,400	97
Waller	7,500	7,400	99	
Wharton	14,100	13,900	99	
Between 5-24%	TEXAS			
	Burleson	5,200	5,100	98
	Fayette	8,100	7,800	96
	Jackson	4,700	4,600	98
	Lavaca	7,200	7,000	97
Station Totals	Madison	3,300	3,200	97
	Orange	28,900	28,700	99
	Trinity	4,800	4,700	98
Station Totals		1,612,900	1,598,100	99
Net Weekly Circulation (1993)				814,400
Average Daily Circulation (1993)				319,000

Texas—Rosenberg-Houston

KXLN-TV

Ch. 45

Network Service: Univision.

Licensee: Pueblo Bcstg. Corp., 9440 Kirby Dr., Houston, TX 77054.

Studio: 9440 Kirby Dr., Houston, TX 77054.

Telephone: 713-662-4545. **Fax:** 713-668-9054.

Technical Facilities: Channel No. 45 (656-662 MHz). Authorized power: 2173-kw max. visual, 217-kw max. aural. Antenna: 1440-ft. above av. terrain, 1429-ft. above ground, 1505-ft. above sea level.

Latitude 29° 33' 25"
Longitude 95° 30' 04"

Transmitter: 3101 Senior Rd., 3-mi. E of Dewalt.

Satellite Earth Stations: SatCom, 5-meter; Scientific-Atlanta, 4.6-meter; Standard Communications receivers.

News Service: AP.

Ownership: Pueblo Bcstg. Corp.

Began Operation: September 1, 1987.

Represented (sales): Univision.

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

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

Personnel:

- Jose Adan Trevino, President & Chief Executive Officer.
- Zanetta Kelley, General Sales Manager.
- Jerry Larsen, Local Sales Manager.
- Beatriz de Alvarado, News Director.
- Cindy Chisum, Program Director.
- Sandy Zavaleta, Promotion Director.
- Steve Looney, Engineering Director.
- Chris Brown, Business Manager.
- Moussa Nuseibeh, Marketing Director.
- Noel Duran, Production Manager.

Highest 30 Sec. Rate: \$1600.

City of License: Rosenberg. **ADI:** Houston. **Rank:** 10.



Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
TEXAS				
Between 5-24%	Chambers	6,800	6,700	99
	Harris	1,044,600	1,037,000	99
	Liberty	18,400	18,100	98
Station Totals		1,069,800	1,061,800	99
Net Weekly Circulation (1993)				87,900
Average Daily Circulation (1993)				56,800

Texas—Irving

KHSX-TV

Ch. 49

Network Service: Home Shopping Network.

Licensee: Silver King Broadcasting of Dallas Inc., 1957 E. Irving Blvd., Irving, TX 75060.

Studio: 1957 E. Irving Blvd., Irving, TX 75060.

Telephone: 214-579-4900. Fax: 214-579-1105.

Technical Facilities: Channel No. 49 (680-686 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 1197-ft. above av. terrain, 1166-ft. above ground, 1824-ft. above sea level.

Latitude 32° 35' 24"
Longitude 96° 58' 21"

Transmitter: 1574 W. Belt Line Rd., Cedar Hill.

Multichannel TV Sound: Planned.

Satellite Earth Station: Pinzone, 6.1-meter C-band.

Ownership: Silver King Communications Inc. (Group Owner).

Began Operation: April 17, 1984. Sale to present owner by Cela Inc. approved by FCC April 7, 1987.

Represented (sales): Silver King Broadcasting Sales.

Represented (legal): Dow, Lohnes & Albertson.

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

Personnel:

Brad Foltyn, Station Manager.
Art Runyon, Chief Engineer.
Tony Montes, Program Manager.

Highest 30 Sec. Rate: \$200.

City of License: Irving. ADI: Dallas-Fort Worth. Rank: 8.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.



KHSX-TV BMPCT-870915KG Granted 10/30/87 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
TEXAS				
Between 5-24%	Hill	10,500	10,400	99
	Rains	2,900	2,900	100
	Van Zandt	14,900	14,700	99
Station Totals		28,300	28,000	99
Net Weekly Circulation (1993)				11,500
Average Daily Circulation (1993)				4,300

Texas—Katy

KNWS-TV

Ch. 51

Network Service: None, independent.

Licensee: Johnson Bcstg. Inc., 8440 Westpark Dr., Houston, TX 77063.

Studio: 8440 Westpark Dr., Houston, TX 77063.

Telephone: 713-974-5151. Fax: 713-975-6397.

Technical Facilities: Channel No. 51 (692-698 MHz). Authorized power: 2250-kw max. visual, 250-kw max. aural. Antenna: 1660-ft. above av. terrain, 1644-ft. above ground, 1716-ft. above sea level.

Latitude	29°	33'	40"
Longitude	95°	30'	04"

Transmitter: 3111 Senior Rd., Missouri City, TX.

Satellite Earth Stations: Comtech, 7.3-meter Ku & C-band; Comtech, 5-meter Ku & C-band; Standard Communications receivers.

News Services: AP, CNN.

Ownership: Douglas Johnson.

Began Operation: November 3, 1993.

Represented (sales): TV Rep Inc.

Represented (legal): Smithwick & Belendiuk, P.C.

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

Personnel:

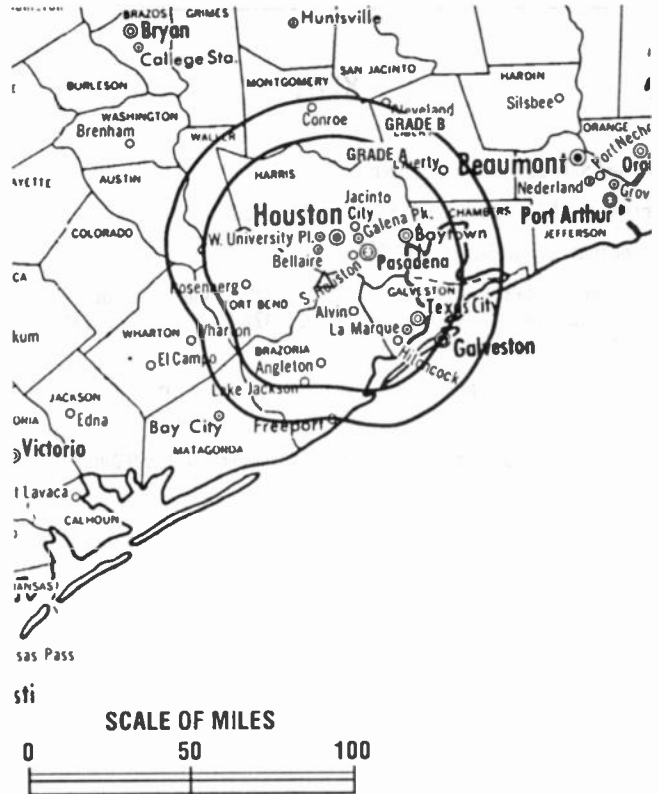
Doug Johnson, General Manager.

Graham McKernon, General Sales Manager.

Howard Levinson, National Sales Manager.

Alvin Saltzman, Chief Engineer.

Mike Crew, News Director.



KNWS-TV BMPCT-920121KG Granted 3/19/93 © American Map Corp., No. 14244

Rates: On request.

Arbitron Data: Not available.

City of License: Katy. ADI: Houston. Rank: 10.

Texas—Lake Dallas

KLDT

Ch. 55

Network Service: None, independent.

Licensee: KLDT-TV 55 Inc., Box 55, Hurst, TX 76053.

Telephones: 214-316-7000; 817-267-9725.

Technical Facilities: Channel No. 55 (716-722 MHz). Authorized power: 3303-kw max. visual. Antenna: 466-ft. above av. terrain, 472-ft. above ground, 994-ft. above sea level.

Latitude 33° 00' 19"
Longitude 96° 59' 00"

Transmitter: Round Grove Rd., State Rte. 30401, approximately 0.6-mi. W of Hwy. 35 E.

Ownership: KLDT-TV 55 Inc.

Began Operation: December 25, 1990.

Represented (legal): Holland & Knight.

Represented (engineering): Pete E. M. Warren III.

Personnel:

Opal Thornton, General Manager.

Rates: On request.

City of License: Lake Dallas. ADI: Dallas-Fort Worth. Rank: 8.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.



KLDT BMPCT-901119KE Granted 1/17/91

© American Map Corp., No. 14244

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

Net Weekly Circulation	State County	Total Households	TV Households	%
	TEXAS			
Between 5-24%	Kaufman	19,200	18,900	98
Station Totals		19,200	18,900	98
Net Weekly Circulation (1993)				2,300
Average Daily Circulation (1993)				600

Texas—Laredo

KGNS-TV

Ch. 8

Network Service: NBC, ABC.

Licensee: Century Development Corp., 270 Commerce Dr., Rochester, NY 14623.

Studio: 120 W. Del Mar Blvd., Laredo, TX 78041.

Mailing Address: Box 2829, Laredo, TX 78044.

Telephone: 512-727-8888. **Fax:** 512-727-5336.

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 316-kw visual, 42.2-kw aural. Antenna: 1024-ft. above av. terrain, 1033-ft. above ground, 1519-ft. above sea level.

Latitude 27° 40' 21"
Longitude 99° 39' 51"

Transmitter: 6.52-mi. N of Islitias.

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

News Service: AP.

Ownership: The Malcolm Glazer Trust.

Began Operation: January 5, 1956. Transfer from partners H. C. Avery Jr. & David H. Cole to Donald W. Reynolds approved July 30, 1958 by FCC (*Television Digest*, Vol. 14:28, 32). Sale to T. Frank Smith Jr., et al., approved by FCC Oct. 4, 1977. Sale to Burke Bcstg. approved by FCC Oct. 28, 1983. Rescinded Nov. 2, 1983. Granted Dec. 15, 1983. Federal court subsequently ordered that Burke sell station back to Gulf Coast Bcstg. Co., to be followed by sale to Century Development Co. (Malcolm I. Glazer).

Represented (sales): Katz Continental Television.

Represented (legal): Dow, Lohnes & Albertson.

Personnel:

Jeff Pryor, Vice President & General Manager.

Jeannette Diack, General Sales Manager.

Richard Noriega, News Director.

David York, Chief Engineer.

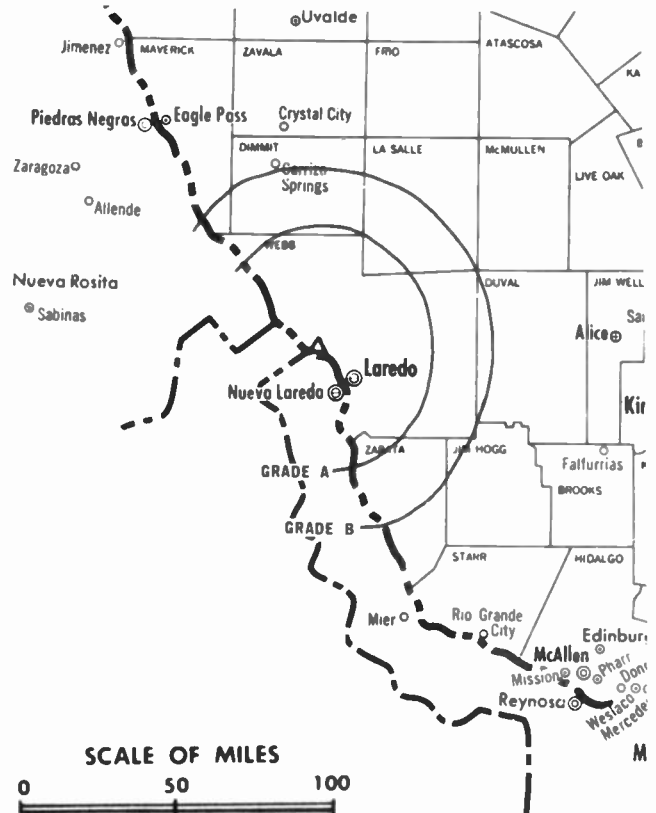
Velia Herrera, Office Manager.

Rates: On request.

NETWORK BASE HOURLY RATE: \$230.

City of License: Laredo. **ADI:** Laredo. **Rank:** 198.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.



KGNS-TV BMPCT-6319 Granted 9/30/66

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS			
	Jim Hogg	1,700	1,700	100
	La Salle	1,700	1,700	100
	Webb	36,200	35,600	98
Between 25-49%	TEXAS			
	Zapata	3,100	3,000	97
Between 5-24%	TEXAS			
	Zavala	3,400	3,300	97
Station Totals	TEXAS			
	Dimmit	3,000	2,900	97
Station Totals		49,100	48,200	98
Net Weekly Circulation (1993)				35,400
Average Daily Circulation (1993)				22,500

Texas—Laredo

KLDO-TV

Ch. 27

Network Service: Telemundo.

Licensee: Panorama Broadcasting Co., 1600 Water St., Laredo, TX 78040.

Studio: 1600 Water St., Laredo, TX 78040.

Telephone: 210-727-0027. Fax: 210-727-2673.

Technical Facilities: Channel No. 27 (548-554 MHz). Authorized power: 3720-kw max. visual, 372-kw max. aural. Antenna: 220-ft. above av. terrain, 352-ft. above ground, 732-ft. above sea level.

Latitude 27° 30' 03"
Longitude 99° 30' 37"

Transmitter: 1600 Water St., Laredo.

Satellite Earth Stations: Hero, 5-meter C-band; United Satellite Systems, 3-meter C-band; Avcom, Scientific-Atlanta receivers.

Ownership: Panorama Broadcasting Co.

Began Operation: December 18, 1984.

Represented (sales): Telemundo.

Represented (legal): Martin Firestone.

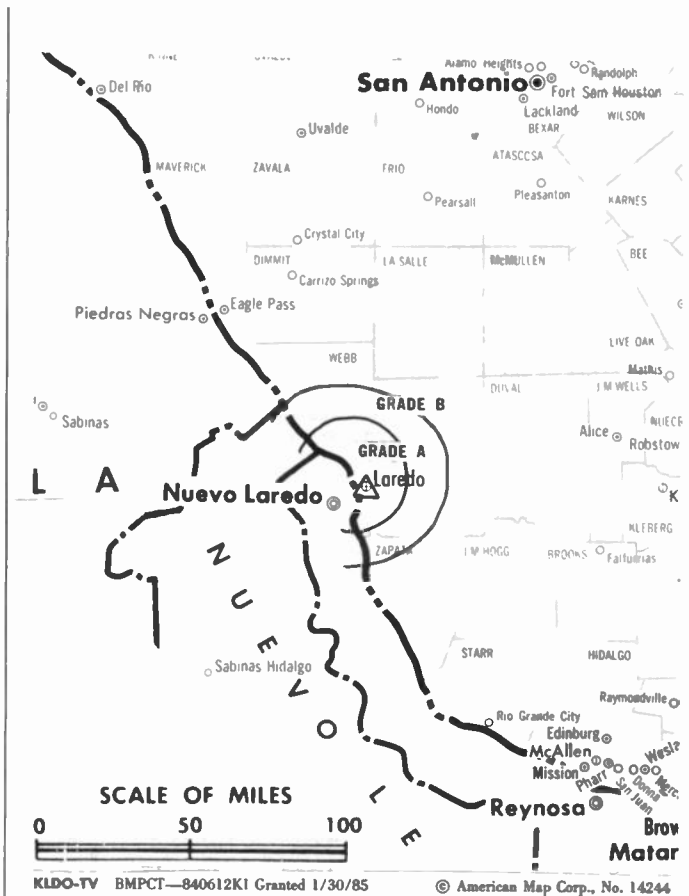
Personnel:

- Elia Solis, General Manager.
- Judee Williams, Local Sales Manager.
- Martin Trevino, Production Manager.
- Merlin Miller, Chief Engineer.
- Juan Esquirel, News Director.
- Adriana Centeno, Program & Promotion Director.
- Alice Sanchez, Business Manager.

Highest 30 Sec. Rate: \$350.

City of License: Laredo. ADI: Laredo. Rank: 198.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS Webb	36,200	35,600	98
	TEXAS Zapata	3,100	3,000	97
Between 5-24%	TEXAS Jim Hogg	1,700	1,700	100
	TEXAS La Salle	1,700	1,700	100
Station Totals		42,700	42,000	98
Net Weekly Circulation (1993)			22,000	
Average Daily Circulation (1993)			13,300	

Texas—Laredo

KVTV

Ch. 13

(Satellite of KZTV, Corpus Christi, TX)

Network Service: CBS.

Licensee: K-SIX Television Inc., 301 Artesian St., Corpus Christi, TX 78401.

Studio: Anna & Shea Sts., Laredo, TX 78041.

Telephone: 512-723-2923.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 87.5-kw visual, 17.4-kw aural. Antenna: 920-ft. above av. terrain, 1035-ft. above ground, 1449-ft. above sea level.

Latitude 27° 31' 04"
Longitude 99° 31' 20"

Transmitter: Anna & Shea Sts.

Satellite Earth Stations: In operation; Pinzone, RCA, Scientific-Atlanta receivers.

News Services: CBS, Southwest Newswire, UPI.

Ownership: K-SIX Television Inc.

Began Operation: December 28, 1973.

Represented (sales): Seltel Inc.

Personnel:

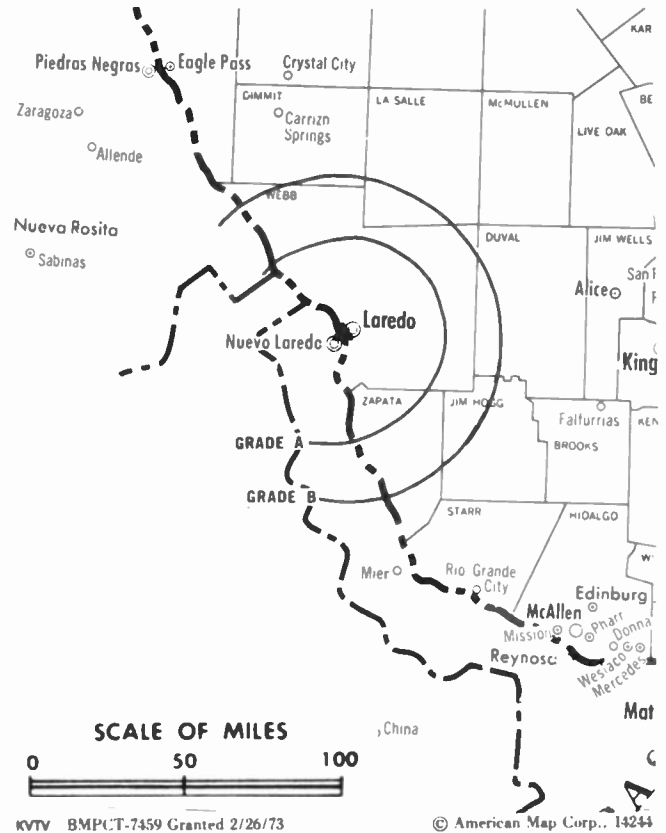
- Vann M. Kennedy, President & General Manager.
- Jay Dickey, Station Manager.
- Deborah Shoup, News Director.
- Ralph Quiroz, Chief Engineer.

Highest 30 Sec. Rate: \$250.

NETWRK BASE HOURLY RATE: \$140.

City of License: Laredo. **ADI:** Laredo. **Rank:** 198.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS Webb	36,200	35,600	98
	Zapata	3,100	3,000	97
Between 5-24%	TEXAS Dimmit	3,000	2,900	97
	Jim Hogg	1,700	1,700	100
	La Salle	1,700	1,700	100
Station Totals		45,700	44,900	98
Net Weekly Circulation (1993)			28,400	
Average Daily Circulation (1993)			15,600	

Texas—Laredo-Nuevo Laredo, Mexico

XEFE-TV

Ch. 2

Network Service: Univision.

Licensee: Ramoncita Esparaza G., 212 Oklahoma, Laredo, TX 78042.

Studio: 212 Oklahoma, Laredo, TX 78042.

Mailing Address: Box 1484, Laredo, TX 78040.

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 105-kw max. visual, 15-kw max. aural. Antenna: 550-ft. above av. terrain.

Ownership: Ramoncita Esparaza.

Began Operation: December 1, 1958.

Personnel:

Ramoncita Esparaza, General Manager.

Enrique Esparaza, Sales Manager.

Ruben Lopez, Chief Engineer.

Arturo Esparaza, Chief Engineer.

Antonio Esparaza, Program Manager.

Rates: On request.

Arbitron Data: Not available. **ADI:** Laredo. **Rank:** 198.

Texas—Llano

KXAM-TV

Ch. 14

(Satellite of KXAN-TV Austin)

Network Service: NBC.

Licensee: KXAN Inc., Box 490, Austin, TX 78767.

Studio: 908 W. Martin Luther King Jr., Austin, TX 78701.

Telephone: 512-476-3636.

Technical Facilities: Channel No. 14 (470-476 MHz). Authorized power: 3236-kw max. visual. Antenna: 883-ft. above av. terrain, 459-ft. above ground, 1998-ft. above sea level.

Latitude 30° 40' 36"
Longitude 98° 33' 59"

Transmitter: 8-mi. SE of Llano, off State Rte. 71.

Ownership: LIN Television Corp. (Group Owner).

Began Operation: September 6, 1991.

Represented (legal): Covington & Burling.

Personnel:

Jane Wallace, General Manager.

Bob Stettner, General Sales Manager.

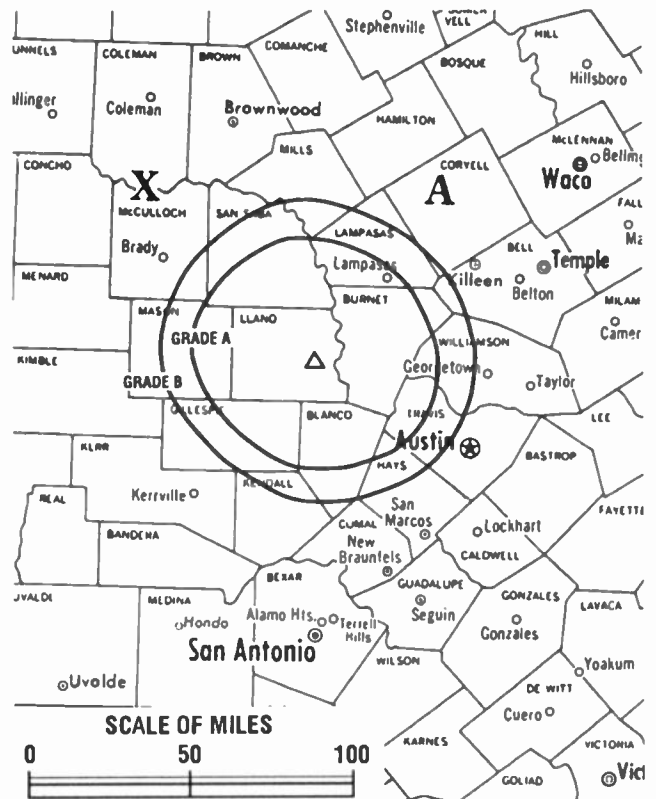
Bob McAvoy, Director of Engineering & Operations.

Rates: On request.

City of License: Llano. ADI: Austin, TX. Rank: 65.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	TEXAS			
	Gillespie	7,000	6,800	97
	Llano	5,600	5,500	98



KXAM-TV BMPCT-890509KG Granted 11/15/90 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	Mason	1,400	1,400	100
	Mills	1,800	1,800	100
Station Totals		15,800	15,500	98
Net Weekly Circulation (1993)				3,700
Average Daily Circulation (1993)				1,900

Texas—Lubbock

KAMC

Ch. 28

Network Service: ABC.

Licensee: McAlister TV Enterprises Inc., Box 3790, Lubbock, TX 79452-3790.

Studio: 1201 84th St., Lubbock, TX 79423.

Mailing Address: Box 3790, Lubbock, TX 79452-3790.

Telephone: 806-745-2828. TWX: 910-896-4357. Fax: 806-748-1080.

Technical Facilities: Channel No. 28 (554-560 MHz). Authorized power: 2000-kw max. & 788-kw horizontal visual, 374-kw max. & 153-kw horizontal aural. Antenna: 840-ft. above av. terrain, 875-ft. above ground, 4081-ft. above sea level.

Latitude 33° 30' 57"
Longitude 101° 50' 54"

Transmitter: 0.2-mi. SW of 84th St. & Ave. J, Lubbock.

Satellite Earth Stations: Andrew, 7.3-meter C-band; Satcom Technologies, 5-meter C-band; Vertex, 4.57-meter Ku-band; Andrew, 4.5-meter C-band; Harris, 3-meter C-band; Andrew, M/A-Com receivers.

News Service: AP.

Ownership: McAlister TV Enterprises Inc.

Began Operation: November 11, 1968. Transfer of control to present owners approved by FCC March 24, 1975.

Represented (sales): Petry Television Inc.

Represented (legal): Bryan Cave.

Personnel:

- Greg McAlister, President & General Manager.
- A. C. Wimberly, Executive Vice President & Program Director.
- Chuck Spagh Sr., General Sales Manager.
- Ron Roberts, News Director.
- Bobbye Maxey, Promotion & Marketing Director.
- Bill Enloe, Chief Engineer.
- Don Garth, Business Manager.

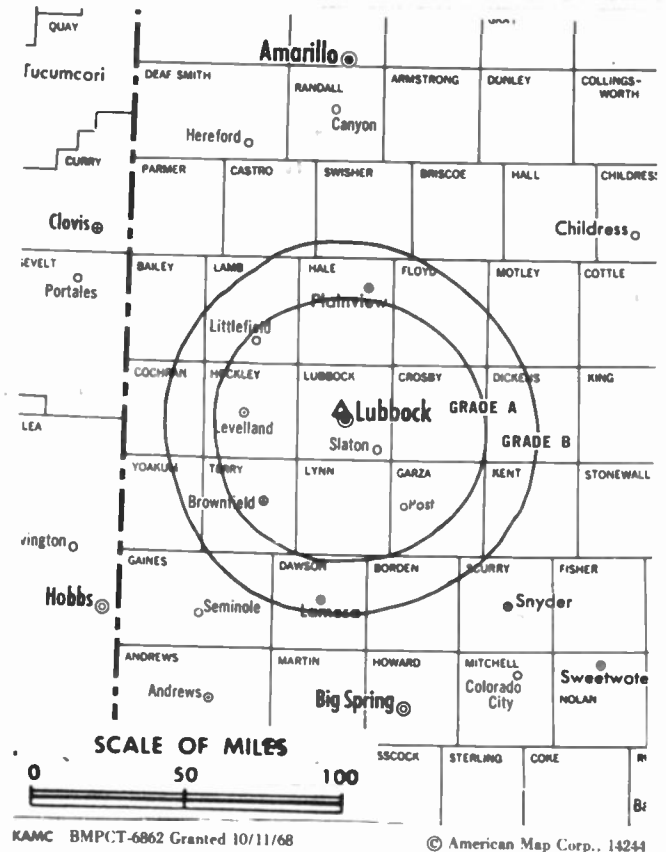
Highest 30 Sec. Rate: \$450.

NETWORK BASE HOURLY RATE: \$300.

City of License: Lubbock. ADI: Lubbock. Rank: 149.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS			
	Bailey	2,400	2,400	100
	Borden	300	300	100
	Cochran	1,400	1,400	100
	Crosby	2,500	2,500	100
	Dawson	4,900	4,800	98
	Dickens	1,000	1,000	100



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Floyd	2,900	2,900	100
	Garza	1,800	1,800	100
	Hale	11,600	11,500	99
	Hockley	7,800	7,800	100
	Lamb	5,300	5,300	100
	Lubbock	83,400	82,800	99
	Lynn	2,300	2,300	100
	Terry	4,300	4,300	100
	Yoakum	2,800	2,800	100
	Between 25-49%	TEXAS		
Castro		2,900	2,900	100
Gaines		4,500	4,500	100
Between 5-24%	Motley	600	600	100
	TEXAS			
	Cottle	900	900	100
	Kent	400	400	100
King	100	100	100	
Station Totals		144,100	143,300	99
Net Weekly Circulation (1993)				113,300
Average Daily Circulation (1993)				60,400

Texas—Lubbock

KCBD-TV

Ch. 11

Network Service: NBC.

Licensee: Holsum Inc., Box 2527, Roswell, NM 88201.

Studio: 5600 Ave. A, Lubbock, TX 79404.

Mailing Address: Box 2190, Lubbock, TX 79404.

Telephone: 806-744-1414. Fax: 806-744-0449.

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 316-kw visual, 57.5-kw aural. Antenna: 760-ft. above av. terrain, 814-ft. above ground, 4014-ft. above sea level.

Latitude 33° 32' 32"
Longitude 101° 50' 14"

Transmitter: U.S. Hwy. 87 between 50th & 66th Sts.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Scientific-Atlanta, 10-meter; Scientific-Atlanta, 6-meter; Scientific-Atlanta, 4.6-meter; Harris, M/A-Com, Scientific-Atlanta receivers.

News Services: AP, NBC.

Ownership: Holsum Inc.

Began Operation: May 10, 1953. Sale to State Record by Bryant Radio & Television Inc. approved by FCC May 26, 1971 (Television Digest, Vol. 11:4). Sale to present owner by State Record approved by FCC Aug. 12, 1983.

Represented (sales): Katz Continental Television.

Represented (legal): Dow, Lohnes & Albertson.

Represented (engineering): Lohnes & Culver.

Personnel:

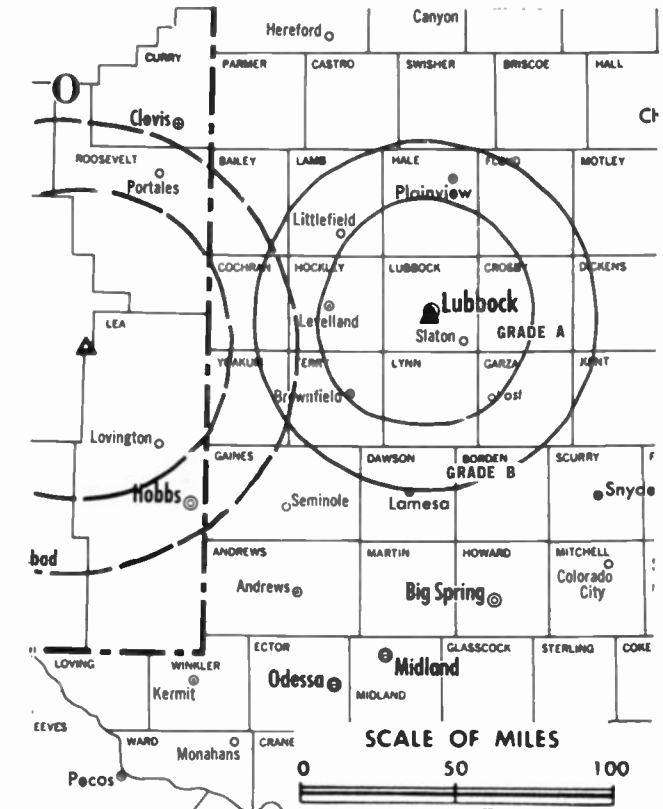
Bill DeTournillon, General Manager.
Craig Wells, General Sales Manager.
Sherrell Lambert, Director of Engineering.
Jeff Pitner, Promotion Director.
Wayne Clark, Business Manager.

Highest 30 Sec. Rate: \$1000.

City of License: Lubbock. ADI: Lubbock. Rank: 149.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS			
	Bailey	2,400	2,400	100
	Borden	300	300	100
	Cochran	1,400	1,400	100
	Crosby	2,500	2,500	100
	Dawson	4,900	4,800	98
	Dickens	1,000	1,000	100
	Floyd	2,900	2,900	100



KCBD-TV BMPCT-5814 Granted 2/1/63

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Garza	1,800	1,800	100
	Hale	11,600	11,500	99
	Hockley	7,800	7,800	100
	Kent	400	400	100
	Lamb	5,300	5,300	100
	Lubbock	83,400	82,800	99
	Lynn	2,300	2,300	100
	Motley	600	600	100
	Scurry	6,200	6,100	98
	Terry	4,300	4,300	100
Yoakum	2,800	2,800	100	
Between 25-49%	TEXAS			
	Gaines	4,500	4,500	100
Between 5-24%	King	100	100	100
	TEXAS			
	Briscoe	800	800	100
	Castro	2,900	2,900	100
	Swisher	2,900	2,900	100
Station Totals		153,100	152,200	99
Net Weekly Circulation (1993)				126,600
Average Daily Circulation (1993)				82,400

Texas—Lubbock

KJTV
Ch. 34

Network Service: Fox.

Licensee: Ramar Communications Inc., Box 3757, Lubbock, TX 79452.

Studio: 9800 University Ave., Lubbock, TX 79423.

Mailing Address: Box 3757, Lubbock, TX 79452.

Telephone: 806-745-3434. **Fax:** 806-748-1949.

Technical Facilities: Channel No. 34 (590-596 MHz). Authorized power: 3732.5-kw visual, 373.25-kw aural. Antenna: 844-ft. above av. terrain, 893-ft. above ground, 4100-ft. above sea level.

Latitude 33° 30' 08"
Longitude 101° 52' 20"

Transmitter: 100th & University, Lubbock.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Antenna Technology Ku & C-band; KJ Technologies, 5-meter C-band; Prodelin, 5-meter C-band; Vertex, 4.6-meter Ku-band; KJ Technologies, 3.7-meter Ku & C-band; DX Antenna, M/A-Com receivers.

News Services: Fox News, CNN.

Ownership: Ramar Communications Inc.

Began Operation: December 10, 1981.

Represented (sales): Seltel Inc.

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

Personnel:

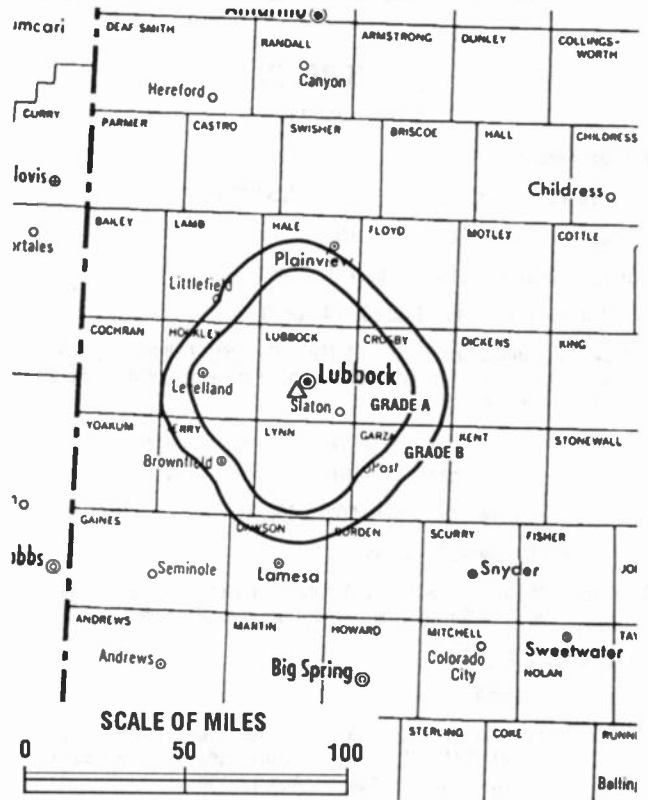
- Ray Moran, President.
- Brad Moran, Vice President & General Manager.
- Randy Roberts, General Sales Manager.
- David Underwood, National Sales Manager.
- Art Smith, Chief Engineer.
- Donna Elliott, Business Manager.

Rates: On request.

City of License: Lubbock. **ADI:** Lubbock. **Rank:** 149.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS			
	Bailey	2,400	2,400	100
	Borden	300	300	100
	Cochran	1,400	1,400	100
	Crosby	2,500	2,500	100
	Dawson	4,900	4,800	98
	Floyd	2,900	2,900	100
	Gaines	4,500	4,500	100
	Garza	1,800	1,800	100
	Hale	11,600	11,500	99
	Hockley	7,800	7,800	100
	Lamb	5,300	5,300	100
	Lubbock	83,400	82,800	99



KJTV BMPCT-810923KF Granted 1/7/82

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Lynn	2,300	2,300	100
	Scurry	6,200	6,100	98
	Terry	4,300	4,300	100
	Yoakum	2,800	2,800	100
Between 25-49%	NEW MEXICO			
	Lea North	16,800	16,400	98
	TEXAS			
	Castro	2,900	2,900	100
	Cottle	900	900	100
	Dickens	1,000	1,000	100
	Kent	400	400	100
Between 5-24%	TEXAS			
	Briscoe	800	800	100
	Childress	2,400	2,400	100
	Hall	1,600	1,600	100
	Howard	11,100	11,000	99
	King	100	100	100
	Swisher	2,900	2,900	100
Station Totals		188,900	187,500	99
Net Weekly Circulation (1993)				112,800
Average Daily Circulation (1993)				55,800

Texas—Lubbock

KLBK-TV

Ch. 13

Network Service: CBS.

Licensee: Charles Woods Television Corp., 7400 University Ave., Lubbock, TX 79408.

Studio: 7400 University Ave., Lubbock, TX 79423.

Mailing Address: Box 1559, Lubbock, TX 79408.

Telephone: 806-745-2345. TWX: 910-896-4321. Fax: 806-745-8525.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 251-kw visual, 25.1-kw aural. Antenna: 880-ft. above av. terrain, 923-ft. above ground, 4143-ft. above sea level.

Latitude 33° 31' 33"
Longitude 101° 52' 07"

Transmitter: 7400 University Ave.

Satellite Earth Stations: ADM, 6-meter C-band; Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta, 4.6-meter C-band; Scientific-Atlanta receivers.

News Service: AP.

Ownership: Woods Communications Group Inc., Debtor-in-Possession (Group Owner).

Began Operation: November 13, 1952. Sale by W. D. (Dub) Rogers and associates to Grayson Enterprises approved by FCC Oct. 11, 1961 (Television Digest, Vol. 17:27; 1:5). Sale of control to Theodore Shanbaum, Ellis Carp, Lee Optical and associated companies pension plan trust approved March 25, 1964. Sale of 1/3 interest from Ellis Carp to Dal-Tex Optical Co. Inc. approved March 19, 1971. Sale of 1/3 interest back to Carp by Dal-Tex approved Dec. 24, 1974. Sale to Robert L. Dudley, et al., conditionally granted March 27, 1980; full grant by FCC May 23, 1980 (Vol. 20:13). Sale of 50% by Dudley to Charles Woods, giving him 100%, approved Oct. 14, 1983.

Represented (sales): Blair Television.

Represented (legal): Kenkel & Associates.

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

Personnel:

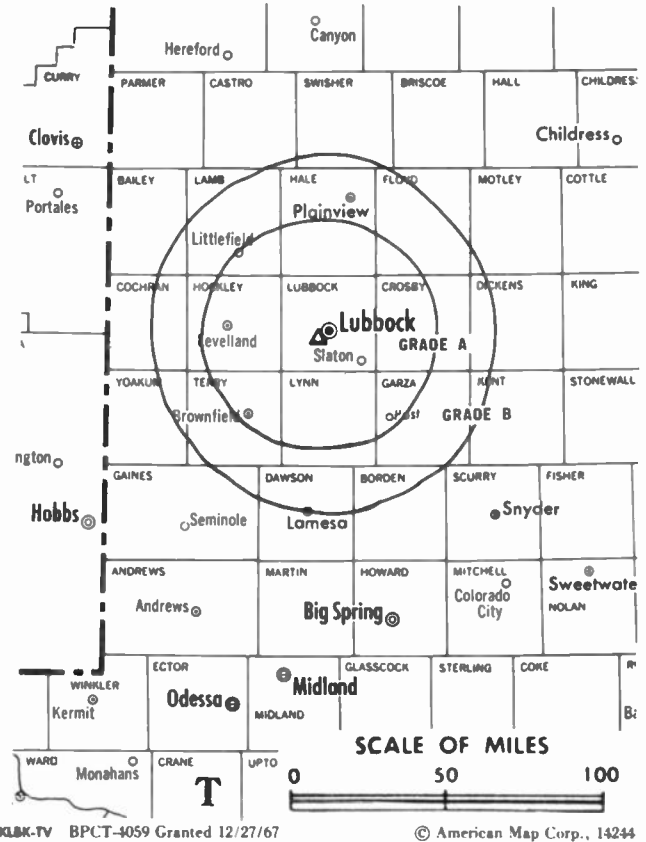
Charles Woods, President.
Rick Lipps, General Manager.
Terry Graham, News Director.
Bill Blann, Program Director.
Don King, Chief Engineer.
Matt Hunter, Promotion Director.
Joyce Kelly, Business Manager.
Todd Chisnell, Production Manager.

Highest 30 Sec. Rate: \$1500.

NETWORK BASE HOURLY RATE: \$900.

City of License: Lubbock. ADI: Lubbock. Rank: 149.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS			
	Bailey	2,400	2,400	100
	Borden	300	300	100
	Cochran	1,400	1,400	100
	Crosby	2,500	2,500	100
	Dawson	4,900	4,800	98
	Dickens	1,000	1,000	100
	Floyd	2,900	2,900	100
	Garza	1,800	1,800	100
	Hale	11,600	11,500	99
	Hockley	7,800	7,800	100
	Kent	400	400	100
	Lamb	5,300	5,300	100
Lubbock	83,400	82,800	99	
Lynn	2,300	2,300	100	
Motley	600	600	100	
Terry	4,300	4,300	100	
Yoakum	2,800	2,800	100	
Between 25-49%	TEXAS			
	Castro	2,900	2,900	100
	Gaines	4,500	4,500	100
	Scurry	6,200	6,100	98
Swisher	2,900	2,900	100	
Station Totals		152,200	151,300	99
Net Weekly Circulation (1993)				127,200
Average Daily Circulation (1993)				77,100

Texas—Lufkin-Nacogdoches

KTRE

Ch. 9

(Satellite of KLTV, Tyler-Longview, TX)

Network Service: ABC.

Licensee: TV-3 Inc., 715 S. Jefferson, Jackson, MS 39205.

Studio: 1.4-mi. NW of Clawson.

Telephone: 409-853-5873. Fax: 409-853-3084.

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 158-kw visual, 31.6-kw aural. Antenna: 670-ft. above av. terrain, 522-ft. above ground, 932-ft. above sea level.

Latitude 31° 25' 09"
Longitude 94° 48' 02"

Transmitter: 1.4-mi. NW of Clawson.

Satellite Earth Stations: 3 in operation; Harris receivers.

News Services: AP, ABC.

Ownership: Civic Communications Corp. (Group Owner).

Began Operation: August 17, 1955. Sale to present owners by Buford Television Inc. approved by FCC Feb. 16, 1989. Sale to Buford by R. W. Wortham Jr. and associates approved by FCC July 18, 1962 (Television Digest, Vol. 2:31).

Represented (sales): Katz Television.

Represented (engineering): Jules Cohen & Associates.

Personnel:

- Frank Melton, President.
- Errol Kapellusch, Senior Vice President & General Manager.
- Gary Powers, Sales Manager.
- Tina Alexander, News Director.
- Shelley Martin, National Sales Manager.
- Dean Worley, Chief Engineer.
- Glenda London, Business Manager.
- Stacey Strawbridge, Promotion Director.
- David Cantu, Operations Manager.

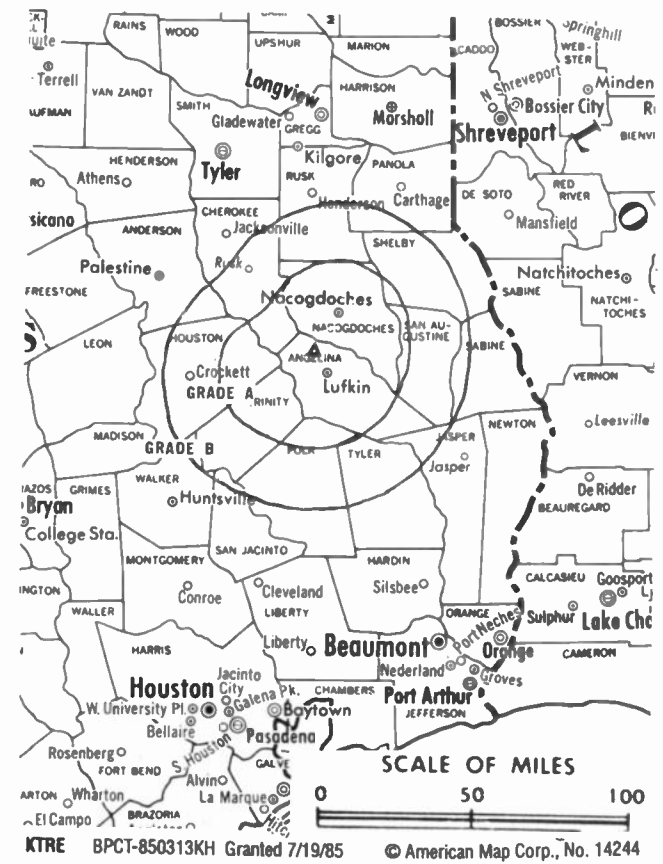
Rates: On request.

NETWORK BASE HOURLY RATE: \$510.

City of License: Lufkin. ADI: Tyler-Longview. Rank: 114.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS			
	Angelina	25,300	25,000	99
	Houston	7,600	7,400	97
	Nacogdoches	20,700	20,300	98
	Sabine	4,100	4,000	98



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	San Augustine	3,100	3,000	97
	Trinity	4,800	4,700	98
Between 25-49%	TEXAS			
	Polk	12,400	12,100	98
	Shelby	8,600	8,400	98
Between 5-24%	LOUISIANA			
	Sabine	8,300	8,100	98
	TEXAS			
	Anderson	14,600	14,400	99
	Cherokee	15,200	14,900	98
	Jasper	11,400	11,200	98
	Madison	3,300	3,200	97
	Rusk	16,500	16,300	99
	San Jacinto	6,500	6,300	97
	Tyler	6,200	6,100	98
Walker	15,800	15,400	97	
Station Totals		184,400	180,800	98
Net Weekly Circulation (1993)				74,100
Average Daily Circulation (1993)				47,400

Texas—McAllen

KNVO

Ch. 48

Network Service: Univision.

Licensee: Valley Channel 48 Inc., 6100 Corporate Dr., Suite 500, Houston, TX 77036.

Studio: 1800 S. Main St., Suite 850, McAllen, TX 78503.

Telephone: 210-687-4848.

Technical Facilities: Channel No. 48 (674-680 MHz). Authorized power: 3162-kw max. visual. Antenna: 525-ft. above av. terrain, 522-ft. above ground, 600-ft. above sea level.

Latitude 26° 05' 20"
Longitude 98° 03' 44"

Requests CP for change to 3028-kw max. visual, 975-ft. above av. terrain, 972-ft. above ground, 1051-ft. above sea level. BMPCT-921113KE.

Transmitter: 6.5-mi. SW of Weslaco, 1.9-mi. N of Rio Grande.

Ownership: Valley Channel 48 Inc.

Began Operation: October 12, 1992.

Represented (legal): Semmes, Bowen & Semmes.

Represented (engineering): Marsand, Inc.

Personnel:

Larry Safir, General Manager.
Iggy Cantu, Chief Engineer.

City of License: McAllen. ADI: McAllen-Brownsville. Rank: 113.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.



KNVO BPCT-820315KI Granted 10/9/83 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
	TEXAS			
Between 5-24%	Hidalgo	110,400	108,900	99
Station Totals		110,400	108,900	99
Net Weekly Circulation (1993)			16,900	
Average Daily Circulation (1993)			9,100	

Texas—Nacogdoches

KLSB-TV

Ch. 19

(Satellite of KETK-TV Jacksonville-Tyler-Longview, TX)

Network Service: NBC.

Licensee: Region 56 Television Network Inc., 4300 Richmond Rd., Tyler, TX 75703.

Studio: 204 W. Main St., Nacogdoches, TX 75961.

Telephone: 409-564-1911. **Fax:** 409-569-1595.

Technical Facilities: Channel No. 19 (500-506 MHz). Authorized power: 229-kw max. visual. Antenna: 728-ft. above av. terrain, 610-ft. above ground, 1001-ft. above sea level.

Latitude 31° 24' 28"
Longitude 94° 45' 53"

Transmitter: Farm Rd. No. 2021, 6.5-mi. NW of Lufkin.

Ownership: Lone Star Broadcasting Inc. (Group Owner).

Began Operation: September 1, 1991. Sale to present owner by Radnor Bcstg. Co. Inc. approved by FCC March 24, 1992.

Represented (sales): Blair Television.

Represented (legal): Winston & Strawn.

Represented (engineering): Andrus & Associates Inc.

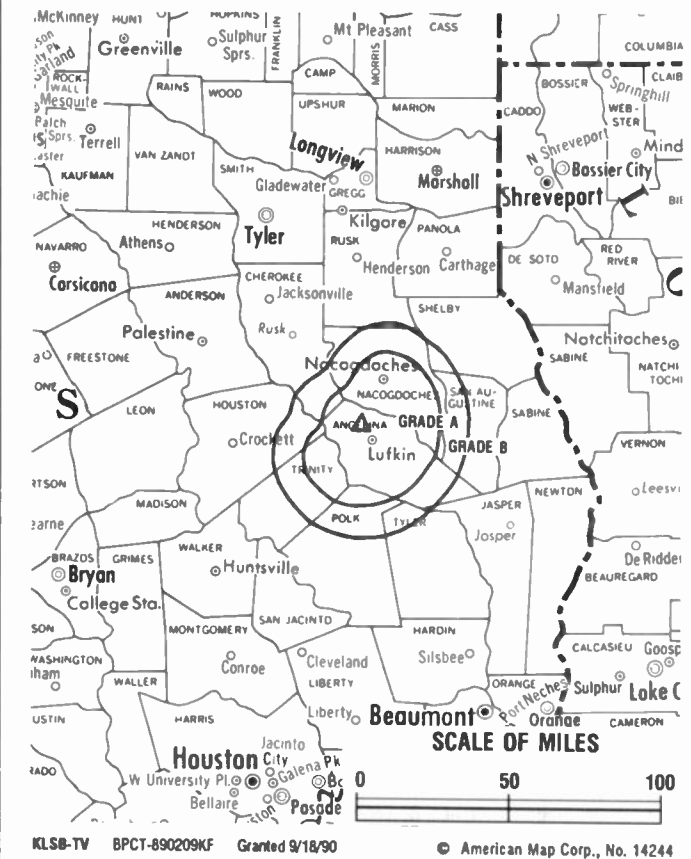
Personnel:

- Roby Somerford, General Manager.
- Steve Jennings, General Sales Manager.
- Anthony B. Cruz, National Sales Manager.
- Kim Hutton, Program Director & Operations Manager.
- Bill Alford, News Director.
- Eva Brown, Traffic Manager.
- Susan Kozak, Business Manager.
- Doug Starkey, Chief Engineer.

Rates: On request.

City of License: Nacogdoches. **ADI:** Tyler-Longview. **Rank:** 114.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS			
	Angelina	25,300	25,000	99
	Nacogdoches	20,700	20,300	98
Between 25-49%	TEXAS			
	San Augustine	3,100	3,000	97
Between 5-24%	TEXAS			
	Sabine	4,100	4,000	98
	Shelby	8,600	8,400	98
	Trinity	4,800	4,700	98
Station Totals		66,600	65,400	98
Net Weekly Circulation (1993)				36,400
Average Daily Circulation (1993)				20,900

Texas—Midland & Odessa

KMID

Ch. 2

Network Service: ABC.

Licensee: KMID Licensee Co., 2121 Ave. of the Stars, Suite 2800, Los Angeles, CA 90067.

Studio: Midland-Odessa Air Terminal, Midland, TX 79711.

Mailing Address: Drawer 60230, Midland, TX 79711.

Telephone: 915-563-2222. TWX: 910-897-5682. Fax: 915-563-5819.

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1052-ft. above av. terrain, 1137-ft. above ground, 4049-ft. above sea level.

Latitude 32° 05' 14"
Longitude 102° 17' 12"

Transmitter: 13.5-mi. NW of Midland.

Satellite Earth Stations: Scientific-Atlanta, 7-meter; Harris, 6.1-meter; Prodelin, 5-meter; Scientific-Atlanta, 5-meter; Harris, Scientific-Atlanta receivers.

News Services: ABC, CNN, NIWS.

Ownership: Davis-Goldfarb Co. (Group Owner).

Began Operation: December 18, 1953. Sale to Lorimar-Telepictures Corp. by Mid-essa TV Co. Inc. approved by FCC Jan. 4, 1984 (Television Digest, Vol. 23:38). FCC approved sale to present owners Feb. 12, 1988 (Vol. 28:7).

Represented (sales): Katz Continental Television.

Personnel:

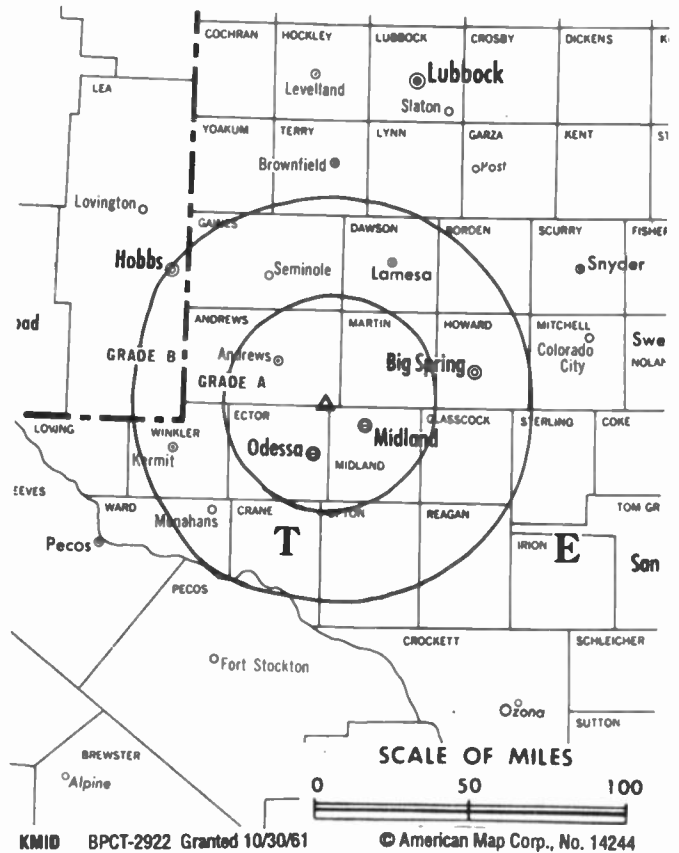
Stephen W. Dant, General Manager.
Gisela Hughes, National & Regional Sales Manager.
Amy Hancock, Local Sales Manager.
Al Nash, News Director.
Marlo Aisup, Program Director.
La Tanya Swinney, Business Manager.
Kyle Smith, Chief Engineer.

Rates: On request.

City of License: Midland. ADI: Odessa-Midland. Rank: 149.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NEW MEXICO			
	Lea South	1,900	1,900	100
	TEXAS			
	Andrews	4,600	4,600	100
	Crane	1,500	1,500	100
	Dawson	4,900	4,800	98
	Ector	41,600	41,300	99
	Gaines	4,500	4,500	100
	Glasscock	500	500	100



Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	HOWARD	11,100	11,000	99	
	Martin	1,600	1,600	100	
	Midland	39,800	39,600	99	
	Pecos	4,600	4,500	98	
	Reagan	1,300	1,300	100	
	Upton	1,500	1,500	100	
	Ward	4,200	4,200	100	
	Winkler	2,800	2,800	100	
	Between 25-49%	NEW MEXICO			
		Lea North	16,800	16,400	98
TEXAS					
Crockett		1,400	1,400	100	
Between 5-24%	Jeff Davis	800	800	100	
	Reeves	4,700	4,600	98	
	TEXAS				
Between 5-24%	Brewster	3,500	3,400	97	
	Loving	100	100	100	
Station Totals		153,700	152,300	99	
Net Weekly Circulation (1993)				114,800	
Average Daily Circulation (1993)				71,100	

Texas—Odessa

KMLM

Ch. 42

Network Service: None, independent.

Licensee: Prime Time Christian Bcstg. Inc., Box 7708, Midland, TX 79708.

Studio: 10760 E. Browder, Gardendale, TX 79758.

Telephone: 915-563-4242.

Technical Facilities: Channel No. 42 (638-644 MHz). Authorized power: 1130-kw max. visual, 113-kw max. aural. Antenna: 480-ft. above av. terrain, 475-ft. above ground, 3392-ft. above sea level.

Latitude 32° 02' 52.50"
 Longitude 102° 17' 44.00"

Transmitter: 1.2-mi. W of junction of State Rtes. 158 & 1788, near Odessa.

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

Ownership: Prime Time Christian Broadcasting Inc. (Group Owner).

Began Operation: October 17, 1988.

Personnel:

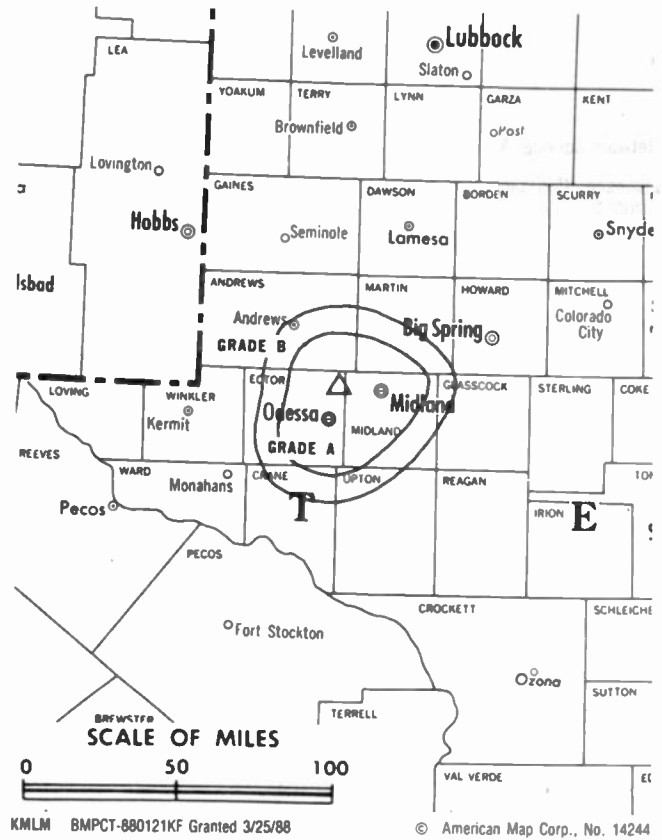
- Al Cooper, General Manager.
- Albert Fuentes, Production Manager.
- Eddie Sills, Chief Engineer.

Rates: On request.

City of License: Odessa. **ADI:** Odessa-Midland. **Rank:** 149.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 5-24%	TEXAS			
	Dawson	4,900	4,800	98
	Martin	1,600	1,600	100



Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 5-24%	Midland	39,800	39,600	99
Station Totals		46,300	46,000	99
Net Weekly Circulation (1993)				3,800
Average Daily Circulation (1993)				1,400

Texas—Odessa

KOSA-TV

Ch. 7

Network Service: CBS.

Licensee: Brissette TV of Odessa Inc., 1211 N. Whitaker, Odessa, TX 79763.

Studio: 1211 N. Whitaker Ave., Odessa, TX 79763.

Mailing Address: Box 4186, Odessa, TX 79760.

Telephone: 915-337-8301. **TWX:** 910-897-5504. **Fax:** 915-337-0536.

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 39.8-kw aural. Antenna: 740-ft. above av. terrain, 726-ft. above ground, 3856-ft. above sea level.

Latitude 31° 51' 50.50"

Longitude 102° 34' 41.00"

Transmitter: Farm Rd. No. 866, 11-mi. W of Odessa.

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

News Service: AP.

Ownership: Brissette Broadcasting Corp. (Group Owner).

Began Operation: January 1, 1956. Transfer of control to Wesray Communications Corp. approved by FCC Aug. 16, 1984. Previous sale to Forward by Doubleday Bcstg. Co. approved by FCC Sept. 11, 1973. Sale to International Bcstg. Co. approved Feb. 27, 1986 but not consummated. FCC approved sale of Forward stations to Adams Communications Dec. 23, 1987. Sale to present owner was approved Dec. 24, 1991.

Represented (sales): Blair Television.

Represented (legal): Wyrick, Robbins, Yates & Pouton.

Personnel:

Sheryl Jonsson, Vice President & General Manager.

Tim Riggan, Local Sales Manager.

Rick McGee, Chief Engineer.

Kurt Kiser, News Director.

George Bugg, Promotion Director.

Oawn Brenner, Business Manager.

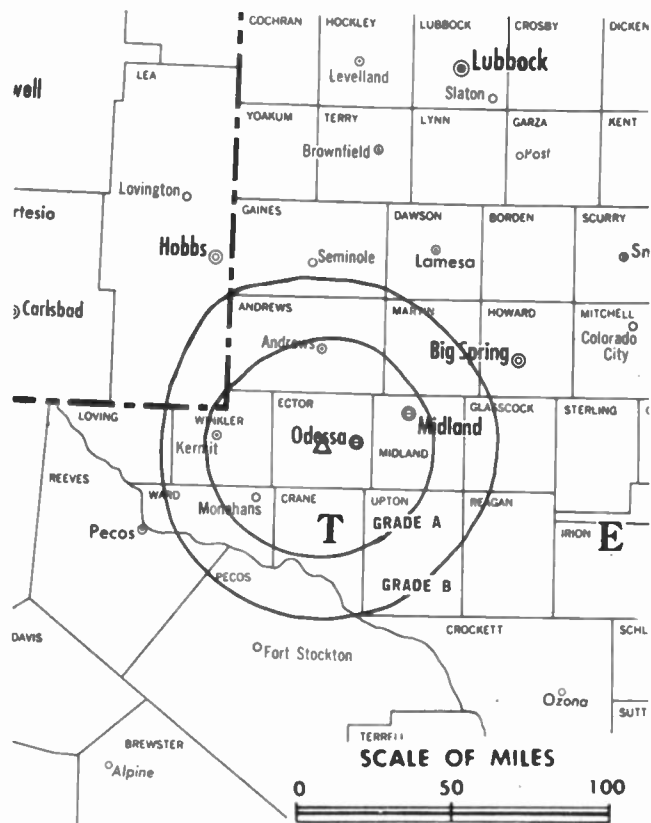
Highest 30 Sec. Rate: \$600.

NETWORK BASE HOURLY RATE: \$875.

City of License: Odessa. **ADI:** Odessa-Midland. **Rank:** 149.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NEW MEXICO			
	Lea South	1,900	1,900	100
	TEXAS			
	Andrews	4,600	4,600	100
	Brewster	3,500	3,400	97
	Crane	1,500	1,500	100
	Culberson	1,100	1,100	100
	Ector	41,600	41,300	99



KOSA-TV BMPCT-4369 Granted 11/26/56

© American Map Corp. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	Howard	11,100	11,000	99	
	Loving	100	100	100	
	Martin	1,600	1,600	100	
	Midland	39,800	39,600	99	
	Pecos	4,600	4,500	98	
	Reagan	1,300	1,300	100	
	Reeves	4,700	4,600	98	
	Upton	1,500	1,500	100	
	Ward	4,200	4,200	100	
	Winkler	2,800	2,800	100	
	Between 25-49%	NEW MEXICO			
		Lea North	16,800	16,400	98
TEXAS					
Gaines		4,500	4,500	100	
Glasscock		500	500	100	
Between 5-24%	TEXAS				
	Jeff Davis	800	800	100	
	Presidio	2,400	2,300	96	
Station Totals	TEXAS				
	Crockett	1,400	1,400	100	
Station Totals		152,300	150,900	99	
Net Weekly Circulation (1993)				114,900	
Average Daily Circulation (1993)				62,000	

Texas—Odessa

KPEJ

Ch. 24

Network Service: Fox.

Licensee: Associated Broadcasters Inc., 600 Lafayette, Suite 906, Lafayette, LA 70502.

Studio: 1550 W. Interstate 20, Odessa, TX 79763.

Mailing Address: Box 11009, Odessa, TX 79760.

Telephones: 915-563-2424; 915-337-2424. **Fax:** 915-337-3707.

Technical Facilities: Channel No. 24 (530-536 MHz). Authorized power: 4453.2-kw visual. Antenna: 1100-ft. above av. terrain, 1102-ft. above ground, 4014-ft. above sea level.

Latitude 32° 05' 51"
Longitude 102° 17' 21"

Transmitter: E of Hwy. 1788, 14-mi. NW of Midland.

Multichannel TV Sound: Stereo only.

Ownership: Associated Broadcasters Inc. (Group Owner).

Began Operation: June 16, 1986. FCC approved sale to present owner by SWMM/Odessa-Midland Corp. Oct. 31, 1990.

Represented (sales): Adam Young Inc.

Represented (legal): Fletcher, Heald & Hildreth.

Represented (engineering): Matt Sanderford.

Personnel:

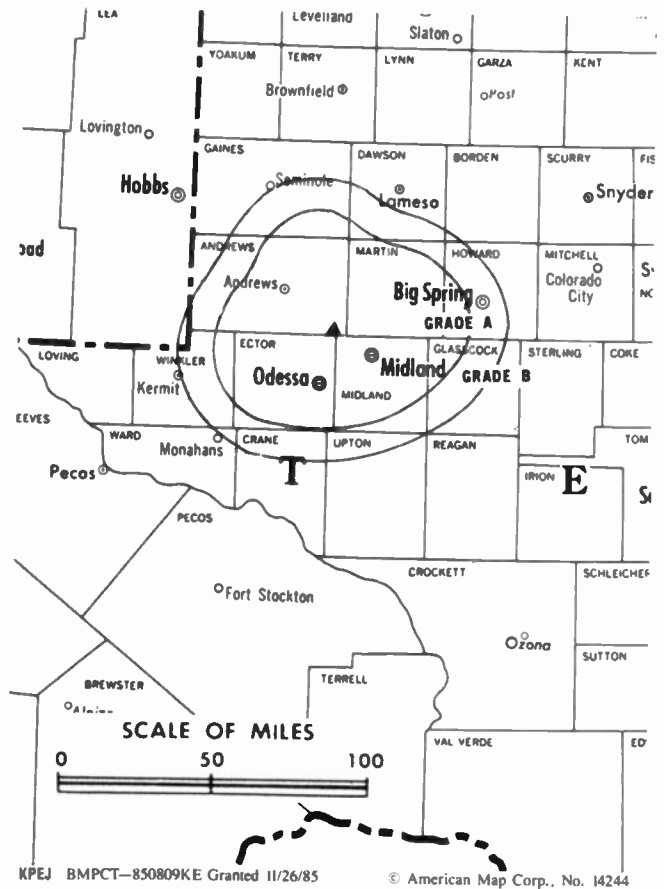
- Joseph Sugg, General Manager.
- James Beeghley, General Sales Manager.
- Ardelia Schmalz, Program Director.
- Becky Kelly-Norris, Promotion Director.
- Tina Plumlee, Business Manager.
- Ooug Faltus, Chief Engineer.

Highest 30 Sec. Rate: \$500.

City of License: Odessa. **ADI:** Odessa-Midland. **Rank:** 149.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

	Net Weekly Circulation	State County	Total Households	Tv Households	%
50% & Over		TEXAS			
		Crane	1,500	1,500	100
		Ector	41,600	41,300	99
		Howard	11,100	11,000	99
		Midland	39,800	39,600	99
		Reagan	1,300	1,300	100
		Ward	4,200	4,200	100



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	TEXAS			
	Andrews	4,600	4,600	100
	Dawson	4,900	4,800	98
	Glasscock	500	500	100
	Martin	1,600	1,600	100
	Pecos	4,600	4,500	98
	Winkler	2,800	2,800	100
Between 5-24%	NEW MEXICO			
	Lea South	1,900	1,900	100
	TEXAS			
	Gaines	4,500	4,500	100
Upton	1,500	1,500	100	
Yoakum	2,800	2,800	100	
Station Totals		129,200	128,400	99
Net Weekly Circulation (1993)				76,200
Average Daily Circulation (1993)				37,200

Texas—Odessa

KWES-TV

(formerly KTPX)

Ch. 9

(Operates satellite KWAB-TV, Big Spring, TX)

Licensee: Midessa Television Co., Box 708-A, Lawton, OK 73502.

Studio: 11320 County Rd. 127 W, Midland, TX 79711.

Mailing Address: Box 60150, Midland, TX 79711.

Telephone: 915-567-9999. Fax: 915-561-5136; 915-563-8127.

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1270-ft. above av. terrain, 1080-ft. above ground, 4490-ft. above sea level.

Latitude 31° 59' 17"
Longitude 102° 51' 59"

Transmitter: 17-mi. ENE of Kermit, TX; 26-mi. NW of Odessa; 27-mi. NE of Monahans.

Satellite Earth Stations: Harris, 7.5-meter Ku-band; RCA, 4.5-meter Ku & C-band; Harris, 3.5-meter Ku-band; Harris, M/A-Com, Scientific-Atlanta receivers.

News Services: AP, CNN, Conus, NBC.

Ownership: R. H. Drewry Group (Group Owner); KSWO-TV Co. Inc. (Group Owner).

Began Operation: December 1, 1958. Moved to new site and higher power Feb. 1, 1963. Sale to Grayson Enterprises by Tri-Cities Bcstrs. (John B. Walton) approved by FCC Feb. 12, 1969. Distress sale to Permian Basin TV Corp. conditionally approved by FCC March 27, 1980; full grant April 22, 1980 (Television Digest, Vol. 20:13). Sale to MSP Television of Midland-Odessa approved Nov. 19, 1985. Sale to present owners approved Sept. 9, 1991.

Represented (sales): Seltel Inc.

Personnel:

John L. Foster, General Manager.
Rick Wood, General Sales Manager.
Gayle Hill, News Director.
Valarie Dugan, Business Manager.
Chuck Cooper, Chief Engineer.
Eva Fawcett, Promotion Director.
Richard Esparza, Production Manager.

Rates: On request.

NETWORK BASE HOURLY RATE: \$700.

Arbitron Data: Includes KWAB-TV, Big Spring, TX.

City of License: Odessa. ADI: Odessa-Midland. Rank: 149.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NEW MEXICO			
	Lea North	16,800	16,400	98
	Lea South	1,900	1,900	100
	TEXAS			
	Andrews	4,600	4,600	100
Brewster	3,500	3,400	97	



KWES-TV BPCT-3000 Granted 7/25/62 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Crane	1,500	1,500	100
	Culberson	1,100	1,100	100
	Ector	41,600	41,300	99
	Gaines	4,500	4,500	100
	Howard	11,100	11,000	99
	Loving	100	100	100
	Martin	1,600	1,600	100
	Midland	39,800	39,600	99
	Pecos	4,600	4,500	98
	Reagan	1,300	1,300	100
	Reeves	4,700	4,600	98
	Upton	1,500	1,500	100
	Ward	4,200	4,200	100
	Winkler	2,800	2,800	100
Yoakum	2,800	2,800	100	
TEXAS				
Between 25-49%	Jeff Davis	800	800	100
	Mitchell	3,000	3,000	100
	Presidio	2,400	2,300	96
TEXAS				
Between 5-24%	Crockett	1,400	1,400	100
	Glasscock	500	500	100
Station Totals		158,100	156,700	99
Net Weekly Circulation (1993)			119,200	
Average Daily Circulation (1993)			65,600	

Texas—San Angelo

KACB-TV

Ch. 3

(Satellite of KRBC-TV, Abilene)

Network Service: NBC.

Licensee: Abilene Radio & TV Co., 4510 14th St., Abilene, TX 79605.

Studio: See KRBC-TV, Abilene, TX.

Telephone: 915-692-4242.

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 17.87-kw visual, 3.55-kw aural. Antenna: 600-ft. above av. terrain, 469-ft. above ground, 2719-ft. above sea level.

Latitude 31° 37' 22"

Longitude 100° 26' 14"

Transmitter: 7.7-mi. N of San Angelo, 0.4-mi. W of State Hwy. 208.

News Service: AP.

Ownership: Abilene Radio & Television Co.

Began Operation: February 8, 1962.

Represented (sales): Blair Television.

Personnel:

Gary Ackers, President.

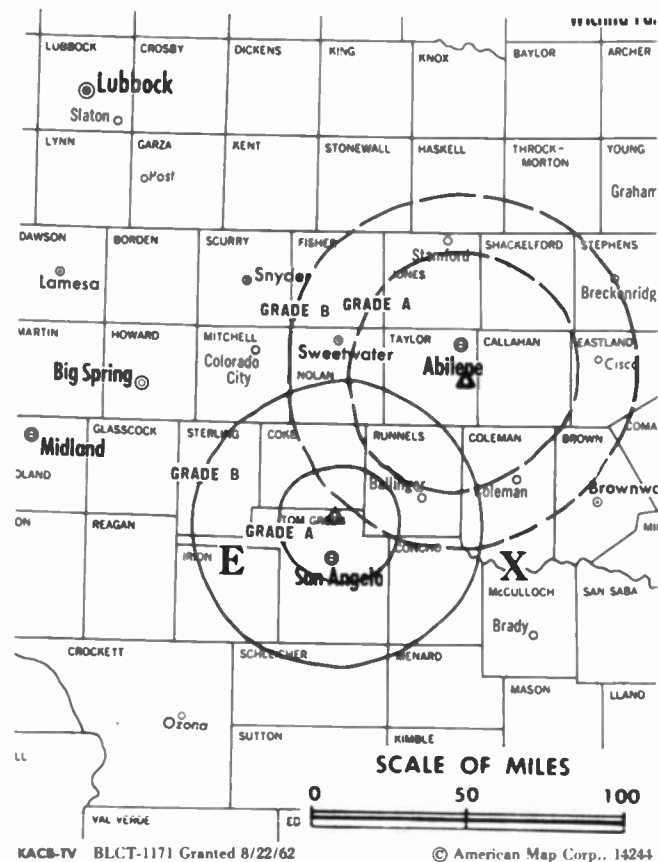
Ken Knox, General Manager.

Jerry Shackelford, Program Director.

James Tilly, Chief Engineer.

Rates: Sold in combination with KRBC-TV, Abilene.

Arbitron Data: Included with KRBC-TV, Abilene, TX.



City of License: San Angelo. ADI: San Angelo. Rank: 190.

Texas—San Angelo

KIDY

Ch. 6

Network Service: Fox.

Licensee: Sage Bcstg. Corp., 406 S. Irving St., San Angelo, TX 76903.

Studio: 406 S. Irving St., San Angelo, TX 76903.

Branch Office: 1049 N. 3rd Ave., Abilene, TX 79604.

Telephones: 915-658-2666 (San Angelo); 915-673-2345 (Abilene).

Fax: 915-655-8461.

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 910-ft. above av. terrain, 1000-ft. above ground, 3023-ft. above sea level.

Latitude 31° 35' 21"
Longitude 100° 31' 00"

Transmitter: 2.31-mi. N of intersection of U.S. 87 & March Rd., San Angelo.

Satellite Earth Stations: Harris, 6.1-meter C-band; RCA, 4.5-meter Ku-band; Harris, 3.5-meter C-band; Harris, RCA receivers.

Ownership: Sage Broadcasting Corp.

Began Operation: May 12, 1984.

Represented (sales): Seltel Inc.

Represented (legal): Rosenman & Colin.

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

Personnel:

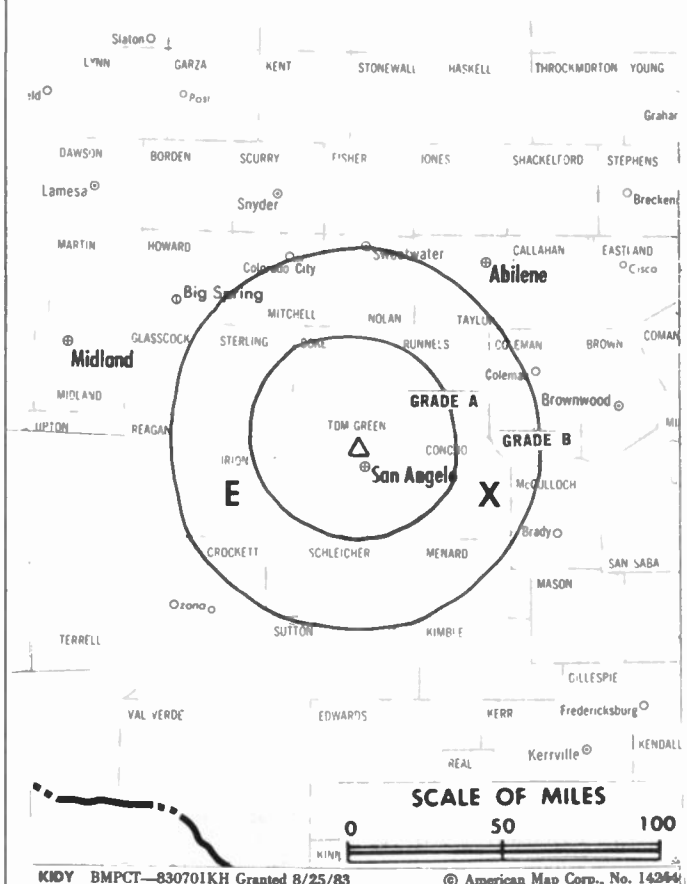
Raymond G. Schindler, President.
Paris R. Schindler, Vice President.
Bill Carter, General Manager & Secretary.
Lowell Wilks, General Sales Manager.
Jan Landers, Abilene Sales Manager.
Bill Brister, Chief Engineer.
Jodie Barton, Public Affairs Director.
John Talley, Program Director.
Becky Schnatz, Promotion Director.
Dick Halstead, Production Manager.
Jamie George, Business Manager.

Highest 30 Sec. Rate: \$175.

City of License: San Angelo. **ADI:** San Angelo. **Rank:** 190.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS			
	Concho	1,000	1,000	100
	Irion	600	600	100



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Schleicher	1,000	1,000	100
	Sterling	500	500	100
	Tom Green	36,400	36,100	99
Between 25-49%	TEXAS			
	Coke	1,400	1,400	100
	Crockett	1,400	1,400	100
	Mc Culloch	3,500	3,400	97
	Menard	900	900	100
	Reagan	1,300	1,300	100
	Runnels	4,300	4,300	100
	Taylor	43,600	43,300	99
Between 5-24%	TEXAS			
	Coleman	4,000	4,000	100
	Glasscock	500	500	100
	Sutton	1,400	1,400	100
Station Totals		101,800	101,100	99
Net Weekly Circulation (1993)			54,600	
Average Daily Circulation (1993)			24,900	

Texas—San Angelo

KLST

Ch. 8

Network Service: CBS.

Licensee: Jewell Television Corp., Box 1941, San Angelo, TX 76902.

Studio: 2800 Armstrong St., San Angelo, TX 76903.

Mailing Address: Box 1941, San Angelo, TX 76902.

Telephone: 915-949-8800. TWX: 510-871-3805. Fax: 915-658-4006.

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1450-ft. above av. terrain, 1500-ft. above ground, 3326-ft. above sea level.

Latitude 31° 22' 01"
Longitude 100° 02' 48"

Transmitter: 3.3-mi. SE of Eola.

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

News Service: AP.

Ownership: T. B. Lanford Estate (Group Owner).

Began Operation: June 26, 1953. Transfer of 74% to KGKL and R. H. Simmons approved March 13, 1957 by FCC (Television Digest, Vol. 13:2, 11). Transfer of 49% from KGKL to Big Spring Bcstg. Co. effective March 25, 1959. Transfer to Westex TV Co. owners approved by FCC Dec. 4, 1962. Sale to present owner by Houston H. & Edward H. Harte & A. L. Hall approved Jan. 20, 1971.

Represented (sales): Katz Continental Television.

Represented (legal): Wiley, Rein & Fielding.

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

Personnel:

Phil Brassie, Vice President & General Manager.
Gordon Hay, Station Manager & Director of Operations.
Lanny Kiest, Local Sales Manager.
Glen Goode, Regional Sales Manager.
Low Kordek, News Director.
Kevin Settle, Promotion Director.
Larry White, Chief Engineer.
Steve Price, Controller.
Randy Aly, Marketing Director.
Patsy Howell, Administrative Assistant.
Denise Miller, National Sales Assistant.

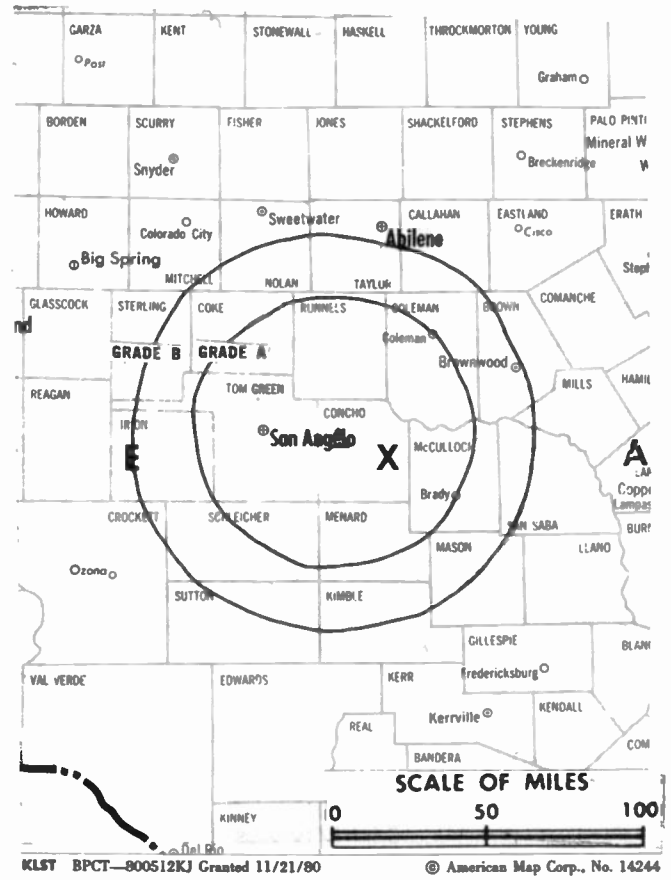
Highest 30 Sec. Rate: \$500.

NETWORK BASE HOURLY RATE: \$297.

City of License: San Angelo. ADI: San Angelo. Rank: 190.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS			
	Coke	1,400	1,400	100
	Concho	1,000	1,000	100
	Crockett	1,400	1,400	100



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Irion	600	600	100
	Kimble	1,600	1,500	94
	Mc Culloch	3,500	3,400	97
	Menard	900	900	100
	Runnels	4,300	4,300	100
	Schleicher	1,000	1,000	100
	Sterling	500	500	100
	Sutton	1,400	1,400	100
	Tom Green	36,400	36,100	99
	Between 25-49%	TEXAS		
Coleman		4,000	4,000	100
Mitchell		3,000	3,000	100
Between 5-24%	TEXAS			
	Brown	13,200	13,000	98
	Edwards	800	800	100
	Glasscock	500	500	100
	Mason	1,400	1,400	100
	Nolan	6,200	6,200	100
	San Saba	2,100	2,100	100
Station Totals		86,500	85,800	99
Net Weekly Circulation (1993)				54,400
Average Daily Circulation (1993)				36,700

Texas—San Antonio

KABB
Ch. 29

Network Service: None, independent.

Licensee: River City License Partnership, 1215 Cole St., St. Louis, MO 63106.

Studio: 4335 N.W. Loop 410, San Antonio, TX 78229.

Telephone: 512-366-1129. Fax: 512-299-1545.

Technical Facilities: Channel No. 29 (560-566 MHz). Authorized power: 5000-kw max. visual, 250-kw max. aural. Antenna: 1453-ft. above av. terrain, 1470-ft. above ground, 1982-ft. above sea level.

Latitude 29° 17' 27"
Longitude 98° 16' 12"

Transmitter: 12480-B Adkins-Elmendorf Rd.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Vertex, 6.1-meter Ku & C-band; Vertex, 3.5-meter Ku-band; Scientific-Atlanta, Standard Communications receivers.

Ownership: Better Communications Inc. (Group Owner).

Began Operation: December 16, 1987. Sale to present owners by Alamo Bcstg. Corp. approved by FCC July 14, 1989 (Television Digest, Vol. 29:20).

Represented (sales): TeleRep Inc.

Represented (legal): Dow, Lohnes & Albertson.

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

Personnel:

Michael A. Liff, Vice President & General Manager.

Richard Joppie, General Sales Manager.

Brian E. Lang, Local Sales Manager.

Bryan April, National Sales Manager.

Sam Bickel, Program Director.

Scott McAninch, Promotion Director.

Bill Driesslein, Business Manager.

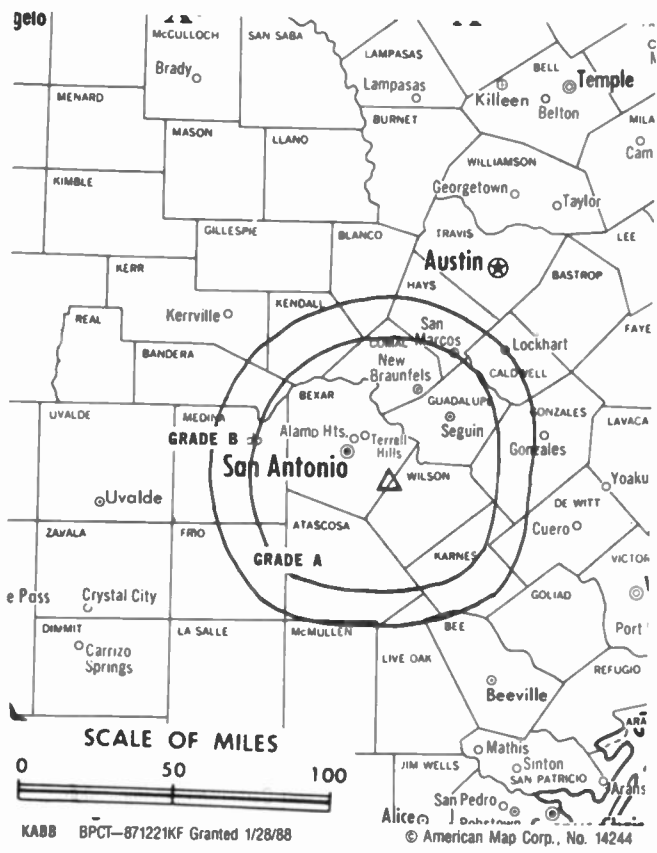
David Ostmo, Director of Engineering.

Highest 30 Sec. Rate: \$700.

City of License: San Antonio. ADI: San Antonio-Victoria. Rank: 36.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS			
	Atascosa	10,400	10,200	98
	Bexar	429,800	425,700	99
	Comal	20,700	20,500	99
	Guadalupe	24,200	23,900	99
	Karnes	4,300	4,200	98
	Kendall	5,900	5,800	98
Medina	9,600	9,400	98	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Uvalde	7,700	7,500	97
	Wilson	8,000	7,800	97
Between 25-49%	TEXAS			
	De Witt	7,100	7,000	99
	Frio	4,100	4,000	98
	Gonzales	6,200	6,100	98
	Live Oak	3,500	3,400	97
Between 5-24%	Mcmullen	300	300	100
	TEXAS			
	Bandera	4,600	4,600	100
	Bastrop	14,200	13,900	98
	Blanco	2,500	2,500	100
	Caldwell	9,000	8,900	99
Goliad	2,300	2,200	98	
Hays	23,700	23,400	99	
Station Totals		598,100	591,300	99
Net Weekly Circulation (1993)				332,300
Average Daily Circulation (1993)				154,700

Texas—San Antonio

KENS-TV

Ch. 5

Network Service: CBS.

Licensee: Harte-Hanks Television Inc., Box TV5, San Antonio, TX 78299.

Studio: 5400 Fredericksburg Rd., San Antonio, TX 78229.

Telephone: 512-366-5000. **TWX:** 910-871-1012. **Fax:** 512-377-0740.

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1392-ft. above av. terrain, 1531-ft. above ground, 2049-ft. above sea level.

Latitude 29° 16' 07"
Longitude 98° 15' 55"

Transmitter: Tower Rd., 4-mi. NE of Elmendorf, TX.

Satellite Earth Stations: Transmit/receive Satcom Technologies, 9.2-meter; Satcom Technologies, 7-meter; Satcom Technologies, 5.5-meter Ku-band; Scientific-Atlanta receivers.

News Services: AP, NIWS.

Ownership: Harte-Hanks Communications Inc.

Began Operation: February 15, 1950. Transfer to present owners from owners of San Antonio Express and News approved by FCC July 3, 1962. Sale to San Antonio Express and News by Storer Bcstg. Co., which acquired it in Oct. 1951, approved by FCC Oct. 27, 1954 (Television Digest, Vol. 7:30, 41; 10:15, 22, 26, 44).

Represented (sales): Katz American Television; Canadian Communications Co.

Represented (legal): Arnold & Porter.

Personnel:

- Michael J. Conly, President & General Manager.
- Jack W. Forehand, Vice President & Station Manager.
- Bob Rogers, Vice President & Director of News & Public Affairs.
- Robert King, Vice President & Chief Engineer.
- Michael Simpson, General Sales Manager.
- Marty Gamer, National Sales Manager.
- Laura Horansky, Promotion Director.
- Susan Lynch, Business Manager.

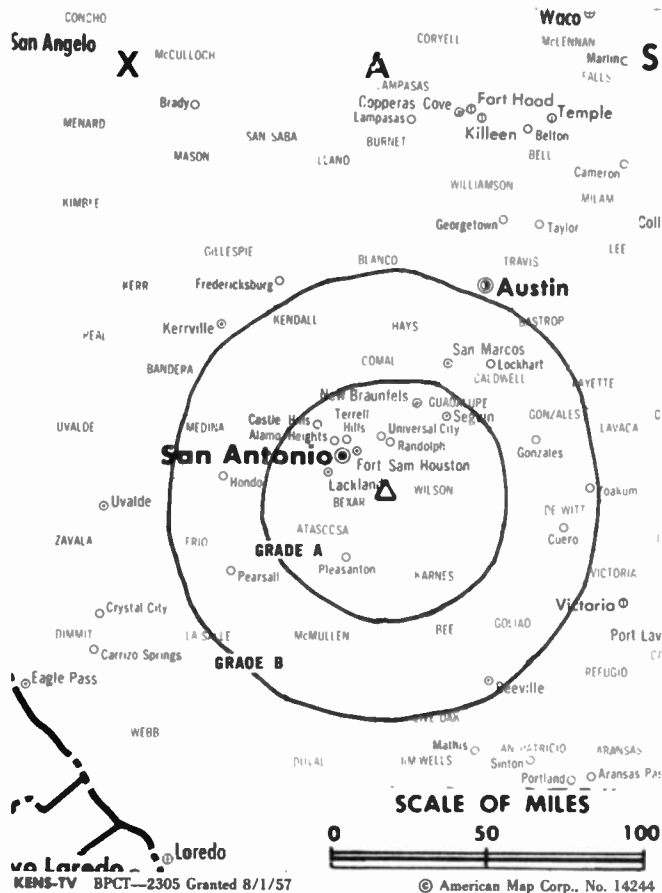
Highest 30 Sec. Rate: \$5000.

NETWORK BASE HOURLY RATE: \$1850.

City of License: San Antonio. **ADI:** San Antonio-Victoria. **Rank:** 36.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
TEXAS				
50% & Over	Atascosa	10,400	10,200	98
	Bandera	4,600	4,600	100
	Bee	8,700	8,600	99
	Bexar	429,800	425,700	99
	Blanco	2,500	2,500	100
	Cornal	20,700	20,500	99
	De Witt	7,100	7,000	99
	Dimmit	3,000	2,900	97
	Edwards	800	800	100
	Frio	4,100	4,000	98
	Gillespie	7,000	6,800	97
	Goliad	2,300	2,200	98



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Gonzales	6,200	6,100	98
	Guadalupe	24,200	23,900	99
	Kames	4,300	4,200	98
	Kendall	5,900	5,800	98
	Kerr	14,900	14,600	98
	Kinney	1,200	1,200	100
	La Salle	1,700	1,700	100
	Lavaca	7,200	7,000	97
	Mcmullen	300	300	100
	Maverick	10,200	9,800	96
	Medina	9,600	9,400	98
	Real	900	900	100
	Uvalde	7,700	7,500	97
	Val Verde	12,100	11,800	98
	Victoria	26,300	25,900	98
	Wilson	8,000	7,800	97
	Zavala	3,400	3,300	97
Between 25-49%	TEXAS			
	Hays	23,700	23,400	99
	Live Oak	3,500	3,400	97
Between 5-24%	TEXAS			
	Bastrop	14,200	13,900	98
	Caldwell	9,000	8,900	99
	Kimble	1,600	1,500	94
	Webb	36,200	35,600	98
Station Totals		733,300	723,700	99
Net Weekly Circulation (1993)				575,100
Average Daily Circulation (1993)				373,300

Texas—San Antonio

KMOL-TV

Ch. 4

Network Service: NBC.

Licensee: UTV of San Antonio Inc., Box 2641, San Antonio, TX 78299.

Studio: 1031 Navarro St., San Antonio, TX 78205.

Mailing Address: Box 2641, San Antonio, TX 78299.

Telephone: 512-226-4444. **Fax:** 512-223-5693.

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1476-ft. above av. terrain, 1531-ft. above ground, 2049-ft. above sea level.

Latitude 29° 16' 10"
Longitude 98° 15' 55"

Transmitter: 4-mi. from Elmendorf on bearing of N 79° E.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Transmit/receive Harris, 8-meter Ku-band; Harris, 3-meter Ku-band; Satcom Technologies, 7-meter C-band; Comtech, Harris receivers.

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

News Services: AP, CNN.

Ownership: United Television Inc. (Group Owner).

Began Operation: December 11, 1949. Sale to present owner by Avco Bcstg. Corp. approved by FCC Sept. 18, 1975 (Television Digest, Vol. 14:48). Sale to Avco by Hugh Half Jr. and associates approved Sept. 15, 1965 (Vol. 5:22, 38).

Represented (sales): MMT Sales Inc.

Represented (legal): Wilmer, Cutler & Pickering.

Personnel:

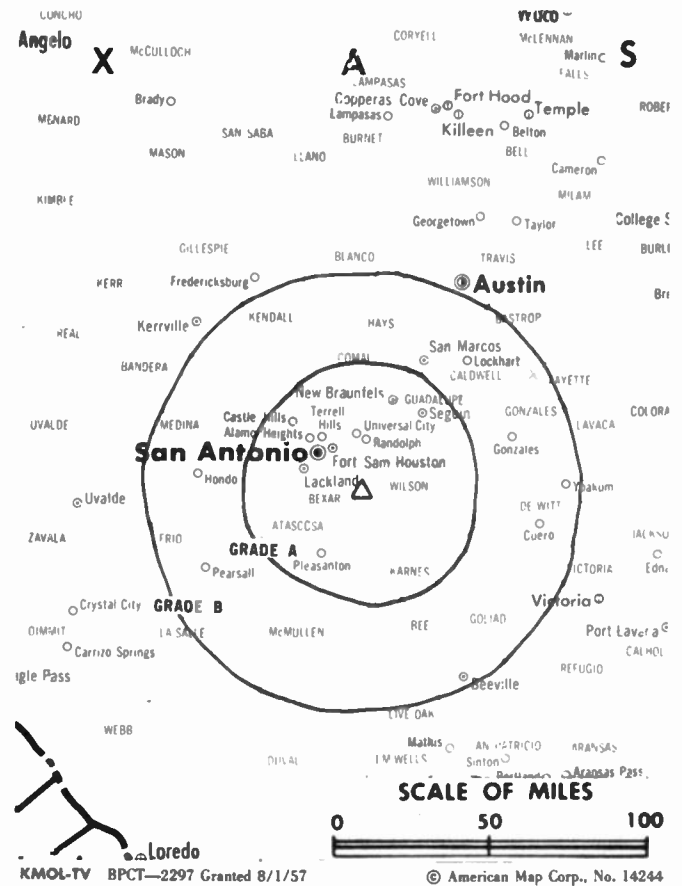
Robert Donohue, Vice President & General Manager.
Kevin Donohue, General Sales Manager.
Jay Oliver, Local Sales Manager.
John Seabers, National Sales Manager.
Tim Gardner, News Director.
Mike Stanford, Promotion Manager & Creative Services Director.
Gene Hansbauer, Business Manager.
Pat Bodet, Production Manager.
Harold Friesenhahn, Chief Engineer.

Rates: On request.

City of License: San Antonio. **ADI:** San Antonio-Victoria. **Rank:** 36.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Atascosa	10,400	10,200	98
	Bandera	4,600	4,600	100
	Bexar	429,800	425,700	99
	Cornal	20,700	20,500	99
	De Witt	7,100	7,000	99
	Dimmit	3,000	2,900	97
	Edwards	800	800	100
	Frio	4,100	4,000	98
	Gillespie	7,000	6,800	97
	Goliad	2,300	2,200	98
	Gonzales	6,200	6,100	98



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Guadalupe	24,200	23,900	99
	Kames	4,300	4,200	98
	Kendall	5,900	5,800	98
	Kerr	14,900	14,600	98
	Kinney	1,200	1,200	100
	La Salle	1,700	1,700	100
	Lavaca	7,200	7,000	97
	Mcmullen	300	300	100
	Maverick	10,200	9,800	96
	Medina	9,600	9,400	98
	Real	900	900	100
	Uvalde	7,700	7,500	97
	Val Verde	12,100	11,800	98
Victoria	26,300	25,900	98	
Wilson	8,000	7,800	97	
Zavala	3,400	3,300	97	
Between 25-49%	Blanco	2,500	2,500	100
	Caldwell	9,000	8,900	99
	Hays	23,700	23,400	99
	Live Oak	3,500	3,400	97
Between 5-24%	Bastrop	14,200	13,900	98
	Bee	8,700	8,600	99
	Kimble	1,600	1,500	94
	Webb	36,200	35,600	98
Station Totals		733,300	723,700	99
Net Weekly Circulation (1993)				542,100
Average Daily Circulation (1993)				315,200

Texas—Kerrville-San Antonio

KRRT
Ch. 35

Network Service: Fox.

Licensee: Paramount Stations Group of Kerrville Inc.

Studio: 6218 N.W. Loop 410, San Antonio, TX 78238.

Telephone: 512-684-0035. Fax: 512-523-6416.

Technical Facilities: Channel No. 35 (596-602 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 1763-ft. above av. terrain, 1520-ft. above ground, 3016-ft. above sea level.

Latitude 29° 36' 37"
Longitude 98° 53' 35"

Transmitter: 2.3-mi. ENE of intersection of Hwys. 1283 & 37, Lake Hills.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: United Satellite Systems, 5-meter C-band; U.S. Tower, 2-meter Ku-band; Collins, Scientific-Atlanta receivers.

Ownership: Paramount Stations Group (Group Owner).

Began Operation: November 6, 1985.

Represented (sales): Seltel Inc.

Represented (legal): Leventhal, Senter & Lerman.

Personnel:

David Boaz, Vice President & General Manager.

Tom Hurley, Sales Director.

Bill Davis, Local Sales Manager.

Jeff Kern, National Sales Manager.

Mel House, Director, Programming & Operations.

Kevin Busseman, Chief Engineer.

Vangie Mascorro, Promotion Director.

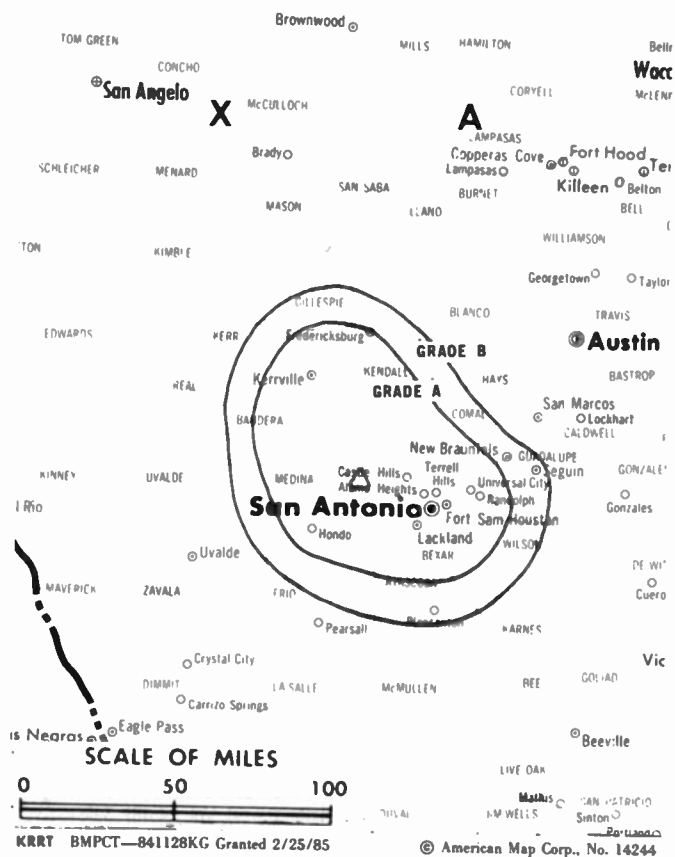
Rebecca Perez, Business Manager.

Highest 30 Sec. Rate: \$2500.

City of License: Kerrville. ADI: San Antonio-Victoria. Rank: 36.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS			
	Atascosa	10,400	10,200	98
	Bandera	4,600	4,600	100
	Bexar	429,800	425,700	99
	Edwards	800	800	100
	Medina	9,600	9,400	98
	Uvalde	7,700	7,500	97
	Val Verde	12,100	11,800	98
Wilson	8,000	7,800	97	



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	TEXAS			
	Comal	20,700	20,500	99
	Frio	4,100	4,000	98
	Gillespie	7,000	6,800	97
	Guadalupe	24,200	23,900	99
	Karnes	4,300	4,200	98
	Kendall	5,900	5,800	98
	Kerr	14,900	14,600	98
	La Salle	1,700	1,700	100
Between 5-24%	TEXAS			
	Blanco	2,500	2,500	100
	Caldwell	9,000	8,900	99
	De Witt	7,100	7,000	99
	Goliad	2,300	2,200	98
	Real	900	900	100
San Patricio	18,700	18,400	98	
Station Totals		606,300	599,200	99
Net Weekly Circulation (1993)				332,600
Average Daily Circulation (1993)				137,500

Texas—San Antonio

KSAT-TV

Ch. 12

Network Service: ABC.

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

Studio: 1408 N. St. Mary's St., San Antonio, TX 78215.

Mailing Address: Box 2478, San Antonio, TX 78298.

Telephone: 512-351-1200. TWX: 910-871-1022. Fax: 512-351-1297.

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1483-ft. above av. terrain, 1505-ft. above ground, 2049-ft. above sea level.

Latitude 29° 16' 11"
Longitude 98° 15' 31"

Transmitter: 4.5-mi. ENE of Elmendorf, TX.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Scientific-Atlanta, 10-meter C-band; Andrew, 7.3-meter C-band; Andrew, 5.6-meter Ku-band; Andrew, 4.5-meter Ku-band; Scientific-Atlanta, 4.5-meter Ku-band; M/A-Com, Microdyne, Scientific-Atlanta, Andrew receivers.

News Services: ABC, AP, Conus, Texas State Network.

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

Began Operation: January 21, 1957. Sale to present owner by Rockefeller Group Inc. approved by FCC April 29, 1986 (Television Digest, Vol. 26:6, 12). Sale to Rockefeller Group approved by FCC Nov. 23, 1983 (Vol. 23:19, 22; 24:6). Sale to the Outlet Co. by Mission Telecasting Corp. approved Nov. 22, 1967.

Represented (sales): Pety Television Inc.

Represented (legal): Dow, Lohnes & Albertson.

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

Personnel:

- James E. Joslyn, President & General Manager.
- Barbara Montemayor, Local Sales Manager.
- Richard Yzaguirre, National Sales Manager.
- James Boyle, News Director.
- Richard Andrycha, Program Manager.
- Fred Lozano, Chief Engineer.
- Charles B. Craig, Business Manager.
- Steve Wegner, Advertising & Promotion Manager.
- Lydia Alegria, Community Affairs Director.

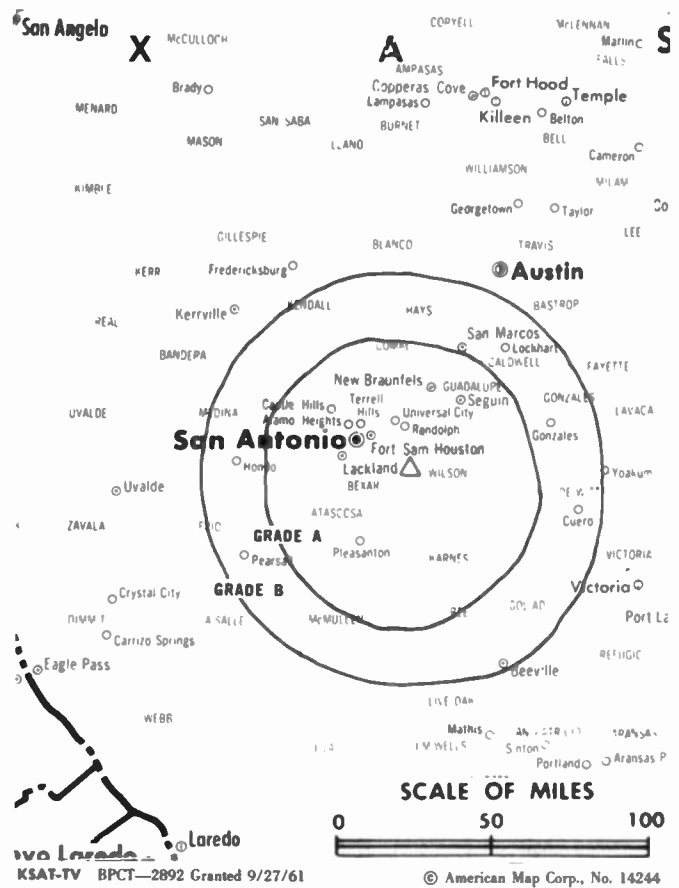
Highest 30 Sec. Rate: \$3600.

NETWORK BASE HOURLY RATE: \$1025.

City of License: San Antonio. ADI: San Antonio-Victoria. Rank: 36.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS			
	Atascosa	10,400	10,200	98
	Bandera	4,600	4,600	100
	Bexar	429,800	425,700	99
	Cornal	20,700	20,500	99
	De Witt	7,100	7,000	99
	Dimmit	3,000	2,900	97
	Frio	4,100	4,000	98
	Gonzales	6,200	6,100	98
	Guadalupe	24,200	23,900	99
Karnes	4,300	4,200	98	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Kendall	5,900	5,800	98
	Kerr	14,900	14,600	98
	Kinney	1,200	1,200	100
	La Salle	1,700	1,700	100
	Lavaca	7,200	7,000	97
	Live Oak	3,500	3,400	97
	McMullen	300	300	100
	Maverick	10,200	9,800	96
	Medina	9,600	9,400	98
	Real	900	900	100
	Uvalde	7,700	7,500	97
	Val Verde	12,100	11,800	98
	Victoria	26,300	25,900	98
	Wilson	8,000	7,800	97
Zavala	3,400	3,300	97	
Between 25-49%	TEXAS			
	Bee	8,700	8,600	99
	Blanco	2,500	2,500	100
	Caldwell	9,000	8,900	99
	Gillespie	7,000	6,800	97
	Goliad	2,300	2,200	98
	Hays	23,700	23,400	99
Webb	36,200	35,600	98	
Between 5-24%	TEXAS			
	Bastrop	14,200	13,900	98
	Duval	4,100	4,000	98
	Edwards	800	800	100
Fayette	8,100	7,800	96	
Station Totals		743,900	734,000	99
Net Weekly Circulation (1993)				555,900
Average Daily Circulation (1993)				305,900

Texas—San Antonio

KVDA

Ch. 60

Network Service: Telemundo.

Licensee: Telemundo of San Antonio Inc., 6234 San Pedro, San Antonio, TX 78212.

Studio: 6234 San Pedro, San Antonio, TX 78212.

Telephone: 210-340-8860. Fax: 210-341-3962.

Technical Facilities: Channel No. 60 (746-752 MHz). Authorized power: 5000-kw max. visual, 500-kw aural. Antenna: 1496-ft. above av. terrain, 1499-ft. above ground, 2024-ft. above sea level.

Latitude 29° 17' 39"
Longitude 98° 15' 30"

Transmitter: 12325 Jolly Rd., Elmendorf, TX.

Multichannel TV Sound: Stereo and separate audio program.

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

Ownership: Telemundo Group Inc., Debtor-in-Possession, (Group Owner); Edward L. Gonzalez.

Began Operation: September 10, 1989.

Represented (sales): Telemundo.

Represented (legal): Reddy, Begley & Martin.

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

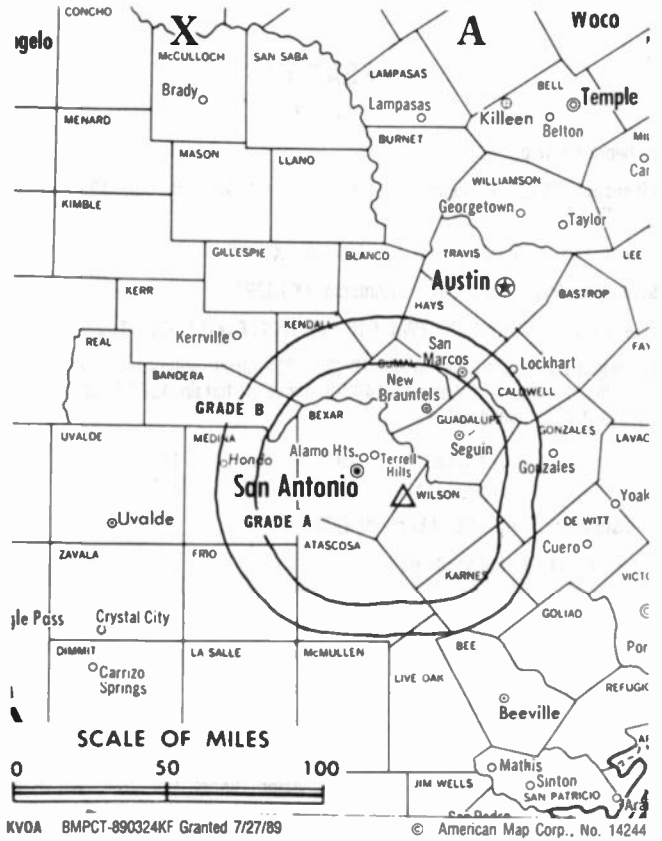
Personnel:

- Arthur Rojas Emerson, Vice President & General Manager.
- Luis Hernandez, Local Sales Manager.
- Nicole Smith, National Sales Manager.
- Arceli De Leon, News Director & Production Manager.
- Blanca Santos, Promotion Director.
- Armando Solis, Business Manager.
- Roger Topping, Chief Engineer.
- Kathleen Sanchez, Program Director.

Highest 30 Sec. Rate: \$750.

City of License: San Antonio. ADI: San Antonio-Victoria. Rank: 36.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
TEXAS				
Between 5-24%	Atascosa	10,400	10,200	98
	Bexar	429,800	425,700	99
	Gonzales	6,200	6,100	98
	Karnes	4,300	4,200	98
	Kendall	5,900	5,800	98
	Wilson	8,000	7,800	97
Station Totals		464,600	459,800	99
Net Weekly Circulation (1993)				53,700
Average Daily Circulation (1993)				25,200

Texas—San Antonio

KWEX-TV

Ch. 41

Network Service: Univision.

Licensee: KWEX License Partnership, 1901 Ave. of The Stars, Suite 860, Los Angeles, CA 90067.

Studio: 411 E. Durango, San Antonio, TX 78204.

Telephones: 512-227-4141; 512-227-4145.

Fax: 512-227-0469; 512-226-0131.

Technical Facilities: Channel No. 41 (632-638 MHz). Authorized power: 1000-kw max. & 832-kw horizontal visual, 100-kw max. & 83.2-kw horizontal aural. Antenna: 500-ft. above av. terrain, 604-ft. above ground, 1224-ft. above sea level.

Latitude	29°	25'	03"
Longitude	98°	29'	26"

Transmitter: 411 E. Durango.

Satellite Earth Stations: Transmit/receive Scientific-Atlanta, 10-meter; Scientific-Atlanta, 7-meter; Scientific-Atlanta receivers.

News Services: AP, Televisa, Univision.

Ownership: Perenchio TV Inc. (Group Owner).

Began Operation: June 10, 1955. Sale as KUAL-TV by Raul A. Cortez and associates approved by FCC Dec. 6, 1961 (Television Digest, Vol. 17:35; 2:1). Sale to Hallmark Cards (Univision Holdings) by Spanish International approved June 12, 1987. FCC approved sale to Perenchio TV Inc. Sept. 23, 1992 (Vol. 32:40).

Represented (sales): Univision.

Represented (legal): Wiley, Rein & Fielding.

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

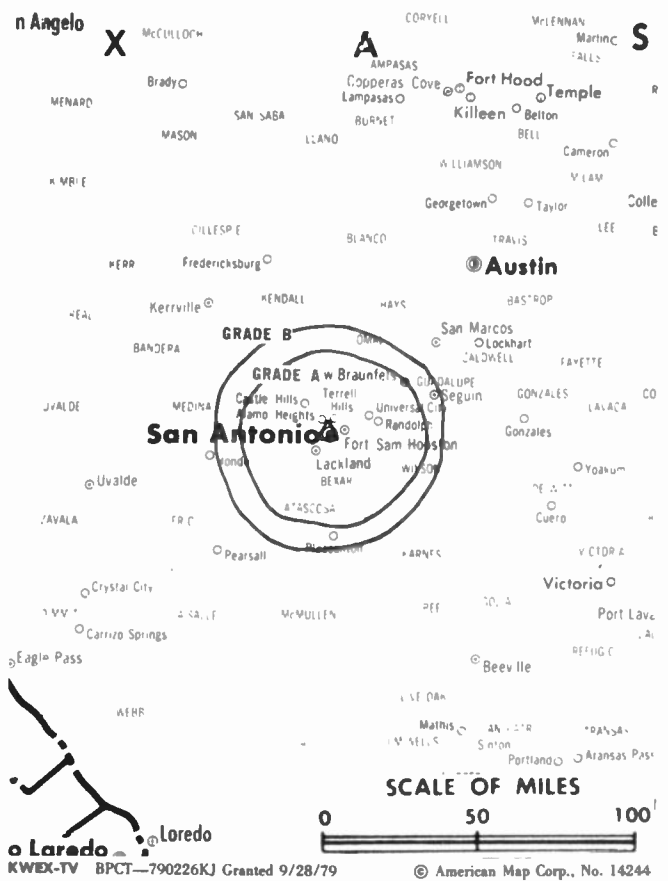
Personnel:

- Steve Giust, General Manager.
- Debbie Brient, Local Sales Manager.
- Scott Keeler, National Sales Manager.
- Marta Solis, News Director.
- Marlene Diaz, Program Director.
- Roland Davila, Production Manager.
- Lydia Luna, Comptroller.
- Christy Arredondo, Marketing Director.
- Amparo Ortiz, Public Service & Promotion Director.
- James R. Meek, Chief Engineer.
- Ruben Rodriguez, Assistant Chief Engineer.

Highest 30 Sec. Rate: \$1000.

City of License: San Antonio. ADI: San Antonio-Victoria. Rank: 36.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS Zavala	3,400	3,300	97
	TEXAS Dimmit Maverick	3,000 10,200	2,900 9,800	97 96
Between 5-24%	TEXAS Bexar	429,800	425,700	99
	Cornal	20,700	20,500	99
	Frio	4,100	4,000	98
	Gonzales	6,200	6,100	98
	Karnes	4,300	4,200	98
	La Salle	1,700	1,700	100
	Medina Uvalde	9,600 7,700	9,400 7,500	98 97
Station Totals		500,700	495,100	99
Net Weekly Circulation (1993)				73,700
Average Daily Circulation (1993)				40,000

Texas—Sherman-Denison & Ardmore, Oklahoma

KXII

Ch. 12

Network Service: CBS, NBC.

Licensee: KXII Broadcasters Inc., Box 2636, Waco, TX 76702.

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

Mailing Address: Box 1175, Sherman, TX 75091.

Telephones: 903-892-8123 (Sherman); 405-223-0946 (Ardmore).

Fax: 903-893-7858.

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

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

Transmitter: 5-mi. SSW of Madill.

Multichannel TV Sound: Stereo only.

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

News Services: CBS, Southwest Newswire, AP.

Ownership: KXII Broadcasters Inc.

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

Represented (sales): Seltel Inc.

Represented (legal): Cordon & Kelly.

Personnel:

- M. N. Bostick, President.
- Richard D. Adams, General Manager.
- Lanny Pogue, National Sales Manager.
- Rick Dean, Local Sales Manager.
- Loren Farr, News Director.
- Bruce Stidham, Promotion Director.
- Suzanne Hobby, Business Manager.
- Dennis Kite, Chief Engineer.
- Joel Scarbrough, Production Manager.

Highest 30 Sec. Rate: \$675.

NETWORK BASE HOURLY RATE: \$1244.

City of License: Sherman. ADI: Sherman, TX-Ada, OK. Rank: 156.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	OKLAHOMA			
	Atoka	4,500	4,500	100
	Bryan	12,800	12,600	98
	Carter	16,400	16,200	99
	Choctaw	6,100	5,900	97
	Coal	2,300	2,300	100



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Johnston	3,800	3,700	97
	Love	3,000	3,000	100
	Marshall	4,400	4,400	100
	Murray	4,600	4,600	100
	Pushmataha	4,300	4,200	98
	TEXAS			
	Cooke	12,100	12,000	99
	Fannin	9,800	9,600	98
	Grayson	37,200	36,800	99
Between 25-49%	OKLAHOMA			
	Jefferson	2,800	2,800	100
	Pontotoc	13,600	13,500	99
	TEXAS			
	Lamar	16,900	16,500	98
Between 5-24%	OKLAHOMA			
	Garvin	10,200	10,100	99
	Hughes	5,200	5,200	100
	Mc Curtain	12,400	12,100	98
	TEXAS			
	Delta	1,900	1,900	100
Denton	111,900	111,000	99	
Hunt	24,800	24,500	99	
Montague	6,800	6,700	99	
Station Totals		327,800	324,100	99
Net Weekly Circulation (1993)				123,000
Average Daily Circulation (1993)				75,500

Texas—Jacksonville-Tyler-Longview

KETK-TV

Ch. 56

(Operates satellite KLSB-TV, Nacogdoches, TX)

Network Service: NBC.

Licensee: Region 56 Television Network Inc., 4300 Richmond Rd., Tyler, TX 75703.

Studio: 4300 Richmond Rd., Tyler, TX 75703.

Telephone: 903-581-5656. Fax: 903-561-1648.

Technical Facilities: Channel No. 56 (722-728 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 1786-ft. above av. terrain, 1497-ft. above ground, 2222-ft. above sea level.

Latitude 32° 03' 40"
Longitude 95° 18' 50"

Transmitter: 1.8-mi. W of Mount Selman.

Multichannel TV Sound: Stereo only.

Satellite Earth Station: Harris, 6-meter C-band; Harris receivers.

News Service: AP.

Ownership: Lone Star Broadcasting Inc. (Group Owner).

Began Operation: March 9, 1987. Sale to present owners by Texas American Bcstg. Ltd. approved by FCC Sept. 25, 1989.

Represented (sales): Blair Television.

Represented (legal): Winston & Strawn.

Represented (engineering): Andrus & Associates Inc.

Personnel:

Philip H. Hurley, President & General Manager.

John T. Gaston, General Sales Manager.

Anthony B. Cruz, National Sales Manager.

Andy Shaw, News Director.

Maurice Strout, Chief Engineer.

Carolyn Waters, Traffic & Program Director.

Jeff Miller, Promotion Director.

Shirley Snodgrass, Business Manager.

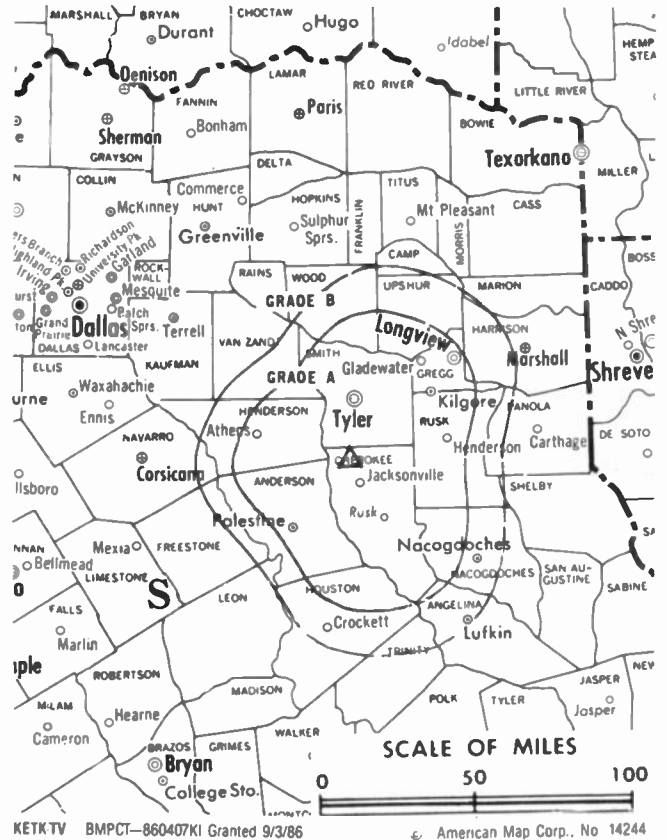
Gary Swartz, Production Director.

Rates: On request.

City of License: Jacksonville. ADI: Tyler-Longview. Rank: 114.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS			
	Cherokee	15,200	14,900	98
	Gregg	40,300	39,900	99
	Rusk	16,500	16,300	99
	Smith	58,600	58,000	99



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	TEXAS			
	Anderson	14,600	14,400	99
	Henderson	24,100	23,700	98
	Houston	7,600	7,400	97
	Upshur	11,500	11,300	98
Wood	11,900	11,700	98	
Between 5-24%	TEXAS			
	Angelina	25,300	25,000	99
	Harrison	21,100	20,800	99
	Leon	5,000	4,900	98
	Morris	4,900	4,800	98
	Nacogdoches	20,700	20,300	98
	Panola	8,400	8,300	99
	Polk	12,400	12,100	98
Trinity	4,800	4,700	98	
Van Zandt	14,900	14,700	99	
Station Totals		317,800	313,200	99
Net Weekly Circulation (1993)			122,900	
Average Daily Circulation (1993)			63,800	

Texas—Longview-Tyler

KFXK
Ch. 51

Network Service: Fox.

Licensee: Warwick Communications Inc., 1802 First City National Bank Bldg., 1021 Main St., Houston, TX 77002.

Studio: 701 N. Access Rd., Longview, TX 75602.

Telephone: 903-758-1691. **Fax:** 903-753-6637.

Technical Facilities: Channel No. 51 (692-698 MHz). Authorized power: 4683-kw max. visual, 309.7-kw max. aural. Antenna: 1249-ft. above av. terrain, 1175-ft. above ground, 1695-ft. above sea level.

Latitude 32° 15' 35"
Longitude 94° 57' 02"

Transmitter: 1-mi. NW of intersection of Hwys. 42 & 1513, New London.

Satellite Earth Stations: M/A-Com Ku-band; Scientific-Atlanta C-band; Harris C-band; Harris, M/A-Com, Scientific-Atlanta receivers.

News Service: AP.

Ownership: Warwick Communications Inc.

Began Operation: September 9, 1984. Sale to Kamin Bcstg. Co./Longview Ltd. Partnership by trustee in bankruptcy approved by FCC Nov. 8, 1990. Sale to present owner approved May 13, 1992.

Represented (sales): Seltel Inc.

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

Personnel:

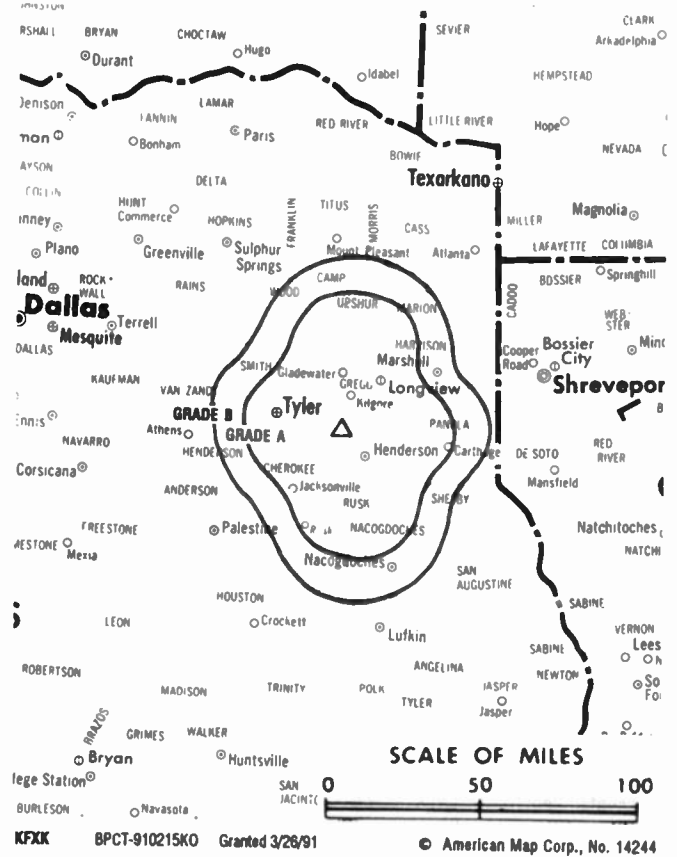
- Hazel Y. Arnold, General Manager.
- Brenda Mills, General Sales Manager.
- Victoria LaFollett, News Director.
- Hazel Kennedy, Program Director.
- Anthony R. Fuller, Promotion Director.
- Jay Rowe, Chief Engineer.
- Nancy Denton, Business Manager.

Highest 30 Sec. Rate: \$600.

City of License: Longview. **ADI:** Tyler-Longview. **Rank:** 114.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households Households	%
50% & Over	TEXAS			
	Cherokee	15,200	14,900	98
	Gregg	40,300	39,900	99
	Rusk	16,500	16,300	99
	Smith	58,600	58,000	99
Between 25-49%	TEXAS			
	Anderson	14,600	14,400	99



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Harrison	21,100	20,800	99
	Hopkins	11,200	11,000	98
	Nacogdoches	20,700	20,300	98
	Upshur	11,500	11,300	98
	Wood	11,900	11,700	98
Between 5-24%	TEXAS			
	Camp	3,900	3,800	97
	Cass	11,400	11,300	99
	Marion	4,000	3,900	98
	Morris	4,900	4,800	98
	Panola	8,400	8,300	99
Station Totals		271,400	267,600	99
	Net Weekly Circulation (1993)			116,600
Average Daily Circulation (1993)				51,500

Texas—Tyler-Longview

KLTV

Ch. 7

(Operates satellite KTRE, Lufkin, TX)

Network Service: ABC.

Licensee: TV-3 Inc., 715 S. Jefferson, Jackson, MS 39205.

Studio: Kilgore Hwy. at Loop 323, Tyler, TX 75705.

Mailing Address: Box 957, Tyler, TX 75710.

Telephone: 903-597-5588. TWX: 910-860-5810. Fax: 903-510-7745.

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 990-ft. above av. terrain, 1038-ft. above ground, 1388-ft. above sea level.

Latitude	32°	32'	21"
Longitude	95°	13'	16"

Transmitter: 1.28-mi. SSW of intersection of Texas State Hwys. 14 & 2015, near Hawkins.

Satellite Earth Stations: Andrew, 7.3-meter; American Horizon, 6.1-meter; RCA, 4.5-meter; RCA, 3.7-meter; Avantek receivers.

News Services: ABC, AP.

Ownership: Civic Communications Corp. (Group Owner).

Began Operation: October 14, 1954. Sale to present owners by Buford Television approved by FCC Feb. 16, 1989.

Represented (sales): Katz Continental Television.

Represented (engineering): Jules Cohen & Associates.

Personnel:

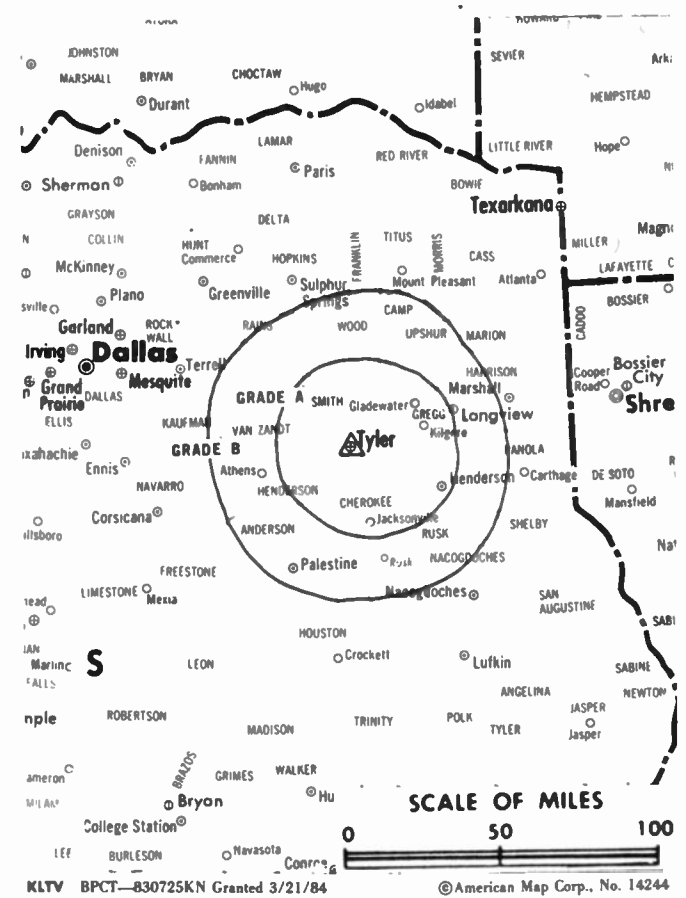
- Frank Melton, President.
- Brad Streit, General Manager.
- Shelley Martin, General Sales Manager.
- Ron White, Local Sales Manager.
- Butch Adair, Director of Engineering.
- Tom Moo, News Director.
- Errol Kapellusch, Program Director.
- Ken Sigman, Promotions Director.
- Glenda London, Business Manager.
- Johna Neal Baker, Marketing Director.
- Bob Lovelady, Operations Manager.

Rates: On request.

City of License: Tyler. ADI: Tyler-Longview. Rank: 114.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS			
	Anderson	14,600	14,400	99
	Camp	3,900	3,800	97
	Cherokee	15,200	14,900	98



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Franklin	3,000	2,900	97
	Gregg	40,300	39,900	99
	Henderson	24,100	23,700	98
	Hopkins	11,200	11,000	98
	Morris	4,900	4,800	98
	Rains	2,900	2,900	100
	Rusk	16,500	16,300	99
	Smith	58,600	58,000	99
	Titus	8,600	8,500	99
	Upshur	11,500	11,300	98
Between 25-49%	Van Zandt	14,900	14,700	99
	Wood	11,900	11,700	98
	TEXAS			
Between 25-49%	Delta	1,900	1,900	100
	Panola	8,400	8,300	99
Between 5-24%	TEXAS			
	Cass	11,400	11,300	99
	Harrison	21,100	20,800	99
Station Totals		284,900	281,100	99
Net Weekly Circulation (1993)			201,400	
Average Daily Circulation (1993)			127,800	

Texas—Victoria

KAVU-TV

Ch. 25

Network Service: ABC.

Licensee: Withers Broadcasting Co. of Texas, Box 1508, 3501 Broadway, Mount Vernon, IL 62864.

Studio: 3808 N. Navarro St., Victoria, TX 77901.

Mailing Address: Box 4929, Victoria, TX 77901.

Telephone: 512-575-2500. **Fax:** 512-575-2255.

Technical Facilities: Channel No. 25 (536-542 MHz). Authorized power: 2140-kw max. & 933-kw horizontal visual, 214-kw max. & 93-kw horizontal aural. Antenna: Vertical, 1020-ft. above av. terrain, 1049-ft. above ground, 1079-ft. above sea level.

Latitude 28° 48' 06"
Longitude 96° 33' 09"

Transmitter: County Rd. 1639 S, 2.8-mi. S of Lolita.

Multichannel TV Sound: Stereo and separate audio program.

Satellite Earth Stations: Deep Space Tech, 5.1-meter Ku & C-band; Deep Space Tech, 5.1-meter Ku-band; Prodelin, 6-meter C-band; ORSAT, Pinzone, STS receivers.

News Services: ABC, AP.

Ownership: W. Russell Withers Jr. (Group Owner).

Began Operation: July 21, 1982. Sale to present owner by First Victoria National Bank approved by FCC March 12, 1990.

Represented (sales): Katz Continental Television.

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

Personnel:

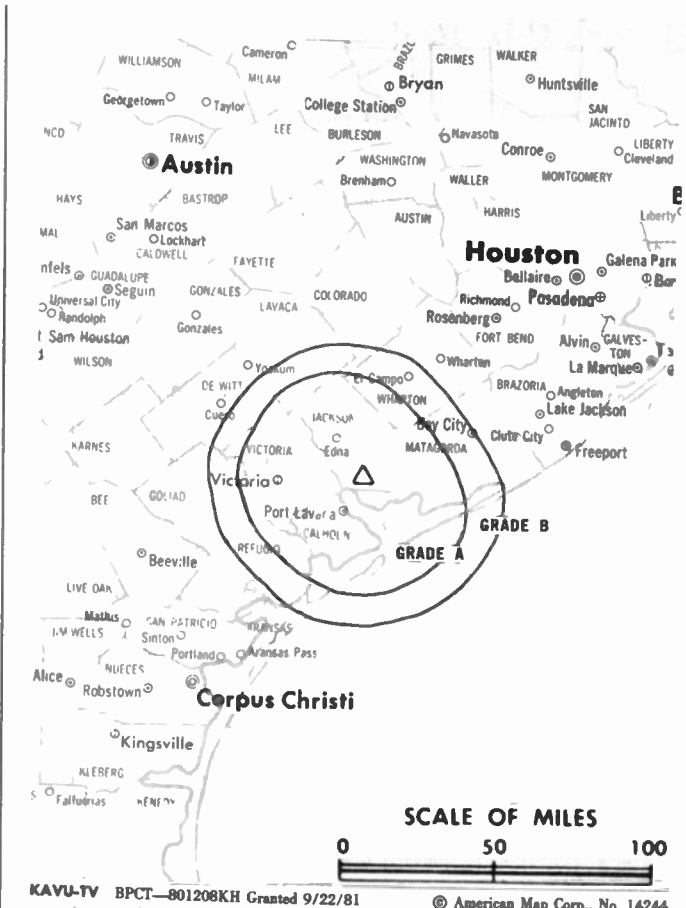
- Betty Grimsinger, Station & Sales Manager.
- Ron Shultz, News Director.
- Heidi Garcia, Program & Promotion Director.
- Wayne Frazier, Production Manager.
- Debbie Curlee, Business Manager.
- Tommy Gray, Chief Engineer.

Highest 30 Sec. Rate: \$375.

City of License: Victoria. **ADI:** San Antonio-Victoria. **Rank:** 36.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS Calhoun	6,600	6,500	98



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Goliad	2,300	2,200	98
	Victoria	26,300	25,900	98
TEXAS				
Between 25-49%	Lavaca	7,200	7,000	97
	TEXAS			
Between 5-24%	De Witt	7,100	7,000	99
	Jackson	4,700	4,600	98
	Matagorda	12,900	12,700	98
	Wharton	14,100	13,900	99
Station Totals		81,200	79,800	98
Net Weekly Circulation (1993)			37,200	
Average Daily Circulation (1993)			23,200	

Texas—Victoria

KVCT
Ch. 19

Network Service: None, independent.

Licensee: KVCT Inc., 1 Television Place, Victoria, TX 77901.

Studio: 1 Television Place, Victoria, TX 77901.

Telephone: 512-573-1900. **Fax:** 512-575-1919.

Technical Facilities: Channel No. 19 (500-506 MHz). Authorized power: 153.2-kw max. visual, 15.32-kw max. aural. Antenna: 490-ft. above av. terrain, 495-ft. above ground, 584-ft. above sea level.

Latitude 28° 46' 41"
Longitude 96° 57' 38"

Transmitter: SE corner of By-Pass Loop 175 & Port Lavaca Hwy.

Satellite Earth Station: Prostar, 4.8-meter; Comtech receivers.

News Service: AP.

Ownership: KVCT Inc.

Began Operation: October 1, 1969. Sale to present owner approved by FCC June 8, 1990. Sale to Victoria Communications by South Texas Telecasting Co. Inc. (Michael D. & C. Dan McKinnon, et al.) approved March 4, 1976.

Represented (sales): Adam Young Inc.

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

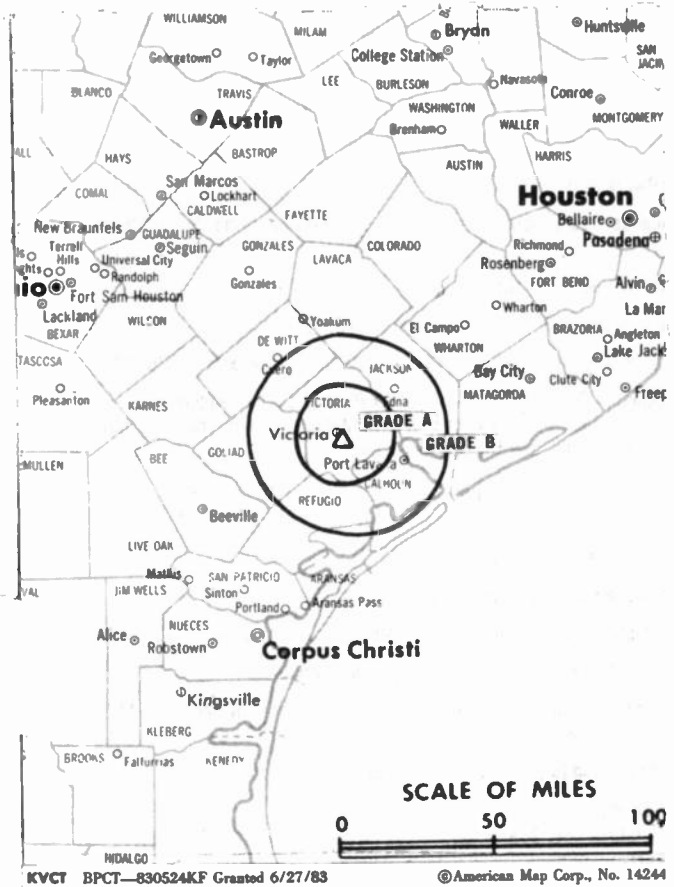
Personnel:

- Jim Moss, General Manager.
- David Dutton, Station Manager.
- Michael Samudlo, Program Director.
- Charlie Smithy, Chief Engineer.
- Dale Hill, Operations Manager.

Highest 30 Sec. Rate: \$300.

City of License: Victoria. **ADI:** San Antonio-Victoria. **Rank:** 36.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
	TEXAS			
Between 5-24%	Calhoun	6,600	6,500	98
	Victoria	26,300	25,900	98
Station Totals		32,900	32,400	98
Net Weekly Circulation (1993)				2,500
Average Daily Circulation (1993)				700

Texas—Waco

KWKT
Ch. 44

Network Service: Fox.

Licensee: Associated Broadcasters Inc., 600 Lafayette, Suite 906, Lafayette, LA 70502.

Studio: 8803 Woodway Dr., Waco, TX 76712.

Mailing Address: Box 2544, Waco, TX 76702.

Telephone: 817-776-3844. TWX: 910-250-8769. Fax: 817-876-8032.

Technical Facilities: Channel No. 44 (650-656 MHz). Authorized power: 4207-kw max. visual, 420.7-kw max. aural. Antenna: 1811-ft. above av. terrain, 1673-ft. above ground, 2497-ft. above sea level.

Latitude 31° 18' 52"
Longitude 97° 19' 37"

Transmitter: 1.5-mi. NE of Moody.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: 7-meter C-band; 7-meter Ku-band.

Ownership: Associated Broadcasters Inc. (Group Owner).

Began Operation: March 13, 1988. Sale to present owner by SWMM/Waco Corp. approved by FCC Oct. 31, 1990.

Represented (sales): Adam Young Inc.

Personnel:

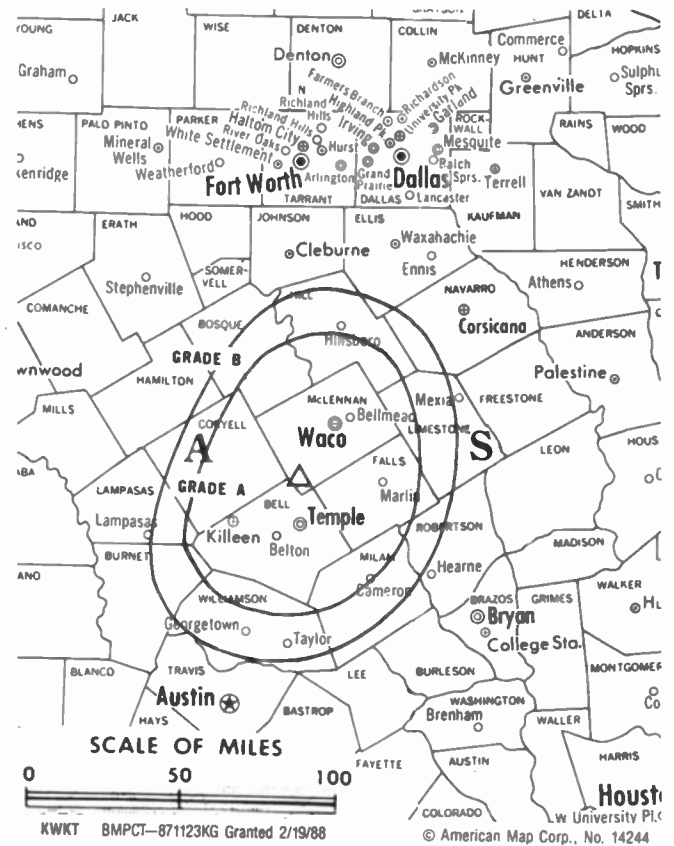
Ron Crowder, General Manager.
Jerry Clemmons, General Sales Manager.
Charles Yoder, Chief Engineer & Operations Manager.
Duane Sartor, Director, Programming & Promotion.
Edna Williamson, Business Manager.

Rates: On request.

City of License: Waco. ADI: Waco-Temple. Rank: 96.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS			
	Bell	69,600	69,100	99
	Brazos	45,000	44,400	99
	Coryell	17,800	17,600	99
	Falls	6,400	6,300	98
	Freestone	6,000	5,900	98
	Mc Lennan	71,300	70,700	99
Between 25-49%	TEXAS			
	Bosque	6,200	6,100	98



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Limestone	7,800	7,700	99
	Milam	8,600	8,400	98
	Robertson	5,800	5,700	98
TEXAS				
Between 5-24%	Burleson	5,200	5,100	98
	Burnet	9,400	9,300	99
	Hamilton	3,200	3,100	97
	Hill	10,500	10,400	99
	Lampasas	5,200	5,100	98
	Leon	5,000	4,900	98
Mills	1,800	1,800	100	
Station Totals		284,800	281,600	99
Net Weekly Circulation (1993)				151,700
Average Daily Circulation (1993)				66,800

Texas—Waco

KWTX-TV

Ch. 10

(Affiliated with KBTX-TV, Bryan, TX)

Network Service: CBS.

Licensee: KWTX Broadcasting Company, Box 2636, Waco, TX 76702-2636.

Studio: 6700 American Plaza, Waco, TX 76712.

Mailing Address: Box 2636, Waco, TX 76702-2636.

Telephone: 817-776-1330. TWX: 910-894-5206. Fax: 817-751-1088.

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 209-kw max. visual, 19.1-kw aural. Antenna: 1810-ft. above av. terrain, 1679-ft. above ground, 2532-ft. above sea level.

Latitude 31° 19' 19"
Longitude 97° 18' 58"

Transmitter: 2.7-mi. ENE of Moody, TX.

Multichannel TV Sound: Stereo only.

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

AM Affiliate: KWTX, 1-kw, 1230 KHz.

FM Affiliate: KWTX-FM, 100-kw, 97.5 MHz (No. 248), 1569-ft.

News Service: AP.

Ownership: KWTX Broadcasting Co. (Group Owner).

Began Operation: April 3, 1955.

Represented (sales): Seltel Inc.

Represented (legal): Cordon & Kelly.

Personnel:

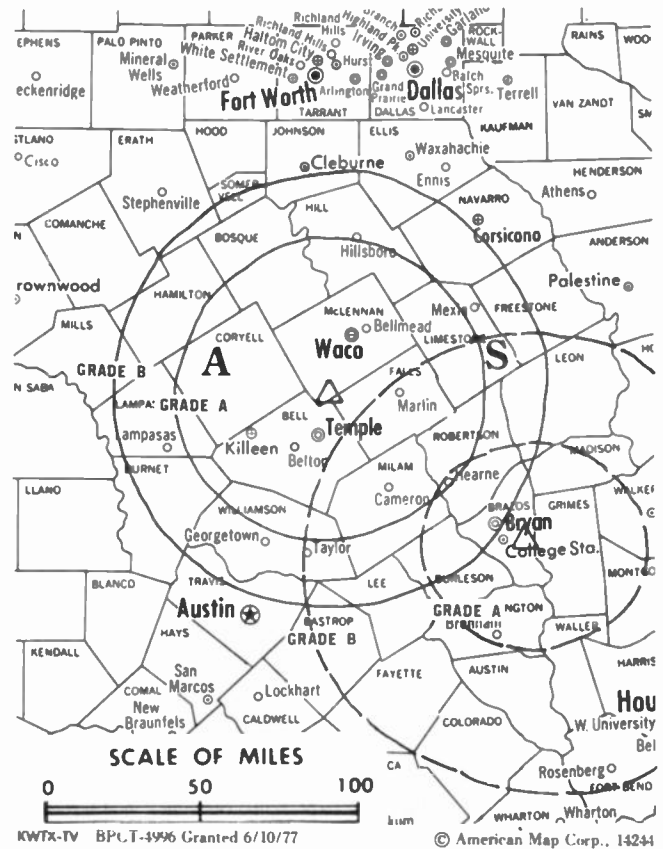
M. N. (Buddy) Bostick, Chairman of the Board.
Thomas G. Pears, President.
Ray Deaver, Vice President & General Manager.
Virgil Teter, Vice President, News.
Jeff Cook, Local Sales Manager.
Pam Samford, National Sales.
Ken Musgrave, Chief Engineer.
Rick Bradfield, News Director.
Consuelo Arriola, Promotion Director.

Rates: On request.

City of License: Waco. A01: Waco-Temple. Rank: 96.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS			
	Bell	69,600	69,100	99
	Bosque	6,200	6,100	98
	Coryell	17,800	17,600	99
	Falls	6,400	6,300	98



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Freestone	6,000	5,900	98
	Hamilton	3,200	3,100	97
	Hill	10,500	10,400	99
	Lampasas	5,200	5,100	98
	Leon	5,000	4,900	98
	Limestone	7,800	7,700	99
	Mc Lennan	71,300	70,700	99
	Milam	8,600	8,400	98
	Mills	1,800	1,800	100
	San Saba	2,100	2,100	100
Between 25-49%	TEXAS			
	Comanche	5,300	5,200	98
	Robertson	5,800	5,700	98
Between 5-24%	TEXAS			
	Erath	11,300	11,200	99
	Hood	12,500	12,400	99
	Madison	3,300	3,200	97
	Navarro	15,100	14,900	99
Williamson	53,000	52,300	99	
Station Totals		327,800	324,100	99
Net Weekly Circulation (1993)				197,900
Average Daily Circulation (1993)				121,500

Texas—Waco

KXXV

Ch. 25

Network Service: ABC.

Licensee: Big Country TV of Abilene Inc., Box 7774, Burbank, CA 91510-7774.

Studio: 1909 S. New Rd., Waco, TX 76711.

Mailing Address: Box 2522, Waco, TX 76702.

Telephone: 817-754-2525. **TWX:** 910-380-3983.

Technical Facilities: Channel No. 25 (536-542 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 1828-ft. above av. terrain, 1732-ft. above ground, 2532-ft. above sea level.

Latitude 31° 20' 15.00"
Longitude 97° 18' 36.90"

Transmitter: 3.1-mi. NE of Moody.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Andrew, 7.2-meter; Harris, 6.2-meter; Andrew, 4-meter; Harris, 3-meter; Avantek, Harris receivers.

News Service: AP.

Ownership: Big Country TV of Abilene Inc. (Group Owner).

Began Operation: March 22, 1985. Sale to present owners by Robert Mann, et al., approved by FCC Oct. 1, 1987 (Television Digest, Vol. 27:20).

Represented (sales): Katz Continental Television.

Represented (legal): Leventhal, Senter & Lerman.

Personnel:

- Robert Good, Vice President & General Manager.
- Don Shores, Sales Manager.
- Randy Rich, Local Sales Manager.
- Don Marion, News Director.
- Jinx Dennis, Program Director.
- Lou Strowger, Chief Engineer.
- Mark Puckett, Promotion Director.
- Roy Bessire, Business Manager.

Highest 30 Sec. Rate: \$500.

NETWORK BASE HOURLY RATE: \$600.

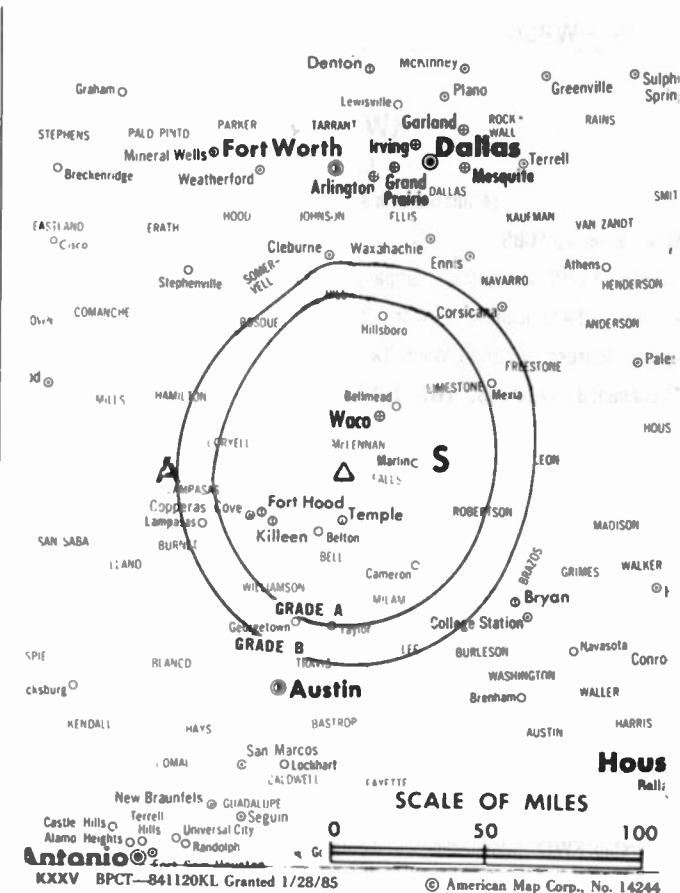
City of License: Waco. **ADI:** Waco-Temple. **Rank:** 96.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Our firm acted as financial advisor
and broker in the 1987 sale of
KXXV-TV

THE TED HEPBURN COMPANY

Ted Hepburn, President Todd Hepburn, Vice-President
323 Garden Road, Palm Beach, Florida 33440 (407) 853-8995
P.O. Box 43263, Cincinnati, OH 45243-0263 (513) 271-5400



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS			
	Bell	69,600	69,100	99
	Brazos	45,000	44,400	99
	Coryell	17,800	17,600	99
	Falls	6,400	6,300	98
	Lampasas	5,200	5,100	98
	Mc Lennan	71,300	70,700	99
	Robertson	5,800	5,700	98
San Saba	2,100	2,100	100	
Between 25-49%	TEXAS			
	Bosque	6,200	6,100	98
	Freestone	6,000	5,900	98
	Hamilton	3,200	3,100	97
	Hill	10,500	10,400	99
	Leon	5,000	4,900	98
	Limestone	7,800	7,700	99
	Milam	8,600	8,400	98
Mills	1,800	1,800	100	
Between 5-24%	TEXAS			
	Burleson	5,200	5,100	98
	Erath	11,300	11,200	99
	Madison	3,300	3,200	97
Navarro	15,100	14,900	99	
Station Totals		307,200	303,700	99
Net Weekly Circulation (1993)				189,000
Average Daily Circulation (1993)				96,100

Texas—Temple-Waco

KCEN-TV

Ch. 6

Network Service: NBC.

Licensee: Channel 6 Inc., 17 S. 3rd St., Box 6103, Temple, TX 76503-6103.

Studio: 314 S. Interstate 35, Eddy, TX 76524.

Waco Office: 4716 W. Waco Dr., Waco, TX 76710-7016.

Mailing Address: Box 6103, Temple, TX 76503-6103.

Telephone: 817-859-5481. TWX: 910-890-4870. Fax: 817-854-5831.

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1866-ft. above av. terrain, 1924-ft. above ground, 2549-ft. above sea level.

Latitude 31° 16' 24"
Longitude 97° 13' 14"

Transmitter: 2.4-mi. SE of I-35 on Old Bleivins Rd., near Eddy, TX.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Harris, 7.5-meter; Andrew, 7.3-meter; Andrew, 4.5-meter; Fort Worth Tower, 3.9-meter Ku-band; Harris, 3.6-meter Ku-band; Andrew, Avantek, M/A-Com, Microdyne receivers.

News Service: AP.

Ownership: Channel 6 Inc.

Began Operation: November 1, 1953.

Represented (sales): Blair Television.

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

Represented (engineering): Silliman & Silliman.

Personnel:

Anyse Sue Mayborn, President.
Daniel C. Lesmeister, Vice President & General Manager.
Larry Taylor, Local & National Sales Manager.
Catherine Peebles, News Director.
Raymond Britton, Program Manager.
Ken Smith, Chief Engineer.
Cheryl Mashburn-Dorn, Promotion Director.
Hal Moore, Business Manager.

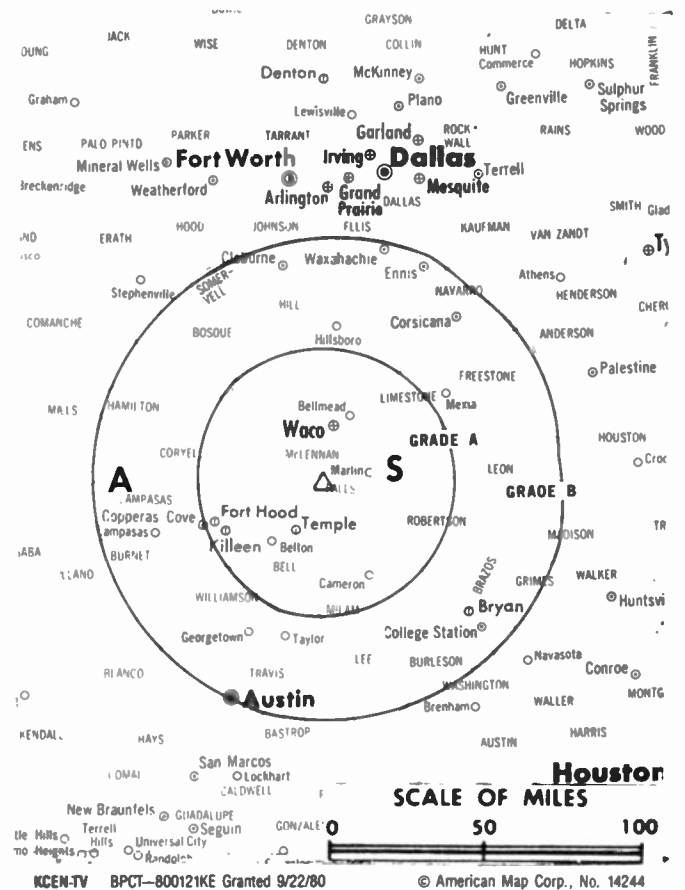
Highest 30 Sec. Rate: \$700.

NETWORK BASE HOURLY RATE: \$1650.

City of License: Temple. ADI: Waco-Temple. Rank: 96.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS			
	Bell	69,600	69,100	99
	Bosque	6,200	6,100	98
	Brazos	45,000	44,400	99
	Coryell	17,800	17,600	99



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Falls	6,400	6,300	98
	Freestone	6,000	5,900	98
	Lampasas	5,200	5,100	98
	Leon	5,000	4,900	98
	Limestone	7,800	7,700	99
	Mc Lennan	71,300	70,700	99
	Milam	8,600	8,400	98
	Mills	1,800	1,800	100
	Robertson	5,800	5,700	98
	San Saba	2,100	2,100	100
TEXAS				
Between 25-49%	Burleson	5,200	5,100	98
	Hamilton	3,200	3,100	97
	Hill	10,500	10,400	99
	Madison	3,300	3,200	97
TEXAS				
Between 5-24%	Comanche	5,300	5,200	98
	Grimes	6,200	6,100	98
	Lee	4,700	4,600	98
Station Totals		297,000	293,500	99
Net Weekly Circulation (1993)				212,800
Average Daily Circulation (1993)				118,500

Texas—Weslaco

KRGV-TV

Ch. 5

Network Service: ABC.

Licensee: Mobile Video Tapes Inc., Box 5, Weslaco, TX 78596-0005.

Studio: 900 E. Expressway, Weslaco, TX 78596.

Mailing Address: Box 5, Weslaco, TX 78596-0005.

Telephone: 210-968-5555. Fax: 210-631-5555.

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 19.1-kw aural. Antenna: 950-ft. above av. terrain, 995-ft. above ground, 1049-ft. above sea level.

Latitude 26° 09' 54"
Longitude 97° 48' 45"

Transmitter: La Feria, 7-mi. SW of Harlingen, TX.

Satellite Earth Stations: Andrew, 7.3-meter; Scientific-Atlanta, 7-meter; Vertex, 4.8-meter; Andrew, 4.5-meter; Avantek, M/A-Com, Scientific-Atlanta receivers.

News Services: ABC, AP, CNN.

Ownership: Manship Stations (Group Owner).

Began Operation: April 10, 1954. Sale to present owners by Kenco Enterprises approved by FCC Jan. 28, 1964 (Television Digest, Vol. 4:5). Sale to Kenco Enterprises by LBJ Co. approved Oct. 18, 1961 (Vol. 17:35). LBJ Co. acquired full control of TV and radio when FCC approved sale of 50% by O. L. Taylor (Vol. 14:12, 14). Original 50% of TV acquired by LBJ from Taylor after FCC approved transfer April 4, 1956 (Vol. 12:11, 14), with LBJ exercising option April 1, 1957 on 50% of radio.

Represented (sales): Blair Television.

Represented (legal): Cohn & Marks.

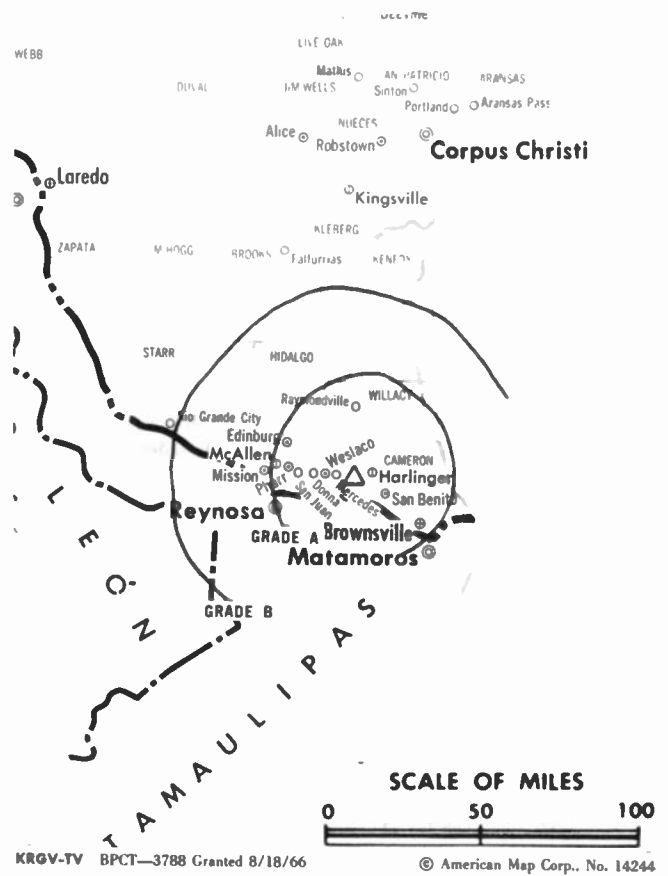
Personnel:

Ray Alexander, General Manager.
Tom Hagner, General Sales Manager.
John Kittleman, National Sales Manager.
Rick Diaz, News Director.
Julian Adame, Program Director.
Mary Grace Landsberg, Promotion Director.
Bert Walling, Chief Engineer.

Highest 30 Sec. Rate: \$750.

NETWORK BASE HOURLY RATE: \$700.

City of License: Weslaco. ADI: McAllen-Brownsville. Rank: 113.



KRGV-TV BPCT—3788 Granted 8/18/66

© American Map Corp., No. 14244

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households Households	%
50% & Over	TEXAS			
	Cameron	75,500	74,600	99
	Hidalgo	110,400	108,900	99
	Starr	11,100	10,800	97
	Willacy	5,000	4,900	98
Between 5-24%	TEXAS Brooks	2,700	2,700	100
Station Totals		204,700	201,900	99
Net Weekly Circulation (1993)				163,000
Average Daily Circulation (1993)				109,000

Texas—Wichita Falls

KAUZ-TV

Ch. 6

Network Service: CBS.

Licensee: Brissette TV of Wichita Falls Inc., Box 2130, Wichita Falls, TX 76307.

Studio: 3601 Seymour Hwy., 2.5-mi. W of center of Wichita Falls.

Mailing Address: Box 2130, Wichita Falls, TX 76307.

Telephone: 817-322-6957. **TWX:** 910-890-5836. **Fax:** 817-761-3331.

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1021-ft. above av. terrain, 1028-ft. above ground, 2046-ft. above sea level.

Latitude 33° 54' 04"
Longitude 98° 32' 21"

Transmitter: Seymour Hwy., 2.5-mi. Wichita Falls, TX 76309.

Satellite Earth Stations: Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta, 4.7-meter C-band; Houston Tracker, 4.27-meter C-band; RCA, 3.7-meter Ku-band; DX Antenna, Scientific-Atlanta receivers.

News Services: CBS, UPI.

Ownership: Brissette Broadcasting Corp. (Group Owner).

Began Operation: March 1, 1953 as KWFT-TV. Sale to present owner by Adams Communications approved by FCC Dec. 24, 1991. Previous sale by Ray Clymer & W. Erle White approved Jan. 5, 1984. (Television Digest, Vol. 23:31). Sale to Clymer & White approved by FCC May 30, 1978 (Vol. 18:23). Previous sale by Bass Bros. approved Sept. 19, 1974. Sale to Bass Bros. by Mid-New York Bcstg. (Paul F. Harron) approved April 10, 1968. Sale by Sidney A. Grayson and associates approved March 13, 1963 (Vol. 3:11). Transfer to Sidney A. Grayson group by E. H. Rowley theatre chain family and Kenyon Brown approved Jan. 11, 1956 (Vol. 11:46, 48; 12:2).

Represented (sales): Blair Television.

Represented (legal): Wyrick, Robbins, Yates & Ponton.

Personnel:

Mark Cummings, Vice President & General Manager.
Darlene Collier, Local Sales Manager.
Ted Dyrda, News Director.
Linda Hilden, Program Manager.
Leon Hoelfner, Chief Engineer.
Cindi Meyers, Promotion Director.
Gary Lucas, Business Manager.
Chuck Berthelot, Production Manager.

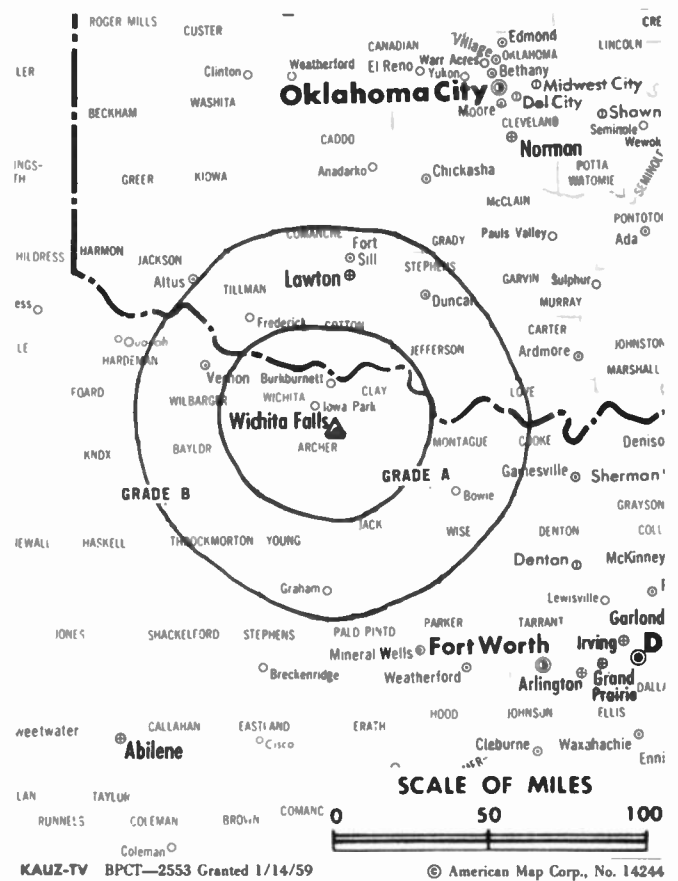
Highest 30 Sec. Rate: \$1000.

NETWORK BASE HOURLY RATE: \$591.

City of License: Wichita Falls. **ADI:** Wichita Falls, TX-Lawton, OK. **Rank:** 141.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	OKLAHOMA Comanche	37,700	37,400	99
	Cotton	2,600	2,600	100
	Jackson	10,400	10,300	99



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	JEFFERSON	2,800	2,800	100
	STEPHENS	16,600	16,500	99
	TILLMAN	3,900	3,900	100
	TEXAS			
Between 25-49%	ARCHER	3,000	3,000	100
	BAYLOR	1,900	1,900	100
	CLAY	3,800	3,800	100
	FOARD	700	700	100
	HARDEMAN	2,100	2,100	100
	JACK	2,700	2,700	100
	MONTAGUE	6,800	6,700	99
	WICHITA	45,200	45,000	100
Between 5-24%	WILBARGER	5,600	5,600	100
	YOUNG	6,900	6,800	99
	OKLAHOMA			
Between 25-49%	OKLAHOMA	4,500	4,500	100
	TEXAS			
	KNOX	1,900	1,900	100
Between 5-24%	THROCKMORTON	800	800	100
	OKLAHOMA			
Between 5-24%	OKLAHOMA	16,400	16,200	99
	LOVE	3,000	3,000	100
Station Totals		179,300	178,200	99
Net Weekly Circulation (1993)				130,000
Average Daily Circulation (1993)				72,800

Texas—Wichita Falls

KFDX-TV

Ch. 3

Network Service: NBC.

Licensee: Texoma Bcstg. Corp.

Studio: 4500 Seymour Hwy., Wichita Falls, TX 76309.

Mailing Address: Box 4000, Wichita Falls, TX 76308.

Telephone: 817-692-4530. Fax: 817-691-4384.

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1000-ft. above av. terrain, 1045-ft. above ground, 2049-ft. above sea level.

Latitude 33° 53' 23"
Longitude 98° 33' 20"

Transmitter: 4500 Seymour Rd.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Harris, 6-meter Ku-band; Comtech, 5-meter C-band; AFC, 3.66-meter Ku-band; Paracclipse, 3.66-meter C-band; Harris, 3-meter Ku-band; Drake, Harris, M/A-Com, Pinzone receivers.

News Service: AP.

Ownership: Price Communications Corp. (Group Owner).

Began Operation: March 13, 1953. Sale to Clay Communications by Darrold A. Cannan, et al., approved by FCC Jan. 27, 1971 (Television Digest, Vol. 11:5). Sale to present owners by Clay Communications approved by FCC June 23, 1987 (Vol. 27:21).

Represented (sales): Katz Continental Television.

Represented (legal): Roberts & Eckard.

Personnel:

Duane Lammers, Vice President & General Manager.

Frank Forgey, General Sales Manager.

Susana Schuler, News Director.

Sharon Bankhead, Promotion Director.

Sharon Moser, Business Manager.

Jim Smith, Chief Engineer.

David Brott, Director of Broadcast Operations.

Rates: On request.

City of License: Wichita Falls. **AOI:** Wichita Falls, TX-Lawton, OK. **Rank:** 141.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	OKLAHOMA			
	Comanche	37,700	37,400	99
	Cotton	2,600	2,600	100
	Jackson	10,400	10,300	99
	Jefferson	2,800	2,800	100
	Stephens	16,600	16,500	99
	Tillman	3,900	3,900	100
TEXAS				
Archer	3,000	3,000	100	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Baylor	1,900	1,900	100
	Clay	3,800	3,800	100
	Foard	700	700	100
	Hardeman	2,100	2,100	100
	Jack	2,700	2,700	100
	Montague	6,800	6,700	99
	Throckmorton	800	800	100
	Wichita	45,200	45,000	100
	Wilbarger	5,600	5,600	100
	Young	6,900	6,800	99
TEXAS				
Between 25-49%	Knox	1,900	1,900	100
OKLAHOMA				
Between 5-24%	Carter	16,400	16,200	99
Greer	2,500	2,500	100	
Harmon	1,400	1,400	100	
Kiowa	4,500	4,500	100	
Love	3,000	3,000	100	
Station Totals		183,200	182,100	99
Net Weekly Circulation (1993)				131,700
Average Daily Circulation (1993)				82,600

Texas—Wichita Falls

KJTL
Ch. 18

Network Service: Fox.

Licensee: BSP Bcstg. Inc., 3800 Call Field Rd., Wichita Falls, TX 76308.

Studio: 3800 Call Field Rd., Wichita Falls, TX 76308.

Mailing Address: Box 4865, Wichita Falls, TX 76308.

Telephone: 817-691-1808. **TWX:** 910-861-0018. **Fax:** 817-696-5766.

Technical Facilities: Channel No. 18 (494-500 MHz). Authorized power: 2820-kw visual, 282-kw aural. Antenna: 1080-ft. above av. terrain, 1034-ft. above ground, 2146-ft. above sea level.

Latitude 34° 12' 06"
Longitude 98° 43' 44"

Transmitter: Approx. 2.8-mi. SW of Grandfield, 2-mi. S of Hwy. 70.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Harris, 6.1-meter C-band; AFC, 3.7-meter Ku-band; Harris, M/A-Com receivers.

Ownership: BSP Bcstg.

Began Operation: May 14, 1985. Sold to Wichita Fall Television Ltd. by Janet T. Lee, et al., Aug. 1986. Sale to present owner approved by FCC June 29, 1989.

Represented (sales): Seitel Inc.

Personnel:

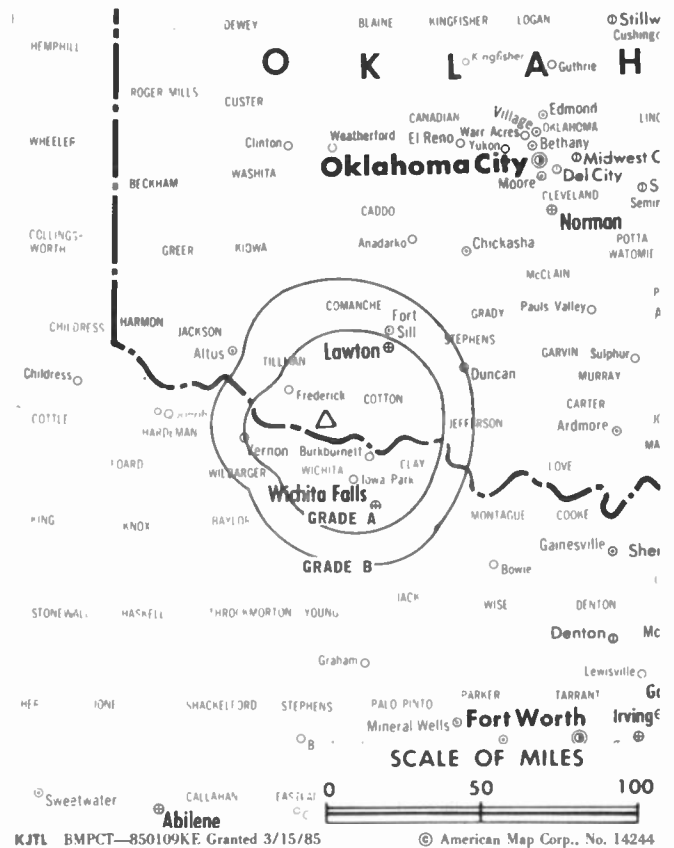
Pete D'Acosta, General Manager.
Kyle Williams, Sales Manager.
Ken Thomason, Chief Engineer.
Rhonda Wright, Local Sales Manager.

Highest 30 Sec. Rate: \$400.

City of License: Wichita Falls. **ADI:** Wichita Falls, TX-Lawton, OK. **Rank:** 141.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	OKLAHOMA			
	Comanche	37,700	37,400	99
	Cotton	2,600	2,600	100
	Stephens	16,600	16,500	99
	TEXAS			
	Archer	3,000	3,000	100
	Clay	3,800	3,800	100
	Wichita	45,200	45,000	100
	Wilbarger	5,600	5,600	100
	Young	6,900	6,800	99
Between 25-49%	OKLAHOMA			
	Jackson	10,400	10,300	99
	Jefferson	2,800	2,800	100
	Kiowa	4,500	4,500	100



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Tillman	3,900	3,900	100
	TEXAS			
	Foard	700	700	100
	Hardeman	2,100	2,100	100
	Jack	2,700	2,700	100
Between 5-24%	Montague	6,800	6,700	99
	OKLAHOMA			
	Beckham	7,000	6,900	99
	Caddo	10,800	10,700	99
	Carter	16,400	16,200	99
	Greer	2,500	2,500	100
	Harmon	1,400	1,400	100
	Love	3,000	3,000	100
	Roger Mills	1,500	1,500	100
	TEXAS			
Baylor	1,900	1,900	100	
Knox	1,900	1,900	100	
Throckmorton	800	800	100	
Station Totals		202,500	201,200	99
Net Weekly Circulation (1993)				99,000
Average Daily Circulation (1993)				48,900

Texas

KVII-TV, Amarillo (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 5-24%	OKLAHOMA			
	Elis	1,800	1,800	100
	Greer	2,500	2,500	100
	Kiowa	4,500	4,500	100
	TEXAS			
	Floyd	2,900	2,900	100
	Foard	700	700	100
Hardeman	2,100	2,100	100	
Lamb	5,300	5,300	100	

KDFW-TV, Dallas-Fort Worth (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 5-24%	TEXAS			
	Camp	3,900	3,800	97
	Eastland	7,200	7,100	99
	Gregg	40,300	39,900	99
	Leon	5,000	4,900	98
	Mc Lennan	71,300	70,700	99
	Mills	1,800	1,800	100
	Red River	5,600	5,500	98
	Robertson	5,800	5,700	98
	Titus	8,600	8,500	99
	Upshur	11,500	11,300	98
	Young	6,900	6,800	99

KTVT, Fort Worth-Dallas (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 25-49%	TEXAS			
	Childress	2,400	2,400	100
	Collingsworth	1,400	1,400	100
	Coryell	17,800	17,600	99
	Cottle	900	900	100
	Crockett	1,400	1,400	100
	Eastland	7,200	7,100	99
	Erath	11,300	11,200	99
	Franklin	3,000	2,900	97
	Freestone	6,000	5,900	98
	Gaines	4,500	4,500	100
	Grayson	37,200	36,800	99
	Gregg	40,300	39,900	99
	Hartley	1,300	1,300	100
	Henderson	24,100	23,700	98
	Hockley	7,800	7,800	100
	Jones	6,100	6,000	98
	Lamar	16,900	16,500	98
	Lampasas	5,200	5,100	98
	Limestone	7,800	7,700	99
	Mc Culloch	3,500	3,400	97
	Mc Lennan	71,300	70,700	99
	Mitchell	3,000	3,000	100
	Montague	6,800	6,700	99
	Nolan	6,200	6,200	100
	Palo Pinto	9,500	9,400	99
	San Saba	2,100	2,100	100
	Shackelford	1,300	1,300	100
	TEXAS			
	Smith	58,600	58,000	99
	Somervell	2,100	2,100	100
	Stephens	3,400	3,400	100

KTVT—(Continued) (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 25-49%	Taylor	43,600	43,300	99
	Winkler	2,800	2,800	100
	Wood	11,900	11,700	98
Between 5-24%	ARKANSAS			
	Arkansas	8,300	8,200	99
	Clark	7,700	7,600	99
	Clay	7,500	7,400	99
	Cleburne	8,200	8,100	99
	Crawford	16,000	15,700	98
	Desha	5,800	5,700	98
	Franklin	5,600	5,500	98
	Hot Spring	10,100	10,000	99
	Howard	5,000	4,900	98
	Lawrence	6,700	6,600	99
	Marion	5,200	5,100	98
	Pike	3,900	3,800	97
	Pulaski	138,300	137,200	99
	Randolph	6,500	6,400	98
	Scott	4,000	3,900	98
	Sharp	5,900	5,700	97
	Union	17,800	17,600	99
	Van Buren	5,900	5,800	98
	Yell	7,100	7,000	99
	CALIFORNIA			
	Lassen	9,000	8,500	94
	COLORADO			
Lincoln	1,800	1,700	94	
GEORGIA				
Rabun	4,800	4,700	98	
Wilkinson	3,700	3,600	97	
IOWA				
Pocahontas	3,800	3,800	100	
IOAHO				
Clearwater	3,200	3,100	97	
Franklin	2,900	2,800	97	
ILLINOIS				
Bond	5,700	5,500	96	
Calhoun	2,000	2,000	100	
Jasper	4,000	3,900	97	
Monroe	8,600	8,500	99	
INDIANA				
Owen	6,800	6,700	99	
KANSAS				
Lincoln	1,500	1,500	100	
Wallace	700	700	100	
Washington	2,800	2,700	96	
KENTUCKY				
Casey	5,400	5,300	98	
Grayson	8,200	8,100	99	
Perry	10,500	10,300	98	
LOUISIANA				
Bienville	5,900	5,800	98	
Sabine	8,300	8,100	98	
MICHIGAN				
Mason	10,000	9,700	97	
Menominee	9,800	9,700	99	
Oscoda	3,400	3,300	97	
MISSOURI				
Reynolds	2,500	2,400	96	
Warren	7,500	7,400	99	
Washington	7,200	7,100	99	
MISSISSIPPI				
Alcorn	12,400	12,300	99	
Calhoun	5,800	5,700	98	
Yazoo	8,700	8,600	99	
MONTANA				
Daniels	900	900	100	

Texas

**KTVT—(Continued)
(Arbitron Data Continued)**

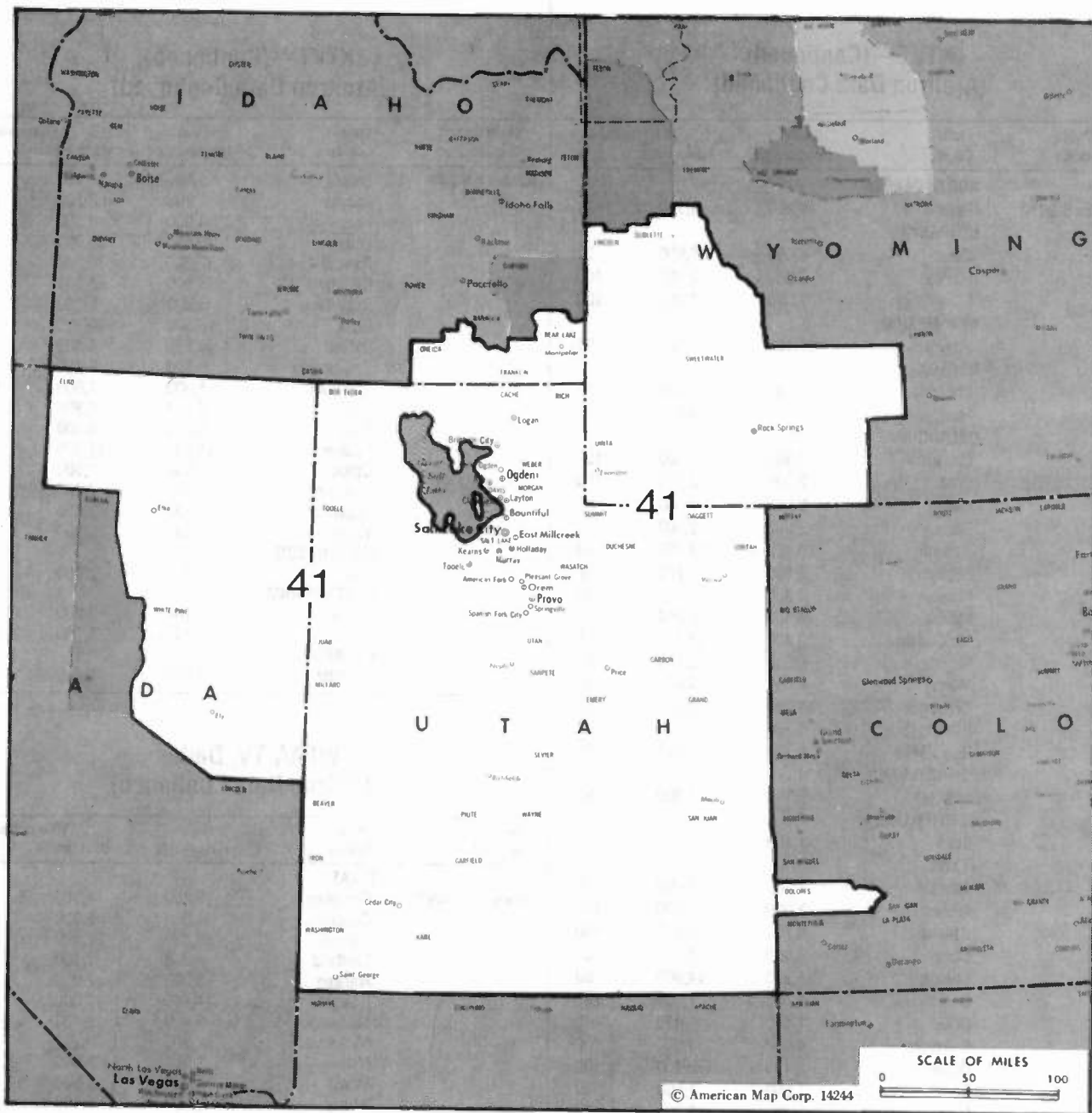
Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	NORTH DAKOTA			
	Rolette	4,200	4,100	98
	NEBRASKA			
	Cass	8,000	7,900	99
	Furnas	2,300	2,300	100
	Garden	1,000	1,000	100
	NEW MEXICO			
	Eddy	17,400	17,100	98
	NEVADA			
	Churchill	7,200	7,100	99
	Humboldt	5,000	4,900	97
	OKLAHOMA			
	Cimarron	1,300	1,300	100
	Coal	2,300	2,300	100
	Custer	9,700	9,600	99
	Greer	2,500	2,500	100
	Jackson	10,400	10,300	99
	Johnston	3,800	3,700	97
	Kiowa	4,500	4,500	100
	Mc Clain	8,400	8,400	100
Mc Curtain	12,400	12,100	98	
Mc Intosh	6,900	6,800	99	
Murray	4,600	4,600	100	
Okmulgee	13,900	13,800	99	
Pushmataha	4,300	4,200	98	
Roger Mills	1,500	1,500	100	
PENNSYLVANIA				
Sullivan	2,300	2,200	96	
SOUTH DAKOTA				
Clark	1,700	1,700	100	
TEXAS				
Aransas	7,100	7,000	99	
Archer	3,000	3,000	100	
Callahan	4,700	4,700	100	
Camp	3,900	3,800	97	
Cherokee	15,200	14,900	98	
Cochran	1,400	1,400	100	
Coke	1,400	1,400	100	
Coleman	4,000	4,000	100	
Oallam	2,100	2,100	100	
Donley	1,500	1,500	100	
Falls	6,400	6,300	98	
Floyd	2,900	2,900	100	
Hall	1,600	1,600	100	
Hardeman	2,100	2,100	100	
Harrison	21,100	20,800	99	
Haskell	2,700	2,700	100	
Houston	7,600	7,400	97	
Hudspeth	900	900	100	
Jeff Davis	800	800	100	
Kent	400	400	100	
Kimble	1,600	1,500	94	
Knox	1,900	1,900	100	
Lamb	5,300	5,300	100	
Marion	4,000	3,900	98	
Martin	1,600	1,600	100	
Nacogdoches	20,700	20,300	98	
Ochiltree	3,100	3,100	100	

**KTVT—(Continued)
(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	Panola	8,400	8,300	99
	Parmer	3,200	3,200	100
	Pecos	4,600	4,500	98
	Potter	36,800	36,600	99
	Randall	36,300	36,200	100
	Red River	5,600	5,500	98
	Robertson	5,800	5,700	98
	Rusk	16,500	16,300	99
	Sabine	4,100	4,000	98
	San Jacinto	6,500	6,300	97
	Sherman	1,000	1,000	100
	Terry	4,300	4,300	100
	Titus	8,600	8,500	99
	Upshur	11,500	11,300	98
	Upton	1,500	1,500	100
	Wheeler	2,300	2,200	98
	Yoakum	2,800	2,800	100
	Young	6,900	6,800	99
	WASHINGTON			
	Ferry	2,300	2,200	96
WEST VIRGINIA				
Pendleton	3,100	3,000	97	
Tyler	3,700	3,700	100	
WYOMING				
Sublette	1,800	1,700	94	

**WFAA-TV, Dallas
(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	TEXAS			
	Cherokee	15,200	14,900	98
	Concho	1,000	1,000	100
	Coryell	17,800	17,600	99
	Eastland	7,200	7,100	99
	Franklin	3,000	2,900	97
	Howard	11,100	11,000	99
	Mc Culloch	3,500	3,400	97
	Mc Lennan	71,300	70,700	99
	Mills	1,800	1,800	100
	Morris	4,900	4,800	98
	Scurry	6,200	6,100	98
	Shackelford	1,300	1,300	100
	Smith	58,600	58,000	99
	Sutton	1,400	1,400	100
	Tom Green	36,400	36,100	99
	Wood	11,900	11,700	98
Young	6,900	6,800	99	
Between 5-24%	TEXAS			
	Bell	69,600	69,100	99
	Coleman	4,000	4,000	100
	Falls	6,400	6,300	98
	Lampasas	5,200	5,100	98
	Mitchell	3,000	3,000	100
	Nolan	6,200	6,200	100
	Red River	5,600	5,500	98
	Runnels	4,300	4,300	100
Taylor	43,600	43,300	99	
Titus	8,600	8,500	99	



Market	Arbitron ADI TV Households	Rank	Market Area Commercial TV Stations
Salt Lake City, UT	614,700	41	KCCZ (4), KJZZ-TV (14), KOOG-TV (30), KSL-TV (5), KSTU (13), KTVX (4), KUTV (2)

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

Utah Station Totals as of November 1, 1993			
	VHF	UHF	TOTAL
Commercial Television Stations	5	2	7
Educational Television Stations	3	0	3
	8	2	10

Utah—Cedar City

KCCZ

Ch. 4

Network Service: None, independent.

Licensee: Liberty Broadcast Co., 1305 N. Airport Rd., Cedar City, UT 84720.

Studio: 1305 N. Airport Rd., Cedar City, UT 84720.

Telephone: 801-586-5938. **Fax:** 801-586-6237.

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 37.6-kw max. visual, 15.76-kw aural. Antenna: 2742-ft. above av. terrain, 325-ft. above ground, 10,312-ft. above sea level.

Latitude 37° 32' 32"
 Longitude 113° 04' 05"

Transmitter: Pine Springs Knoll, 9.4-mi. S, 180°T from Cedar City.

Satellite Earth Station: Miralite, 3.7-meter Ku & C-band.

Ownership: Liberty Broadcast Co.

Began Operation: April 23, 1990.

Represented (sales): Roslin TV Sales.

Represented (legal): Arter & Hadden.

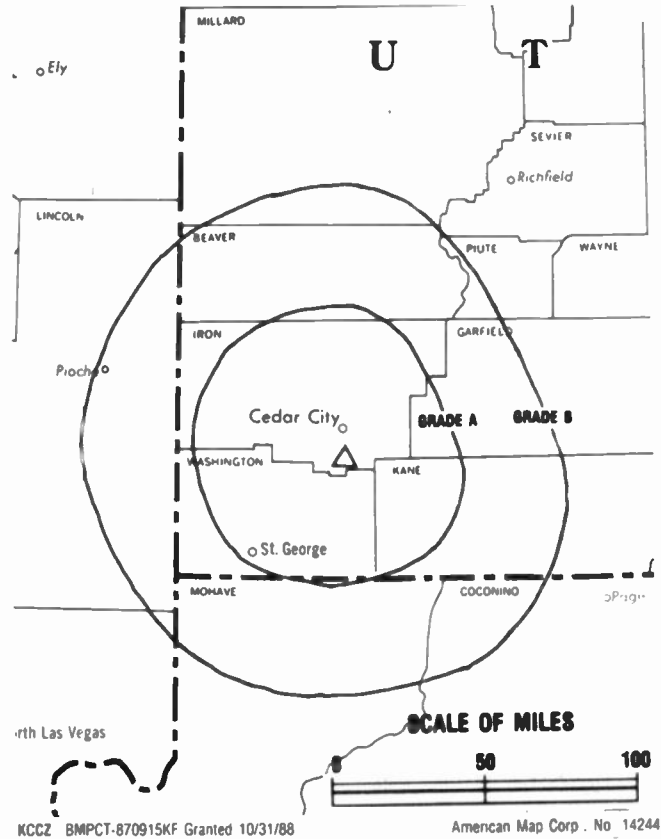
Personnel:

- Mike Golden, President.
- Pia Golden, General Manager.
- Jack Lancaster, Local Sales Manager.
- Ron Maestri, Program Director.
- Paul Holper, Chief Engineer.

Highest 30 Sec. Rate: \$33.

City of License: Cedar City. **ADI:** Salt Lake City. **Rank:** 41.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
	UTAH			
Between 5-24%	Iron	6,300	6,000	95
	Washington	16,800	16,000	95
Station Totals		23,100	22,000	95
Net Weekly Circulation (1993)				2,200
Average Daily Circulation (1993)				700

Utah—Ogden

KOOG-TV

Ch. 30

Network Service: None, independent.

Licensee: Scott Stuart, Receiver, 136 E. South Temple, Suite 1530, Salt Lake City, UT 84111.

Studio: 1309 16th St., Ogden, UT 84404.

Telephones: 801-595-0056; 801-322-0317. Fax: 801-394-1451.

Technical Facilities: Channel No. 30 (566-572 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 776-ft. above av. terrain, 349-ft. above ground, 5001-ft. above sea level.

Latitude	41°	15'	17"
Longitude	112°	14'	13"

Holds CP for change to 1537-kw max. visual, 3904-ft. above av. terrain, 223-ft. above ground, 9101-ft. above sea level; lat. 40° 39' 25", long. 112° 12' 07", transmitter to Farnsworth Peak Antenna Farm W of Salt Lake City. BPCT-890523KG.

Transmitter: Little Mountain, 14.5-mi. W of Ogden.

Satellite Earth Stations: AFC, 3.66-meter Ku-band; Birdview, 1.82-meter C-band; United Satellite Systems, 4.57-meter C-band; Birdview, M/A-Corn, Scientific-Atlanta receivers.

Ownership: Scott Stuart, Receiver.

Began Operation: November 1, 1985. Involuntary assignment of license to Receiver granted by FCC Feb. 22, 1993. **Note:** Sale pends.

Represented (legal): Borsari & Paxson.

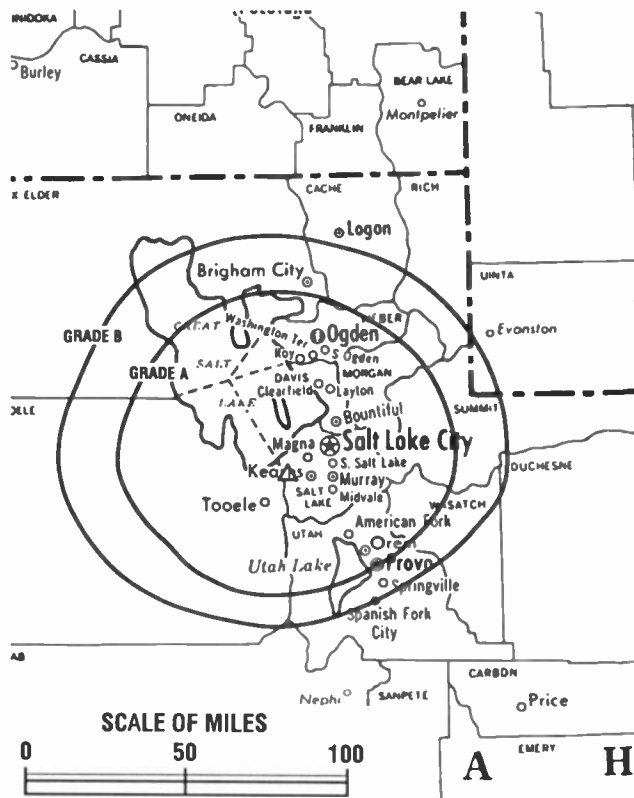
Personnel:

- Robert H. Stark, General Manager.
- Becky Smith, Station Manager & Business Manager.
- Kemp Goode, Chief Engineer.
- Ron Kirby, Promotion Director & Production Manager.
- Vickie Bojanski, Program Director.

Highest 30 Sec. Rate: \$100.

City of License: Ogden. **ADI:** Salt Lake City. **Rank:** 41.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.



KOOG-TV BPCT-890523KG Granted 5/8/90 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
UTAH				
Between 5-24%	Box Elder	11,400	11,300	99
	Tooele	8,700	8,600	99
	Weber	54,600	54,000	99
Station Totals		74,700	73,900	99
Net Weekly Circulation (1993)			13,900	
Average Daily Circulation (1993)			2,600	

Utah—Salt Lake City

KJZZ-TV

(formerly KXIV)

Ch. 14

Network Service: None, independent.

Licensee: Larry H. Miller Communications Corp., 5650 S. State St., Murray, UT 84107.

Studio: 5181 Amelia Earhart Dr., Salt Lake City, UT 84116.

Telephone: 801-537-1414. **Fax:** 801-537-1422.

Technical Facilities: Channel No. 14 (470-476 MHz). Authorized power: 1637-kw visual. Antenna: 3848-ft. above av. terrain, 230-ft. above ground, 9081-ft. above sea level.

Latitude 40° 39' 12"
Longitude 112° 12' 06"

Transmitter: 0.5-mi. S of Farnsworth Peak, Salt Lake County.

Satellite Earth Stations: 10-meter C-band; 9.2-meter C-band; 5.5-meter Ku-band; 5-meter Ku & C-band.

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

Ownership: Larry H. Miller Communications Corp.

Began Operation: February 14, 1989. Sale to present owner by American TV of Utah approved by FCC Feb. 22, 1993.

Represented (sales): Settel Inc.

Represented (legal): Kaye, Scholer, Fierman, Hays & Handler.

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

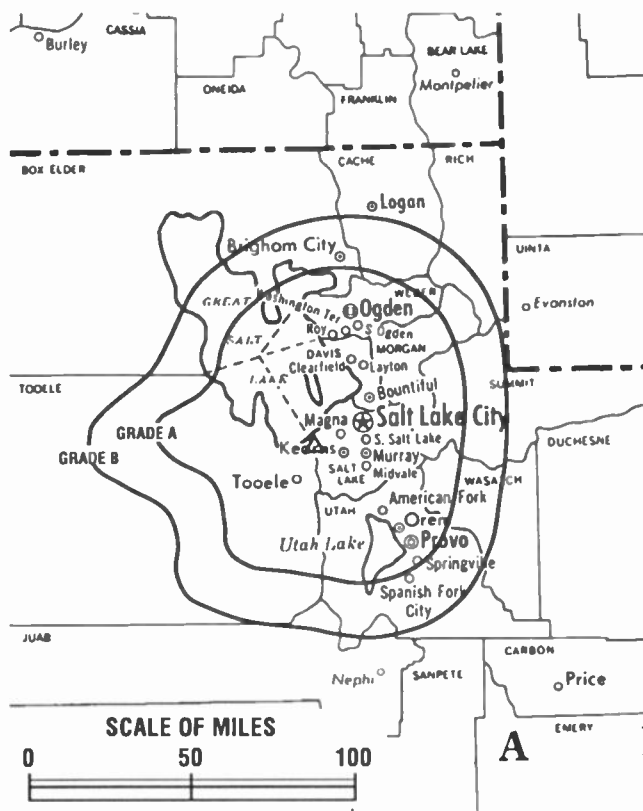
Personnel:

Brent Feulner, General Manager.
Russell Heaton, Station & General Sales Manager.
Tim Call, Local Sales Manager.
Ralph Claussen, National Sales Manager.
Dave Elsmore, Chief Engineer.
Robert Quigley, Program Director.
Chris Barnhurst, Promotion & Marketing Director.
Gary Leavitt, Business Manager.

Rates: On request.

City of License: Salt Lake City. **ADI:** Salt Lake City. **Rank:** 41.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.



KJZZ-TV BPCT-910712KE Granted 8/27/91 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	UTAH			
	Box Elder	11,400	11,300	99
	Davis	56,600	56,100	99
	Salt Lake	248,700	245,600	99
	Tooele	8,700	8,600	99
	Utah	72,800	71,700	98
Between 5-24%	UTAH			
	Cache	21,300	20,800	98
	Millard	3,200	3,100	97
	Summit	5,700	5,600	98
Station Totals		483,000	476,800	99
Net Weekly Circulation (1993)				190,900
Average Daily Circulation (1993)				67,400

Utah—Salt Lake City

KSL-TV

Ch. 5

Network Service: CBS.

Licensee: Bonneville Holding Co., Broadcast House, 5 Triad Center, Salt Lake City, UT 84180-1160.

Studio: Broadcast House, 5 Triad Center, Salt Lake City, UT 84180-1160.

Telephone: 801-575-5555. TWX: 910-925-5822. Fax: 801-575-5830.

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 34-kw visual, 6.76-kw aural. Antenna: 3780-ft. above av. terrain, 219-ft. above ground, 9258-ft. above sea level.

Latitude 40° 39' 35"
Longitude 112° 12' 05"

Transmitter: Farnsworth Peak, Oquirrh Range.

Multichannel TV Sound: Stereo only.

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

AM Affiliate: KSL, 50-kw, 1160 kHz (CBS).

News Services: AP, UPI.

Ownership: Bonneville International Corp. (Group Owner).

Began Operation: June 1, 1949.

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

Personnel:

- Bruce T. Reese, President.
- William R. Murdoch, Executive Vice President & General Manager.
- Al Henderson, Vice President, Programming & Promotion.
- Greg James, Vice President, News Services & Broadcast Operations.
- Steve Lundsley, General Sales Manager.
- Gary Whiting, National Sales Manager.
- Dave Manookin, Director of Programming.
- Sam Wilson, Business Manager.

Highest 30 Sec. Rate: \$2500.

NETWORK BASE HOURLY RATE: \$925.

City of License: Salt Lake City. ADI: Salt Lake City. Rank: 41.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	IDAHO			
	Bear Lake	2,000	2,000	100
	Franklin	2,900	2,800	97
	Oneida	1,200	1,200	100
	NEVADA			
	Elko	12,900	12,100	94
	White Pine	3,400	3,300	97
	UTAH			
	Beaver	1,600	1,600	100
	Box Elder	11,400	11,300	99
	Cache	21,300	20,800	98
	Carbon	6,800	6,700	99
	Daggett	300	300	100
	Davis	56,600	56,100	99
	Duchesne	3,600	3,500	97
	Emery	3,000	2,900	97
	Garfield	1,300	1,200	92
	Grand	2,400	2,200	92
	Iron	6,300	6,000	95
Juab	1,800	1,800	100	
Kane	1,900	1,700	89	
Millard	3,200	3,100	97	
Morgan	1,600	1,600	100	
Piute	500	500	100	



KSL-TV BPCT-4754 Granted 3/10/76

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Rich	500	500	100
	Salt Lake	248,700	245,600	99
	San Juan	3,400	3,200	94
	Sanpete	5,000	4,900	98
	Sevier	4,900	4,800	98
	Summit	5,700	5,600	98
	Tooele	8,700	8,600	99
	Uintah	6,600	6,400	97
	Utah	72,800	71,700	98
	Wasatch	3,300	3,200	97
	Washington	16,800	16,000	95
	Wayne	700	700	100
	Weber	54,600	54,000	99
	WYOMING			
	Hot Springs	1,900	1,800	95
	Sublette	1,800	1,700	94
	Sweetwater	13,500	13,000	97
	Uinta	5,700	5,500	96
	Washakie	3,100	3,000	97
BETWEEN 25-49%	COLORADO			
	Dolores	600	500	83
	Rio Blanco	2,200	2,100	95
	IDAHO			
	Caribou	2,200	2,100	95
NEVADA				
Eureka	700	600	85	
WYOMING				
Big Horn	3,800	3,700	97	
Lincoln	4,100	3,900	95	
Park	8,900	8,600	97	
Teton	5,000	4,800	96	

(Continued on page A-1202)

Station Totals	737,400	723,600	98
Net Weekly Circulation (1993)			545,900
Average Daily Circulation (1993)			304,000

Utah—Salt Lake City

KSTU
Ch. 13

Network Service: Fox.

Licensee: Fox TV Stations Inc., 5020 W. Amelia Earhart Dr., Salt Lake City, UT 84116.

Studio: 5020 W. Amelia Earhart Dr., Salt Lake City, UT 84116.

Telephone: 801-532-1300. TWX: 910-925-5178. Fax: 801-537-5335.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 112-kw visual, 11.2-kw aural. Antenna: 3661-ft. above av. terrain, 157-ft. above ground, 9114-ft. above sea level.

Latitude 40° 39' 33"
Longitude 112° 12' 08"

Transmitter: Farnsworth Peak, Oquirrh Range.

Satellite Earth Stations: Scientific-Atlanta, 5-meter; Comtech, 3.8-meter C-band; Comtech, 3.8-meter Ku-band; Agile Omni, Scientific-Atlanta receivers.

Ownership: Fox Television Stations Inc. (Group Owner).

Began Operation: October 24, 1978 on Channel 20. Began operation on Channel 13 Nov. 2, 1987. Sale to present owner by MWT Corp., Northstar Communications Inc., et al. approved by FCC Feb. 16, 1990 (Television Digest, Vol. 29:43). Previous sale approved by FCC Feb. 29, 1988. Sale to MWT Corp., et al. approved Sept. 9, 1987. Sale to Adams Communications by Springfield Television Corp. approved by FCC Jan. 9, 1984 (Vol. 23:35).

Represented (sales): TeleRep Inc.

Personnel:

- Steve Carlson, Vice President & General Manager.
- Joel T. Morris, General Sales Manager.
- David Taylor, National Sales Manager.
- Sally Lowder, Local Sales Manager.
- Dick Tuininga, News Director.
- Elizabeth Murdoch, Program Director.
- Al Schultz, Chief Engineer.
- Melanie Say, Promotion Director.
- Debby Kuchera, Business Manager.

Rates: On request.

City of License: Salt Lake City. ADI: Salt Lake City. Rank: 41.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	IDAHO			
	Franklin	2,900	2,800	97
	Oneida	1,200	1,200	100
	UTAH			
	Beaver	1,600	1,600	100
	Box Elder	11,400	11,300	99
	Cache	21,300	20,800	98
	Carbon	6,800	6,700	99
	Davis	56,600	56,100	99
	Duchesne	3,600	3,500	97
	Emery	3,000	2,900	97
	Garfield	1,300	1,200	92
	Iron	6,300	6,000	95
	Juab	1,800	1,800	100
	Kane	1,900	1,700	89
	Millard	3,200	3,100	97
	Piute	500	500	100



KSTU BMPCT-870803KF Granted 11/2/87 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Salt Lake	248,700	245,600	99
	San Juan	3,400	3,200	94
	Sanpete	5,000	4,900	98
	Summit	5,700	5,600	98
	Tooele	8,700	8,600	99
	Uintah	6,600	6,400	97
	Utah	72,800	71,700	98
	Washington	16,800	16,000	95
	Wayne	700	700	100
	Weber	54,600	54,000	99
Between 25-49%	IDAHO			
	Bear Lake	2,000	2,000	100
	UTAH			
	Morgan	1,600	1,600	100
	Rich	500	500	100
Between 5-24%	Sevier	4,900	4,800	98
	Wasatch	3,300	3,200	97
	COLORADO			
	Dolores	600	500	83
	IDAHO			
Caribou	2,200	2,100	95	
UTAH				
Grand	2,400	2,200	92	
WYOMING				
Uinta	5,700	5,500	96	
Station Totals		569,600	560,300	98
Net Weekly Circulation (1993)				428,300
Average Daily Circulation (1993)				222,200

Utah—Salt Lake City

KTVX

Ch. 4

Network Service: ABC.

Licensee: United Television Inc., 8501 Wilshire Blvd., Suite 340, Beverly Hills, CA 90211.

Studio: 1760 Fremont Dr., Salt Lake City, UT 84104.

Telephone: 801-975-4444. Fax: 801-975-4442.

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 32.4-kw visual, 4.9-kw aural. Antenna: 3870-ft. above av. terrain, 131-ft. above ground, 9470-ft. above sea level.

Latitude 40° 36' 50"
Longitude 112° 11' 05"

Transmitter: Nelson Peak, 18-mi. SW of Salt Lake City.

Multichannel TV Sound: Stereo and separate audio program.

Satellite Earth Stations: 7.5-meter Ku & C-band; 5-meter Ku & C-band; 3.8-meter Ku-band.

News Service: ABC.

Ownership: United Television Inc. (Group Owner).

Began Operation: July 1, 1948. Sale to present owner by Screen Gems Stations Inc., subsidiary of Columbia Pictures Industries Inc., approved by FCC Aug. 12, 1975 (Television Digest, Vol. 15:18). Sale to Screen Gems by TLF Bcstrs. Inc. (Time Inc.) approved Nov. 5, 1959 (Vol. 15:30, 45). Sale to Time Inc. by Intermountain Bcstg. & Television Corp. (S. S. Fox, et al.) approved June 24, 1953 (Vol. 9:14, 26).

Represented (sales): MMT Sales Inc.

Represented (legal): Wilmer, Cutler & Pickering.

Represented (engineering): Hammett & Edison Inc.

Personnel:

- Peter Mathes, Vice President & General Manager.
- Ron Fessenden, General Sales Manager.
- Mark Rodman, National Sales Manager.
- Tom Love, Local Sales Manager.
- Gloria Lee, Creative Services Director.
- K. Randall Kimball, Business Manager.
- Dennis Shiner, Production Manager.
- John Edwards, News Director.
- Jim McDermaid, Chief Engineer.
- Michele Stratton, Director of Public Affairs.

Rates: On request.

City of License: Salt Lake City. ADI: Salt Lake City. Rank: 41.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	IDAHO			
	Franklin	2,900	2,800	97
	Oneida	1,200	1,200	100
	NEVADA			
	Elko	12,900	12,100	94
	White Pine	3,400	3,300	97
	UTAH			
	Beaver	1,600	1,600	100
	Box Elder	11,400	11,300	99
	Cache	21,300	20,800	98
	Carbon	6,800	6,700	99
	Daggett	300	300	100
	Davis	56,600	56,100	99
	Duchesne	3,600	3,500	97
Emery	3,000	2,900	97	



KTVX BMPCT-790616KG Granted 10/15/79 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Garfield	1,300	1,200	92
	Grand	2,400	2,200	92
	Iron	6,300	6,000	95
	Juab	1,800	1,800	100
	Kane	1,900	1,700	89
	Millard	3,200	3,100	97
	Morgan	1,600	1,600	100
	Piute	500	500	100
	Rich	500	500	100
	Salt Lake	248,700	245,600	99
	San Juan	3,400	3,200	94
	Sanpete	5,000	4,900	98
	Sevier	4,900	4,800	98
	Summit	5,700	5,600	98
	Tooele	8,700	8,600	99
	Uintah	6,600	6,400	97
	Utah	72,800	71,700	98
	Wasatch	3,300	3,200	97
	Washington	16,800	16,000	95
	Wayne	700	700	100
Weber	54,600	54,000	99	
WYOMING	Lincoln	4,100	3,900	95
	Sublette	1,800	1,700	94
	Sweetwater	13,500	13,000	97
	Uinta	5,700	5,500	96
	IDAHO	Bear Lake	2,000	2,000
Caribou		2,200	2,100	95
Between 25-49%	COLORADO			
Dolores	600	500	83	
Station Totals	605,600	594,600	98	
Net Weekly Circulation (1993)			516,100	
Average Daily Circulation (1993)			293,200	

Utah—Salt Lake City

KUTV

Ch. 2

Network Service: NBC.

Licensee: KUTV L.P., 2185 South 3600 West, Salt Lake City, UT 84119.

Studio: 2185 South 3600 West, Salt Lake City, UT 84119.

Telephone: 801-973-3000. **Fax:** 801-973-3369.

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 45.7-kw visual, 9.12-kw aural. Antenna: 3060-ft. above av. terrain, 233-ft. above ground, 8736-ft. above sea level.

Latitude 40° 36' 23"
Longitude 112° 09' 47"

Transmitter: Pix Peak.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Transmit/receive RCA Ku-band; Satcom Technologies, 7-meter; Scientific-Atlanta, 5-meter; Harris, Microdyne, Scientific-Atlanta receivers.

News Services: AP, Conus, NBC.

Ownership: KUTV Inc.; VS&A-Hughes Communications Partners L.P.

Began Operation: September 10, 1954. Transfer of control to VS&A-Hughes Communications Partners granted by FCC Oct. 18, 1993. Sale to KUTV Inc. by Frank C. Carman, Grant R. Wrathall & Keams-Tribune Corp., approved March 7, 1956 (Television Digest, Vol. 11:31, 38; 12:10). Acquisition of Kearns-Tribune Corp. minority interest approved Jan. 29, 1972.

Represented (sales): Harrington, Righter & Parsons.

Represented (legal): Haley, Bader & Potts.

Personnel:

Jeffrey Hatch, President & General Manager.

John Bailey, Vice President, Sales & Marketing.

Kent Crawford, General Sales Manager.

Pat Kirk, National Sales Manager.

Diane Orr, News Director.

Bill Bradford, Director of Engineering.

Tom Mitchell, Director of Operations & Technical Services.

John Greene, Marketing & Promotion Director.

Rates: On request.

City of License: Salt Lake City. **ADI:** Salt Lake City. **Rank:** 41.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	IDAHO			
	Bear Lake	2,000	2,000	100
	Caribou	2,200	2,100	95
	Franklin	2,900	2,800	97
	NEVADA			
	White Pine	3,400	3,300	97
	UTAH			
	Beaver	1,600	1,600	100
	Box Elder	11,400	11,300	99
	Cache	21,300	20,800	98
	Carbon	6,800	6,700	99
	Daggett	300	300	100
	Davis	56,600	56,100	99
	Duchesne	3,600	3,500	97
	Emery	3,000	2,900	97
	Garfield	1,300	1,200	92
	Grand	2,400	2,200	92
	Iron	6,300	6,000	95
	Juab	1,800	1,800	100
	Kane	1,900	1,700	89
	Millard	3,200	3,100	97
Morgan	1,600	1,600	100	
Piute	500	500	100	
Rich	500	500	100	
Salt Lake	248,700	245,600	99	



KUTV BMPCT-2149 Granted 6/18/54

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	San Juan	3,400	3,200	94
	Sanpete	5,000	4,900	98
	Sevier	4,900	4,800	98
	Summit	5,700	5,600	98
	Tooele	8,700	8,600	99
	Uintah	6,600	6,400	97
	Utah	72,800	71,700	98
	Wasatch	3,300	3,200	97
	Washington	16,800	16,000	95
	Wayne	700	700	100
	Weber	54,600	54,000	99
	WYOMING			
	Sublette	1,800	1,700	94
	Sweetwater	13,500	13,000	97
Uinta	5,700	5,500	96	
Between 25-49%	COLORADO			
	Dolores	600	500	83
	IDAHO			
	Oneida	1,200	1,200	100
	NEVADA			
Elko	12,900	12,100	94	
Eureka	700	600	85	
WYOMING				
Lincoln	4,100	3,900	95	
Teton	5,000	4,800	96	
Between 5-24%	ARIZONA			
	Mohave	39,500	37,900	96
	IDAHO			
	Bonneville	25,200	24,900	99
	Cassia	6,400	6,300	98
Madison	6,000	5,900	98	
Minidoka	6,400	6,300	98	
Station Totals		694,800	681,300	98
Net Weekly Circulation (1993)				508,400
Average Daily Circulation (1993)				282,500

Utah

**KSL-TV, Salt Lake City
(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	IOAHO			
	Bannock	23,600	23,200	98
	Bonneville	25,200	24,900	99
	Cassia	6,400	6,300	98
	Jerome	5,400	5,300	98
	Madison	6,000	5,900	98
	Minidoka	6,400	6,300	98

**KSL-TV—(Continued)
(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	Minidoka	6,400	6,300	98
	Twin Falls	20,000	19,700	98
	NEVADA			
	Lincoln	1,300	1,200	92
	WYOMING			
	Fremont	11,900	11,600	97

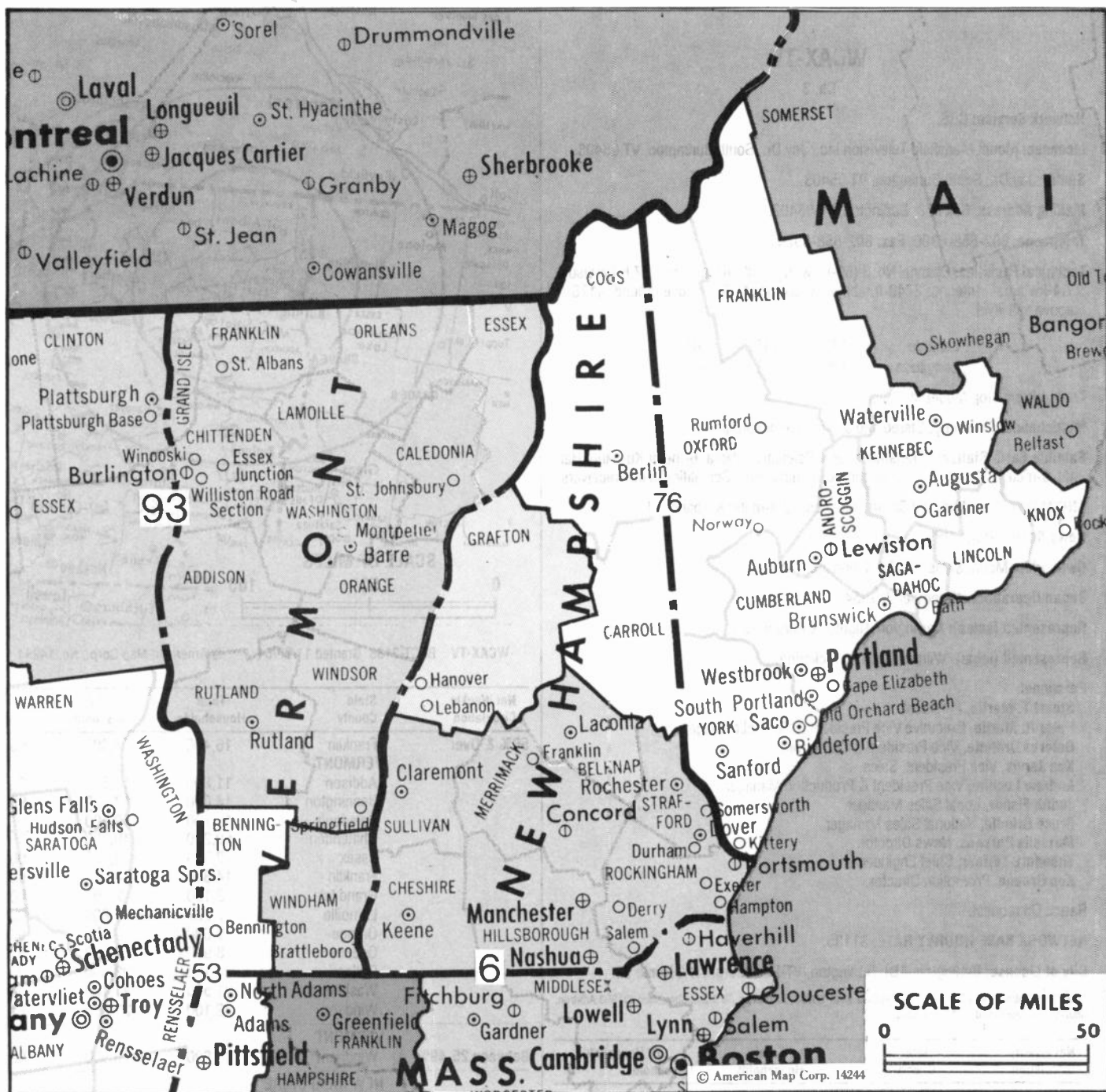
If having TV station and cable system advertising information...including full listings of reps...would be important to you, look for the *1994 Factbook Supplement*...

**TV & CABLE SALES REPS &
INTERCONNECTS: 1994**

...from the series of **FACTBOOK Supplements**...
so moderately priced, you can afford to buy copies
for your entire staff or sales force.



FOR FURTHER INFORMATION call our Circulation Department **collect:** (202) 872-9200



Market	Arbitron ADI TV Households	Rank
Boston, MA	2,116,200	6
Albany-Schenectady-Troy, NY	507,300	53
Portland-Poland Spring, ME	338,200	76
Burlington, VT-Plattsburgh, NY	271,300	93

Market Area Commercial TV Stations
WBZ-TV (4), WCVB-TV (5), WFXT (25), WGOT (60), WHDH-TV (7), WHSH-TV (66), WLVI-TV (56), WMFP (62), WMUR-TV (9), WNDS (50), WQTV (68), WSBK-TV (38), WUNI (27), WCDC (19), WNYT (13), WOCD (55), WRGB (6), WTEN (10), WXXA-TV (23), 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.	
WPTZ, Burlington	See Plattsburgh, NY
WNNE-TV, White River Junction	See Hartford, VT

Vermont Station Totals as of November 1, 1993			
	VHF	UHF	TOTAL
Commercial Television Stations	1	2	3
Educational Television Stations	0	4	4
	1	6	7

Vermont—Burlington

WCAX-TV

Ch. 3

Network Service: CBS.

Licensee: Mount Mansfield Television Inc., Joy Dr., South Burlington, VT 05403.

Studio: Joy Dr., South Burlington, VT 05403.

Mailing Address: Box 608, Burlington, VT 05402.

Telephone: 802-658-6300. **Fax:** 802-658-0529.

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 37.6-kw visual, 7.4-kw aural. Antenna: 2740-ft. above av. terrain, 116-ft. above ground, 4176-ft. above sea level.

Latitude 44° 31' 36"
Longitude 72° 48' 57"

Transmitter: Atop Mount Mansfield.

Multichannel TV Sound: Stereo and separate audio program.

Satellite Earth Stations: Transmit/receive Scientific-Atlanta, 6-meter Ku-band; Harris, 9-meter C-band; RCA Americom Ku-band; Harris, Scientific-Atlanta receivers.

SNG Mobile Dish: Midwest Communications, 2.3-meter Ku-band.

News Services: AP, UPI.

Ownership: Mount Mansfield Television Inc.

Began Operation: September 3, 1954.

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

Represented (legal): Wilmer, Cutler & Pickering.

Personnel:

Stuart T. Martin, President.
Peter R. Martin, Executive Vice President & General Manager.
Dolores Drolette, Vice President & Comptroller.
Ken Jarvis, Vice President, Sales.
Andrew Luchini, Vice President & Production Manager.
Judith Fisher, Local Sales Manager.
Bruce Grindle, National Sales Manager.
Marselis Parsons, News Director.
Theodore Teffner, Chief Engineer.
Ken Greene, Promotion Director.

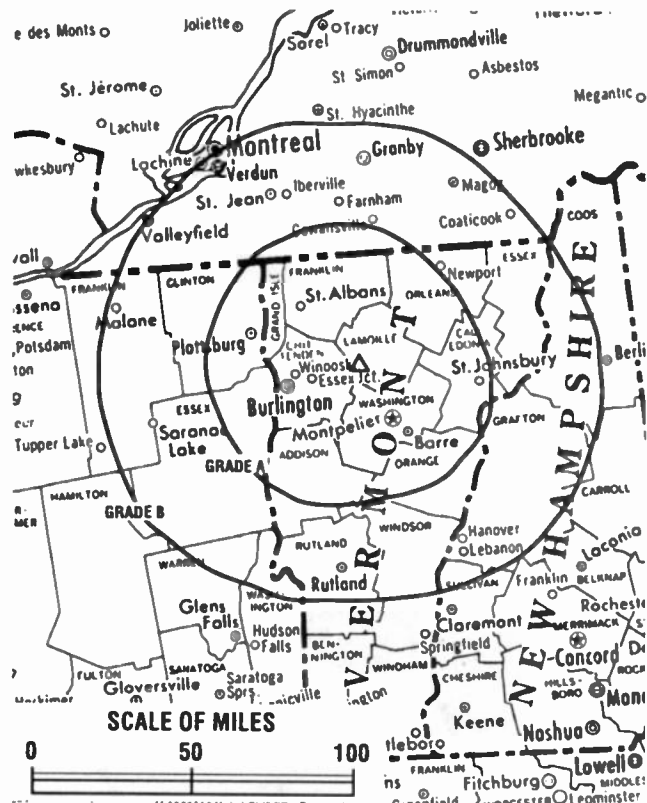
Rates: On request.

NETWORK BASE HOURLY RATE: \$1135.

City of License: Burlington. **ADI:** Burlington, VT-Plattsburgh, NY. **Rank:** 93.

Total Households: ©MSI Consumer Market Data as of 1/1/93. **TV Homes, TV% and Circulation** ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NEW HAMPSHIRE			
	Coos	13,900	13,700	99
	Grafton	28,100	27,300	97
	Sullivan	15,300	14,900	97
	NEW YORK			
	Clinton	29,600	29,300	99
	Essex	13,700	13,500	99



WCAX-TV BPCT-3188 Granted 11/20/64

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	VERMONT			
	Franklin	16,400	16,000	98
	Addison	11,800	11,500	97
	Bennington	14,000	13,700	98
	Caledonia	10,700	10,500	98
	Chittenden	50,200	49,500	99
	Essex	2,500	2,500	100
	Franklin	14,800	14,600	99
	Grand Isle	2,100	2,100	100
	Lamoille	7,700	7,600	99
Between 25-49%	VERMONT			
	Windham	16,600	15,900	96
Between 5-24%	NEW HAMPSHIRE			
	Cheshire	27,000	26,300	97
	NEW YORK			
	St Lawrence	37,900	37,300	98
Station Totals		398,500	390,600	98
Net Weekly Circulation (1993)				261,700
Average Daily Circulation (1993)				167,200

Vermont—Burlington-Plattsburgh, New York

WVNY

Ch. 22

Network Service: ABC.

Licensee: Citadel Communications Co. Ltd., 100 Market Square, Burlington, VT 05401.

Studio: 100 Market Square, Burlington, VT 05401.

Telephone: 802-658-8022. TWX: 510-299-0022.

Technical Facilities: Channel No. 22 (518-524 MHz). Authorized power: 1000-kw max. & 589-kw horizontal visual, 100-kw max. & 58.9-kw horizontal aural. Antenna: 2740-ft. above av. terrain, 309-ft. above ground, 4172-ft. above sea level.

Latitude 44° 31' 40"
Longitude 72° 48' 58"

Transmitter: Mount Mansfield.

Satellite Earth Stations: 2 in operation; Andrew receivers.

News Service: AP.

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

Began Operation: April 19, 1968. Left air April 2, 1971; resumed operation Sept. 17, 1971. Sale to International TV Corp. (Donald G. Martin, et al.) by Vermont-New York TV Inc. approved by FCC April 17, 1974. Sale to present owner approved Oct. 18, 1982 (Television Digest, Vol. 22:34).

Represented (sales): Katz Continental Television; Canadian Communications Co.

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

Personnel:

- Philip J. Lombardo, Chairman & President.
- William Bradley, Vice President & General Manager.
- Charlie Cusimano, General Sales Manager.
- Cliff Smith, Local Sales Manager.
- Michelle Baker, Comptroller.
- Linda Raub, Promotion Director.
- Gary Wheelock, News Director.
- Paul Brenner, Chief Engineer.
- Tom Hansen, Operations Director.

Highest 30 Sec. Rate: \$2000.

NETWORK BASE HOURLY RATE: \$225.

City of License: Burlington. ADI: Burlington, VT-Plattsburgh, NY. Rank: 93.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NEW YORK			
	Clinton	29,600	29,300	99
	Essex	13,700	13,500	99
	VERMONT			
	Addison	11,800	11,500	97



WVNY BPCT-791219KE Granted 2/1/80 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Chittenden	50,200	49,500	99
	Franklin	14,800	14,600	99
	Grand Isle	2,100	2,100	100
	Lamoille	7,700	7,600	99
	Washington	21,500	21,100	98
Between 25-49%	NEW YORK			
	Franklin	16,400	16,000	98
	VERMONT			
	Caledonia	10,700	10,500	98
	Orange	9,600	9,400	98
Between 5-24%	NEW HAMPSHIRE			
	Grafton	28,100	27,300	97
	VERMONT			
	Essex	2,500	2,500	100
	Station Totals		251,700	247,300
Net Weekly Circulation (1993)				123,200
Average Daily Circulation (1993)				56,700

Vermont—Hartford-Hanover, New Hampshire

WNNE-TV

Ch. 31

(Satellite of WPTZ, Plattsburgh, NY)

Network Service: NBC.

Licensee: WNNE-TV Inc., Box 1310, White River Junction, VT 05001.

Studio: Holiday Inn Dr., White River Junction, VT 05001.

Telephones: 802-295-3100; 800-451-0031. TWX: 710-227-1301. Fax: 802-295-3983.

Technical Facilities: Channel No. 31 (572-578 MHz). Authorized power: 2240-kw max. visual, 224-kw max. aural. Antenna: 2220-ft. above av. terrain, 149-ft. above ground, 3299-ft. above sea level.

Latitude 43° 26' 38"
Longitude 72° 27' 17"

Transmitter: Mt. Ascutney, Windsor, VT.

Satellite Earth Stations: Transmit/receive Scientific-Atlanta, 7-meter C-band; Harris, 6.1-meter Ku-band; Verlex, 4.5-meter Ku-band; Harris, 3-meter Ku-band; Harris, Scientific-Atlanta receivers.

News Services: AP, NBC, Potomac News Service, Skycorn.

Ownership: Heritage Media Corp. (Group Owner).

Began Operation: September 27, 1978. Sale to present owner by Taft Bcstg. Co. approved by FCC Oct. 10, 1990 (Television Digest, Vol. 30:17, 43).

Represented (sales): Petry Television Inc.

Represented (legal): Sidley & Austin.

Personnel:

Gary Elstrom, General Manager.
Courtney Galluzzo, General Sales Manager.
Diana Jones, News Director.
Doug Johnson, Traffic Director.
Amy Peters, Promotion Director.
Meg Allen, Business Manager.
Paul Shykula, Operations Manager.
Stu Boughton, Chief Engineer.

Rates: On request.

City of License: Hartford. ADI: Burlington, VT-Plattsburgh, NY. Rank: 93.

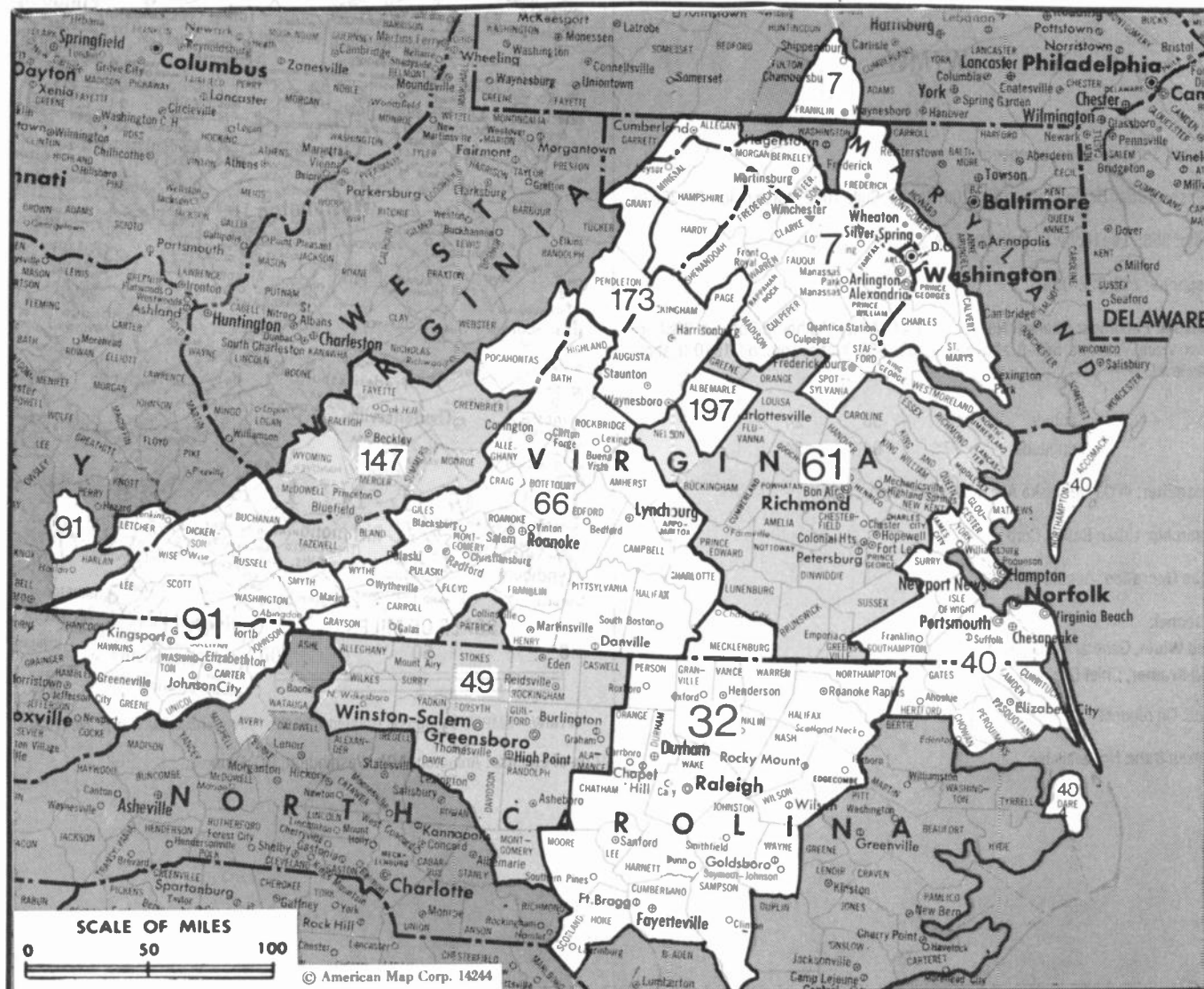
Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households Households	%
50% & Over	NEW HAMPSHIRE			
	Sullivan	15,300	14,900	97
	VERMONT			
	Windham	16,600	15,900	96



WNNE-TV BPCT-781113KF Granted 5/31/79 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Windsor	22,100	21,500	97
Between 25-49%	NEW HAMPSHIRE			
	Cheshire	27,000	26,300	97
	Grafton	28,100	27,300	97
Between 5-24%	VERMONT			
	Orange	9,600	9,400	98
	NEW HAMPSHIRE			
	Merrimack	46,400	45,600	98
Station Totals	VERMONT			
	Lamoille	7,700	7,600	99
	Rutland	24,100	23,600	98
	Washington	21,500	21,100	98
Station Totals		218,400	213,200	98
Net Weekly Circulation (1993)				70,500
Average Daily Circulation (1993)				31,100



Market	Arbitron ADI TV Households	Rank	Market Area Commercial TV Stations
Washington, DC	1,822,400	7	WDCA (20), WFTY (50), WJLA-TV (7), WRC-TV (4), WTKK (66), WTMW (14), WTTG (5), WUSA (9)
Raleigh-Durham, NC	769,300	32	WFAY (62), WKFT (40), WLFL (22), WRAL-TV (5), WRDC (28), WRMY (47), WTVU (11), WYED (17)
Norfolk-Portsmouth-Newport News-Hampton, VA	616,400	40	WAVY-TV (10), WGNT (27), WJCB (49), WTKR-TV (3), WTVZ (33), WVEC-TV (13)
Greensboro-Winston Salem-High Point, NC	540,900	49	WAAP (16), WEJC (20), WFMY-TV (2), WGGT (48), WGHP-TV (8), WLXI-TV (61), WNRW (45), WXII (12)
Richmond, VA	448,900	61	WRIC-TV (8), WRLH-TV (35), WTVR-TV (6), WWBT (12), WZKX (65)
Roanoke-Lynchburg, VA	387,200	66	WDBJ (7), WEFC (38), WJPR (21), WSET-TV (13), WSLS-TV (10), WWFT (27)
Bristol, VA-Kingsport-Johnson City, TN	278,600	91	WCYB-TV (5), WEMT (39), WJHL-TV (11), WKPT-TV (19)
Bluefield-Beckley-Oak Hill, WV	137,400	147	WOAY-TV (4), WVVA (6)
Harrisonburg, VA	85,700	173	WHSV-TV (3)
Charlottesville, VA	41,700	197	WVIR-TV (29)

State Cross Reference List

Communities that receive programs of stations that are located elsewhere.

WJHL-TV, Bristol	See Johnson City, TN
WKPT-TV, Bristol	See Kingsport, TN
WVEC-TV, Hampton	See Norfolk, VA
WDBJ & WSLS-TV, Lynchburg	See Roanoke, VA
WAVY-TV & WGNT, Norfolk	See Portsmouth, VA
WRIC-TV, Petersburg	See Richmond, VA

Virginia Station Totals as of November 1, 1993

	VHF	UHF	TOTAL
Commercial Television Stations	11	11	22
Educational Television Stations	0	10	10
	11	21	32

Virginia—Arlington

WTMW

Ch. 14

Network Service: None, independent.

Licensee: Urban Bcstg. Corp., 1301 20th St. NW, Suite 1002, Washington, DC 20036.

Studio: 3565 Lee Highway, Arlington, VA 22207.

Telephone: 703-528-0051.

Technical Facilities: Channel No. 14 (470-476 MHz). Authorized power: 2880-kw max. visual. Antenna: 568-ft. above av. terrain, 650-ft. above ground, 1010-ft. above sea level.

Latitude	38°	56'	24"
Longitude	77°	04'	54"

Transmitter: 4001 Nebraska Ave. NW, Washington, DC.

Ownership: Urban Bcstg. Corp.

Began Operation: August 30, 1993.

Personnel:

Ted White, General Manager.
Bill Kramer, Chief Engineer.

Rates: On request.

Arbitron Data: Not available.



WTMW BMPCT-910905KF Granted 7/20/92 © American Map Corp., No. 14244

City of License: Arlington. ADI: Washington, DC. Rank: 7.

Virginia—Ashland

WZXX

Ch. 65

Network Service: None, independent.

Licensee: Christel Bcstg. Inc., 4120 E. Parham Rd., Richmond, VA 23228.

Studio: 13 Maple Leaf Court, Ashland, VA 23005.

Telephone: 804-672-6565.

Technical Facilities: Channel No. 65 (776-782 MHz). Authorized power: 832-kw max. visual. Antenna: 860-ft. above av. terrain, 869-ft. above ground, 968-ft. above sea level.

Latitude 37° 44' 32"
Longitude 77° 15' 18"

Holds CP for change to 1581-kw max. visual. BPCT-930729KO.

Transmitter: Rte. 652, 1.4-mi. from intersection of Rte. 615.

Ownership: Christel Broadcasting Inc.

Began Operation: March 9, 1990.

Represented (legal): May & Dunne, Chartered.

Represented (engineering): Smith & Powstenko.

Personnel:

Jim Campana, General Manager.
Bill Van Scyoc, Chief Engineer.
Katherine Rudd, Traffic Manager.

Highest 30 Sec. Rate: \$25.

City of License: Ashland. ADI: Richmond. Rank: 61.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
VIRGINIA				
Between 5-24%	Caroline	6,700	6,600	99
	Essex	3,300	3,200	97
	Hanover	24,300	24,000	99
	Henrico	93,300	92,600	99



WZXX BPCT-930729KO Granted 8/25/93 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	King William	4,000	4,000	100
	New Kent	4,000	4,000	100
	Richmond	2,700	2,700	100
	Richmond City	84,600	84,000	99
Station Totals		222,900	221,100	99
Net Weekly Circulation (1993)				15,600
Average Daily Circulation (1993)				4,400

Virginia—Bristol-Kingsport-Johnson City, Tennessee

WCYB-TV

Ch. 5

Network Service: NBC.

Licensee: Appalachian Bcstg. Corp., Cumberland & Lee Sts., Bristol, VA 24201.

Studio: 101 Lee St., Bristol, VA 24201.

Telephone: 703-645-1555. TWX: 510-580-2019. Fax: 703-645-1553.

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 83.2-kw visual, 11.5-kw aural. Antenna: 2230-ft. above av. terrain, 140-ft. above ground, 4380-ft. above sea level.

Latitude 36° 26' 57"
Longitude 82° 06' 31"

Transmitter: Rye Patch Knob, Cherokee National Forest.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Harris, 6.1-meter Ku-band; Harris, 6.1-meter C-band; Comtech, 3.8-meter Ku & C-band; Harris, 3-meter Ku-band; Harris, Standard Communications receivers.

News Services: AP, NBC, Conus, Sports News Satellite.

Ownership: Lamco Communications Inc. (Group Owner).

Began Operation: August 13, 1956. Sale to present owner by Starr Bcstg. Group approved by FCC March 17, 1977 (Television Digest, Vol. 16:33). Sale to Starr by Robert H. Smith, J. Fey Rogers, Charles M. Gore & Harry M. Daniel approved Nov. 12, 1970 (Vol. 10:6, 46).

Represented (sales): Petry Television Inc.

Represented (legal): Koteen & Naftalin.

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

Personnel:

- Joe Macione Jr., Executive Vice President & General Manager.
- Richard Torbett, Sales Manager.
- Steve Hawkins, News Manager.
- Cheryl Stout, Program Manager.
- Echel Edens, Engineering Manager.
- Tom Cupp, Chief Engineer.
- Lisa Kelechava, Promotion Manager.
- Louise Taylor, Business Manager.
- Peggy Creed, Public Service Director.

Rates: On request.

City of License: Bristol. ADI: Bristol, VA-Kingsport-Johnson City, TN. Rank: 91.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	KENTUCKY			
	Harlan	12,900	12,800	99
	Knott	6,200	6,100	98
	Leslie	4,700	4,600	98
	Letcher	9,600	9,500	99
	NORTH CAROLINA			
	Ashe	9,000	8,800	98
	Avery	5,600	5,500	98
	Watauga	13,900	13,700	99
	Yancey	6,300	6,200	98
	TENNESSEE			
	Carter	20,400	20,300	100
	Greene	21,700	21,500	99
	Hawkins	17,500	17,300	99
Johnson	5,400	5,300	98	
Sullivan	57,500	57,200	100	
Unicoi	6,600	6,500	98	



WCYB-TV BPCT-5221 Granted 8/23/78 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Washington	36,300	36,100	99
	VIRGINIA			
	Buchanan	10,600	10,400	98
	Dickenson	6,300	6,200	98
	Lee	9,100	8,900	98
	Russell	10,400	10,200	98
	Scott	8,800	8,600	98
	Smyth	12,200	12,100	99
	Washington	25,100	24,900	99
	Wise	16,000	15,800	99
Between 25-49%	TENNESSEE			
	Hancock	2,500	2,500	100
	VIRGINIA			
	Bland	2,200	2,100	95
Tazewell	17,100	16,900	99	
Between 5-24%	KENTUCKY			
	Perry	10,500	10,300	98
	Pike	25,600	25,300	99
	NORTH CAROLINA			
	Alleghany	3,900	3,800	97
	Burke	29,700	29,500	99
	Madison	6,500	6,400	98
	Mitchell	5,900	5,800	98
	TENNESSEE			
	Cocke	11,300	11,200	99
Grainger	6,500	6,400	98	
Hamblen	19,600	19,500	99	
Jefferson	12,600	12,500	99	
VIRGINIA				
Grayson	9,300	9,200	99	
Station Totals		495,300	489,900	99
Net Weekly Circulation (1993)			297,700	
Average Daily Circulation (1993)			188,900	

Virginia—Charlottesville

WVIR-TV

Ch. 29

Network Service: NBC.

Licensee: Virginia Broadcasting Corp., Box 769, Charlottesville, VA 22902.

Studio: 503 E. Market St., Charlottesville, VA 22902.

Telephone: 804-977-7082. Fax: 804-971-2800.

Technical Facilities: Channel No. 29 (560-566 MHz). Authorized power: 5000-kw max. visual. Antenna: 1188-ft. above av. terrain, 269-ft. above ground, 1729-ft. above sea level.

Latitude 37° 59' 00"
Longitude 78° 28' 54"

Transmitter: Carter Mountain, 3.5-mi. S of Charlottesville.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Scientific-Atlanta, 5-meter.

News Service: AP.

Ownership: Waterman Broadcasting Corp. (Group Owner).

Began Operation: March 11, 1973. Sale to present owner by Harold B. Wright Jr., et al., approved by FCC Oct. 30, 1986.

Represented (sales): Katz Continental Television.

Represented (legal): Cohn & Marks.

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

Personnel:

- Harold B. Wright Jr., Vice President & General Manager.
- Jim Fernald, General Sales Manager.
- Dave Cupp, News Director.
- Bob Doyle, Program Director.
- Phyllis Melton, Business Manager.
- Sid Shumate, Director of Engineering.

Highest 30 Sec. Rate: \$450.

NETWORK BASE HOURLY RATE: \$75.

City of License: Charlottesville. ADI: Charlottesville. Rank: 197.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	VIRGINIA			
	Albemarle	41,600	41,000	99
	Fluvanna	4,800	4,700	98
	Greene	3,900	3,800	97
	Madison	4,200	4,100	98
Between 25-49%	VIRGINIA			
	Augusta	37,700	37,300	99
	Buckingham	4,400	4,300	98



WVIR-TV BMPCT-921208KE Granted 3/31/93 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Culpeper	10,200	10,100	99
	Louisa	7,700	7,600	99
	Nelson	4,900	4,800	98
	Orange	8,400	8,300	99
	Rockingham	32,000	31,700	99
Between 5-24%	VIRGINIA			
	Caroline	6,700	6,600	99
	Cumberland	2,800	2,700	96
	Goochland	5,200	5,100	98
	WEST VIRGINIA			
	Hardy	4,500	4,400	98
Station Totals		179,000	176,500	99
Net Weekly Circulation (1993)				85,700
Average Daily Circulation (1993)				48,700

UHF, VHF, ITFS/MMDS
Broadcast Products and Services
Turnkey Systems Since 1960

PO Box 68 • White Haven, PA 18661 • 717-443-9575
1-800-233-6193 FAX 717-443-9257

Virginia—Harrisonburg

WHSV-TV

Ch. 3

Network Service: ABC.

Licensee: Benedek Bcstg. of Virginia Inc., Box TV3, Harrisonburg, VA 22801-0030.

Studio: Rte. 33 West, Harrisonburg, VA 22801.

Mailing Address: Box TV3, Harrisonburg, VA 22801-0030.

Telephone: 703-433-9191. Fax: 703-433-4028.

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 8.32-kw visual, 0.83-kw aural. Antenna: 2130-ft. above av. terrain, 332-ft. above ground, 3287-ft. above sea level.

Latitude 38° 36' 05"

Longitude 78° 37' 57"

Transmitter: Big Mountain, New Market, VA.

Satellite Earth Stations: ADM, 6.1-meter C-band; Andrew, 4.7-meter C-band; ChannelMaster, 3.7-meter C-band; DH Satellite, 3.7-meter Ku & C-band; AFC, 3.6-meter C-band; Avantek, M/A-Com, Standard Agile Omni receivers.

News Services: AP, ABC.

Ownership: A. Richard Benedek (Group Owner).

Began Operation: October 9, 1953. Sale to present owner by Worrell Bcstg. approved by FCC Nov. 5, 1986. Sale to Worrell Bcstg. by Gilmore Bcstg. approved by FCC Jan. 15, 1976; transfer completed June 3, 1976. Sale to Gilmore Bcstg. by Evening Star and Hamilton Shea approved Aug. 9, 1965 (Television Digest, Vol. 5:23, 33). Previous sale of 50% by Transcontinent Corp. and 1% by Hamilton Shea to the Evening Star Broadcasting Co. approved Sept. 23, 1959 (Vol. 15:30, 32, 39). Sale to Transcontinent Corp. & Hamilton Shea as co-equal owners by Frederick L. Allman approved May 29, 1956 (Vol. 12:15, 22).

Represented (sales): Katz Continental Television.

Represented (legal): Covington & Burling.

Personnel:

Robert Ganzer, General Manager.
 Bob Bolyard, National Sales Manager.
 Dave Ford, Local Sales Manager.
 Steve Raml, News Director.
 John Oodson, Program Director.
 Richard Hiett, Chief Engineer & Operations Manager.
 Todd Jones, Promotion Director.
 Brenda Brown, Business Manager.

Highest 30 Sec. Rate: \$750.

NETWORK BASE HOURLY RATE: \$660.

City of License: Harrisonburg. ADI: Harrisonburg. Rank: 173.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	VIRGINIA			
	Augusta	37,700	37,300	99
	Highland	1,100	1,100	100
	Page	8,300	8,300	100
	Rockingham	32,000	31,700	99



WHSV-TV BMPCT-1171 Granted 7/28/53

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Shenandoah	12,800	12,700	99
	WEST VIRGINIA			
	Grant	4,100	4,000	98
	Hardy	4,500	4,400	98
	Pendleton	3,100	3,000	97
Between 25-49%	VIRGINIA			
	Albemarle	41,600	41,000	99
	Clarke	4,400	4,400	100
	Greene	3,900	3,800	97
	Warren	10,400	10,300	99
Between 5-24%	VIRGINIA			
	Fluvanna	4,800	4,700	98
	Frederick	27,000	26,800	99
	Madison	4,200	4,100	98
	Orange	8,400	8,300	99
	Rappahannock	2,600	2,600	100
	Rockbridge	11,700	11,600	99
	WEST VIRGINIA			
Berkeley	23,500	23,300	99	
Hampshire	6,500	6,400	98	
Pocahontas	3,600	3,500	97	
Station Totals		256,200	253,300	99
Net Weekly Circulation (1993)			124,300	
Average Daily Circulation (1993)			68,700	

Virginia—Lynchburg

WJPR

Ch. 21

(Operates satellite WVFT, Roanoke, VA)

Network Service: Fox.

Licensee: Grant Bcstg. System II Inc., 915 Middle River Dr., Fort Lauderdale, FL 33304.

Studio: 2618 Colonial Ave. SW, Roanoke, VA 24015.

Sales Office: 4119 Boonsboro Rd., Suite 240, Lynchburg, VA 24503.

Telephones: 703-345-7227 (Roanoke); 804-384-0103 (Lynchburg).

Fax: 703-345-1912 (Roanoke); 804-384-0103 (Lynchburg).

Technical Facilities: Channel No. 21 (512-518 MHz). Authorized power: 4207-kw max. visual, 421-kw max. aural. Antenna: 1640-ft. above av. terrain, 886-ft. above ground, 2748-ft. above sea level.

Latitude 37° 19' 14.00"
Longitude 79° 37' 58.50"

Transmitter: Flat Top Mountain, Bedford County.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Comtech, 5-meter C-band; AFC, 3-meter Ku-band; M/A-Com, Pinzone receivers.

Ownership: Grant Bcstg. System II Inc. (Group Owner).

Began Operation: March 23, 1986. FCC approved sale to present owners Aug. 27, 1990.

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

Personnel:

- Robb Gray Jr., Vice President & General Manager.
- Jim Prestwood, General Sales Manager.
- Kipp Preston, Program Director.
- Glenda Owens, Promotion Director.
- Tammy Glenn, Business Manager.
- George Stein, Chief Engineer.

Rates: On request.

Arbitron Data: Includes WVFT, Roanoke, VA.

City of License: Roanoke. ADI: Roanoke-Lynchburg. Rank: 66.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	VIRGINIA			
	Montgomery	32,000	31,700	99
Between 25-49%	VIRGINIA			
	Alleghany	9,700	9,600	99
	Amherst	9,900	9,800	99
	Appomattox	4,600	4,500	99
	Bedford	20,700	20,500	99
	Botetourt	9,400	9,300	99
	Campbell	43,200	42,800	99
	Charlotte	4,300	4,200	98
	Craig	1,700	1,700	100



WJPR BPCT-930226KG Granted 5/13/93 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Franklin	15,100	14,900	99
	Highland	1,100	1,100	100
	Pittsylvania	42,100	41,700	99
	Pulaski	13,300	13,200	99
	Roanoke	80,800	80,300	99
	Wythe	9,900	9,800	99
Between 5-24%	NORTH CAROLINA			
	Rockingham	33,900	33,600	99
	VIRGINIA			
	Bath	1,900	1,900	100
	Bland	2,200	2,100	95
	Carroll	10,400	10,200	98
	Floyd	4,900	4,800	98
	Giles	6,400	6,300	98
	Halifax	13,400	13,200	99
	Prince Edward	5,400	5,300	98
Rockbridge	11,700	11,600	99	
WEST VIRGINIA	Greenbrier	13,800	13,600	99
	Monroe	4,800	4,700	98
	Pocahontas	3,600	3,500	97
	Summers	5,200	5,100	98
	Station Totals		415,400	411,000
Net Weekly Circulation (1993)				143,400
Average Daily Circulation (1993)				55,400

Virginia—Lynchburg

WSET-TV

Ch. 13

Network Service: ABC.

Licensee: WSET Inc., Box 11588, Lynchburg, VA 24506-1588.

Studio: 2320 Langhome Rd., Lynchburg, VA 24501.

Mailing Address: Box 11588, Lynchburg, VA 24506-1588.

Telephone: 804-528-1313. Fax: 804-847-0458.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 300-kw visual, 29.5-kw aural. Antenna: Circularly polarized, 1960-ft. above av. terrain, 1189-ft. above ground, 3149-ft. above sea level.

Latitude 37° 18' 54"
Longitude 79° 38' 06"

Transmitter: Thaxton Mountain, 15-mi. E of Roanoke.

Satellite Earth Stations: Andrew, 7-meter; Microdyne, 7-meter; Avantek, M/A-Com, Microdyne receivers.

News Services: ABC, AP.

Ownership: Allbritton Communications Company (Group Owner).

Began Operation: February 8, 1953. Sale to present owner by Evening Star Bcstg. Co. approved May 5, 1976 by FCC. Sale to Evening Star by Lynchburg Bcstg. Co. approved Aug. 23, 1965 (Television Digest, Vol. 5:25, 35).

Represented (sales): Katz Continental Television.

Represented (legal): Hogan & Hartson.

Represented (engineering): Jansky & Bailey.

Personnel:

Jerry Heilman, General Manager.
Michael Brunette, General Sales Manager.
Linda Ottinger, National Sales Manager.
Roy Clem, News Director.
Bailey Duggins, Program Director.
John Crumpler, Promotion Director.
Douglas Daniel, Director of Engineering.
Beve Lutz, Manager, Business Services.
Pam Vess, Community Services Director.
Willis Little, Chief Engineer.
Dorothy Ballagh, Manager, Traffic.

Rates: On request.

City of License: Lynchburg. ADI: Roanoke-Lynchburg. Rank: 66.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	VIRGINIA			
	Alleghany	9,700	9,600	99
	Amherst	9,900	9,800	99
	Appomattox	4,600	4,500	99
	Bath	1,900	1,900	100
	Bedford	20,700	20,500	99
	Botetourt	9,400	9,300	99
	Campbell	43,200	42,800	99
	Charlotte	4,300	4,200	98
	Floyd	4,900	4,800	98
	Franklin	15,100	14,900	99
	Halifax	13,400	13,200	99
	Montgomery	32,000	31,700	99



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Pittsylvania	42,100	41,700	99
	Pulaski	13,300	13,200	99
	Roanoke	80,800	80,300	99
	Rockbridge	11,700	11,600	99
Between 25-49%	NORTH CAROLINA			
	Caswell	7,500	7,400	99
	VIRGINIA			
	Buckingham	4,400	4,300	98
	Craig	1,700	1,700	100
	Giles	6,400	6,300	98
	Henry	28,900	28,600	99
	Highland	1,100	1,100	100
	Mecklenburg	11,300	11,100	98
	Nelson	4,900	4,800	98
Prince Edward	5,400	5,300	98	
Wythe	9,900	9,800	99	
Between 5-24%	WEST VIRGINIA			
	Monroe	4,800	4,700	98
	Pocahontas	3,600	3,500	97
Between 5-24%	NORTH CAROLINA			
	Person	11,800	11,700	99
	VIRGINIA			
	Augusta	37,700	37,300	99
	Bland	2,200	2,100	95
	Carroll	10,400	10,200	98
	Fluvanna	4,800	4,700	98
	Lunenburg	4,400	4,300	98
Station Totals		478,200	472,900	99
Net Weekly Circulation (1993)			287,300	
Average Daily Circulation (1993)			154,200	

Virginia—Manassas

WTKK

Ch. 66

Network Service: None, independent.

Licensee: WTKK TV Inc., Box 3150, Manassas, VA 22110.

Studio: 9008 Center St., Manassas, VA 22110.

Telephone: 703-369-3400.

Technical Facilities: Channel No. 66 (782-788 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 550-ft. above av. terrain, 459-ft. above ground, 897-ft. above sea level.

Latitude 38° 47' 16"
 Longitude 77° 19' 48"

Transmitter: 6110 Ox Rd., Fairfax Station.

Satellite Earth Stations: Weatherscan, 10-meter; Weatherscan, 3-meter; Weatherscan, 2.3-meter Ku-band.

Ownership: WTKK Inc.

Began Operation: March 26, 1978.

Represented (sales): Hugh Wallace Inc.

Represented (legal): John H. Midlen Jr.

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

Personnel:

- Lester R. Raker, President & General Manager.
- Thomas L. Foltz, Station Manager.
- Bill Kitchenstein, General Sales Manager.
- Phil DeLorme, Chief Engineer.
- Roger Raker, News Director.

Highest 30 Sec. Rate: \$64.

City of License: Manassas. ADI: Washington, DC. Rank: 7.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.



WTKK BMPCT-820128KE Granted 3/5/82 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
	VIRGINIA			
Between 5-24%	Stafford	21,200	21,000	99
Station Totals		21,200	21,000	99
Net Weekly Circulation (1993)			15,500	
Average Daily Circulation (1993)			4,200	

Virginia—Norfolk

WJCB

Ch. 49

Network Service: None, independent.

Licensee: Tidewater Christian Communications Corp., 2700 Washington Ave., Suite 4, Newport News, VA 23607.

Studio: 1930 E. Pembroke Ave., Hampton, VA 23663.

Mailing Address: Box 1892, Norfolk, VA 23501.

Telephone: 804-627-7500.

Technical Facilities: Channel No. 49 (680-686 MHz). Authorized power: 495.9-kw max. visual. Antenna: 509-ft. above av. terrain, 499-ft. above ground, 522-ft. above sea level.

Latitude 36° 48' 32"
Longitude 76° 30' 13"

Transmitter: On Hwy. 337, 0.75-mi. S of Driver.

Ownership: Tidewater Christian Communications Corp.

Began Operation: May 29, 1989.

Personnel:

Rev. Dwight Green, General Manager.
Leonard Parson, Local Sales Manager.

Rates: On request.

City of License: Norfolk. ADI: Norfolk-Portsmouth-Newport News-Hampton. Rank: 40.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	Slate County	Total Households	TV Households	%
VIRGINIA				
Between 5-24%	Portsmouth City	39,100	38,800	99
Station Totals		39,100	38,800	99
Net Weekly Circulation (1993)			8,400	
Average Daily Circulation (1993)			2,000	

Virginia—Norfolk

WTKR-TV

Ch. 3

Network Service: CBS.

Licensee: Narragansett Television L.P., 720 Boush St., Norfolk, VA 23510.

Studio: 720 Boush St., Norfolk, VA 23510.

Telephone: 804-446-1000. Fax: 804-622-1113.

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 980-ft. above av. terrain, 1029-ft. above ground, 1049-ft. above sea level.

Latitude 36° 48' 56"
Longitude 76° 28' 00"

Transmitter: 5277 Nansemond Pkwy., Suffolk, VA 23434.

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

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

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

Began Operation: April 2, 1950. Sale to Knight-Ridder by Landmark Television approved by FCC Jan. 16, 1981 (Television Digest, Vol. 20:33; 21:4). Sale to present owners approved April 26, 1989 (Vol. 29:9).

Represented (sales): Petry Television Inc.

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

Personnel:

Christopher W. Pike, General Manager.
John Woodin, Station Manager & News Director.
Dave Davis, General Sales Manager.
Al Mazzoni, Local Sales Manager.
Charlotte Harwood, National Sales Manager.
Jack Welsby, Program Director & Business Manager.
Phillip Armstrong, Promotion/Production & Marketing Director.
Gene Gildow, Chief Engineer.
Julie McCollum, Director of Personnel & Community Relations.
Dale Gauding, Editorial Director.

Rates: On request.

City of License: Norfolk. ADI: Norfolk-Portsmouth-Newport News-Hampton. Rank: 40.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NORTH CAROLINA			
	Camden	2,200	2,200	100
	Chowan	5,200	5,100	98
	Currituck	5,300	5,200	98
	Dare	10,400	10,200	98
	Gates	3,400	3,300	97
	Hertford	8,100	8,000	99
	Pasquotank	11,700	11,600	99
	Perquimans	4,200	4,200	100
	VIRGINIA			
	Accomack	12,900	12,700	98
	Gloucester	11,900	11,800	99
	Greensville	5,100	5,000	98
	Isle Of Wight	9,500	9,400	99
	James City	18,000	17,800	99
	Mathews	3,700	3,700	100



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Middlesex	3,600	3,600	100
	Northampton	5,100	5,000	98
	Southampton	9,100	9,000	99
	Surry	2,300	2,300	100
	York	19,400	19,300	99
	Chesapeake City	56,400	56,000	99
	Hampton City	51,000	50,700	99
	Newport News City	65,700	65,300	99
	Norfolk City	91,100	90,500	99
	Portsmouth City	39,100	38,800	99
Suffolk City	19,200	18,900	99	
Va Beach City	145,800	145,100	100	
Between 25-49%	NORTH CAROLINA			
	Northampton	7,500	7,400	99
	VIRGINIA			
King And Queen	2,400	2,400	100	
Between 5-24%	NORTH CAROLINA			
	Bertie	7,400	7,300	99
	Tyrrell	1,500	1,500	100
	VIRGINIA			
	Charles City	2,200	2,200	100
	King William	4,000	4,000	100
	Lancaster	4,700	4,600	98
	Mecklenburg	11,300	11,100	98
New Kent	4,000	4,000	100	
Northumberland	4,600	4,500	98	
Sussex	3,800	3,700	97	
Station Totals		672,800	667,400	99
Net Weekly Circulation (1993)				543,100
Average Daily Circulation (1993)				325,300

Virginia—Norfolk

WTVZ

Ch. 33

(Also serves Virginia Beach, Hampton, Newport News, Portsmouth & Chesapeake, VA)

Network Service: Fox.

Licensee: WTVZ Inc., 900 Granby St., Norfolk, VA 23510.

Studio: 900 Granby St., Norfolk, VA 23510.

Telephone: 804-622-3333. Fax: 804-623-1541.

Technical Facilities: Channel No. 33 (584-590 MHz). Authorized power: 5000-kw max. & 1320-kw horizontal visual, 204-kw horizontal aural. Antenna: 910-ft. above av. terrain, 1027-ft. above ground, 1049-ft. above sea level.

Latitude 36° 48' 32"
Longitude 76° 30' 13"

Transmitter: 1-mi. S of Driver, VA.

Satellite Earth Stations: Andrew, 5-meter C-band; Continental, 4.9-meter C-band; AFC, 3.7-meter Ku-band; DX Engineering, M/A-Corn, Scientific-Atlanta receivers.

Ownership: Charles A. McFadden (Group Owner).

Began Operation: September 24, 1979. Sale to present owner by TVX Broadcast Group approved by FCC May 24, 1989 (Television Digest, Vol. 29:15).

Represented (sales): Seltel Inc.

Personnel:

- Charles A. McFadden, President.
- Elise Tucker, General Sales Manager.
- Margie Nelowett, National Sales Manager.
- Mark Hudgins, Program Director.
- Shelley Stiles, Promotion Director.
- Ed Cutheroll, Chief Engineer.

Rates: On request.

City of License: Norfolk. ADI: Norfolk-Portsmouth-Newport News-Hampton. Rank: 40.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NORTH CAROLINA			
	Camden	2,200	2,200	100
	Chowan	5,200	5,100	98
	Gates	3,400	3,300	97
	Hertford	8,100	8,000	99
	Pasquotank	11,700	11,600	99
	VIRGINIA			
	Northampton	5,100	5,000	98
	York	19,400	19,300	99
	Chesapeake City	56,400	56,000	99
	Hampton City	51,000	50,700	99
	Newport News City	65,700	65,300	99
	Norfolk City	91,100	90,500	99
	Portsmouth City	39,100	38,800	99
Suffolk City	19,200	18,900	99	
Va Beach City	145,800	145,100	100	



WTVZ BMPCT-790416KL Granted 9/28/79

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	NORTH CAROLINA			
	Currituck	5,300	5,200	98
	Dare	10,400	10,200	98
	Washington	5,100	5,000	98
	VIRGINIA			
	Accomack	12,900	12,700	98
	Gloucester	11,900	11,800	99
	Isle Of Wight	9,500	9,400	99
	James City	18,000	17,800	99
	Mathews	3,700	3,700	100
Between 5-24%	New Kent	4,000	4,000	100
	Southampton	9,100	9,000	99
	Surry	2,300	2,300	100
	NORTH CAROLINA			
	Bertie	7,400	7,300	99
	Northampton	7,500	7,400	99
	Perquimans	4,200	4,200	100
	Tyrrell	1,500	1,500	100
	VIRGINIA			
	King And Queen	2,400	2,400	100
King William	4,000	4,000	100	
Lancaster	4,700	4,600	98	
Middlesex	3,600	3,600	100	
Sussex	3,800	3,700	97	
Station Totals		654,700	649,600	99
Net Weekly Circulation (1993)				389,100
Average Daily Circulation (1993)				182,100

Virginia—Hampton-Norfolk

WVEC-TV

Ch. 13

Network Service: ABC.

Licensee: WVEC Television Inc., 613 Woodis Ave., Norfolk, VA 23510.

Studio: 613 Woodis Ave., Norfolk, VA 23510.

Hampton Bureau: 1932 Pembroke Ave., Hampton, VA 23663.

Telephones: 804-625-1313; 804-722-6331. Fax: 804-628-6220.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: Circularly polarized, 987-ft. above av. terrain, 974-ft. above ground, 994-ft. above sea level.

Latitude 36° 49' 00"
Longitude 76° 28' 05"

Transmitter: Old Suffolk Rd., 7-mi. W of Portsmouth, Shoulders Hill, Nansemond County.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Scientific-Atlanta, 10-meter C-band; Andrew, 7.3-meter C-band; Andrew, 4.5-meter C-band; RCA, 3.7-meter Ku-band; Superior, 4.5-meter Ku-band; Avantek, RCA, Scientific-Atlanta, Standard Components receivers.

News Services: AP, UPI, CNN.

Ownership: A. H. Belo Corp. Broadcast Division (Group Owner).

Begin Operation: September 19, 1953 on Ch. 15; it switched to Ch. 13 on Nov. 13, 1959. Sale to Corinthian Bcstg. by Thomas P. Chisman, et al., approved by FCC Feb. 12, 1980 (Television Digest, Vol. 19:21). Sale to present owner approved Nov. 29, 1983 (Vol. 23:20).

Represented (sales): TeleRep Inc.

Represented (legal): Dow, Lohnes & Albertson.

Personnel:

Lee R. Salzberger, President & General Manager.
John Rizzuti, General Sales Manager.
Harrol A. Brauer III, Local Sales Manager.
Chris Sniffen, National Sales Manager.
David Cassidy, News Director.
Dave Yarashes, Financial Manager.
Dick Cannon, Chief Engineer.
Bud Brown, Marketing & Creative Services Manager.
Duane Bryan, Production Manager.
Sherri Brennen, Community Affairs Director.

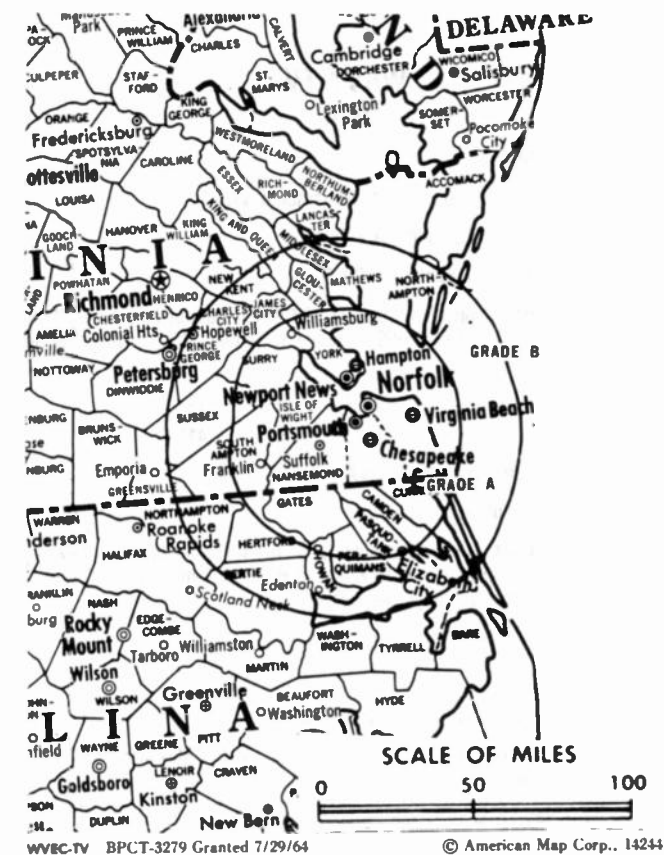
Rates: On request.

NETWORK BASE HOURLY RATE: \$1275.

City of License: Hampton. ADI: Norfolk-Portsmouth-Newport News-Hampton. Rank: 40.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NORTH CAROLINA			
	Camden	2,200	2,200	100
	Chowan	5,200	5,100	98
	Currituck	5,300	5,200	98
	Dare	10,400	10,200	98
	Gates	3,400	3,300	97
	Hertford	8,100	8,000	99
	Pasquotank	11,700	11,600	99
	Perquimans	4,200	4,200	100
	VIRGINIA			
Accomack	12,900	12,700	98	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Gloucester	11,900	11,800	99
	Isle Of Wight	9,500	9,400	99
	James City	18,000	17,800	99
	Mathews	3,700	3,700	100
	Northampton	5,100	5,000	98
	Southampton	9,100	9,000	99
	Surry	2,300	2,300	100
	York	19,400	19,300	99
	Chesapeake City	56,400	56,000	99
	Hampton City	51,000	50,700	99
	Newport News City	65,700	65,300	99
	Norfolk City	91,100	90,500	99
	Portsmouth City	39,100	38,800	99
	Suffolk City	19,200	18,900	99
Va Beach City	145,800	145,100	100	
Between 25-49%	NORTH CAROLINA			
	Northampton	7,500	7,400	99
	Tyrrell	1,500	1,500	100
	VIRGINIA			
Middlesex	3,600	3,600	100	
Between 5-24%	NORTH CAROLINA			
	Bertie	7,400	7,300	99
	VIRGINIA			
	Greensville	5,100	5,000	98
	King And Queen	2,400	2,400	100
	Lancaster	4,700	4,600	98
	New Kent	4,000	4,000	100
	Northumberland	4,600	4,500	98
Sussex	3,800	3,700	97	
Station Totals		655,300	650,100	99
Net Weekly Circulation (1993)				533,800
Average Daily Circulation (1993)				321,900

Virginia—Portsmouth-Norfolk-Newport News

WAVY-TV

Ch. 10

Network Service: NBC.

Licensee: WAVY TV Inc., 300 Wavy St., Portsmouth, VA 23704.

Studio: 300 Wavy St., Portsmouth, VA 23704.

Telephone: 804-393-1010. Fax: 804-399-7628.

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 316-kw visual, 38.9-kw aural. Antenna: 990-ft. above av. terrain, 1026-ft. above ground, 1050-ft. above sea level.

Latitude 36° 49' 14"
Longitude 76° 30' 41"

Transmitter: 2865 Kings Hwy., Driver, VA.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Transmit/receive Harris, 6.1-meter Ku-band; Andrew, 4.5-meter Ku & C-band; Harris, 3.5-meter Ku-band; Harris, 3.1-meter C-band; Andrew, DX Engineering, Harris, Microdyne receivers.

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

News Services: AP, UPI.

Ownership: LIN Television Corp. (Group Owner).

Began Operation: September 1, 1957. Sale to LIN Bcstg. by Tidewater Teleradio Inc. approved by FCC March 27, 1968.

Represented (sales): Blair Television.

Represented (legal): Covington & Burling.

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

Personnel:

Lyle Banks, President & General Manager.
Edward Munson, General Sales Manager.
Cheri Parsons, Local Sales Manager.
Dave Rogers, National Sales Manager.
Bob Cashen, News Director.
Mike Mastrullo, Marketing Director.
Les Garrenton, Chief Engineer.
Manny Munoz, Business Manager.
Dave Whitener, Production Manager.
Jane Tucker, Program Coordinator.

Highest 30 Sec. Rate: \$2500.

NETWORK BASE HOURLY RATE: \$1000.

City of License: Portsmouth. ADI: Norfolk-Portsmouth-Newport News-Hampton. Rank: 40.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NORTH CAROLINA			
	Camden	2,200	2,200	100
	Chowan	5,200	5,100	98
	Currituck	5,300	5,200	98
	Dare	10,400	10,200	98
	Gates	3,400	3,300	97
	Hertford	8,100	8,000	99
	Pasquotank	11,700	11,600	99
	Perquimans	4,200	4,200	100
	VIRGINIA			
	Accomack	12,900	12,700	98
	Gloucester	11,900	11,800	99
	Greensville	5,100	5,000	98
	Isle Of Wight	9,500	9,400	99



WAVY-TV BPCT-1750 Granted 5/29/56

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	James City	18,000	17,800	99
	Mathews	3,700	3,700	100
	Northampton	5,100	5,000	98
	Southampton	9,100	9,000	99
	Surry	2,300	2,300	100
	York	19,400	19,300	99
	Chesapeake City	56,400	56,000	99
	Hampton City	51,000	50,700	99
	Newport News City	65,700	65,300	99
	Norfolk City	91,100	90,500	99
	Portsmouth City	39,100	38,800	99
	Suffolk City	19,200	18,900	99
	Va Beach City	145,800	145,100	100
Between 25-49%	NORTH CAROLINA			
	Northampton	7,500	7,400	99
	Tyrrell	1,500	1,500	100
	VIRGINIA			
	King William	4,000	4,000	100
Lancaster	4,700	4,600	98	
Middlesex	3,600	3,600	100	
Northumberland	4,600	4,500	98	
Sussex	3,800	3,700	97	
Between 5-24%	NORTH CAROLINA			
	Bertie	7,400	7,300	99
	Halifax	20,700	20,300	98
	Washington	5,100	5,000	98
	VIRGINIA			
	Charles City	2,200	2,200	100
	King And Queen	2,400	2,400	100
New Kent	4,000	4,000	100	
Prince George	17,500	17,400	99	
Station Totals		704,800	699,000	99
Net Weekly Circulation (1993)				543,500
Average Daily Circulation (1993)				310,300

Virginia—Portsmouth-Norfolk-Newport News

WGNT

Ch. 27

Network Service: None, independent.

Licensee: Centennial Communications Inc., 1318 Spratley St., Portsmouth, VA 23704.

Studio: 1318 Spratley St., Portsmouth, VA 23704.

Branch Office: 753 Thimble Shoals Blvd., Suite 1B, Newport News, VA 23606.

Telephone: 804-393-2501. TWX: 710-882-7526. Fax: 804-399-3303.

Technical Facilities: Channel No. 27 (548-554 MHz). Authorized power: 2340-kw max. & 1440-kw horizontal visual, 234-kw max. & 144-kw horizontal aural. Antenna: 970-ft. above av. terrain, 1023-ft. above ground, 1049-ft. above sea level.

Latitude 36° 48' 43"
Longitude 76° 27' 49"

Transmitter: 5443 Nansemond Pkwy., Suffolk, VA.

Satellite Earth Stations: Comtech, 7.3-meter Ku-band; AFC, 3.7-meter Ku-band; TrueFocus, 4.9-meter Ku & C-band; M/A-Com, Agile Omni, Uniden receivers.

Ownership: Centennial Communications Inc.

Began Operation: October 1, 1961 as a non-commercial religious station. Began commercial operation July 1967. Sale to present owners approved by FCC May 22, 1989.

Represented (sales): Katz Independent Television.

Represented (legal): Cohen & Berfield.

Personnel:

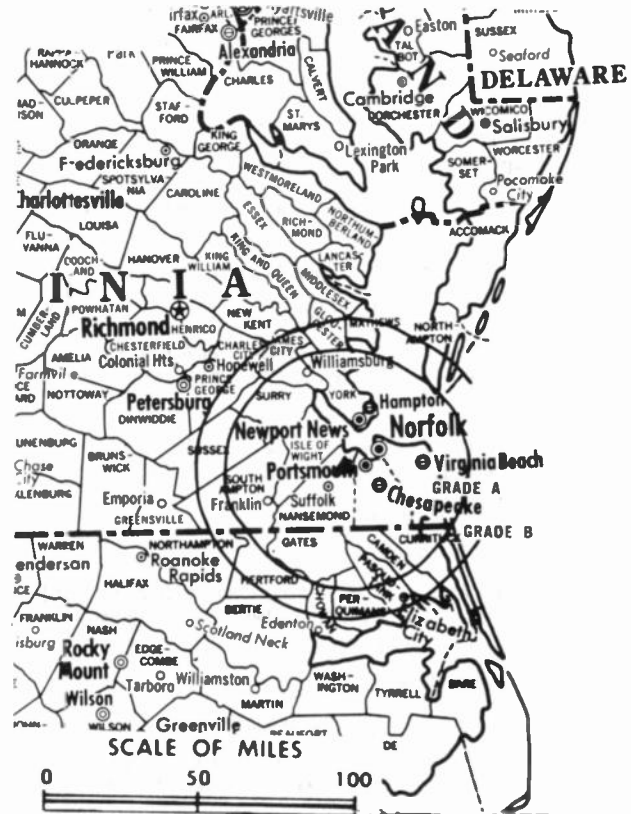
- W. Howard Jernigan Jr., President & Chief Operating Officer.
- Ernest T. Harris, General Sales Manager.
- John Rezabeck, Local Sales Manager.
- Bud France, National Sales Manager.
- George Randell, Director of Engineering.
- Larry Harris, Production Manager.
- Vern Baker, Business Manager.
- Scott Benton, Director of Syndication.
- Jeanne Pennington, Promotion Director.

Highest 30 Sec. Rate: \$500.

City of License: Portsmouth. ADI: Norfolk-Portsmouth-Newport News-Hampton. Rank: 40.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NORTH CAROLINA			
	Currituck	5,300	5,200	98
	Gates	3,400	3,300	97
	Hertford	8,100	8,000	99
	VIRGINIA			
	Isle Of Wight	9,500	9,400	99
	Southampton	9,100	9,000	99
	York	19,400	19,300	99
	Hampton City	51,000	50,700	99
	Portsmouth City	39,100	38,800	99
Suffolk City	19,200	18,900	99	
Between 25-49%	NORTH CAROLINA			
	Camden	2,200	2,200	100
	Chowan	5,200	5,100	98



WGNT BPCT-4187 Granted 9/18/69 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Dare	10,400	10,200	98
	Pasquotank	11,700	11,600	99
	Perquimans	4,200	4,200	100
VIRGINIA				
	Gloucester	11,900	11,800	99
	Greensville	5,100	5,000	98
	James City	18,000	17,800	99
	Lancaster	4,700	4,600	98
	Mathews	3,700	3,700	100
	Chesapeake City	56,400	56,000	99
	Newport News City	65,700	65,300	99
	Norfolk City	91,100	90,500	99
	Va Beach City	145,800	145,100	100
Between 5-24%	NORTH CAROLINA			
	Bertie	7,400	7,300	99
	Halifax	20,700	20,300	98
	Northampton	7,500	7,400	99
VIRGINIA				
	Accomack	12,900	12,700	98
	King And Queen	2,400	2,400	100
	King William	4,000	4,000	100
	Middlesex	3,600	3,600	100
	New Kent	4,000	4,000	100
	Northampton	5,100	5,000	98
	Northumberland	4,600	4,500	98
	Prince George	17,500	17,400	99
	Surry	2,300	2,300	100
	Sussex	3,800	3,700	97
Station Totals		696,000	690,300	99
Net Weekly Circulation (1993)				298,000
Average Daily Circulation (1993)				109,200

Virginia—Richmond-Petersburg

WRIC-TV

Ch. 8

Network Service: ABC.

Licensee: Nationwide Communications Inc., One Nationwide Plaza, Columbus, OH 43216.

Studio: Arboretum Place, Richmond, VA 23236-3464.

Telephone: 804-330-8888. Fax: 804-330-8882.

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 269-kw visual, 26.9-kw aural. Antenna: 1052-ft. above av. terrain, 999-ft. above ground, 1356-ft. above sea level.

Latitude 37° 30' 46"
Longitude 77° 36' 06"

Transmitter: 23 Sesame St., Midlothian District.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Andrew, 7-meter C-band; Comtech, 5-meter C-band; Scientific-Atlanta, 4.5-meter Ku & C-band; RF Systems, 3-meter Ku-band; Avantek, Drake, W/A-Com, Scientific-Atlanta receivers.

News Services: ABC, AP, CNN, NIWS.

Ownership: Nationwide Communications Inc. (Group Owner).

Began Operation: August 15, 1955. Sold to Nationwide Communications Inc. by Thomas G. Tinsley Jr. & Assoc. in 1968 (Television Digest, Vol. 7:45).

Represented (sales): Katz American Television.

Represented (legal): Fletcher, Heald & Hildreth.

Personnel:

- Benjamin McKeel, Vice President & General Manager.
- Timothy Frame, General Sales Manager.
- Stephen Hayes, Local Sales Manager.
- Tom Beauchamp, Chief Engineer.
- Lauren Bacigalupi, Promotion Director.
- Janet South, Business Manager.
- Sandhi Kozsuch, Director of Operations.

City of License: Petersburg. ADI: Richmond. Rank: 61.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	VIRGINIA			
	Albemarle	41,600	41,000	99
	Amelia	3,200	3,100	97
	Brunswick	5,500	5,400	98
	Buckingham	4,400	4,300	98
	Caroline	6,700	6,600	99
	Charles City	2,200	2,200	100
	Chesterfield	85,300	84,900	100
	Cumberland	2,800	2,700	96
	Dinwiddie	22,100	21,800	99
	Essex	3,300	3,200	97
	Fluvanna	4,800	4,700	98
	Goochland	5,200	5,100	98
	Greensville	5,100	5,000	98
	Hanover	24,300	24,000	99
	Henrico	93,300	92,600	99
	James City	18,000	17,800	99
	King And Queen	2,400	2,400	100
	King William	4,000	4,000	100
	Lancaster	4,700	4,600	98
	Louisa	7,700	7,600	99
Lunenburg	4,400	4,300	98	
Madison	4,200	4,100	98	
Middlesex	3,600	3,600	100	



WRIC-TV BPCT-5022 Granted 5/19/77

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	New Kent	4,000	4,000	100
	Northumberland	4,600	4,500	98
	Nottoway	5,300	5,200	98
	Orange	8,400	8,300	99
	Powhatan	4,700	4,600	98
	Prince Edward	5,400	5,300	98
	Prince George	17,500	17,400	99
	Richmond	2,700	2,700	100
	Sussex	3,800	3,700	97
	Richmond City	84,600	84,000	99
Between 25-49%	VIRGINIA			
	Augusta	37,700	37,300	99
	Gloucester	11,900	11,800	99
	Greene	3,900	3,800	97
	Nelson	4,900	4,800	98
	Spotsylvania	28,600	28,300	99
	Surry	2,300	2,300	100
York	19,400	19,300	99	
Between 5-24%	NORTH CAROLINA			
	Northampton	7,500	7,400	99
	VIRGINIA			
	Amherst	9,900	9,800	99
	Appomattox	4,600	4,500	99
	Charlotte	4,300	4,200	98
	King George	5,000	5,000	100
	Mecklenburg	11,300	11,100	98
	Rockingham	32,000	31,700	99
	Stafford	21,200	21,000	99
Warren	10,400	10,300	99	
Westmoreland	6,300	6,200	98	
Station Totals		721,000	713,500	99
Net Weekly Circulation (1993)			459,800	
Average Daily Circulation (1993)			251,900	

Virginia—Richmond

WRLH-TV

Ch. 35

Network Service: Fox.

Licensee: Act III Bcstg. of Richmond Inc., 1925 Westmoreland St., Richmond, VA 23230.

Studio: 1925 Westmoreland St., Richmond, VA 23230.

Mailing Address: Box 11169, Richmond, VA 23230.

Telephones: 804-358-3535; 804-359-3510. Fax: 804-358-1495.

Technical Facilities: Channel No. 35 (596-602 MHz). Authorized power: 2588-kw max. & 1183-kw horizontal visual, 259-kw max. & 118-kw horizontal aural. Antenna: 1259-ft. above av. terrain, 1212-ft. above ground, 1514-ft. above sea level.

Latitude 37° 30' 22"
Longitude 77° 42' 03"

Transmitter: 15703 Midlothian Turnpike, Chesterfield.

Satellite Earth Stations: United Satellite Systems, 5-meter C-band; Comtech, 5-meter C-band; AFC, 3.6-meter Ku-band; Agile Omni receivers.

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

Began Operation: February 20, 1982. Sale to Gillett Group by Times Mirror Co. following merger with A. S. Abell Co. approved by FCC Sept. 4, 1986 (Television Digest, Vol. 26:28). Sale to A. S. Abell Co. by Television Corp. of Richmond approved by FCC April 24, 1985. Transfer to Busse Bcstg. approved 1987. Sale to present owner approved Sept. 9, 1988.

Represented (sales): Seltel Inc.

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

Personnel:

- Don Richards, General Manager.
- Brandt Minnick, General Sales Manager.
- Joe Bowman, National Sales Manager.
- Bill Finch, Program Director.
- Lori Antoniak, Promotion Director.
- Vicky Cosio, Business Manager.
- Eldon Brown, Chief Engineer.

Rates: On request.

City of License: Richmond. ADI: Richmond. Rank: 61.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
VIRGINIA				
50% & Over	Amelia	3,200	3,100	97
	Buckingham	4,400	4,300	98
	Charles City	2,200	2,200	100
	Chesterfield	85,300	84,900	100
	Cumberland	2,800	2,700	96
	Dinwiddie	22,100	21,800	99
	Fluvanna	4,800	4,700	98
	Goochland	5,200	5,100	98
	Greensville	5,100	5,000	98
	Hanover	24,300	24,000	99
	Henrico	93,300	92,600	99
	King William	4,000	4,000	100
	Louisa	7,700	7,600	99
	Lunenburg	4,400	4,300	98
	New Kent	4,000	4,000	100
	Nottoway	5,300	5,200	98
	Powhatan	4,700	4,600	98



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Prince Edward	5,400	5,300	98
	Prince George	17,500	17,400	99
	Sussex	3,800	3,700	97
	Richmond City	84,600	84,000	99
VIRGINIA				
Between 25-49%	Brunswick	5,500	5,400	98
	Caroline	6,700	6,600	99
	Essex	3,300	3,200	97
	James City	18,000	17,800	99
	King And Queen	2,400	2,400	100
	Lancaster	4,700	4,600	98
	Madison	4,200	4,100	98
	Orange	8,400	8,300	99
Richmond	2,700	2,700	100	
VIRGINIA				
Between 5-24%	Albemarle	41,600	41,000	99
	Appomattox	4,600	4,500	99
	Charlotte	4,300	4,200	98
	Gloucester	11,900	11,800	99
	Greene	3,900	3,800	97
	Mecklenburg	11,300	11,100	98
	Middlesex	3,600	3,600	100
	Nelson	4,900	4,800	98
	Northumberland	4,600	4,500	98
	Spotsylvania	28,600	28,300	99
Surry	2,300	2,300	100	
York	19,400	19,300	99	
Station Totals		591,000	584,800	99
Net Weekly Circulation (1993)				288,400
Average Daily Circulation (1993)				133,100

Virginia—Richmond

WTVR-TV

Ch. 6

Network Service: CBS.

Licensee: Roy H. Park Bcstg. of Virginia Inc., Box 11064, Richmond, VA 23230.

Studio: 3301 W. Broad St., Richmond, VA 23230.

Telephone: 804-254-3600. TWX: 710-956-0178. Fax: 804-254-3699.

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 15.1-kw aural. Antenna: 840-ft. above av. terrain, 844-ft. above ground, 1049-ft. above sea level.

Latitude 37° 34' 00"
Longitude 77° 28' 36"

Transmitter: Tilden St. & Cutshaw Ave.

Satellite Earth Stations: In operation.

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

FM Affiliate: WTVR-FM, 50-kw, 98.1 MHz (No. 251), 844-ft.

News Services: AP, UPI.

Ownership: Park Communications Inc. (Group Owner).

Began Operation: April 15, 1948. Sale to present owner by Wilbur M. Havens approved Oct. 13, 1965 by FCC (Television Digest, Vol. 5:42).

Represented (sales): Blair Television.

Represented (legal): Wiley, Rein & Fielding.

Personnel:

Richard Pegram, Executive Vice President & General Manager.

Wanda Lewis, Vice President, Sales.

Armand Grez, National Sales Manager.

Linda Jones, Regional Sales Manager.

Elliott Wiser, News Director.

Don LaCombe, Program & Operations Manager.

John Gill, Promotion Director.

Jim Berryman, Business Manager.

Ken Miller, Chief Engineer.

Rates: On request.

City of License: Richmond. ADI: Richmond. Rank: 61.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	VIRGINIA			
	Albemarle	41,600	41,000	99
	Amelia	3,200	3,100	97
	Augusta	37,700	37,300	99
	Brunswick	5,500	5,400	98
	Buckingham	4,400	4,300	98
	Caroline	6,700	6,600	99
	Charles City	2,200	2,200	100
	Chesterfield	85,300	84,900	100
	Cumberland	2,800	2,700	96
	Dinwiddie	22,100	21,800	99
	Essex	3,300	3,200	97
	Fluvanna	4,800	4,700	98
	Goochland	5,200	5,100	98
	Greene	3,900	3,800	97
	Greensville	5,100	5,000	98
	Hanover	24,300	24,000	99
	Henrico	93,300	92,600	99
	King And Queen	2,400	2,400	100
King William	4,000	4,000	100	
Lancaster	4,700	4,600	98	
Louisa	7,700	7,600	99	
Lunenburg	4,400	4,300	98	
Madison	4,200	4,100	98	
Middlesex	3,600	3,600	100	
New Kent	4,000	4,000	100	



WTVR-TV BMPCT-882

Granted 12/12/52

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Northumberland	4,600	4,500	98
	Nottoway	5,300	5,200	98
	Orange	8,400	8,300	99
	Powhatan	4,700	4,600	98
	Prince Edward	5,400	5,300	98
	Prince George	17,500	17,400	99
	Richmond	2,700	2,700	100
	Surry	2,300	2,300	100
	Sussex	3,800	3,700	97
	Richmond City	84,600	84,000	99
VIRGINIA				
	Between 25-49%			
	Gloucester	11,900	11,800	99
	James City	18,000	17,800	99
	King George	5,000	5,000	100
	Nelson	4,900	4,800	98
	Page	8,300	8,300	100
Rockingham	32,000	31,700	99	
Spotsylvania	28,600	28,300	99	
Stafford	21,200	21,000	99	
Westmoreland	6,300	6,200	98	
NORTH CAROLINA				
	Between 5-24%			
	Gates	3,400	3,300	97
Hertford	8,100	8,000	99	
VIRGINIA				
	Amherst	9,900	9,800	99
	Appomattox	4,600	4,500	99
	Culpeper	10,200	10,100	99
	Mecklenburg	11,300	11,100	98
	Rockbridge	11,700	11,600	99
	Warren	10,400	10,300	99
	York	19,400	19,300	99
	Suffolk City	19,200	18,900	99
	Station Totals		770,100	762,100
Net Weekly Circulation (1993)			506,200	
Average Daily Circulation (1993)			274,700	

Virginia—Richmond

WWBT

Ch. 12

Network Service: NBC.

Licensee: Jefferson-Pilot Communications Co. of VA, 5710 Midlothian Pike, Richmond, VA 23225.

Studio: 5710 Midlothian Pike, Richmond, VA 23225.

Mailing Address: Box 12, Richmond, VA 23201.

Telephone: 804-230-1212. Fax: 804-230-2793.

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 63.2-kw aural. Antenna: Circularly polarized, 790-ft. above av. terrain, 790-ft. above ground, 1000-ft. above sea level.

Latitude 37° 30' 22.50"
Longitude 77° 30' 11.95"

Transmitter: 5710 Midlothian Pike.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Satcom Technologies, 9.2-meter C-band; Harris, 5-meter Ku-band; Harris, Microwave Assoc. receivers.

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

News Services: AP, Conus, NBC, UPI.

Ownership: Jefferson-Pilot Communications Co. (Group Owner).

Began Operation: April 29, 1956. Sale to Jefferson Standard Bcstg. by Richmond Television Corp. approved Oct. 16, 1968 (Television Digest, Vol. 8:43).

Represented (sales): Petry Television Inc.

Represented (legal): Wiley, Rein & Fielding.

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

Personnel:

- John Shreves, Vice President & General Manager.
- David G. Frasier, Broadcast Operations Manager.
- Ellen Shuler, General Sales Manager.
- Harvey Powers, News Manager.
- Mary MacMillan, Marketing Manager.
- Paul Escobar, Controller.

Highest 30 Sec. Rate: \$2500.

NETWORK BASE HOURLY RATE: \$925.

City of License: Richmond. ADI: Richmond. Rank: 61.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	VIRGINIA			
	Amelia	3,200	3,100	97
	Brunswick	5,500	5,400	98
	Buckingham	4,400	4,300	98
	Caroline	6,700	6,600	99
	Charles City	2,200	2,200	100
	Chesterfield	85,300	84,900	100
	Cumberland	2,800	2,700	96
	Dinwiddie	22,100	21,800	99
	Essex	3,300	3,200	97
	Goochland	5,200	5,100	98
	Greensville	5,100	5,000	98
	Hanover	24,300	24,000	99
	Henrico	93,300	92,600	99
	King And Queen	2,400	2,400	100
	King William	4,000	4,000	100
	Lancaster	4,700	4,600	98
Louisa	7,700	7,600	99	
Lunenburg	4,400	4,300	98	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Middlesex	3,600	3,600	100
	New Kent	4,000	4,000	100
	Nottoway	5,300	5,200	98
	Powhatan	4,700	4,600	98
	Prince Edward	5,400	5,300	98
	Prince George	17,500	17,400	99
	Richmond	2,700	2,700	100
	Surry	2,300	2,300	100
	Sussex	3,800	3,700	97
	Richmond City	84,600	84,000	99
BETWEEN 25-49%	VIRGINIA			
	Albemarle	41,600	41,000	99
	Augusta	37,700	37,300	99
	Fluvanna	4,800	4,700	98
	James City	18,000	17,800	99
	Madison	4,200	4,100	98
	Nelson	4,900	4,800	98
BETWEEN 5-24%	VIRGINIA			
	Amherst	9,900	9,800	99
	Gloucester	11,900	11,800	99
	Greene	3,900	3,800	97
	King George	5,000	5,000	100
	Mecklenburg	11,300	11,100	98
	Page	8,300	8,300	100
STATION TOTALS	Stafford	21,200	21,000	99
	Westmoreland	6,300	6,200	98
	York	19,400	19,300	99
	Station Totals	702,500	695,400	99
	Net Weekly Circulation (1993)		452,400	
Average Daily Circulation (1993)		259,800		

Virginia—Roanoke

WDBJ
Ch. 7

Network Service: CBS.

Licensee: WDBJ Television Inc., Box 7, Roanoke, VA 24022-0007.

Studio: 2001 Colonial Ave. SW, Roanoke, VA 24015.

Mailing Address: Box 7, Roanoke, VA 24022-0007.

Telephone: 703-344-7000. **Fax:** 703-344-5097.

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 62.5-kw aural. Antenna: 2000-ft. above av. terrain, 146-ft. above ground, 3936-ft. above sea level.

Latitude 37° 11' 42"
Longitude 80° 09' 22"

Transmitter: On Poor Mountain, 13-mi. SW of city.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Transmit/receive Andrew, 5.6-meter Ku-band; Scientific-Atlanta, 7-meter C-band; Harris, 6.1-meter C-band; Scientific-Atlanta, 4.6-meter C-band; AFC, 3.7-meter Ku-band; Harris, M/A-Com, Scientific-Atlanta receivers.

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

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

Ownership: Schurz Communications Inc. (Group Owner).

Began Operation: October 3, 1955. Sale to present owner by Times World Corp. approved by FCC Oct. 29, 1969 (Television Digest, Vol. 9:44).

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

Represented (legal): Bryan Cave.

Personnel:

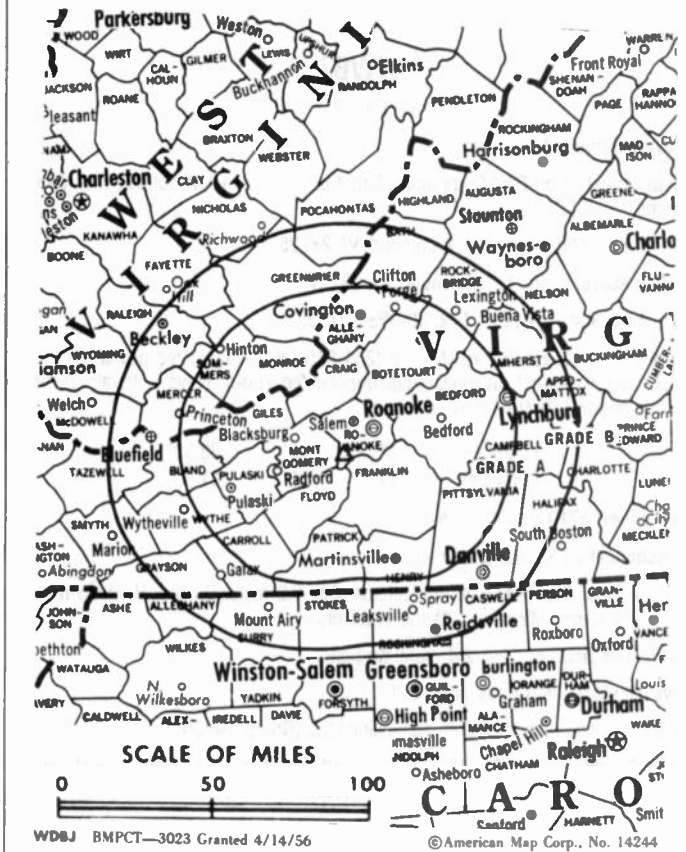
- Robert G. Lee, President & General Manager.
- James N. Shaver, Vice President, News & Programming.
- George Bassett, Director, Sales & Marketing.
- Jim Kent, News Director.
- Joan Turner, Local Sales Manager.
- Carl Gulley, Director of Engineering & Operations.
- Mike Bell, Program Manager.
- Edward Allen, Business Manager.
- Glenn Saunders, Engineering Manager.
- Ellen Bishop, Traffic Manager.

Rates: On request.

City of License: Roanoke. **ADI:** Roanoke-Lynchburg. **Rank:** 66.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	VIRGINIA			
	Alleghany	9,700	9,600	99
	Amherst	9,900	9,800	99
	Appomattox	4,600	4,500	99
	Bath	1,900	1,900	100
	Bedford	20,700	20,500	99
	Bland	2,200	2,100	95
	Botetourt	9,400	9,300	99
	Campbell	43,200	42,800	99
	Carroll	10,400	10,200	98
	Charlotte	4,300	4,200	98
	Craig	1,700	1,700	100
	Floyd	4,900	4,800	98
	Franklin	15,100	14,900	99
	Giles	6,400	6,300	98
	Grayson	9,300	9,200	99
Halifax	13,400	13,200	99	
Henry	28,900	28,600	99	
Highland	1,100	1,100	100	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Montgomery	32,000	31,700	99
	Pittsylvania	42,100	41,700	99
	Pulaski	13,300	13,200	99
	Roanoke	80,800	80,300	99
	Rockbridge	11,700	11,600	99
	Tazewell	17,100	16,900	99
	Wythe	9,900	9,800	99
	WEST VIRGINIA			
	Greenbrier	13,800	13,600	99
	Mercer	25,000	24,800	99
Monroe	4,800	4,700	98	
Pocahontas	3,600	3,500	97	
Summers	5,200	5,100	98	
Between 25-49%	NORTH CAROLINA			
	Caswell	7,500	7,400	99
	Rockingham	33,900	33,600	99
	VIRGINIA			
	Mecklenburg	11,300	11,100	98
Nelson	4,900	4,800	98	
Patrick	6,900	6,800	99	
Smyth	12,200	12,100	99	
Between 5-24%	NORTH CAROLINA			
	Alleghany	3,900	3,800	97
	Person	11,800	11,700	99
	VIRGINIA			
	Augusta	37,700	37,300	99
	Buchanan	10,600	10,400	98
	Buckingham	4,400	4,300	98
	Lunenburg	4,400	4,300	98
	Prince Edward	5,400	5,300	98
	Russell	10,400	10,200	98
(Continued on page A-1230)				
Station Totals		722,600	714,500	99
Net Weekly Circulation (1993)				425,600
Average Daily Circulation (1993)				269,500

Virginia—Roanoke

WEFC

Ch. 38

Network Service: None, independent.

Licensee: Vine & Branch Inc., 612 Bullitt Ave. SE, Roanoke, VA 24013.

Studio: 612 Bullitt Ave. SE, Roanoke, VA 24013.

Telephone: 703-982-3694. Fax: 703-345-8568.

Technical Facilities: Channel No. 38 (614-620 MHz). Authorized power: 1334-kw max. visual, 66.7-kw max. aural. Antenna: 2022-ft. above av. terrain, 166-ft. above ground, 3926-ft. above sea level.

Latitude 37° 11' 35"
Longitude 80° 09' 29"

Transmitter: Poor Mountain Communications site.

Satellite Earth Stations: Scientific-Atlanta, 4.6-meter C-band; M/A-Com, 3.2-meter Ku-band; M/A-Com, Microdyne, Scientific-Atlanta receivers.

Ownership: Vine & Branch Inc.

Began Operation: January 3, 1986.

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

Represented (engineering): Lechman & Johnson Inc.

Personnel:

- C. Kenneth Wright, President & General Manager.
- Andrew Wright, Station Manager.
- John Hargis, Local Sales Manager.
- Scott Jordan, Chief Engineer.
- Liz Dowdy, Business Manager.

Highest 30 Sec. Rate: \$65.

City of License: Roanoke. ADI: Roanoke-Lynchburg. Rank: 66.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
	VIRGINIA			
Between 5-24%	Botetourt	9,400	9,300	99
	Roanoke	80,800	80,300	99
Station Totals		90,200	89,600	99
Net Weekly Circulation (1993)			11,500	
Average Daily Circulation (1993)			3,200	

Virginia—Roanoke

WSLS-TV

Ch. 10

Network Service: NBC.

Licensee: Park Communications Inc., Church Ave. at 3rd St., Roanoke, VA 24011.

Studio: Church Ave. at 3rd St., Roanoke, VA 24011.

Mailing Address: Box 2161, Roanoke, VA 24009.

Telephone: 703-981-9110. TWX: 710-870-0428. Fax: 703-343-3157.

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 316-kw visual, 47-kw aural. Antenna: 2000-ft. above av. terrain, 268-ft. above ground, 3988-ft. above sea level.

Latitude 37° 12' 02"
Longitude 80° 08' 55"

Transmitter: Poor Mountain, approx. 13-mi. SW of Roanoke.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: 4 in operation; Harris, M/A-Com receivers.

News Service: AP.

Ownership: Park Communications Inc. (Group Owner).

Began Operation: December 11, 1952. Sale to present owner by Shenandoah Life Insurance Co. approved by FCC Sept. 10, 1969 (Television Digest, Vol. 9:36, 37).

Represented (sales): Blair Television.

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

Personnel:

James L. DeSchepper, Vice President & General Manager.

Pierre (Pete) Watkins, General Sales Manager.

Bill Foy, News Director.

Kim Strickland, Program Director.

Mike Berkey, Engineering Manager.

Jim Dickey, Production Manager.

Jean Lance, Business Manager.

Mark Leslie, Promotion Director.

City of License: Roanoke. ADI: Roanoke-Lynchburg. Rank: 66.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	VIRGINIA			
	Alleghany	9,700	9,600	99
	Amherst	9,900	9,800	99
	Appomattox	4,600	4,500	99
	Bath	1,900	1,900	100
	Bedford	20,700	20,500	99
	Botetourt	9,400	9,300	99
	Campbell	43,200	42,800	99
	Carroll	10,400	10,200	98
	Charlotte	4,300	4,200	98
	Craig	1,700	1,700	100
	Floyd	4,900	4,800	98
	Franklin	15,100	14,900	99
	Giles	6,400	6,300	98
	Grayson	9,300	9,200	99
	Halifax	13,400	13,200	99
	Henry	28,900	28,600	99
Highland	1,100	1,100	100	
Montgomery	32,000	31,700	99	
Pittsylvania	42,100	41,700	99	
Pulaski	13,300	13,200	99	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Roanoke	80,800	80,300	99
	Rockbridge	11,700	11,600	99
	Wythe	9,900	9,800	99
	WEST VIRGINIA			
	Monroe	4,800	4,700	98
Pocahontas	3,600	3,500	97	
Between 25-49%	NORTH CAROLINA			
	Caswell	7,500	7,400	99
	VIRGINIA			
	Bland	2,200	2,100	95
	Mecklenburg	11,300	11,100	98
Patrick	6,900	6,800	99	
WEST VIRGINIA				
Pendleton	3,100	3,000	97	
Between 5-24%	NORTH CAROLINA			
	Alleghany	3,900	3,800	97
	Person	11,800	11,700	99
	Rockingham	33,900	33,600	99
	VIRGINIA			
	Augusta	37,700	37,300	99
	Buckingham	4,400	4,300	98
	Lunenburg	4,400	4,300	98
	Nelson	4,900	4,800	98
	Prince Edward	5,400	5,300	98
	Smyth	12,200	12,100	99
	WEST VIRGINIA			
Braxton	4,900	4,800	98	
Greenbrier	13,800	13,600	99	
Mercer	25,000	24,800	99	
Summers	5,200	5,100	98	
Station Totals		591,600	585,000	99
Net Weekly Circulation (1993)				346,400
Average Daily Circulation (1993)				193,200

Virginia—Roanoke

WFVT

Ch. 27

(Satellite of WJPR, Lynchburg, VA)

Network Service: Fox.

Licensee: Grant Bcstg. System II Inc., Box 2127, Roanoke, VA 24009-2127.

Studio: 2618 Colonial Ave. SW, Roanoke, VA 24015.

Telephone: 703-345-7227. **Fax:** 703-345-1912.

Technical Facilities: Channel No. 27 (548-554 MHz). Authorized power: 1242-kw visual, 124.2-kw aural. Antenna: 2049-ft. above av. terrain, 249-ft. above ground, 3988-ft. above sea level.

Latitude	37°	11'	46"
Longitude	80°	09'	16"

Holds CP for change to 1230-kw max. visual, 2195-ft. above av. terrain, 180-ft. above ground, 3734-ft. above sea level, lat. 37° 11' 46", long. 80° 09' 16", transmitter to 13.1-mi. from Roanoke at 246°T. BMPCT-880115KF.

Transmitter: Poor Mountain, S of Roanoke.

Multichannel TV Sound: Stereo only.

Satellite Earth Station: Comtech, 3.5-meter; Chapparral receivers.

Ownership: Grant Bcstg. System II Inc. (Group Owner).

Began Operation: November 11, 1986. Sale to present owners by Family Group Ltd. approved by FCC Aug. 27, 1990.

Represented (sales): Settel Inc.

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

Personnel:

Robb Gray Jr., Vice President & General Manager.
Jim Prestwood, General Sales Manager.
Kipp Preston, Program Director.
Tammy Glenn, Business Manager.



Robert Jenkins, Chief Engineer.
Glenda Owens, Promotion Director.

Highest 30 Sec. Rate: \$100.

Arbitron Data: Included with WJPR, Lynchburg, VA.

City of License: Roanoke. ADI: Roanoke-Lynchburg. Rank: 66.

Virginia

WDBJ, Roanoke (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	VIRGINIA			
	Washington	25,100	24,900	99
	Wise	16,000	15,800	99
	WEST VIRGINIA			
	Fayette	17,800	17,600	99

WDBJ—(Continued) (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	Pendleton	3,100	3,000	97
	Raleigh	28,700	28,400	99
	Wyoming	10,200	10,100	99

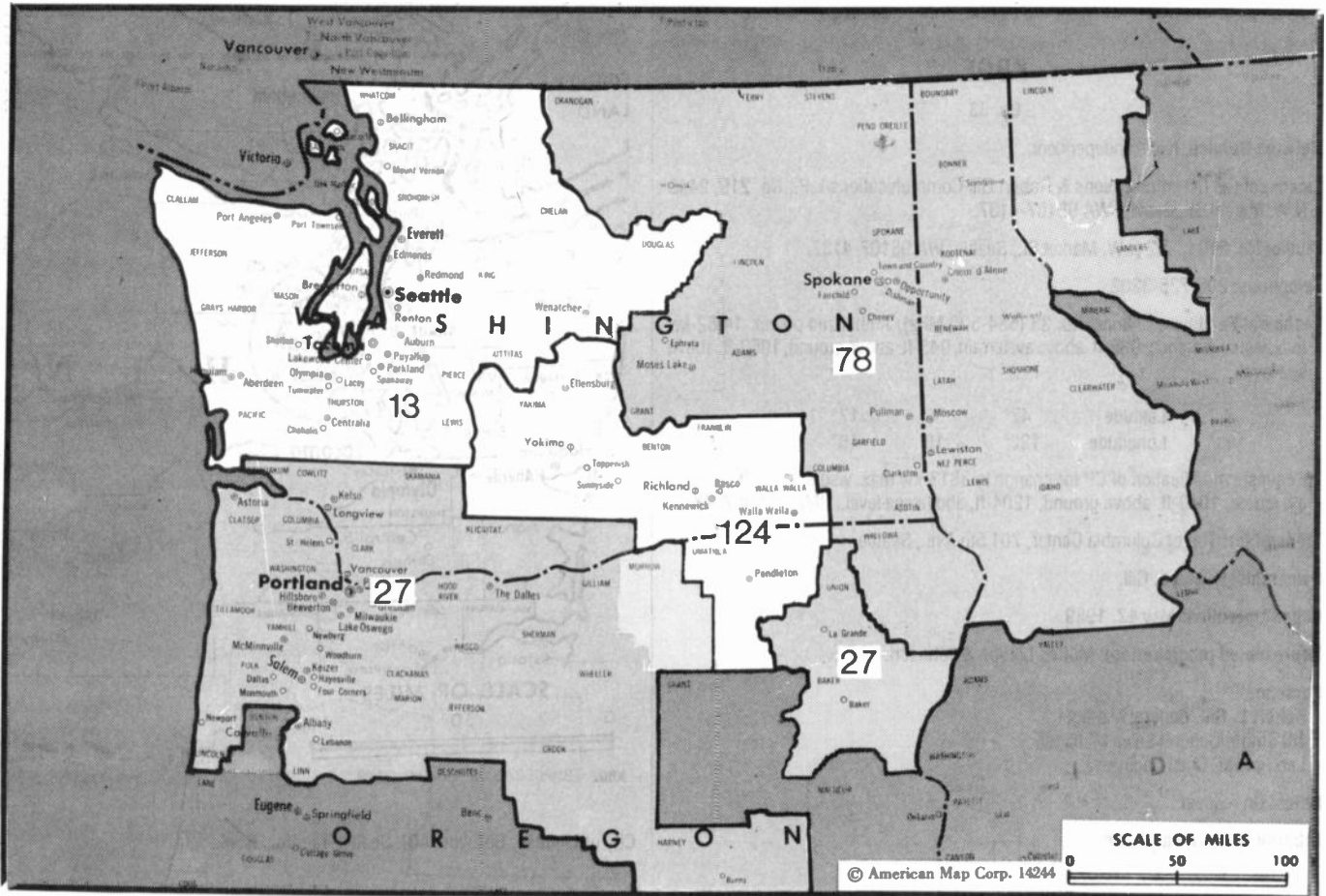
If finding the right person at the right TV station or cable system is important to you, look for the 1994 FACTBOOK Supplement...

PERSONAL CONTACTS: TV Stations & Cable Systems, 1994

...from the series of **FACTBOOK Supplements...**
so moderately priced, you can afford to buy copies
for your entire staff or sales force.



FOR FURTHER INFORMATION call our Circulation Department collect: (202) 872-9200



Market	Arbitron ADI TV Households	Rank	Market Area Commercial TV Stations
Seattle-Tacoma, WA	1,438,600	13	KBGE (33), KCPO (13), KCWT (27), KING-TV (5), KIRD-TV (7), KOMO-TV (4), KSTW (11), KTBW-TV (20), KTZZ-TV (22), KVOS-TV (12)
Portland, OR	886,600	27	KATU (2), KBSP-TV (22), KEBN (32), KGW-TV (8), KNMT (24), KOIN (6), KPDX (49), KPTV (12)
Spokane, WA	331,500	78	KAYU-TV (28), KHQ-TV (6), KREM-TV (2), KOLY-TV (4)
Yakima, WA	171,400	124	KAPP (35), KEPR-TV (19), KIMA-TV (29), KLEW-TV (3), KNDO (23), KNDU (25), KVEW (42)

State Cross Reference List

Communities that receive programs of stations that are located elsewhere.

KEPR-TV, Kennewick	See Pasco, WA
KNDU, Kennewick	See Richland, WA
KNDU, Pasco	See Richland, WA
KVEW, Pasco	See Kennewick, WA
KEPR-TV, Richland	See Pasco, WA
KVEW, Richland	See Kennewick, WA
KBGE, Seattle	See Bellevue, WA
KCPQ, KSTW & KTBW-TV, Tacoma	See Seattle, WA

Washington Station Totals as of November 1, 1993

	VHF	UHF	TOTAL
Commercial Television Stations	9	12	21
Educational Television Stations	3	4	7
	12	16	28

Washington—Bellevue

KBGE

Ch. 33

Network Service: None, independent.

Licensee: Gill Communications & Robert Gill Communications L.P., No. 219, 2442 N.W. Market St., Seattle, WA 98107-4137.

Studio: No. 219, 2442 N.W. Market St., Seattle, WA 98107-4137.

Telephone: 206-725-3202.

Technical Facilities: Channel No. 33 (584-590 MHz). Authorized power: 14.82-kw max. visual. Antenna: 938-ft. above av. terrain, 945-ft. above ground, 1060-ft. above sea level.

Latitude	47°	36'	17"
Longitude	122°	19'	46"

Requests modification of CP for change to 3813-kw max. visual, 1083-ft. above av. terrain, 1089-ft. above ground, 1204-ft. above sea level. BMPCT-890714KF.

Transmitter: Top of Columbia Center, 701 5th Ave., Seattle.

Ownership: Robert L. Gill.

Began Operation: May 17, 1989.

Represented (engineering): Moffet, Larson & Johnson.

Personnel:

Robert L. Gill, General Manager.
 Jill Smith, General Sales Manager.
 Lee Penski, Chief Engineer.

Rates: On request.

Arbitron Data: Not available.



City of License: Bellevue. ADI: Seattle-Tacoma. Rank: 13.

Washington—Bellingham

KVOS-TV

Ch. 12

Network Service: None, independent.

Licensee: KVOS-TV Inc., 1151 Ellis St., Bellingham, WA 98225.

Studio: 1151 Ellis St., Bellingham, WA 98225.

Telephones: 206-671-1212; 604-681-1212. Fax: 206-647-0824.

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 229-kw visual, 45.7-kw aural. Antenna: 2370-ft. above av. terrain, 141-ft. above ground, 2550-ft. above sea level.

Latitude 48° 40' 40"
Longitude 122° 49' 48"

Transmitter: Mount Constitution, Orcas Island, WA.

Multichannel TV Sound: Stereo only.

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

News Services: AP, Canadian Press, CBS, CNN.

Ownership: Ackertey Communications Inc. (Group Owner).

Began Operation: May 23, 1953. Sale to present owner approved by FCC June 5, 1985. Sale to Wometco Enterprises Inc. by Rogan Jones and associates approved March 29, 1961 (Television Digest, Vol. 16:48; 17:14).

Represented (sales): Seltel Inc.; Airtime Television Sales Inc. (Toronto & Montreal).

Represented (legal): Rubin, Winston, Oiercks, Harris & Cooke.

Personnel:

David P. Reid, Vice President & General Manager.
John Gibson, General Sales Manager.
Doug Proby, Local Sales Manager.
Duane Lee, National Sales Manager.
Margot Wilson, News Director.
Joan McCauley, Controller.
Bernadette Holsworth, Marketing Director.
Donald Luchsinger, Chief Engineer.
Joyce Lorenz, Traffic Manager.

Rates: On request.

City of License: Bellingham. ADI: Seattle-Tacoma. Rank: 13.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	WASHINGTON Clallam	23,800	22,900	96
	WASHINGTON Island	23,400	22,900	98
Between 25-49%	WASHINGTON Jefferson	9,200	8,800	96
	WASHINGTON Skagit	32,000	30,900	97
	WASHINGTON Whatcom	50,900	49,000	96
	WASHINGTON Kitsap	73,900	72,200	98
Between 5-24%	WASHINGTON San Juan	4,800	4,600	96
	WASHINGTON Snohomish	183,300	178,700	97
Station Totals		401,300	390,000	97
Net Weekly Circulation (1993)			118,700	
Average Daily Circulation (1993)			41,200	

Washington—Kennewick-Pasco-Richland

KVEW

Ch. 42

(Satellite of KAPP, Yakima, WA)

Network Service: ABC.

Licensee: Apple Valley Broadcasting Inc., 1610 S. 24th Ave., Yakima, WA 98902.

Studio: 601 Edison, Kennewick, WA 99336.

Telephone: 509-735-8369. Fax: 509-735-7889.

Technical Facilities: Channel No. 42 (638-644 MHz). Authorized power: 501-kw max. & 200-kw horizontal visual, 100-kw max. & 39.8-kw horizontal aural. Antenna: 1280-ft. above av. terrain, 208-ft. above ground, 2328-ft. above sea level.

Latitude 46° 06' 11"
Longitude 119° 07' 54"

Transmitter: Jump Off Joe Butte, near Kennewick.

Multichannel TV Sound: Stereo only.

Satellite Earth Station: M/A-Com, 5-meter; Avantek, M/A-Com receivers.

News Service: AP.

Ownership: Morgan Murphy Stations (Group Owner).

Began Operation: October 29, 1970.

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

Represented (legal): Rini & Coran, P.C.

Personnel:

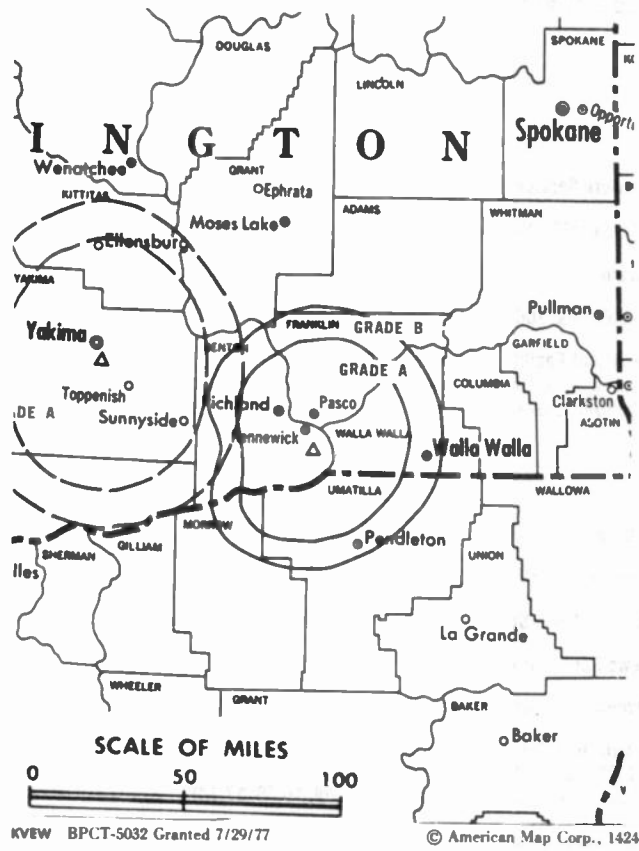
- Elizabeth Murphy Burns, President.
- Darrell Blue, Vice President & General Manager.
- Ron Simmons, Assistant General Manager.
- Clarke Veach, Local Sales Manager.
- Neil Bennett, Chief Engineer.
- Thom Spencer, News Director.
- John Wilkerson, Production Manager.

Rates: Sold in combination with KAPP, Yakima.

City of License: Kennewick. ADI: Yakima. Rank: 124.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	OREGON			
	Gilliam	700	700	100
	Umatilla	22,100	20,900	94
	WASHINGTON			
	Benton	43,100	41,900	97



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Columbia	1,600	1,500	94
	Franklin	12,400	12,000	97
	Walla Walla	17,700	16,700	94
Between 25-49%	OREGON			
	Morrow	2,800	2,600	93
	WASHINGTON			
	Adams	4,600	4,500	98
Between 5-24%	OREGON			
	Sherman	800	800	100
	Wheeler	600	600	100
	WASHINGTON			
	Grant	20,100	19,400	97
Station Totals		126,500	121,600	96
Net Weekly Circulation (1993)				76,600
Average Daily Circulation (1993)				40,500

Washington—Pasco-Kennewick-Richland

KEPR-TV

Ch. 19

(Associated with KIMA-TV, Yakima)

Network Service: CBS.

Licensee: Retlaw Enterprises Inc., Box 702, Yakima, WA 98907.

Studio: 2807 W. Lewis, Pasco, WA 99301.

Telephone: 509-547-0547. Fax: 509-547-2845.

Technical Facilities: Channel No. 19 (500-506 MHz). Authorized power: 490-kw max. & 383-kw horizontal visual, 88.3-kw max. & 69-kw horizontal aural. Antenna: 1203-ft. above av. terrain, 354-ft. above ground, 2397-ft. above sea level.

Latitude 46° 05' 51"
Longitude 119° 11' 30"

Transmitter: Johnson Butte, Horse Heaven Hills, 8-mi. SW of Kennewick.

Satellite Earth Stations: Harris, 6.1-meter C-band; RCA, 4.6-meter Ku-band; Harris, M/A-Com receivers.

News Services: AP, CBS, CNN.

Ownership: Retlaw Enterprises Inc. (Group Owner).

Began Operation: December 28, 1954.

Represented (sales): Katz Television.

Represented (legal): Wiley, Rein & Fielding.

Represented (engineering): Hammett & Edison Inc.

Personnel:

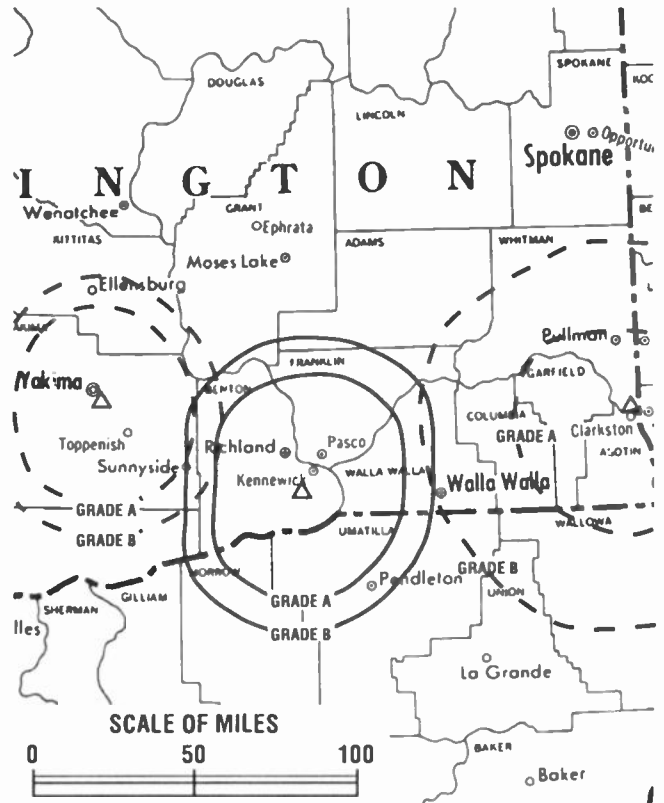
Steve Crow, Station Manager.
Phil Blair, Production Director.
Jim Hall, News Director.
Don Eckis, Chief Engineer.

Highest 30 Sec. Rate: \$300.

City of License: Pasco. ADI: Yakima. Rank: 124.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	OREGON			
	Umatilla	22,100	20,900	94
	WASHINGTON			
	Benton	43,100	41,900	97
	Franklin	12,400	12,000	97
	Walla Walla	17,700	16,700	94



KEPR-TV BPCT-5033 Granted 7/25/77

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	OREGON			
	Gilliam	700	700	100
	Morrow	2,800	2,600	93
	WASHINGTON			
	Adams	4,600	4,500	98
Between 5-24%	OREGON			
	Wheeler	600	600	100
	WASHINGTON			
	Grant	20,100	19,400	97
	Kitititas East	8,400	8,000	95
Station Totals		132,500	127,300	96
Net Weekly Circulation (1993)			75,800	
Average Daily Circulation (1993)			39,000	

Washington—Richland-Pasco-Kennewick

KNDU

Ch. 25

(Satellite of KNDO, Yakima, WA)

Network Service: NBC.

Licensee: Columbia Empire Bcstg. Corp., a Delaware Corp., 1608 S. 24th Ave., Box 10028, Yakima, WA 98909.

Studio: 3312 W. Kennewick Ave., Kennewick, WA 99336-2916.

Telephone: 509-783-6151. Fax: 509-783-3746.

Technical Facilities: Channel No. 25 (536-542 MHz). Authorized power: 677-kw max. & 550-kw horizontal visual, 67.7-kw max. & 55-kw horizontal aural. Antenna: 1351-ft. above av. terrain, 228-ft. above ground, 2415-ft. above sea level.

Latitude 46° 06' 11"
Longitude 119° 07' 47"

Transmitter: Jump Off Joe Butte, S of Kennewick, WA.

Satellite Earth Stations: Microdyne, 5.1-meter; Microdyne, 3.7-meter; M/A-Com, Microdyne receivers.

News Services: AP, NBC.

Ownership: Farragut Communications Inc. (Group Owner).

Began Operation: October 1D, 1961. Sale to present owners by Hugh Davis, et al. approved by FCC Jan. 29, 1988.

Represented (sales): Seltel Inc.; Art Moore Inc.

Represented (legal): Wiley, Rein & Fielding.

Personnel:

- Elliot Kleeman, General Manager.
- Dave Dalthorp, Station & Sales Manager.
- Dale Chaney, General Sales Manager.
- Christine Brown, News Director.
- Rita Lockhart, Program Director.
- Robert Manderville, Promotion Director.
- Ed Lyon, Chief Engineer.
- Dana Dwinell, Community Affairs Director.

Rates: On request.

City of License: Richland. ADI: Yakima. Rank: 124.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	OREGON			
	Gilliam	700	700	100
	Umatilla	22,100	20,900	94
	WASHINGTON			
	Benton	43,100	41,900	97



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Franklin	12,400	12,000	97
	Walla Walla	17,700	16,700	94
Between 25-49%	OREGON			
	Morrow	2,800	2,600	93
	WASHINGTON			
	Adams	4,600	4,500	98
Between 5-24%	OREGON			
	Sherman	800	800	100
	Wheeler	600	600	100
	WASHINGTON			
	Columbia	1,600	1,500	94
Grant	20,100	19,400	97	
Station Totals		126,500	121,600	96
Net Weekly Circulation (1993)				80,700
Average Daily Circulation (1993)				45,900

Washington—Tacoma-Seattle

KCPQ

Ch. 13

Network Service: Fox.

Licensee: Kelly Television Co., Box 98828, Tacoma, WA 98499.

Studio: 4400 Steilacoom Blvd., Tacoma, WA 98499.

Sales Office: 100 S. King, Seattle, WA 98104.

Telephone: 206-582-8613. TWX: 910-441-1606. Fax: 206-383-9551.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: Circularly polarized, 2001-ft. above av. terrain, 669-ft. above ground, 2356-ft. above sea level.

Latitude 47° 32' 53"
Longitude 122° 48' 22"

Transmitter: Gold Mountain, 6.5-mi. W of Bremerton.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Scientific-Atlanta, 11-meter C-band; Scientific-Atlanta, 10-meter C-band; Vertex, 4.6-meter Ku-band; DX Antenna, M/A-Com, Scientific-Atlanta receivers.

News Service: CNN.

Ownership: Kelly Broadcasting Co. (Group Owner).

Began Operation: August 2, 1953 as a commercial station. Left air Dec. 13, 1974. Sale to Clover Park School District No. 400 approved by FCC Sept. 9, 1975. Resumed operation as an educational station Jan. 4, 1976. Sale to present owners approved by FCC Dec. 4, 1979. Resumed operation as a commercial station Nov. 4, 1980.

Represented (sales): TeleRep Inc.

Represented (legal): Koteen & Naftalin.

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

Personnel:

- Robert Kelly, Partner/Program Director.
- Roger Ottenbach, General Manager.
- Greg Obata, General Sales Manager.
- Lloyd Low, Western Regional Sales Manager.
- Mike Seifert, Eastern Regional Sales Manager.
- Dennis McCormick, Local Sales Manager.
- Bob Galvin, Promotion Director.
- Marlene Gottfried, Business Manager.
- Don Lacy, Operations Manager.
- Larry Brandt, Chief Engineer.

Rates: Dn request.

City of License: Tacoma. ADI: Seattle-Tacoma. Rank: 13.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	WASHINGTON			
	Grays Harbor	25,900	24,400	94
	Island	23,400	22,900	98
	Jefferson	9,200	8,800	96
	King	636,500	616,100	97



KCPQ BMPCT-921207KE Granted 3/25/93 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Kitsap	73,900	72,200	98
	Kititas West	2,300	2,100	91
	Lewis	23,100	22,100	96
	Mason	15,500	15,100	97
	Pierce	223,400	218,200	98
	Skagit	32,000	30,900	97
	Snohomish	183,300	178,700	97
	Thurston	65,600	63,900	97
Between 25-49%	WASHINGTON			
	Chelan	21,200	20,400	96
	Clallam	23,800	22,900	96
	Cowlitz	32,500	31,500	97
	Douglas	10,100	9,800	97
	Pacific	8,100	7,600	94
	San Juan	4,800	4,600	96
	Whatcom	50,900	49,000	96
Between 5-24%	WASHINGTON			
	Kititas East	8,400	8,000	95
Station Totals		1,473,900	1,429,200	97
Net Weekly Circulation (1993)				884,900
Average Daily Circulation (1993)				391,100

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

Television & Cable Factbook

Washington—Seattle

KING-TV

Ch. 5

Network Service: NBC.

Licensee: King Broadcasting Co., 333 Dexter Ave. N, Seattle, WA 98109.

Studio: 333 Dexter Ave. N, Seattle, WA 98109.

Mailing Address: Box 24525, Seattle, WA 98124.

Telephone: 206-448-5555. TWX: 910-444-2010. Fax: 206-448-3195.

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 15.1-kw aural. Antenna: 820-ft. above av. terrain, 570-ft. above ground, 1000-ft. above sea level.

Latitude 47° 37' 55"
Longitude 122° 20' 59"

Holds CP for change to 1142-ft. above av. terrain, 896-ft. above ground, 1290-ft. above sea level. BPCT-870811KG.

Transmitter: 301 Galer St.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Scientific-Atlanta, 7-meter; Scientific-Atlanta, 5-meter; Harris, Scientific-Atlanta receivers.

News Services: AP, NBC.

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

Began Operation: November 25, 1948 as KRSC-TV. Sold to King Bcstg. Co. August 1949 (Television Digest, Vol. 5:20, 23, 30). Sale to present owner approved Aug. 27, 1991 (Vol. 30:35; 31:9, 29).

Represented (sales): Blair Television.

Represented (legal): Covington & Burling.

Represented (engineering): Smith & Postwenko.

Personnel:

Tony Twibell, President & General Manager.
John Washington, General Sales Manager.
Jim Schuessler, National Sales Manager.
Andy Berg, News Director.
Craig Smith, Program Director.
Uli Haller, Business Manager.
Vivi Zigler, Marketing Director.
James Heacock, Operations Manager.
Brian Lay, Chief Engineer.

Highest 30 Sec. Rate: \$9000.

NETWORK BASE HOURLY RATE: \$1700.

City of License: Seattle. ADI: Seattle-Tacoma. Rank: 13.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	WASHINGTON			
	Chelan	21,200	20,400	96
	Clallam	23,800	22,900	96
	Grays Harbor	25,900	24,400	94
	Island	23,400	22,900	98



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Jefferson	9,200	8,800	96
	King	636,500	616,100	97
	Kitsap	73,900	72,200	98
	Kititas West	2,300	2,100	91
	Lewis	23,100	22,100	96
	Mason	15,500	15,100	97
	Pacific	8,100	7,600	94
	Pierce	223,400	218,200	98
	San Juan	4,800	4,600	96
	Skagit	32,000	30,900	97
	Snohomish	183,300	178,700	97
Thurston	65,600	63,900	97	
Whatcom	50,900	49,000	96	
Between 25-49%	OREGON			
	Clatsop	13,700	13,000	95
	WASHINGTON			
	Cowlitz	32,500	31,500	97
Douglas	10,100	9,800	97	
Grant	20,100	19,400	97	
Between 5-24%	WASHINGTON			
	Adams	4,600	4,500	98
	Kititas East	8,400	8,000	95
Station Totals		1,512,300	1,466,100	97
Net Weekly Circulation (1993)				1,190,900
Average Daily Circulation (1993)				677,500

Washington—Seattle

KIRO-TV

Ch. 7

Network Service: CBS.

Licensee: KIRO Inc., 2807 3rd Ave., Broadcast House, Seattle, WA 98111-7777.

Studio: 2807 3rd Ave., Seattle, WA 98111-7777.

Telephone: 206-728-7777. TWX: 910-444-2233. Fax: 206-441-7905.

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 63.2-kw aural. Antenna: 820-ft. above av. terrain, 599-ft. above ground, 1013-ft. above sea level.

Latitude 47° 38' 01"
Longitude 122° 21' 20"

Transmitter: 1518 Queen Anne Ave. N.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Scientific-Atlanta, 10-meter; Scientific-Atlanta, 7-meter; Scientific-Atlanta receivers.

AM Affiliate: KIRO, 50-kw, 710 kHz.

FM Affiliate: KSEA, 100-kw, 100.7 MHz (No. 264), 730-ft.

News Services: AP, UPI.

Ownership: Bonneville International Corp. (Group Owner).

Began Operation: February 8, 1958. Sale of control to present owner by Saul Haas and associates approved by FCC Dec. 17, 1963 (Television Digest, Vol. 3:51).

Represented (sales): Petry Television Inc.

Represented (legal): Wilkinson, Barker, Knauer & Quinn; Preston, Thorgrimson, Ellis & Holman.

Represented (engineering): Hammett & Edison Inc.

Personnel:

- Kenneth L. Hatch, President & Chairman of Board, KIRO Inc.
- James Johnson, Senior Vice President.
- Glenn C. Wright, Executive Vice President & General Manager.
- Michael Polth, Vice President & Director of Sales Operations.
- Nick Freeman, Vice President, Programs & Technical Operations.
- Pamela Steele, Vice President & Public Affairs Director.
- James Zogg, General Sales Manager.
- Stan Walderhaug, National Sales Manager.
- Paul Polzin, Engineering Director.
- Bill Lord, News Director.
- Dave Baumann, Promotion Director.
- Gary Moore, Marketing Director.
- Richard Jacoby, Production Manager.
- Janeen Gutierrez, Operations/Traffic Director.

Rates: On request.

NETWORK BASE HOURLY RATE: \$1549.

City of License: Seattle. ADI: Seattle-Tacoma. Rank: 13.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	WASHINGTON Chelan	21,200	20,400	96
	Clallam	23,800	22,900	96



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Grays Harbor	25,900	24,400	94
	Island	23,400	22,900	98
	Jefferson	9,200	8,800	96
	King	636,500	616,100	97
	Kitsap	73,900	72,200	98
	Lewis	23,100	22,100	96
	Mason	15,500	15,100	97
	Pierce	223,400	218,200	98
	San Juan	4,800	4,600	96
	Skagit	32,000	30,900	97
	Snohomish	183,300	178,700	97
Between 25-49%	WASHINGTON Douglas	10,100	9,800	97
	Grant	20,100	19,400	97
	Kititas West	2,300	2,100	91
	Pacific	8,100	7,600	94
Between 5-24%	WASHINGTON Adams	4,600	4,500	98
	Cowlitz	32,500	31,500	97
	Kititas East	8,400	8,000	95
Station Totals		1,498,600	1,453,100	97
Net Weekly Circulation (1993)				1,089,600
Average Daily Circulation (1993)				532,500

Washington—Seattle

KOMO-TV

Ch. 4

Network Service: ABC.

Licensee: Fisher Broadcasting Inc., 100 4th Ave. N, Seattle, WA 98109.

Studio: 100 4th Ave. N, Seattle, WA 98109.

Telephone: 206-443-4000. Fax: 206-443-4014.

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 16.2-kw aural. Antenna: 810-ft. above av. terrain, 550-ft. above ground, 1006-ft. above sea level.

Latitude 47° 37' 56.36"
Longitude 122° 21' 09.82"

Transmitter: 157 Galer St.

Multichannel TV Sound: Stereo and separate audio program.

Satellite Earth Stations: Transmit/receive Scientific-Atlanta, 10-meter C-band; Andrew, 7.3-meter C-band; Andrew, 5.6-meter Ku-band; Andrew, 4.5-meter C-band; Vertex, 4.5-meter Ku-band; Avantek, Scientific-Atlanta receivers.

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

AM Affiliate: KOMO, 50-kw, 1000 kHz.

News Services: AP, UPI.

Ownership: Fisher Broadcasting Inc. (Group Owner).

Began Operation: December 10, 1953. Sale of 1/3 to Fisher's Blend Station (making it 100% owner) by Theodore Gamble & C. Howard Lane consummated in April 1959 (Television Digest, Vol. 15:16).

Represented (sales): Katz American Television.

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

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

Personnel:

John Behnke, Chairman.
Patrick Scott, President & Chief Executive Officer.
Richard Warsinske, Vice President & General Manager.
Scott Hayner, Vice President & General Sales Manager.
Don Wilkinson, Vice President & Director of Engineering.
Phelps Fisher, Executive Vice President of Marketing.
John Ulman, Vice President, Broadcast Finance.
Dan Johnson, Local Sales Manager.
Mike Eguchi, National Sales Manager.
Deborah Johnson, Promotion Manager.

Highest 30 Sec. Rate: \$16,000.

NETWORK BASE HOURLY RATE: \$2200.

City of License: Seattle. ADI: Seattle-Tacoma. Rank: 13.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	WASHINGTON			
	Chelan	21,200	20,400	96
	Clallam	23,800	22,900	96
	Grays Harbor	25,900	24,400	94



KOMO-TV BPCT-407 Granted 6/10/53

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Island	23,400	22,900	98
	Jefferson	9,200	8,800	96
	King	636,500	616,100	97
	Kitsap	73,900	72,200	98
	Kititas West	2,300	2,100	91
	Lewis	23,100	22,100	96
	Mason	15,500	15,100	97
	Pacific	8,100	7,600	94
	Pierce	223,400	218,200	98
	San Juan	4,800	4,600	96
	Skagit	32,000	30,900	97
	Snohomish	183,300	178,700	97
Thurston	65,600	63,900	97	
Whatcom	50,900	49,000	96	
Between 25-49%	OREGON			
	Clatsop	13,700	13,000	95
	WASHINGTON			
	Cowlitz	32,500	31,500	97
	Douglas	10,100	9,800	97
Grant	20,100	19,400	97	
Between 5-24%	WASHINGTON			
	Kititas East	8,400	8,000	95
	Klickitat	6,200	5,800	94
Station Totals		1,513,900	1,467,400	97
Net Weekly Circulation (1993)				1,170,200
Average Daily Circulation (1993)				661,700

Washington—Seattle-Tacoma

KSTW

Ch. 11

Network Service: None, independent.

Licensee: Gaylord Broadcasting Co., Box 11411, Tacoma, WA 98411.

Studio: 2320 S. 19th St., Tacoma, WA 98405.

Office: United Airlines Bldg., Seattle, WA 98121.

Mailing Address: Box 22477, Seattle, WA 98122-0477.

Telephones: 206-572-5789 (Tacoma); 206-441-1111 (Seattle).

TWX: 910-441-2622. Fax: 206-272-7581.

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 316-kw visual, 43.7-kw aural. Antenna: Circularly polarized, 900-ft. above av. terrain, 637-ft. above ground, 1049-ft. above sea level.

Latitude 47° 36' 56"
Longitude 122° 18' 29"

Transmitter: 1715 E. Madison St., Seattle.

Satellite Earth Stations: Andrew, 10-meter C-band; Andrew, 7.3-meter Ku & C-band; Vertex, 4.5-meter Ku-band; Comtech, 3.8-meter Ku-band; Andrew, M/A-Com, Scientific-Atlanta, Agile Omni receivers.

News Services: AP, CNN.

Ownership: Gaylord Broadcasting Co. (Group Owner).

Began Operation: February 22, 1953. Sale to present owner by Tribune Publishing Co. approved by FCC Jan. 30, 1974 (Television Digest, Vol. 13:13; 14:5).

Represented (sales): MMT Sales Inc.

Personnel:

- Gary Schneider, Vice President & General Manager.
- Scott Bauer, General Sales Manager.
- Jon Rand, Seattle Sales Manager.
- Jim Cummings, National Sales Manager/West.
- Noreen King, National Sales Manager/East.
- Charles Johnson, News Director.
- Curtis M. Holman, Business Manager.
- David Saline, Market Research Manager.
- Paul Crittenden, Chief Engineer.
- Ray Clark, Production Manager.
- Steve Pickle, Creative Services Director.
- Bob Danielle, On-Air Manager.
- Julie Furlong, Director of Public Affairs & Public Relations.
- Fran Hall, Traffic Manager.

Rates: On request.

City of License: Tacoma. ADI: Seattle-Tacoma. Rank: 13.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	WASHINGTON			
	Clallam	23,800	22,900	96
	Grays Harbor	25,900	24,400	94
	Island	23,400	22,900	98
	King	636,500	616,100	97
	Kitsap	73,900	72,200	98
	Kittitas West	2,300	2,100	91
	Lewis	23,100	22,100	96
Pierce	223,400	218,200	98	



KSTW BPCT-4934 Granted 4/14/78

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	San Juan	4,800	4,600	96
	Skagit	32,000	30,900	97
	Snohomish	183,300	178,700	97
	Thurston	65,600	63,900	97
Between 25-49%	IDAHO			
	Kootenai	27,600	27,200	99
	Latah	11,500	11,200	97
WASHINGTON	Benton	43,100	41,900	97
	Chelan	21,200	20,400	96
	Cowlitz	32,500	31,500	97
	Douglas	10,100	9,800	97
	Franklin	12,400	12,000	97
	Grant	20,100	19,400	97
	Jefferson	9,200	8,800	96
	Kittitas East	8,400	8,000	95
	Mason	15,500	15,100	97
	Pacific	8,100	7,600	94
	Walla Walla	17,700	16,700	94
	Whatcom	50,900	49,000	96
	Whitman	13,700	13,200	96
Between 5-24%	WASHINGTON			
	Adams	4,600	4,500	98
	Okanogan	12,900	12,200	95
	Skamania	3,100	2,900	94
	Spokane	143,700	139,500	97
Yakima	67,100	64,400	96	
Station Totals		1,851,400	1,794,300	97
Net Weekly Circulation (1993)				940,600
Average Daily Circulation (1993)				388,700

Washington—Tacoma-Seattle

KTBW-TV

Ch. 20

Network Service: Trinity Bcstg. Network.

Licensee: Trinity Broadcasting of Washington, Box A, Santa Ana, CA 92711.

Studio: 1909 S. 341st Place, Federal Way, WA 98003.

Telephone: 206-927-7720. **Fax:** 206-874-7432.

Technical Facilities: Channel No. 20 (506-512 MHz). Authorized power: 3550-kw max. visual, 355-kw max. aural. Antenna: 1610-ft. above av. terrain, 330-ft. above ground, 2000-ft. above sea level.

Latitude 47° 32' 50"
Longitude 122° 47' 39"

Transmitter: Gold Mountain, 4-mi. W of Bremerton.

Multichannel TV Sound: Stereo and separate audio program.

Satellite Earth Station: Harris, 6-meter C-band; Scientific-Atlanta receivers.

News Service: TBN.

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

Began Operation: March 30, 1984. Sale to present owner by Family Bcstg. Co. approved by FCC Oct. 25, 1984.

Represented (legal): May & Dunne, Chartered.

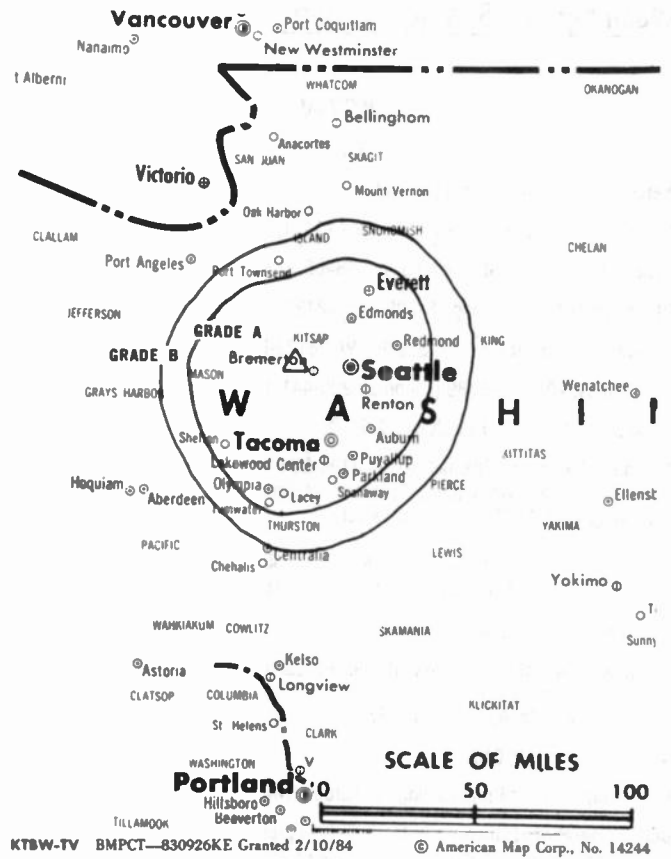
Personnel:

Mary Jane Allen, Station Manager.

Gene Glasunow, Chief Engineer.

Kenny P. Witkoe, Production & Program Director.

Highest 30 Sec. Rate: \$77.



Arbitron Data: Not available.

City of License: Tacoma. **ADI:** Seattle-Tacoma. **Rank:** 13.

Washington—Seattle

KTZZ-TV

Ch. 22

Network Service: None, independent.

Licensee: USTV of Washington State Inc., Debtor-in-Possession, 500 3rd St., Suite 208-17, Wausau, WI 54401.

Studio: 945 Dexter Ave. N, Seattle, WA 98109.

Telephone: 206-282-2202. **Fax:** 206-281-0207.

Technical Facilities: Channel No. 22 (518-524 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 894-ft. above av. terrain, 637-ft. above ground, 1049-ft. above sea level.

Latitude 47° 36' 57"
Longitude 122° 18' 26"

Transmitter: 1618 18th Ave., Seattle.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Harris, 6.1-meter C-band; Harris, 4.5-meter Ku-band; Harris receivers.

News Services: AP, INN.

Ownership: Dudley Communications Corp. (Group Owner).

Began Operation: June 22, 1985. Sale by United States Television Seattle Ltd. Partnership to present owner approved by FCC Sept. 29, 1988 (Television Digest, Vol. 29:19; 30:3).

Represented (sales): Sattel Inc.

Represented (legal): Wiley, Rein & Fielding.

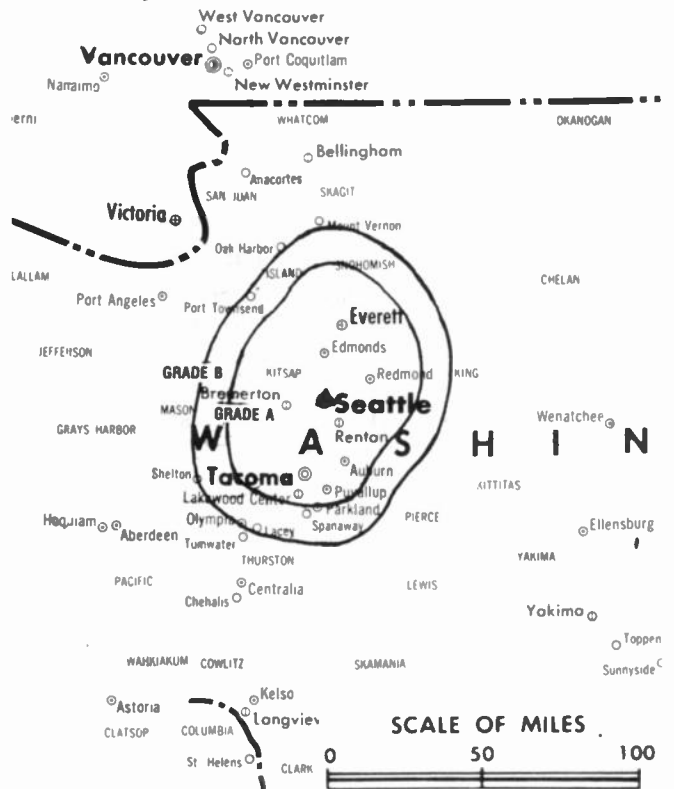
Personnel:

Wade Brewer, General Manager.
Greg Winston, Local Sales Manager.
Bud Alger, Chief Engineer.
John Schoonover, Promotion Director.
Brian Pezel, Production Manager.
Linda Vaughan, Accounting Manager.
Wendy Anderson, Traffic Manager.

Rates: On request.

City of License: Seattle. **ADI:** Seattle-Tacoma. **Rank:** 13.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.



KTZZ-TV BPCT-890821KE Granted 3/23/90

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	WASHINGTON			
	Grays Harbor	25,900	24,400	94
	Jefferson	9,200	8,800	96
	King	636,500	616,100	97
	Kitsap	73,900	72,200	98
	Lewis	23,100	22,100	96
	Mason	15,500	15,100	97
	Pierce	223,400	218,200	98
	Snohomish	183,300	178,700	97
Thurston	65,600	63,900	97	
Station Totals		1,256,400	1,219,500	97
Net Weekly Circulation (1993)				222,900
Average Daily Circulation (1993)				59,600

Washington—Spokane

KAYU-TV

Ch. 28

Network Service: Fox.

Licensee: KAYU-TV Partners Ltd., Box 8115, Spokane, WA 99203.

Studio: S. 4600 Regal St., Spokane, WA 99223.

Telephone: 509-448-2828. TWX: 510-773-1889. Fax: 509-448-3815.

Technical Facilities: Channel No. 28 (554-560 MHz). Authorized power: 2400-kw max. visual, 120-kw max. aural. Antenna: 2000-ft. above av. terrain, 823-ft. above ground, 4399-ft. above sea level.

Latitude 47° 34' 44"
Longitude 117° 17' 46"

Transmitter: 3-mi. SE of Spokane on Krell Hill.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Microdyne, 5-meter C-band; Prodelin, 5-meter C-band; Vertex, 4.5-meter Ku-band; M/A-Com, Microdyne, Pinzone receivers.

Ownership: KAYU-TV Partners Ltd.

Began Operation: October 31, 1982. Sale to Bingham Communications by Robert J. Hamacher, et al., approved by FCC Jan. 29, 1988 but never consummated (Television Digest, Vol. 27:42).

Represented (sales): Petry Television Inc.

Personnel:

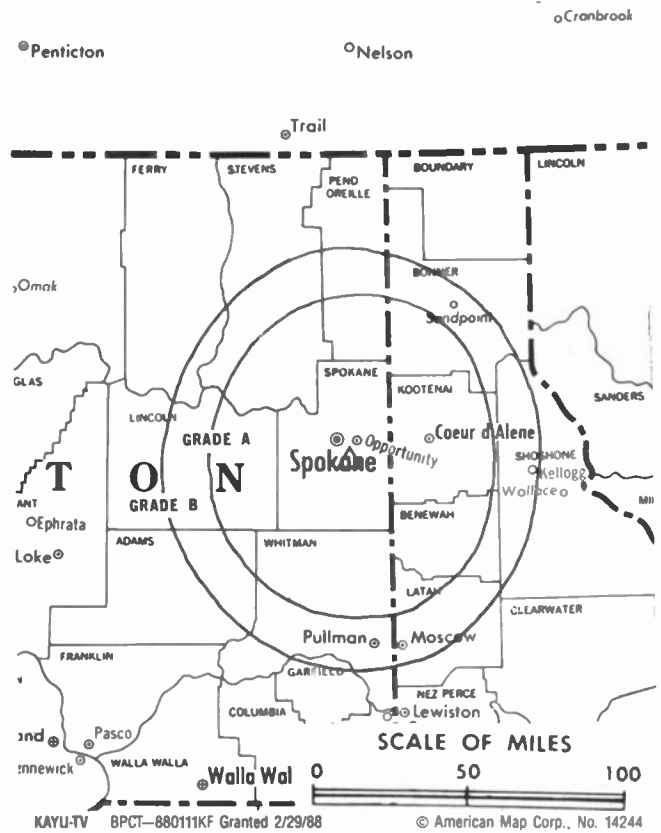
Robert J. Hamacher, President & General Manager.
John Rowland, General Sales Manager.
Jan Brandvold, Regional Sales Manager.
Mike Peterson, Chief Engineer.
Valerie Larson, Promotion Director.
Paula Bauer, Business Manager.

Rates: On request.

City of License: Spokane. ADI: Spokane. Rank: 78.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	IDAHO			
	Benewah	3,100	3,000	97
	Nez Perce	13,800	13,500	98
	Shoshone	5,300	5,200	98
	WASHINGTON			
	Asotin	7,000	6,800	97
	Garfield	900	900	100
Between 25-49%	Grant	20,100	19,400	97
	Lincoln	3,600	3,500	97
	Spokane	143,700	139,500	97
	IDAHO			
	Bonner	10,500	10,200	97



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Boundary	3,000	2,900	97
	Clearwater	3,200	3,100	97
	Kootenai	27,600	27,200	99
	Latah	11,500	11,200	97
	Lewis	1,400	1,400	100
	WASHINGTON			
	Adams	4,600	4,500	98
	Chelan	21,200	20,400	96
	Douglas	10,100	9,800	97
	Okanogan	12,900	12,200	95
Between 5-24%	Stevens	11,600	11,100	96
	Whitman	13,700	13,200	96
	IDAHO			
	Idaho	5,300	5,100	96
Station Totals	WASHINGTON			
	Columbia	1,600	1,500	94
	Ferry	2,300	2,200	96
	Pend Oreille	3,400	3,300	97
Station Totals		341,400	331,100	97
Net Weekly Circulation (1993)				174,400
Average Daily Circulation (1993)				78,300

Washington—Spokane

KHQ-TV

Ch. 6

Network Service: NBC.

Licensee: KHQ Inc., 4202 S. Regal St., Spokane, WA 99223.

Studio: 4202 S. Regal St., Spokane, WA 99223.

Mailing Address: Box 8088, Spokane, WA 99203.

Telephone: 509-448-6000. Fax: 509-448-4694.

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 87.1-kw visual, 17.4-kw aural. Antenna: Circularly polarized, 2150-ft. above av. terrain, 904-ft. above ground, 4549-ft. above sea level.

Latitude 47° 34' 53.40"
Longitude 117° 17' 46.60"

Transmitter: Tower Mountain, 3.25-mi. SE of Spokane.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Harris, 8-meter Ku-band; Scientific-Atlanta, 7-meter C-band; Vertex, 4.57-meter Ku-band; Harris, 3-meter Ku-band; Harris, M/A-Com, Scientific-Atlanta receivers.

News Services: AP, PR Newswire.

Ownership: KHQ Inc.

Began Operation: December 20, 1952.

Represented (sales): Katz Continental Television.

Represented (legal): Wiley, Rein & Fielding.

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

Personnel:

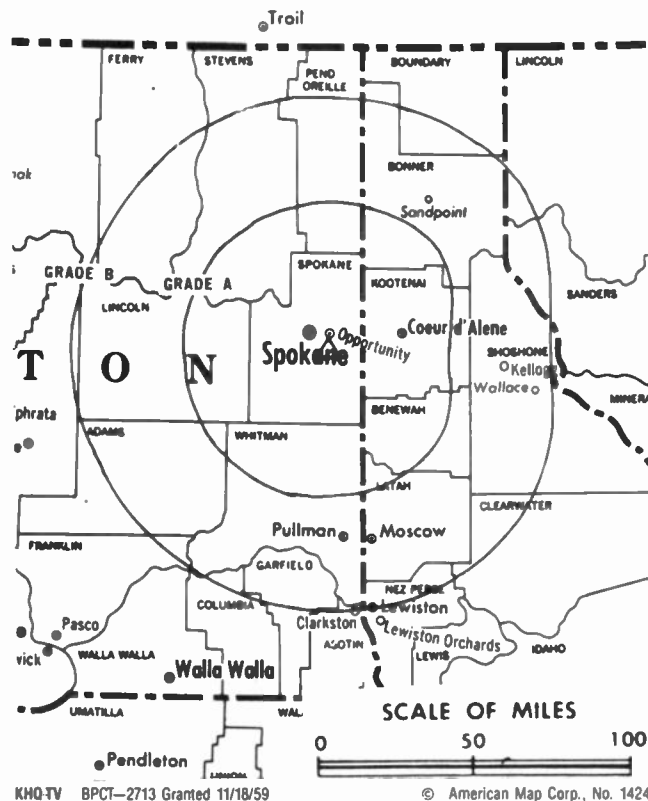
- Lon Lee, President & General Manager.
- Bill Storms, General Sales Manager.
- Patricia McRae, News Director.
- Larry McDaniel, Promotion Director.
- Wendy Degnan, National Sales Manager.
- Don Carmichael, Operations Manager & Chief Engineer.
- Bob Busse, Business Manager.
- Louise Hansen, Community Affairs.

Rates: On request.

City of License: Spokane. ADI: Spokane. Rank: 78.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	IDAHO			
	Benewah	3,100	3,000	97
	Bonner	10,500	10,200	97
	Boundary	3,000	2,900	97
	Clearwater	3,200	3,100	97
	Idaho	5,300	5,100	96
	Kootenai	27,600	27,200	99
	Latah	11,500	11,200	97
	Lewis	1,400	1,400	100
	Nez Perce	13,800	13,500	98
	Shoshone	5,300	5,200	98
	OREGON			
	Wallowa	2,800	2,600	93
	WASHINGTON			
	Adams	4,600	4,500	98



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Asotin	7,000	6,800	97
	Columbia	1,600	1,500	94
	Douglas	10,100	9,800	97
	Ferry	2,300	2,200	96
	Garfield	900	900	100
	Grant	20,100	19,400	97
	Lincoln	3,600	3,500	97
	Okanogan	12,900	12,200	95
	Pend Oreille	3,400	3,300	97
	Spokane	143,700	139,500	97
	Stevens	11,600	11,100	96
Whitman	13,700	13,200	96	
Between 25-49%	MONTANA			
	Glacier	3,900	3,700	95
	Hill	6,500	6,300	97
	Lincoln	6,800	6,600	97
	Toole	1,900	1,900	100
WASHINGTON	Chelan	21,200	20,400	96
	Walla Walla	17,700	16,700	94
Between 5-24%	MONTANA			
	Lake	8,100	7,900	98
	Sanders	3,400	3,200	94
OREGON				
Union	9,100	8,500	93	
Station Totals		401,600	388,500	97
Net Weekly Circulation (1993)				273,400
Average Daily Circulation (1993)				152,100

Washington—Spokane

KREM-TV

Ch. 2

Network Service: CBS.

Licensee: King Broadcasting Co., 4103 S. Regal St., Spokane, WA 99223.

Studio: 4103 S. Regal St., Spokane, WA 99223.

Telephone: 509-448-2000. TWX: 510-773-1833. Fax: 509-838-7308.

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 84.7-kw visual, 15.5-kw aural. Antenna: 2203-ft. above av. terrain, 969-ft. above ground, 4549-ft. above sea level.

Latitude 47° 35' 42"
Longitude 117° 17' 53"

Transmitter: 7-mi. SE of center of Spokane.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Transmit/receive Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta, 5.5-meter Ku-band; Scientific-Atlanta, 4.5-meter C-band; Vertex, 4.6-meter Ku-band; Andrew, 4.6-meter Ku-band; M/A-Com, Scientific-Atlanta, Standard Communications receivers.

News Services: AP, CBS, CNN, UPI.

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

Began Operation: October 29, 1954. Sale to King Bcstg. by founder Louis Wasmer approved Sept. 25, 1957 (Television Digest, Vol. 13:28, 39, 51). Sale to present owner approved by FCC Aug. 27, 1991 (Vol. 30:35; 31:9, 29).

Represented (sales): Blair Television.

Represented (legal): Covington & Burling.

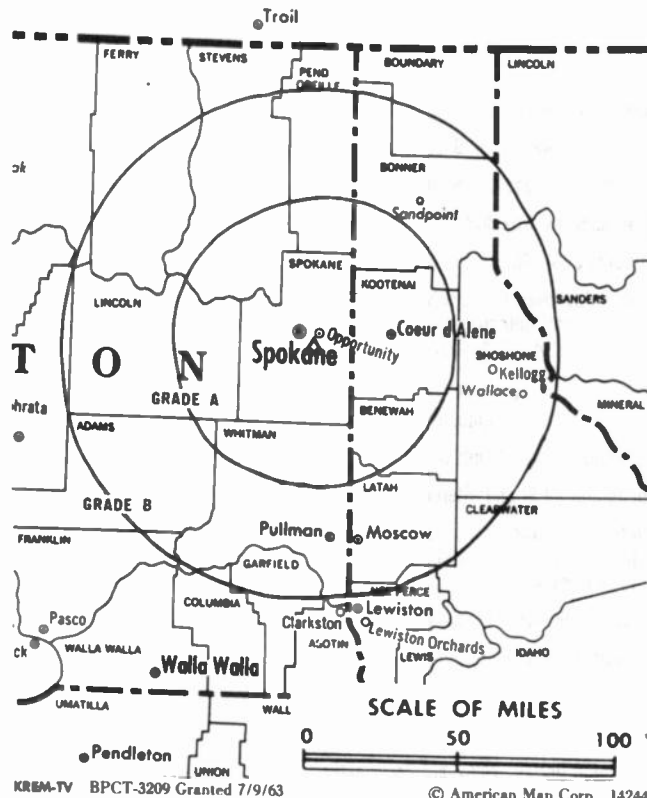
Personnel:

Barry Barth, Vice President & General Manager.
Brooks Hogg, General Sales Manager.
Jim Ostrander, Local Sales Manager.
Paul Brandt, News Director.
Meg Antonius, Program Director.
Scott Blair, Operations Manager.
Boyd Lundberg, Chief Engineer.
Barbara Nargang-Grant, Business Manager.

Rates: On request.

City of License: Spokane. ADI: Spokane. Rank: 78.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	WASHINGTON			
	Adams	4,600	4,500	98
	Asotin	7,000	6,800	97
	Columbia	1,600	1,500	94
	Douglas	10,100	9,800	97
	Ferry	2,300	2,200	96
	Garfield	900	900	100
	Grant	20,100	19,400	97
	Lincoln	3,600	3,500	97
	Okanogan	12,900	12,200	95
	Pend Oreille	3,400	3,300	97
	Spokane	143,700	139,500	97
Stevens	11,600	11,100	96	
Whitman	13,700	13,200	96	
Between 25-49%	MONTANA			
	Flathead	23,400	22,800	97
	Hill	6,500	6,300	97
	Sanders	3,400	3,200	94
	WASHINGTON			
Chelan	21,200	20,400	96	
Walla Walla	17,700	16,700	94	
Between 5-24%	MONTANA			
	Lake	8,100	7,900	98
	OREGON			
Umatilla	22,100	20,900	94	
Union	9,100	8,500	93	
Station Totals		441,300	426,600	97
Net Weekly Circulation (1993)				293,500
Average Daily Circulation (1993)				165,600

Washington—Spokane

KXLY-TV

Ch. 4

Network Service: ABC.

Licensee: Spokane TV Inc., 500 W. Boone Ave., Spokane, WA 99201.

Studio: 500 W. Boone Ave., Spokane, WA 99201.

Telephone: 509-324-4000. **Fax:** 509-328-5274.

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 48-kw visual, 4.8-kw aural. Antenna: 3060-ft. above av. terrain, 153-ft. above ground, 6030-ft. above sea level.

Latitude 47° 55' 18"
Longitude 117° 06' 48"

Transmitter: Top of Mount Spokane.

Multichannel TV Sound: Stereo and separate audio program.

Satellite Earth Stations: Andrew, 7.3-meter C-band; Andrew, 4.5-meter C-band; Vertex, 4.6-meter Ku-band; Satcom Technologies, 7-meter C-band; 3-meter Ku & C-band; Avantek, M/A-Com receivers.

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

AM Affiliate: KXLY, 5-kw, 920 kHz.

FM Affiliate: KXLY-FM, 37-kw, 99.9 MHz (No. 260), 2998-ft.

News Services: AP, Conus.

Ownership: Morgan Murphy Stations (Group Owner).

Began Operation: January 16, 1953. Sale to present owners by Joseph Harris and Norman E. Alexander approved by FCC Jan. 17, 1962 (Television Digest, Vol. 17:34; 2:4, 6, 7). Sale to Harris and Alexander by Symons Bcstg. Co. (E. B. Craney) and Bing Crosby approved Jan. 6, 1954 (Vol. 9:49; 10:2).

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

Represented (legal): Rini & Coran, P.C.

Represented (engineering): Hatfield & Dawson.

Personnel:

- Stephen R. Herling, Vice President & General Manager.
- Teddie Gibbon, General Sales Manager.
- Lane Guin, National Sales Manager.
- Debbie Sieverding, Local Sales Manager.
- Robin Briley, News Director.
- Eileen McKinnon, Program Director.
- Dawn Bayman, Promotion Manager.
- Scott Dethlefs, Production Manager.
- Tim Anderson, Chief Engineer.
- Bob Cole, Business Manager.

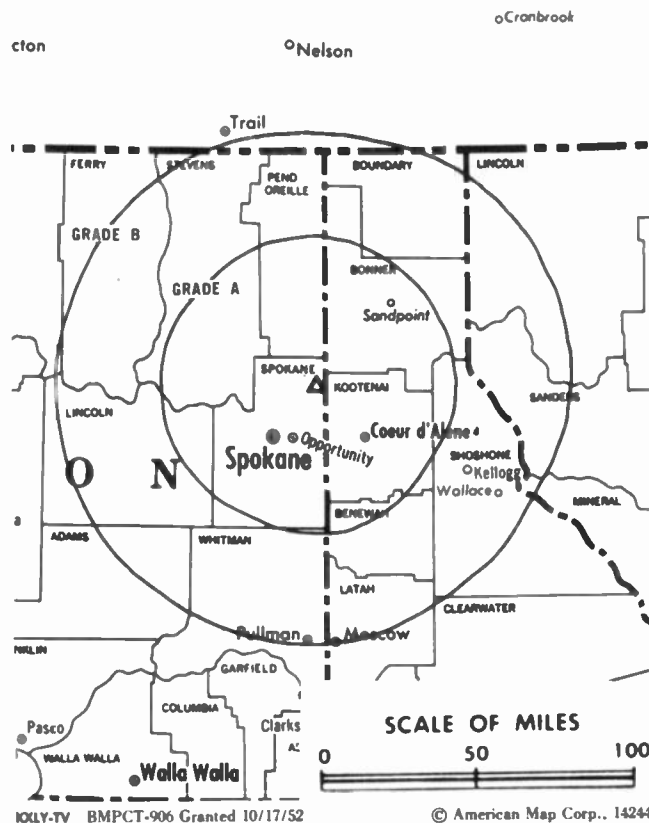
Highest 30 Sec. Rate: \$600.

NETWORK BASE HOURLY RATE: \$675.

City of License: Spokane. **ADI:** Spokane. **Rank:** 78.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	IDAHO			
	Benewah	3,100	3,000	97
	Bonner	10,500	10,200	97
	Boundary	3,000	2,900	97
	Clearwater	3,200	3,100	97
	Idaho	5,300	5,100	96
	Kootenai	27,600	27,200	99
	Latah	11,500	11,200	97
	Lewis	1,400	1,400	100
	Nez Perce	13,800	13,500	98
	Shoshone	5,300	5,200	98



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MONTANA			
	Lincoln	6,800	6,600	97
	Sanders	3,400	3,200	94
	Toole	1,900	1,900	100
	OREGON			
	Wallowa	2,800	2,600	93
	WASHINGTON			
	Adams	4,600	4,500	98
	Asotin	7,000	6,800	97
	Douglas	10,100	9,800	97
Between 25-49%	Ferry	2,300	2,200	96
	Garfield	900	900	100
	Grant	20,100	19,400	97
	Lincoln	3,600	3,500	97
	Okanogan	12,900	12,200	95
	Pend Oreille	3,400	3,300	97
	Spokane	143,700	139,500	97
	Stevens	11,600	11,100	96
	Whitman	13,700	13,200	96
	Between 5-24%	MONTANA		
Flathead		23,400	22,800	97
Hill		6,500	6,300	97
OREGON				
Union	9,100	8,500	93	
Between 5-24%	WASHINGTON			
	Chelan	21,200	20,400	96
	MONTANA			
Glacier	3,900	3,700	95	
Lake	8,100	7,900	98	
Mineral	1,300	1,300	100	
Station Totals	WASHINGTON			
	Columbia	1,600	1,500	94
Station Totals		408,600	395,900	97
Net Weekly Circulation (1993)				293,500
Average Daily Circulation (1993)				167,800

Washington—Vancouver

KPDX

Ch. 49

Network Service: Fox.

Licensee: Cannell Communications L.P., 400 Perimeter Center Terrace NE, Suite 975, Atlanta, GA 30346.

Studio: 910 N.E. Union, Portland, OR 97232.

Telephone: 503-239-4949. Fax: 503-239-6184.

Technical Facilities: Channel No. 49 (680-686 MHz). Authorized power: 2630-kw max. visual, 263-kw max. aural. Antenna: 1780-ft. above av. terrain, 1081-ft. above ground, 2055-ft. above sea level.

Latitude 45° 31' 22"
Longitude 122° 45' 07"

Transmitter: 211 N.W. Miller Rd., Portland, OR.

Satellite Earth Stations: C-band; Ku-band.

News Services: CBS, CNN, INN.

Ownership: Cannell Communications L.P.

Began Operation: October 1, 1983. Sale to present owner by Columbia River Television Inc. was granted by FCC Nov. 6, 1992 (Television Digest, Vol. 32:24).

Represented (sales): Petry Television Inc.

Represented (legal): Dow, Lohnes & Albertson.

Represented (engineering): Hammett & Edison Inc.

Personnel:

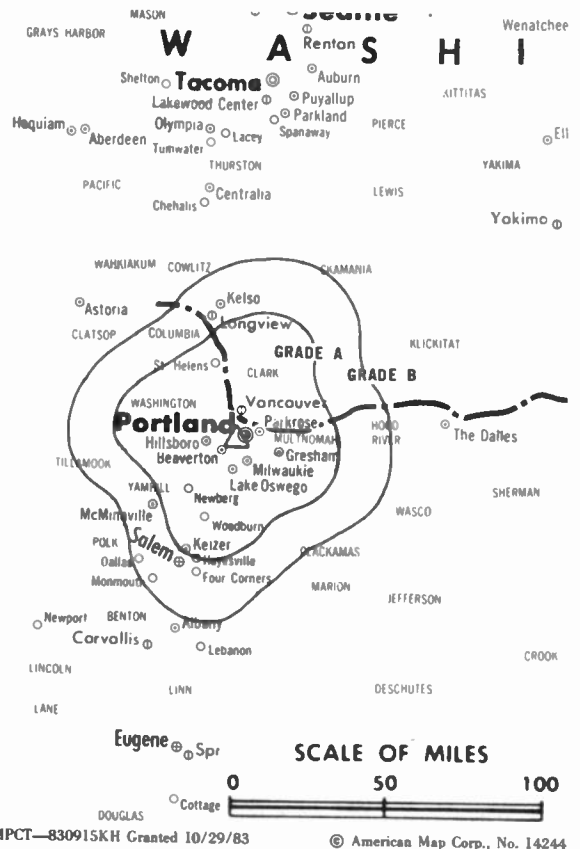
Cary D. Jones, General Manager.
Tony Thompson, General Sales Manager.
Steve Newman, Local Sales Manager.
Linda Bezila, Business Manager.
Brian Benschoten, Director of Operations.
Robert Wyatt, Chief Engineer.

Rates: On request.

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

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	OREGON			
	Clackamas	108,100	104,900	97
	Jefferson	5,000	4,800	96
	Marion	86,200	83,000	96
	Multnomah	245,500	237,200	97
	Union	9,100	8,500	93
	Wasco	8,600	8,100	94
	Washington	126,600	124,000	98
	WASHINGTON			
	Clark	93,700	91,500	98
Between 25-49%	OREGON			
	Clatsop	13,700	13,000	95



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Columbia	14,400	13,900	97
	Crook	5,700	5,400	95
	Deschutes	30,800	29,200	95
	Lincoln	17,200	16,000	93
	Linn	35,200	34,000	97
	Polk	19,000	18,400	97
	Tillamook	9,000	8,400	93
	Yamhill	23,400	22,400	96
	WASHINGTON			
	Clark	32,500	31,500	97
Between 5-24%	Klickitat	6,200	5,800	94
	OREGON			
	Benton	26,800	25,200	94
	Hood River	6,600	6,200	94
	Morrow	2,800	2,600	93
WASHINGTON				
Pacific	8,100	7,600	94	
Station Totals		934,200	901,600	97
Net Weekly Circulation (1993)				470,500
Average Daily Circulation (1993)				200,500

Washington—Wenatchee

KCWT

Ch. 27

Network Service: None, independent.

Licensee: Bingham Communications Group, 32 N. Mission St., Wenatchee, WA 98801.

Studio: 32-B N. Mission St., Wenatchee, WA 98801.

Mailing Address: 1200 Westlake Ave. No. 707, Seattle, WA 98109.

Telephone: 509-664-3850.

Technical Facilities: Channel No. 27 (548-554 MHz). Authorized power: 266.56-kw max. visual, 26.65-kw max. aural. Antenna: 1393-ft. above av. terrain, 174-ft. above ground, 3894-ft. above sea level.

Latitude 47° 19' 26"
Longitude 120° 13' 55"

Transmitter: Jump Off Ridge, 7-mi. SSW of Wenatchee.

Satellite Earth Stations: RCA, 8-meter Ku-band; M/A-Com, 4-meter C-band; M/A-Com receivers.

Ownership: Bingham Communications Group Ltd. Partnership.

Began Operation: April 9, 1984. Transfer of 51% to Jerry R. Martin by Fred Alan Ross approved by FCC Dec. 11, 1984. Sale to present owners approved by FCC Oct. 20, 1986.

Personnel:

Reverend Gayle Krause, Manager.
Wes Olinger, General Sales Manager.
Christy Kuech, News Director.
David Monroe, Chief Engineer.

Highest 30 Sec. Rate: \$150.

City of License: Wenatchee. ADI: Seattle-Tacoma. Rank: 13.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	Households %
WASHINGTON				
Between 5-24%	Adams	4,600	4,500	98
Station Totals		4,600	4,500	98
Net Weekly Circulation (1993)				1,100
Average Daily Circulation (1993)				200

Washington—Yakima

KAPP

Ch. 35

(Operates satellite KVEW, Kennewick, WA)

Network Service: ABC.

Licensee: Apple Valley Broadcasting Co., 1610 S. 24th Ave., Yakima, WA 98902.

Studio: 1610 S. 24th Ave., Yakima, WA 98902.

Telephone: 509-453-0351. Fax: 509-453-3623.

Technical Facilities: Channel No. 35 (596-602 MHz). Authorized power: 646-kw max. & 257-kw horizontal visual, 64.6-kw max. & 25.7-kw horizontal aural. Antenna: 960-ft. above av. terrain, 175-ft. above ground, 2150-ft. above sea level.

Latitude 46° 31' 57"
Longitude 120° 30' 37"

Transmitter: Ahtanum Ridge.

Satellite Earth Stations: 3 in operation.

News Service: AP.

Ownership: Morgan Murphy Stations (Group Owner).

Began Operation: September 21, 1970.

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

Represented (legal): Rini & Coran, P.C.

Personnel:

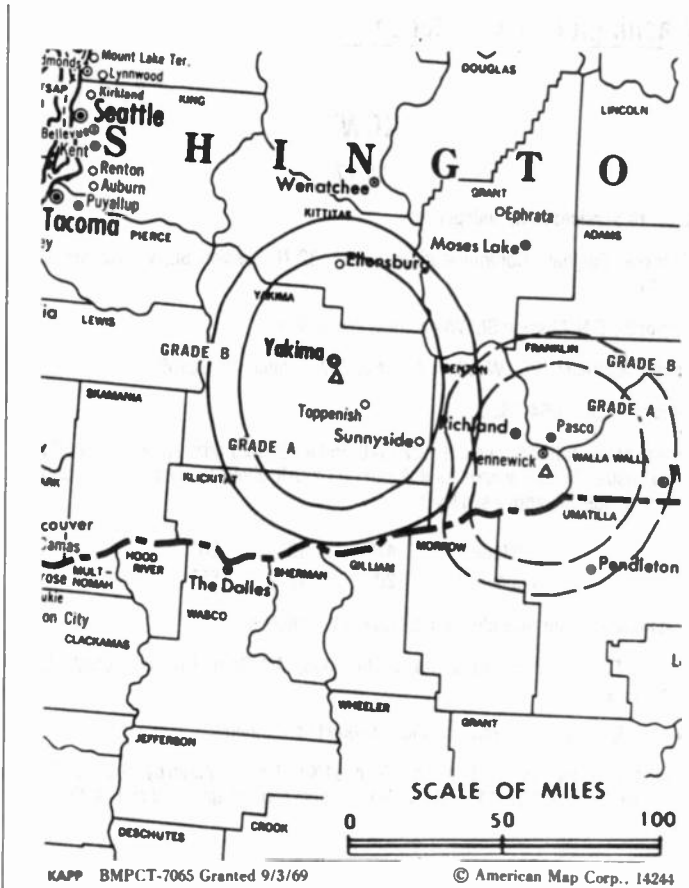
Elizabeth Murphy Burns, President.
Darrell Blue, Vice President & General Manager.
Ron Simmons, Assistant General Manager.
Judy Ernesti, General Sales Manager.
Shane Pierone, Local Sales Manager.
Dave Ettl, News Director.
Karen Bridges, Program Coordinator.
Marty Oberlander, Promotion Manager.
Brian Headding, Production Manager.
Bob Couchman, Chief Engineer.

Rates: On request.

NETWORK BASE HOURLY RATE: \$350.

City of License: Yakima. ADI: Yakima. Rank: 124.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	WASHINGTON			
	Kittitas East	8,400	8,000	95
	Yakima	67,100	64,400	96
Between 5-24%	OREGON			
	Gilliam	700	700	100
	WASHINGTON			
	Adams	4,600	4,500	98
	Benton	43,100	41,900	97
	Kittitas West	2,300	2,100	91
Station Totals		126,200	121,600	96
Net Weekly Circulation (1993)				65,800
Average Daily Circulation (1993)				37,700

Washington—Yakima

KIMA-TV

Ch. 29

(Operates satellites KEPR-TV, Pasco, WA; KLEW-TV, Lewiston, ID)

Network Service: CBS.

Licensee: Retlaw Enterprises Inc., 4880 N. First St., Fresno, CA 93755.

Studio: 2801 Terrace Heights Dr., Yakima, WA 98901.

Mailing Address: Box 702, Yakima, WA 98907.

Telephone: 509-575-0029. TWX: 510-777-5356. Fax: 509-248-1218.

Technical Facilities: Channel No. 29 (560-566 MHz). Authorized power: 484-kw max. & 378-kw horizontal visual, 87.3-kw max. & 68.2-kw horizontal aural. Antenna: 974-ft. above av. terrain, 169-ft. above ground, 2169-ft. above sea level.

Latitude 46° 31' 58"
Longitude 120° 30' 33"

Transmitter: Ahtanum Ridge, 2-mi. SW of Union Gap, near Yakima.

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

News Services: AP, CBS, CNN.

Ownership: Retlaw Enterprises Inc. (Group Owner).

Began Operation: July 19, 1953. Sale to present owner by NWG Bcstg. Co. approved by FCC Nov. 25, 1986 (Television Digest, Vol. 26:45). Sale to NWG Bcstg. by Filmways Inc. approved by FCC Aug. 30, 1972 (Vol. 12:4). Previously, merger of Filmways Inc. & Cascade Bcstg. approved by FCC July 23, 1969. Sale to Cascade Bcstg. by A. W. Talbot and Ralph Sundquist, et al., approved Feb. 21, 1962 (Vol. 1:14).

Represented (sales): Katz Continental Television; Canadian Communications Co.

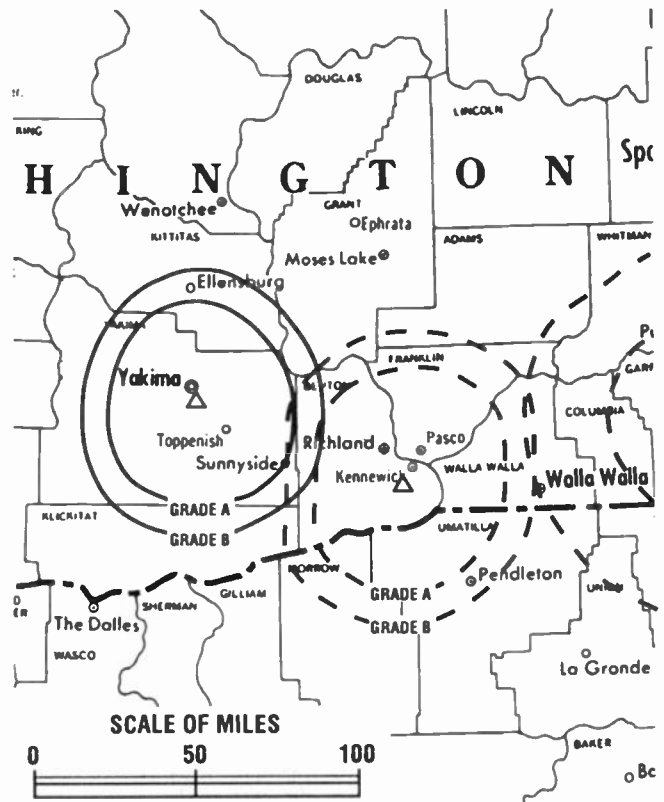
Represented (legal): Wiley, Rein & Fielding.

Represented (engineering): Hammett & Edison Inc.

Personnel:

Ken Messer, Vice President & General Manager.
John Vorous, Local Sales Manager.
T. J. Close, News Director.
Stu Seibel, Program Director.
Dave Spraker, Promotion Director.
Cliff Grady, Chief Engineer.
Harriet Pettie, Business Manager.
Mary Beth Bradley, Marketing Director.
Steve Campbell, Production Director.
Karla Griffin, Operations Director.

Rates: On request.



KIMA-TV BPCT-5034 Granted 7/25/77

© American Map Corp., No. 14244

City of License: Yakima. ADI: Yakima. Rank: 124.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	WASHINGTON			
	Kittitas East	8,400	8,000	95
	Yakima	67,100	64,400	96
Between 5-24%	OREGON			
	Gilliam	700	700	100
	WASHINGTON			
	Benton	43,100	41,900	97
	Kittitas West	2,300	2,100	91
Station Totals		121,600	117,100	96
Net Weekly Circulation (1993)				67,400
Average Daily Circulation (1993)				40,300

Washington—Yakima

KNDO

Ch. 23

(Operates satellite KNDU, Richland-Pasco-Kennewick, WA)

Network Service: NBC.

Licensee: Columbia Empire Bcstg. Corp., a Delaware Corp., 1608 S. 24th Ave., Yakima, WA 98901.

Studio: 1608 S. 24th Ave., Yakima, WA 98901.

Mailing Address: Box 10028, Yakima, WA 98909.

Telephone: 509-248-2300. Fax: 509-575-0266.

Technical Facilities: Channel No. 23 (524-530 MHz). Authorized power: 500-kw max. & 389-kw horizontal visual, 63-kw max. & 38-kw horizontal aural. Antenna: 960-ft. above av. terrain, 160-ft. above ground, 2155-ft. above sea level.

Latitude 46° 31' 59"
Longitude 120° 30' 26"

Transmitter: Ahtanum Ridge, S of Yakima.

Satellite Earth Stations: Harris, 6.1-meter; Microdyne, 3.7-meter; Harris, 3.1-meter; Harris, M/A-Com receivers.

News Services: AP, NBC.

Ownership: Farragut Communications Inc. (Group Owner).

Began Operation: October 15, 1959. Sale to Hugh E. Davis, et al., by Ralph Tronsrud approved by FCC Feb. 1, 1961 (Television Digest, Vol. 16:34; 17:6) FCC approved sale to Farragut Communications Jan. 29, 1988 (Vol. 27:51).

Represented (sales): Seltel Inc.; Art Moore Inc.

Represented (legal): Wiley, Rein & Fielding.

Personnel:

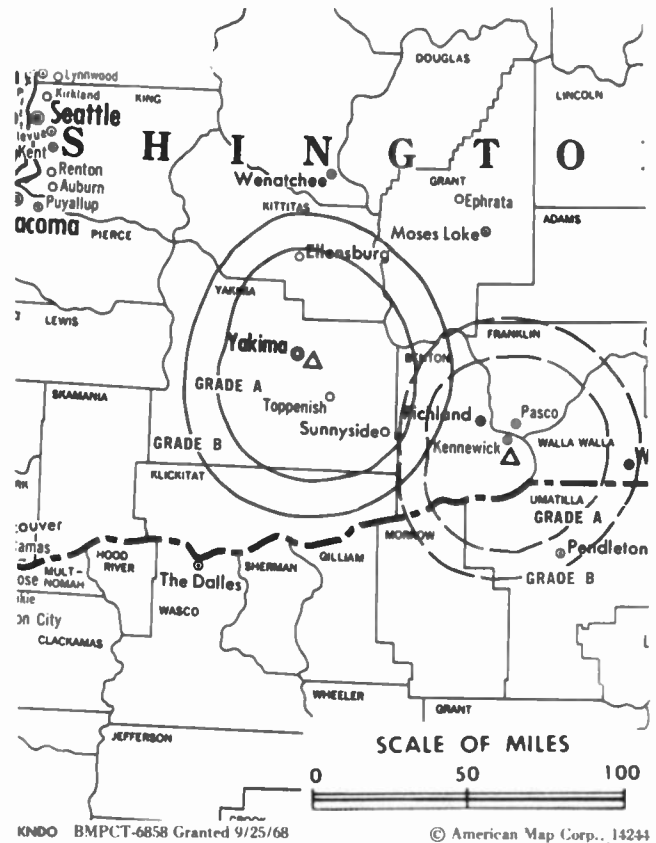
Elliot Kleeman, General Manager.
Dale Chaney, General Sales Manager.
Shelly Swanke, News Director.
Rita Lockhart, Program Director.
Robert Manderville, Promotion Director.
Doug Dietrich, Business Manager.
Wayne Whitaker, Director of Engineering.
Jim Lewis, Community Affairs Director.

Rates: On request.

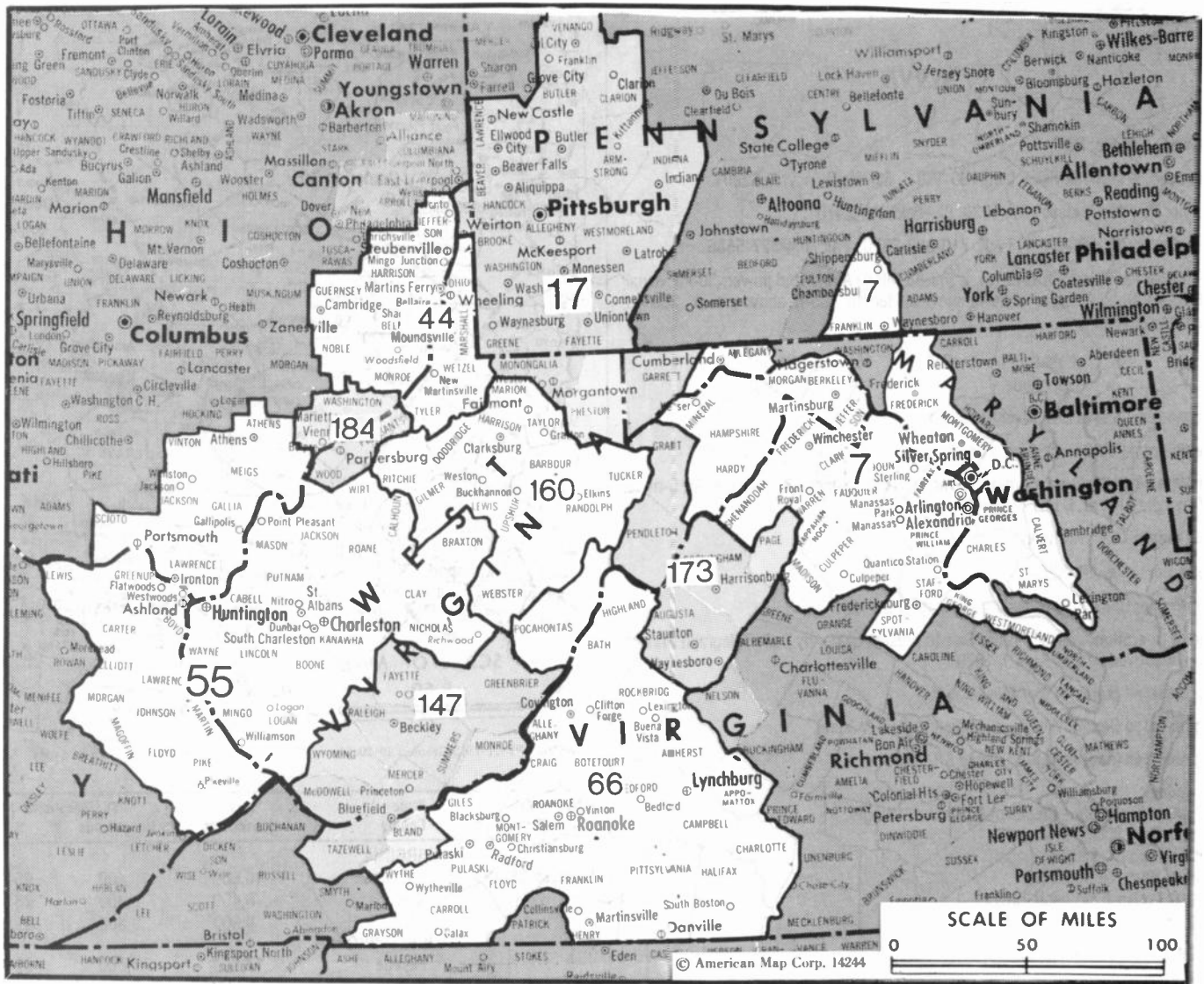
NETWORK BASE HOURLY RATE: \$600.

City of License: Yakima. ADI: Yakima. Rank: 124.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	WASHINGTON Kittitas East	8,400	8,000	95
	Yakima	67,100	64,400	96
Between 5-24%	WASHINGTON Adams	4,600	4,500	98
	Benton	43,100	41,900	97
	Douglas	10,100	9,800	97
	Franklin	12,400	12,000	97
	Kittitas West	2,300	2,100	91
Station Totals		148,000	142,700	96
Net Weekly Circulation (1993)			65,200	
Average Daily Circulation (1993)			37,900	



Market	Arbitron ADI TV Households	Rank	Market Area Commercial TV Stations
Washington, DC	1,822,400	7	WDCA (20), WFTY (50), WJLA-TV (7), WRC-TV (4), WTKK (66), WTMW (14), WTTG (5), WUSA (9)
Pittsburgh, PA	1,152,500	17	KDKA-TV (2), WPCB-TV (40), WPGH-TV (53), WPTT-TV (22), WPXI (11), WTAE-TV (4)
Charleston-Huntington, WV	476,400	55	WCHS-TV (8), WOWK-TV (13), WSAZ-TV (3), WTSF (61), WVAH-TV (11)
Roanoke-Lynchburg, VA	387,200	66	WDBJ (7), WEFC (38), WJPR (21), WSET-TV (13), WSLs-TV (10), WVT (27)
Wheeling, WV-Staubenville, OH	144,100	144	WTOV-TV (9), WTRF-TV (7)
Bluefield-Beckley-Oak Hill, WV	137,400	147	WOAY-TV (4), WVVA (6)
Clarksburg-Weston, WV	102,600	160	WBOY-TV (12), WDTV (5), WLYJ (46)
Harrisonburg, VA	85,700	173	WHSV-TV (3)
Parkersburg, WV	60,500	184	WTAP-TV (15)
Hagerstown, MD	45,400	192	WHAG-TV (25), WJAL (68), WYVN (60)

State Cross Reference List

Communities that receive programs of stations that are located elsewhere.

WOAY-TV, Beckley-Bluefield	See Oak Hill, WV
WTSF, Charleston	See Ashland, KY
WBOY-TV, Fairmont	See Clarksburg, WV
WOWK-TV, Huntington	See Charleston, WV
WSAZ-TV, Huntington	See Charleston, WV
WCHS-TV, Huntington	See Charleston, WV
WTSF, Huntington	See Ashland, KY
WVAH-TV, Huntington	See Charleston, WV
WDTV, Weston	See Clarksburg, WV
WTOV-TV, Wheeling	See Staubenville, OH

West Virginia Station Totals as of November 1, 1993

	VHF	UHF	TOTAL
Commercial Television Stations	9	3	12
Educational Television Stations	1	2	3
	10	5	15

West Virginia—Bluefield

WVVA
Ch. 6

Network Service: NBC.

Licensee: WVVA Television Inc., 130-138 S. 5th St., Quincy, IL 62301.

Studio: Rte. 460 Bypass, Box 1930, Bluefield, WV 24701.

Telephone: 304-325-5487. **TWX:** 710-938-8380. **Fax:** 304-327-5586.

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 50-kw visual, 6.03-kw aural. Antenna: 1220-ft. above av. terrain, 185-ft. above ground, 3837-ft. above sea level.

Latitude 37° 15' 21.31"
Longitude 81° 10' 55.43"

Transmitter: Top of East River Mountain.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Gardiner, 6-meter; Harris, 6-meter Ku-band; ADM, 5-meter C-band; Gardiner, Harris receivers.

SNG Mobile Dish: Ku-band.

News Services: AP, NBC.

Ownership: Quincy Broadcasting Co. (Group Owner).

Began Operation: July 31, 1955. Sale to present owner by Daily Telegraph Printing Co. approved by FCC April 9, 1979.

Represented (sales): Petry Television Inc.

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

Represented (engineering): Lohnes & Culver.

Personnel:

- Charles Webb, Vice President & General Manager.
- Larry Roe, Station Manager.
- Paul Heebink, Sales Manager.
- Cheri Haag, News Director.
- James Riffe, Promotion Director.
- Kenneth Dick, Chief Engineer.

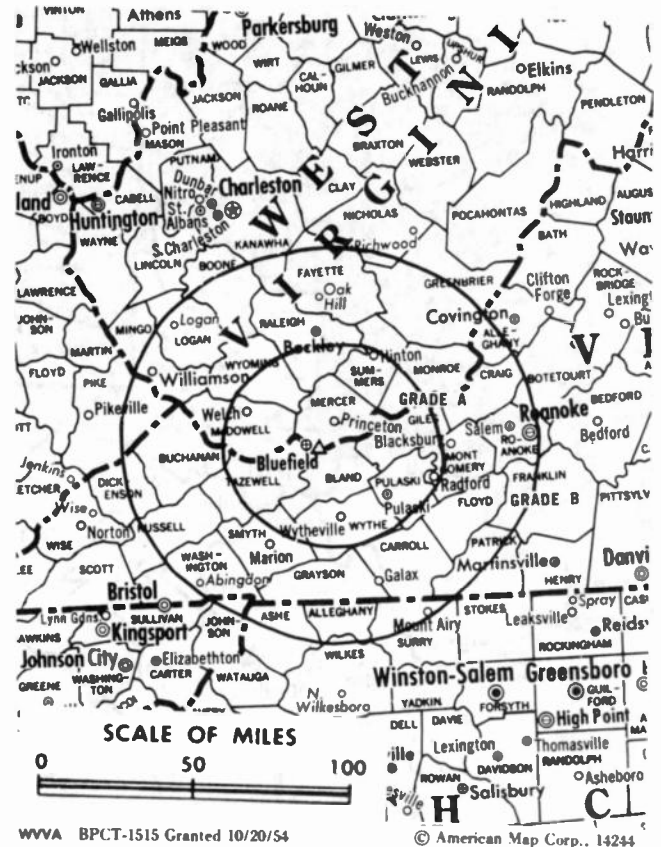
Highest 30 Sec. Rate: \$600.

NETWORK BASE HOURLY RATE: \$850.

City of License: Bluefield. **ADI:** Bluefield-Beckley-Oak Hill. **Rank:** 147.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	VIRGINIA			
	Bland	2,200	2,100	95
	Tazewell	17,100	16,900	99
	WEST VIRGINIA			
	Greenbrier	13,800	13,600	99
	Mc Dowell	12,000	11,800	98
	Mercer	25,000	24,800	99
	Monroe	4,800	4,700	98
	Raleigh	28,700	28,400	99
	Summers	5,200	5,100	98
	Wyoming	10,200	10,100	99



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	VIRGINIA			
	Buchanan	10,600	10,400	98
	Giles	6,400	6,300	98
	Wythe	9,900	9,800	99
	WEST VIRGINIA			
Fayette	17,800	17,600	99	
Pocahontas	3,600	3,500	97	
Between 5-24%	NORTH CAROLINA			
	Alleghany	3,900	3,800	97
	VIRGINIA			
	Bath	1,900	1,900	100
	Carroll	10,400	10,200	98
	Grayson	9,300	9,200	99
	Pulaski	13,300	13,200	99
	Smyth	12,200	12,100	99
	WEST VIRGINIA			
	Boone	9,500	9,400	99
Logan	15,100	15,000	99	
Mingo	11,700	11,500	98	
Nicholas	10,000	9,900	99	
Webster	3,900	3,800	97	
Station Totals		268,500	265,100	99
Net Weekly Circulation (1993)				134,100
Average Daily Circulation (1993)				84,600

West Virginia—Charleston

WCHS-TV

Ch. 8

Network Service: ABC.

Licensee: WCHS Ltd., 13355 Noel Rd., Suite 1500, One Galleria Tower, Dallas, TX 75240.

Studio: 1301 Piedmont Rd., Charleston, WV 25301.

Mailing Address: Box 11138, Charleston, WV 25339.

Telephone: 304-346-5358. TWX: 710-930-8720. Fax: 304-346-4765.

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 158-kw visual, 19.1-kw aural. Antenna: 1236-ft. above av. terrain, 996-ft. above ground, 2046-ft. above sea level.

Latitude 38° 24' 27.90"
Longitude 81° 54' 13.30"

Transmitter: Coal Mountain, 3.5-mi. W of St. Albans, WV.

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

News Service: AP.

Ownership: Heritage Media Corp. (Group Owner).

Began Operation: August 16, 1954. Sale to present owner by Rollins Communications approved by FCC Sept. 19, 1986. Sale to Rollins by Tierney Co. approved Sept. 28, 1960 (Television Digest, Vol. 16:29, 40).

Represented (sales): Petry Television Inc.

Represented (legal): Akin, Gump, Strauss, Hauer & Feld, L.L.P.

Personnel:

Dennis Adkins, President & General Manager.
Robert S. Knowles, General Sales Manager.
Loring Lovett, Local Sales Manager.
Tom Wright, National Sales Manager.
Timothy A. Sharp, News Director.
Robert W. Roush, Chief Engineer.
Michael J. Hooper, Promotion Manager.
Jo Corey, Operations Manager.

Rates: On request.

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

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	KENTUCKY			
	Boyd	19,700	19,600	99
	Carter	8,700	8,600	99
	Floyd	15,600	15,400	99
	Greenup	13,500	13,400	99
	Johnson	8,400	8,300	99
	Martin	4,300	4,200	98
	Pike	25,600	25,300	99
	OHIO			
	Athens	20,500	20,000	98
	Gallia	11,400	11,100	97
	Jackson	11,300	11,100	98
	Lawrence	23,000	22,600	98
Meigs	8,700	8,500	98	
Scioto	29,800	29,300	98	
Washington	23,600	23,100	98	
WEST VIRGINIA				
Boone	9,500	9,400	99	
Braxton	4,900	4,800	98	
Cabell	38,600	38,400	99	
Calhoun	2,900	2,900	100	
Clay	3,700	3,600	97	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Fayette	17,800	17,600	99
	Jackson	9,800	9,700	99
	Kanawha	84,100	83,600	99
	Lincoln	7,700	7,600	99
	Logan	15,100	15,000	99
	Mc Dowell	12,000	11,800	98
	Mason	9,700	9,600	99
	Mingo	11,700	11,500	98
	Nicholas	10,000	9,900	99
	Pulnam	16,200	16,100	99
	Raleigh	28,700	28,400	99
	Roane	5,800	5,700	98
	Wayne	15,600	15,500	99
Webster	3,900	3,800	97	
Wirt	2,000	2,000	100	
Wood	34,100	33,800	99	
Wyoming	10,200	10,100	99	
Between 25-49%	KENTUCKY			
	Elliott	2,300	2,300	100
	Lawrence	5,000	5,000	100
	Lewis	4,700	4,600	98
	Magoffin	4,400	4,300	98
	Morgan	4,100	4,000	98
	OHIO			
Morgan	5,200	5,100	98	
Pike	9,100	8,900	98	
Vinton	4,100	4,000	98	
WEST VIRGINIA	Gilmer	2,700	2,700	100
	Lewis	6,500	6,400	98
	Pleasants	2,800	2,800	100

(Continued on page A-1266)

Station Totals	724,900	715,800	99
Net Weekly Circulation (1993)			469,300
Average Daily Circulation (1993)			259,700

West Virginia—Huntington-Charleston

WOWK-TV

Ch. 13

Network Service: CBS.

Licensee: Gateway Communications Co.

Studio: WOWK-TV Center, 555 5th Ave., Huntington, WV 25701.

Charleston Bureau: 1601 Kanawha Blvd. W, Charleston, WV 25312.

Mailing Address: Box 13, Huntington, WV 25706-0013.

Telephones: 304-525-7661 (Huntington); 304-366-0363 (Charleston).

TWX: 710-931-8078. Fax: 304-529-4910.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 132-kw visual, 26.3-kw aural. Antenna: 1270-ft. above av. terrain, 1109-ft. above ground, 2049-ft. above sea level.

Latitude 38° 30' 21"
Longitude 82° 12' 30"

Transmitter: Barker's Ridge Rd., Huntington.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta, 4.6-meter C-band; Comtech, 3.8-meter Ku-band; ChannelMaster, 3.5-meter C-band; RCA, 3.5-meter Ku-band; ChannelMaster, M/A-Corn receivers.

SNG Mobile Dish: BAF, 2.5-meter Ku-band.

News Services: AP, CBS, CNN.

Ownership: Gateway Communications Inc. (Group Owner).

Began Operation: October 2, 1955. Sale to present owner by Reeves Telecom approved by FCC Sept. 13, 1974. Sale to Reeves by Cowles Bcstg. Co. approved Dec. 21, 1960 (Television Digest, Vol. 16:43, 52). Sale to Cowles by S. J. Hyman theatre interests approved June 20, 1956 (Vol. 12:18, 25).

Represented (sales): Blair Television.

Represented (legal): Bishop, Cook, Purcell & Reynolds.

Represented (engineering): Smith & Powstenko.

Personnel:

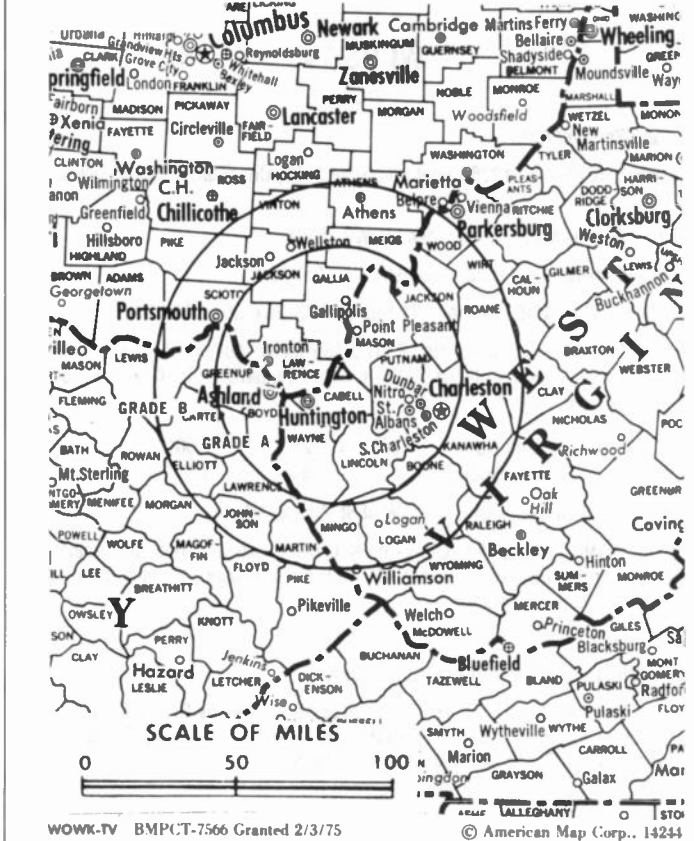
Gary Ritchie, General Manager.
Leo M. MacCourtney, Vice President, Community Relations & Program Director.
Sue Ferrara, Regional Sales Manager.
John Fusco, National Sales Manager.
Allen Payne, Promotion Director.
Elmer Van Kuren, Business Manager.

Rates: On request.

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

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	KENTUCKY				
		Boyd	19,700	19,600	99
		Carter	8,700	8,600	99
		Elliott	2,300	2,300	100
		Floyd	15,600	15,400	99
		Greenup	13,500	13,400	99
		Johnson	8,400	8,300	99
		Lawrence	5,000	5,000	100
		Magoffin	4,400	4,300	98
		Martin	4,300	4,200	98
		Morgan	4,100	4,000	98
		Pike	25,600	25,300	99
		OHIO			
		Athens	20,500	20,000	98
		Gallia	11,400	11,100	97
		Jackson	11,300	11,100	98
		Lawrence	23,000	22,600	98



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Meigs	8,700	8,500	98
	Scioto	29,800	29,300	98
	Vinton	4,100	4,000	98
WEST VIRGINIA				
	Boone	9,500	9,400	99
	Cabell	38,600	38,400	99
	Calhoun	2,900	2,900	100
	Clay	3,700	3,600	97
	Fayette	17,800	17,600	99
	Jackson	9,800	9,700	99
	Kanawha	84,100	83,600	99
	Lincoln	7,700	7,600	99
	Logan	15,100	15,000	99
	Mc Dowell	12,000	11,800	98
	Mason	9,700	9,600	99
	Mingo	11,700	11,500	98
	Nicholas	10,000	9,900	99
	Putnam	16,200	16,100	99
	Raleigh	28,700	28,400	99
	Roane	5,800	5,700	98
	Wayne	15,600	15,500	99
	Wirt	2,000	2,000	100
	Wood	34,100	33,800	99
	Wyoming	10,200	10,100	99
Between 25-49%	KENTUCKY			
	Lewis	4,700	4,600	98
	OHIO			
	Pike	9,100	8,900	98
	Washington	23,600	23,100	98
	WEST VIRGINIA			
	Braxton	4,900	4,800	98

(Continued on page A-1266)

Station Totals	684,000	675,300	99
Net Weekly Circulation (1993)			450,500
Average Daily Circulation (1993)			231,000

West Virginia—Huntington-Charleston

WSAZ-TV

Ch. 3

Network Service: NBC.

Licensee: Lee Enterprises Inc., WSAZ Bldg., 645 5th Ave., Huntington, WV 25701.

Studios: 645 5th Ave., Huntington, WV 25701; Columbia Ave. & Virginia St., Charleston, WV.

Telephones: 304-697-4780 (Huntington); 304-344-3521 (Charleston).

TWX: 710-931-8034. Fax: 304-697-4325.

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 42.7-kw visual, 4.27-kw aural. Antenna: Circularly polarized, 1274-ft. above av. terrain, 1009-ft. above ground, 2020-ft. above sea level.

Latitude 38° 30' 34"
Longitude 82° 13' 09"

Transmitter: Barker's Ridge, WV.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Transmit/receive SatCom, 5.5-meter C-band; Pinzone, 5-meter C-band; Pinzone, 5-meter Ku-band; DX Engineering, Harris, M/A-Com, Pinzone receivers.

News Services: AP, NBC.

Ownership: Lee Enterprises Inc. (Group Owner).

Begin Operation: October 14, 1949. Sale to present owner by Capital Cities Bcstg. approved by FCC Feb. 1971. Previous sale by Goodwill Stations Inc. approved July 29, 1964 (Television Digest, Vol. 4:9, 18, 19, 31). Sale to Goodwill Stations by Huntington Publishing Co. & Mrs. Eugene Katz approved March 20, 1961 (Vol. 17:6, 14).

Represented (sales): Katz American Television.

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

Personnel:

- Donald Ray, General Manager.
- Chris Leister, General Sales Manager.
- Rick Vorhees, Local Sales Manager.
- George M. Curry, Program Manager.
- Ken Selvaggi, News Director.
- Bill Allen, Business Manager.
- Helen Bowe, Marketing Director.
- Jack Deakin, Production Manager.
- Bill Hayes, Manager of Engineering.
- Teresa Branham, Traffic.

Highest 30 Sec. Rate: \$2000.

NETWORK BASE HOURLY RATE: \$1700.

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

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households Households	%
50% & Over	KENTUCKY			
	Boyd	19,700	19,600	99
	Carter	8,700	8,600	99
	Elliott	2,300	2,300	100
	Floyd	15,600	15,400	99
	Greenup	13,500	13,400	99
	Johnson	8,400	8,300	99
	Lawrence	5,000	5,000	100
	Lewis	4,700	4,600	98
	Magoffin	4,400	4,300	98
	Martin	4,300	4,200	98
	Morgan	4,100	4,000	98
	Pike	25,600	25,300	99
	OHIO			
Athens	20,500	20,000	98	



WSAZ-TV 8PCT-890414KL Granted 6/28/89

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households Households	%
50% & Over	Gallia	11,400	11,100	97
	Jackson	11,300	11,100	98
	Lawrence	23,000	22,600	98
	Meigs	8,700	8,500	98
	Scioto	29,800	29,300	98
	Vinton	4,100	4,000	98
	WEST VIRGINIA			
	Boone	9,500	9,400	99
	Braxton	4,900	4,800	98
	Cabell	38,600	38,400	99
	Calhoun	2,900	2,900	100
	Clay	3,700	3,600	97
	Fayette	17,800	17,600	99
	Jackson	9,800	9,700	99
Kanawha	84,100	83,600	99	
Lincoln	7,700	7,600	99	
Logan	15,100	15,000	99	
Mason	9,700	9,600	99	
Mingo	11,700	11,500	98	
Nicholas	10,000	9,900	99	
Putnam	16,200	16,100	99	
Roane	5,800	5,700	98	
Wayne	15,600	15,500	99	
Wirt	2,000	2,000	100	
Between 25-49%	KENTUCKY			
	Rowan	6,900	6,800	99
	OHIO			
	Pike	9,100	8,900	98
Washington	23,600	23,100	98	
WEST VIRGINIA				
Gilmer	2,700	2,700	100	
(Continued on page A-1266)				
Station Totals		683,600	675,200	99
Net Weekly Circulation (1993)				477,800
Average Daily Circulation (1993)				306,300

West Virginia—Charleston-Huntington

WVAH-TV

Ch. 11

Network Service: Fox.

Licensee: Act III Bcstg. of West Virginia Inc., 11 Broadcast Plaza, Hurricane, WV 25526.

Studio: 11 Broadcast Plaza, Hurricane, WV 25526.

Telephone: 304-757-7533. Fax: 304-757-7533.

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 51-kw visual, 5.1-kw aural. Antenna: Circularly polarized, 1722-ft. above av. terrain, 1551-ft. above ground, 2522-ft. above sea level.

Latitude 38° 25' 15"
Longitude 81° 55' 27"

Transmitter: S side of Poplar Fork Rd., 1.53-mi. N of U.S. Rte. 60.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: AFC, 3.7-meter Ku-band; Vidare, 4.6-meter C-band; Comtech, 5-meter C-band; M/A-Corn, Standard Communications receivers.

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

Began Operation: September 19, 1982 on Ch. 23. Began operation on Ch. 11 April 1988. Sale to Act III Bcstg. approved by FCC Dec. 17, 1987.

Represented (sales): Settel Inc.

Represented (legal): Wiley, Rein & Fielding.

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

Personnel:

- Bill White, General Manager.
- Edwin Hill, General Sales Manager.
- Harold Cooper, National Sales Manager.
- Rita Gazitano, Program Director.
- John Fawcett, Promotion Director.
- Beth Billups, Controller.
- George Parnicza, Chief Engineer.
- Mindy Bradley, Marketing Director.
- Steve Utt, Production Manager.

Rates: On request.

City of License: Charleston. AQI: Charleston-Huntington. Rank: 55.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	KENTUCKY			
	Boyd	19,700	19,600	99
	Carter	8,700	8,600	99
	Floyd	15,600	15,400	99
	Greenup	13,500	13,400	99
	Johnson	8,400	8,300	99
	Lawrence	5,000	5,000	100
	Martin	4,300	4,200	98
	Morgan	4,100	4,000	98
	Rowan	6,900	6,800	99
	OHIO			
	Athens	20,500	20,000	98
	Gallia	11,400	11,100	97
	Jackson	11,300	11,100	98
Lawrence	23,000	22,600	98	
Meigs	8,700	8,500	98	
Scioto	29,800	29,300	98	
Vinton	4,100	4,000	98	
Washington	23,600	23,100	98	
WEST VIRGINIA				
Boone	9,500	9,400	99	
Braxton	4,900	4,800	98	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Cabell	38,600	38,400	99
	Calhoun	2,900	2,900	100
	Clay	3,700	3,600	97
	Fayette	17,800	17,600	99
	Jackson	9,800	9,700	99
	Kanawha	84,100	83,600	99
	Lincoln	7,700	7,600	99
	Logan	15,100	15,000	99
	Mason	9,700	9,600	99
	Mingo	11,700	11,500	98
	Nicholas	10,000	9,900	99
	Putnam	16,200	16,100	99
	Raleigh	28,700	28,400	99
	Roane	5,800	5,700	98
Wayne	15,600	15,500	99	
Wirt	2,000	2,000	100	
Wood	34,100	33,800	99	
Between 25-49%	KENTUCKY			
	Elliott	2,300	2,300	100
	Lewis	4,700	4,600	98
	Magoffin	4,400	4,300	98
	Pike	25,600	25,300	99
OHIO				
Morgan	5,200	5,100	98	
Pike	9,100	8,900	98	
WEST VIRGINIA				
Gilmer	2,700	2,700	100	
Mc Dowell	12,000	11,800	98	
Ritchie	3,900	3,800	97	
Webster	3,900	3,800	97	
Wyoming	10,200	10,100	99	

(Continued on page A-1266)

Station Totals	666,300	657,900	99
Net Weekly Circulation (1993)			392,900
Average Daily Circulation (1993)			185,000

West Virginia—Clarksburg-Fairmont

WBOY-TV

Ch. 12

Network Service: NBC.

Licensee: WBOY-TV Inc., 912 W. Pike St., Clarksburg, WV 26301.

Studio: 912 W. Pike St., Clarksburg, WV 26301.

Mailing Address: Box 1590, Clarksburg, WV 26302.

Telephone: 304-623-3311. TWX: 710-939-6813. Fax: 304-624-6152.

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 265-kw visual, 26.2-kw aural. Antenna: 860-ft. above av. terrain, 572-ft. above ground, 2024-ft. above sea level.

Latitude 39° 17' 06"
Longitude 80° 19' 47"

Transmitter: Pinnickinnick Mountain.

Multichannel TV Sound: Stereo only.

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

News Service: AP.

Ownership: Bimey Imes Jr. & Family (Group Owner).

Began Operation: November 17, 1957. Sale to present owners by Marion R. Ascoli, Max Ascoli & Nathan W. Levin approved by FCC Nov. 5, 1976. Previous sale by Rust Craft Bcstg. Co. was approved March 11, 1964 (Television Digest, Vol. 3:12, 46; 4:11). For transfer of all WSTV Inc. properties to Rust Craft Broadcasting Co. Inc., see WTOV-TV, Steubenville, OH.

Represented (sales): Settel Inc.

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

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

Personnel:

Gary Bowden, Vice President & General Manager.

Jamie Logue, News Director.

Frances Basile, Program Director.

Mike Simons, Promotion Director.

Barbara Lynch, Business Manager.

Ray Myers, Chief Engineer.

Rates: On request.

City of License: Clarksburg. ADI: Clarksburg-Weston. Rank: 160.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	WEST VIRGINIA			
	Barbour	5,800	5,700	98
	Doddridge	2,600	2,600	100
	Harrison	26,900	26,800	100
	Lewis	6,500	6,400	98
	Marion	22,300	22,100	99
	Monongalia	29,300	29,000	99
	Preston	10,700	10,600	99
	Randolph	10,400	10,300	99
	Taylor	5,700	5,600	98



WBOY-TV BPCT-850906KH Granted 12/11/85

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Tucker	3,000	3,000	100
	Upshur	8,100	8,000	99
	Webster	3,900	3,800	97
Between 25-49%	OHIO			
	Monroe	5,700	5,600	98
	WEST VIRGINIA			
	Braxton	4,900	4,800	98
	Gilmer	2,700	2,700	100
	Pleasants	2,800	2,800	100
	Ritchie	3,900	3,800	97
Tyler	3,700	3,700	100	
Wetzel	7,200	7,100	99	
Between 5-24%	PENNSYLVANIA			
	Greene	14,500	14,200	98
	WEST VIRGINIA			
	Clay	3,700	3,600	97
	Marshall	14,100	14,000	99
	Nicholas	10,000	9,900	99
	Pocahontas	3,600	3,500	97
Roane	5,800	5,700	98	
Wirt	2,000	2,000	100	
Station Totals		219,800	217,300	99
Net Weekly Circulation (1993)				128,100
Average Daily Circulation (1993)				76,100

West Virginia—Clarksburg-Weston

WDTV

Ch. 5

Network Service: CBS.

Licensee: W. Russell Withers Jr., Box 480, Bridgeport, WV 26330.

Studio: 5 Television Dr., Bridgeport, WV 26330.

Mailing Address: Box 480, Bridgeport, WV 26330.

Telephone: 304-623-5555. TWX: 710-935-1142. Fax: 304-842-7501.

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 884-ft. above av. terrain, 505-ft. above ground, 2165-ft. above sea level.

Latitude 39° 04' 27"
Longitude 80° 25' 28"

Transmitter: Television Park, Fisher Mountain, U.S. Rte. 19, Weston, WV.

Satellite Earth Stations: Scientific-Atlanta, 7-meter C-band; ADM, 6-meter C-band; Scientific-Atlanta, 4.6-meter C-band; AFC, 3.3-meter Ku-band; Automation Techniques, Chapparral, General Instrument, M/A-Com, Scientific-Atlanta receivers.

News Service: AP.

Ownership: W. Russell Withers Jr. (Group Owner).

Begin Operation: June 22, 1960. Sale to present owner by Broadcasting Industries of West Virginia approved by FCC April 5, 1973. Transfer of control to William A. Meehan, Receiver, from Broadcast Industries of West Virginia approved June 30, 1971. Sale to Broadcast Industries (formerly Medallion Pictures) by J. Patrick Beacom, Thomas P. Johnson & George W. Eby approved Aug. 24, 1966 (Television Digest, Vol. 6:34, 35).

Represented (sales): Katz Continental Television.

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

Personnel:

- Mike Smith, General Manager.
- Nick Pellegrin, Program Director.
- Debbie Gamblin, Promotion Director.
- Maurice E. Heskett, Chief Engineer.

Highest 30 Sec. Rate: \$500.

NETWORK BASE HOURLY RATE: \$1300.

City of License: Weston. ADI: Clarksburg-Weston. Rank: 160.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	WEST VIRGINIA			
	Barbour	5,800	5,700	98
	Braxton	4,900	4,800	98
	Calhoun	2,900	2,900	100
	Doddridge	2,600	2,600	100
	Gilmer	2,700	2,700	100
	Harrison	26,900	26,800	100
	Lewis	6,500	6,400	98
	Marion	22,300	22,100	99
	Monongalia	29,300	29,000	99
	Preston	10,700	10,600	99
	Randolph	10,400	10,300	99
	Ritchie	3,900	3,800	97
	Taylor	5,700	5,600	98
	Tucker	3,000	3,000	100



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Upshur	8,100	8,000	99
	Webster	3,900	3,800	97
Between 25-49%	OHIO			
	Washington	23,600	23,100	98
	WEST VIRGINIA			
	Clay	3,700	3,600	97
	Nicholas	10,000	9,900	99
Between 5-24%	MARYLAND			
	Garrett	10,200	10,100	99
	OHIO			
	Monroe	5,700	5,600	98
	Morgan	5,200	5,100	98
	Noble	4,100	4,000	98
	PENNSYLVANIA			
	Greene	14,500	14,200	98
	WEST VIRGINIA			
	Grant	4,100	4,000	98
	Pendleton	3,100	3,000	97
Pleasants	2,800	2,800	100	
Pocahontas	3,600	3,500	97	
Roane	5,800	5,700	98	
Tyler	3,700	3,700	100	
Wetzel	7,200	7,100	99	
Wirt	2,000	2,000	100	
Wood	34,100	33,800	99	
Station Totals		293,000	289,300	99
Net Weekly Circulation (1993)				161,900
Average Daily Circulation (1993)				97,900

West Virginia—Clarksburg

WLYJ
Ch. 46

Network Service: None, independent.

Licensee: Christian Communication Center Inc., 775 W. Pike St., Clarksburg, WV 26301.

Studio: 775 W. Pike St., Clarksburg, WV 26301.

Mailing Address: Box 2544, Clarksburg, WV 26302-2544.

Telephone: 304-623-5782.

Technical Facilities: Channel No. 46 (662-668 MHz). Authorized power: 156-kw max. visual, 15.6-kw max. aural. Antenna: 796-ft. above av. terrain, 632-ft. above ground, 1992-ft. above sea level.

Latitude	39°	18'	02"
Longitude	80°	20'	37"

Transmitter: N. 16th Extended, Clarksburg.

Satellite Earth Stations: Scientific-Atlanta, 5-meter; Paradigm, 3.7-meter; DX Antenna receivers.

Ownership: Christian Communications Center Inc.

Began Operation: February 8, 1981.

Represented (legal): Gammon & Grange.

Represented (engineering): Serge Bergen.

Personnel:

Jack L. Kincaid, General Manager.

Marilyn Huff, Program & Promotion Director.

Wayne L. Fast, Chief Engineer.

Highest 30 Sec. Rate: \$40.

City of License: Clarksburg. ADI: Clarksburg-Weston. Rank: 160.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	Harrison	26,900	26,800	100
	Marion	22,300	22,100	99
	WEST VIRGINIA			



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	Monongalia	29,300	29,000	99
	Preston	10,700	10,600	99
	Randolph	10,400	10,300	99
	Ritchie	3,900	3,800	97
Station Totals		103,500	102,600	99
Net Weekly Circulation (1993)			8,900	
Average Daily Circulation (1993)			2,300	

West Virginia—Martinsburg

WYVN

Ch. 60

Network Service: Fox.

Grantee: Flying A Communications L.P., Box 2089, Martinsburg, WV 25401.

Studio: 1 Discovery Place, Martinsburg, WV 25401.

Telephone: 304-267-6060. **Fax:** 304-267-6180.

Technical Facilities: Channel No. 60 (746-752 MHz). Authorized power: 3890-kw max. visual. Antenna: 1024-ft. above av. terrain, 240-ft. above ground, 1699-ft. above sea level.

Latitude 39° 27' 27"
Longitude 78° 03' 53"

Transmitter: 2.4-mi. W of Nollville, Gerrardstown District, Berkeley County.

Multichannel TV Sound: Stereo only.

News Services: AP, CNN, Fox News.

Ownership: Flying A Communications L.P.

Began Operation: October 1, 1991.

Represented (legal): Ginsburg, Feldman & Bress, Chartered.

Represented (engineering): Carl Lahm, P.C.

Personnel:

- Ralph Albertazzie, General Manager.
- Carol LaFever, Station & General Sales Manager.
- Jeff Hertrick, News Director.
- Ralph Tobias, Program Director.
- Pam Peacock, Production Manager.
- Jim Shirey, Business Manager.
- Bob Baker, Chief Engineer.

City of License: Martinsburg. **ADI:** Hagerstown. **Rank:** 192.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	WEST VIRGINIA			
	Berkeley	23,500	23,300	99
Between 5-24%	MARYLAND			
	Washington	45,400	45,100	99



WYVN BMPCT-910930KL Granted 2/21/92 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	PENNSYLVANIA			
	Franklin	46,700	45,400	97
	Fulton	5,300	5,100	96
	VIRGINIA			
	Frederick	27,000	26,800	99
	Warren	10,400	10,300	99
	WEST VIRGINIA			
	Jefferson	13,500	13,400	99
	Morgan	5,100	5,000	98
Station Totals		176,900	174,400	99
Net Weekly Circulation (1993)				30,800
Average Daily Circulation (1993)				12,900

West Virginia—Oak Hill-Beckley-Bluefield

WOAY-TV

Ch. 4

Network Service: ABC.

Licensee: Thomas Broadcasting Co., Box 251, Oak Hill, WV 25901.

Studio: Rte. 16 S, Oak Hill, WV 25901.

Mailing Address: Box 251, Oak Hill, WV 25901.

Telephones: 304-469-3361; 304-255-5224. TWX: 710-938-1633.

Fax: 304-465-1420.

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 740-ft. above av. terrain, 688-ft. above ground, 2683-ft. above sea level.

Latitude 37° 57' 30"
Longitude 81° 09' 03"

Transmitter: U.S. Hwy. 16, 0.7-mi. S of Oak Hill city limits.

Satellite Earth Stations: In operation.

News Services: ABC, AP.

Ownership: Thomas Broadcasting Co.

Began Operation: December 3, 1954.

Represented (sales): Katz Continental Television; Canadian Communications Co.

Represented (legal): Fletcher, Heald & Hildreth.

Represented (engineering): Silliman & Silliman.

Personnel:

Robert R. Thomas III, President.
Al Marra, Vice President & General Manager.
John Maybin, Local Sales Manager.
John Price, News Director.
Mike McMillon, Promotion Manager.
Don Watkins, Production Manager.
Jim Martin, Chief Engineer.

Rates: On request.

City of License: Oak Hill. ADI: Bluefield-Beckley-Oak Hill. Rank: 147.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	VIRGINIA			
	Tazewell	17,100	16,900	99
	WEST VIRGINIA			
	Braxton	4,900	4,800	98
	Clay	3,700	3,600	97
	Fayette	17,800	17,600	99
	Greenbrier	13,800	13,600	99
	Mc Dowell	12,000	11,800	98
	Mercer	25,000	24,800	99
	Nicholas	10,000	9,900	99
	Raleigh	28,700	28,400	99
	Summers	5,200	5,100	98
	Wyoming	10,200	10,100	99



WOAY-TV BMPC-T-2280 Granted 8/3/54

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	VIRGINIA			
	Buchanan	10,600	10,400	98
	WEST VIRGINIA			
	Boone	9,500	9,400	99
	Calhoun	2,900	2,900	100
	Monroe	4,800	4,700	98
Between 5-24%	VIRGINIA			
	Bland	2,200	2,100	95
	Giles	6,400	6,300	98
	WEST VIRGINIA			
	Gilmer	2,700	2,700	100
	Kanawha	84,100	83,600	99
Lincoln	7,700	7,600	99	
Logan	15,100	15,000	99	
Pocahontas	3,600	3,500	97	
Station Totals		307,700	304,300	99
Net Weekly Circulation (1993)				131,300
Average Daily Circulation (1993)				67,700

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

Call Warren Publishing Inc.'s
Market Research & Data Sales Dept.
202-872-9200

West Virginia—Parkersburg-Marietta, Ohio

WTAP-TV

Ch. 15

Network Service: NBC.

Licensee: Benedek Broadcasting Corp., 1 Television Plaza, Parkersburg, WV 26101.

Studio: 1 Television Plaza, Parkersburg, WV 26101.

Telephones: 304-485-4588; 614-375-0806. Fax: 304-422-3920.

Technical Facilities: Channel No. 15 (476-482 MHz). Authorized power: 236-kw max. & 208-kw horizontal visual, 46.6-kw max. & 41.4-kw horizontal aural. Antenna: 620-ft. above av. terrain, 435-ft. above ground, 1395-ft. above sea level.

Latitude 39° 20' 59"
Longitude 81° 33' 56"

Transmitter: Dole's Knob, Constitution, OH.

Satellite Earth Station: Ku & C-band.

News Services: AP, NBC.

Ownership: A. Richard Benedek (Group Owner).

Began Operation: October 8, 1953. Sale to present owner by Robert E. Richardson, et al., approved by FCC Oct. 3, 1979 (Television Digest, Vol. 19:44). Previous sale by R. L. Drake Co. approved Nov. 1974. Sale by T/R Inc. (Zanesville Publishing) approved Nov. 2, 1967. Sale by Frank Baer-Howard Chernoff group approved March 30, 1955 (Vol. 11:10, 14).

Represented (sales): Katz Continental Television.

Personnel:

Keith L. Bland, General Manager.
Terry Cole, Sales Manager.
Roger Sheppard, News Director.
Joyce Ancrile, Program & Promotion Director.
Judith Lung, Business Manager.
Gene Monday, Chief Engineer.

Highest 30 Sec. Rate: \$450.

City of License: Parkersburg. ADI: Parkersburg. Rank: 184.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	OHIO Washington	23,600	23,100	98
	WEST VIRGINIA Pleasants	2,800	2,800	100
	Wood	34,100	33,800	99
	OHIO Noble	4,100	4,000	98



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	WEST VIRGINIA Ritchie	3,900	3,800	97
	OHIO Athens	20,500	20,000	98
	Gallia	11,400	11,100	97
	Meigs	8,700	8,500	98
Between 5-24%	Morgan	5,200	5,100	98
	WEST VIRGINIA Calhoun	2,900	2,900	100
	Doddridge	2,600	2,600	100
	Jackson	9,800	9,700	99
	Mason	9,700	9,600	99
	Roane	5,800	5,700	98
Tyler	3,700	3,700	100	
Wirt	2,000	2,000	100	
Station Totals		150,800	148,400	98
Net Weekly Circulation (1993)				61,900
Average Daily Circulation (1993)				38,300

West Virginia—Wheeling

WTRF-TV

Ch. 7

Network Service: CBS, ABC.

Licensee: Brissette TV of Wheeling Inc.

Studio: 96 16th St., Wheeling, WV 26003.

Telephone: 304-232-7777. TWX: 710-932-8241. Fax: 304-232-4975.

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 30.9-kw aural. Antenna: 962-ft. above av. terrain, 740-ft. above ground, 2025-ft. above sea level.

Latitude 40° 03' 41"
Longitude 80° 45' 08"

Transmitter: RD 1, Kirkwood Heights, Bridgeport, OH.

Satellite Earth Stations: Chapparral Ku & C-band; M/A-Com Ku-band; Microdyne, 7-meter C-band; Scientific-Atlanta, 7-meter C-band; Uniden, 3.5-meter; Chapparral, M/A-Com, Microdyne, Scientific-Atlanta, Uniden receivers.

News Service: AP.

Ownership: Brissette Broadcasting Corp. (Group Owner).

Began Operation: October 24, 1953. Sale to present owner approved by FCC Dec. 24, 1991. Sale to Adams Communications approved Dec. 23, 1987. Sale to Wesray Corp. approved by FCC Aug. 16, 1984. FCC approved transfer of control to Forward Communications from Albert V. Dix family Feb. 28, 1969. Forward assumed control April 8, 1969. Previously, Dix family increased holdings from 30% to 90% by stock purchases from Wheeling Intelligencer and News Register (30%) and Thomas Bloch family and estate after FCC approved transfer of control Dec. 17, 1958 (Television Digest, Vol. 14:46, 48, 52).

Represented (sales): Blair Television.

Represented (legal): Wiley, Rein & Fielding.

Personnel:

- Marilyn Gates, General Manager.
- Jim Roberts, General Sales Manager.
- Barbara Neeld, Regional Sales Manager.
- Pat Clutter, News Director.
- Kevin Niggemyer, Business Manager.
- Maggie Balsley, Production Manager.
- Joe Dumas, Chief Engineer.
- Tina Serevicz, Promotion Director.

Highest 30 Sec. Rate: \$600.

NETWORK BASE HOURLY RATE: \$1800.

City of License: Wheeling. ADI: Wheeling, WV-Steubenville, OH. Rank: 144.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	OHIO			
	Belmont	27,600	27,300	99
	Guemsey	14,800	14,500	98
	Harrison	6,000	5,900	98
	Jefferson	30,800	30,500	99
	Monroe	5,700	5,600	98
	Noble	4,100	4,000	98
	WEST VIRGINIA			
	Brooke	10,100	10,100	100
	Hancock	13,700	13,700	100
	Marshall	14,100	14,000	99
	Ohio	20,300	20,200	100
	Pleasants	2,800	2,800	100
	Tyler	3,700	3,700	100
	Wetzel	7,200	7,100	99



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	OHIO			
	Carroll	9,900	9,800	99
	Coshocton	13,600	13,300	98
	Tuscarawas	32,300	31,800	98
	PENNSYLVANIA			
	Fayette	55,600	54,500	98
	Washington	77,900	76,900	99
	WEST VIRGINIA			
	Doddridge	2,600	2,600	100
	Preston	10,700	10,600	99
Ritchie	3,900	3,800	97	
Tucker	3,000	3,000	100	
Between 5-24%	MARYLAND			
	Garrett	10,200	10,100	99
	OHIO			
	Columbiana	40,900	40,400	99
	Morgan	5,200	5,100	98
	Muskingum	31,100	30,600	98
	Washington	23,600	23,100	98
	PENNSYLVANIA			
	Greene	14,500	14,200	98
	Westmoreland	143,700	142,200	99
WEST VIRGINIA				
Barbour	5,800	5,700	98	
Harrison	26,900	26,800	100	
Marion	22,300	22,100	99	
Monongalia	29,300	29,000	99	
Randolph	10,400	10,300	99	
Taylor	5,700	5,600	98	
Upshur	8,100	8,000	99	
Station Totals		748,100	738,900	99
Net Weekly Circulation (1993)				285,200
Average Daily Circulation (1993)				139,100

West Virginia

WSAZ-TV, Huntington-Charleston (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	WEST VIRGINIA			
	Mc Dowell	12,000	11,800	98
	Raleigh	28,700	28,400	99
	Wood	34,100	33,800	99
	Wyoming	10,200	10,100	99
Between 5-24%	KENTUCKY			
	Menifee	1,900	1,900	100
	OHIO			
	Adams	9,600	9,300	97
	Morgan	5,200	5,100	98
	WEST VIRGINIA			
	Greenbrier	13,800	13,600	99
	Mercer	25,000	24,800	99
	Pleasants	2,800	2,800	100
	Ritchie	3,900	3,800	97
Webster	3,900	3,800	97	

WVAH-TV, Charleston-Huntington (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	OHIO			
	Adams	9,600	9,300	97
	Hocking	9,600	9,400	98
	WEST VIRGINIA			
	Greenbrier	13,800	13,600	99
	Pleasants	2,800	2,800	100

WCHS-TV, Charleston (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	WEST VIRGINIA			
	Randolph	10,400	10,300	99
	Ritchie	3,900	3,800	97
Between 5-24%	OHIO			
	Adams	9,600	9,300	97
	Hocking	9,600	9,400	98
	Noble	4,100	4,000	98
	WEST VIRGINIA			
	Doddridge	2,600	2,600	100
	Greenbrier	13,800	13,600	99
	Mercer	25,000	24,800	99
	Pocahontas	3,600	3,500	97
	Summers	5,200	5,100	98
Upshur	8,100	8,000	99	

WOWK-TV, Huntington-Charleston (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	WEST VIRGINIA			
Pleasants	2,800	2,800	100	
Between 5-24%	KENTUCKY			
	Menifee	1,900	1,900	100
	Rowan	6,900	6,800	99
	OHIO			
	Adams	9,600	9,300	97
	Hocking	9,600	9,400	98
	Morgan	5,200	5,100	98
	VIRGINIA			
	Buchanan	10,600	10,400	98
	WEST VIRGINIA			
	Gilmer	2,700	2,700	100
	Greenbrier	13,800	13,600	99
	Ritchie	3,900	3,800	97
Summers	5,200	5,100	98	
Webster	3,900	3,800	97	

Some 23,705 key industry people can **see**
your message when you advertise
in the...

Television & Cable Factbook



Market	Arbitron ADI TV Households	Rank	Market Area Commercial TV Stations
Chicago, IL	3,076,500	3	WBBM-TV (2), WCFC-TV (38), WCIU-TV (26), WEHS-TV (60), WFLD (32), WGBO-TV (66), WGN-TV (9), WJYS (62), WLS-TV (7), WMAQ-TV (5), WPWR-TV (50), WSNS-TV (44), WWTD-TV (35)
Minneapolis-St. Paul, MN	1,418,100	14	KARE (11), KCCD-TV (7), KCCW-TV (12), KITN-TV (29), KLGTV (23), KMSP-TV (9), KRWF (43), KSAX (42), KSTP-TV (5), KDLJ (41), WCCO-TV (4)
Milwaukee, WI	780,800	28	WCGV-TV (24), WDJT-TV (58), WHKE (55), WISN-TV (12), WITI-TV (6), WJJA (49), WTMJ-TV (4), WVCY-TV (30), WVTU (18)
Green Bay-Appleton, WI	366,100	72	WBAY-TV (2), WFRV-TV (5), WGBA (26), WJMN-TV (3), WLUC-TV (11)
Cedar Rapids-Waterloo-Dubuque, IA	312,800	82	KCRG-TV (9), KDUB-TV (40), KGAN (2), KOCR (28), KTVC (48), KWLL (7)
Madison, WI	281,300	90	WISC-TV (3), WKOW-TV (27), WMSN-TV (47), WMTV (15)
Duluth, MN-Superior, WI	170,900	126	KBJR-TV (6), KDLH (3), WDIO-TV (10), WIRT (13)
La Crosse-Eau Claire, WI	169,500	128	WEAU-TV (13), WKBT (8), WLAX (25), WQOW-TV (18), WXOW-TV (19)
Wausau-Rhineland, WI	165,900	133	WAOW-TV (9), WJFW-TV (12), WSAW-TV (7)
Rockford, IL	159,600	134	WIFR (23), WQRF-TV (39), WREX-TV (13), WTVO (17)
Marquette, MI	82,100	175	WLUC-TV (6)

State Cross Reference List

Communities that receive programs of stations that are located elsewhere.

WSCO, Green Bay	See Spring, WI
WFRV-TV & WLUC-TV, Marinette	See Green Bay, WI
WJFW-TV, Rhineland	See Wausau, WI
KDLH, KBJR-TV & WDIO-TV, Superior	See Duluth, MN

Wisconsin Station Totals as of November 1, 1993

	VHF	UHF	TOTAL
Commercial Television Stations	12	14	26
Educational Television Stations	1	7	8
	13	21	34

Wisconsin—Eau Claire

WEAU-TV Ch. 13

Network Service: NBC.

Licensee: Busse Broadcasting Corp., 590 W. Maple St., Kalamazoo, MI 49008.

Studio: 1907 S. Hastings Way, Eau Claire, WI 54701.

Mailing Address: Box 47, Eau Claire, WI 54702-0047.

Telephone: 715-835-1313. **Fax:** 715-832-0246.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1990-ft. above av. terrain, 1997-ft. above ground, 3077-ft. above sea level.

Latitude 44° 39' 51"
Longitude 90° 57' 41"

Transmitter: 4.4-mi. N of Fairchild, WI on County Rd. H.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Harris, 6-meter Ku-band; United Satellite Systems, 5-meter C-band; DX Antenna, Harris, Microdyne, Wegener receivers.

News Services: AP, NBC.

Ownership: Busse Broadcasting Corp. (Group Owner).

Began Operation: December 17, 1953. Sale to Richard Benedek approved April 6, 1990 (Television Digest: Vol. 30:13) but never consummated. Sale to Busse Bcstg. approved July 31, 1987. Sale to Gillett Bcstg. by Post Corp. approved by FCC June 19, 1984. Sale to Post Corp. by Morgan Murphy interests approved May 16, 1962 (Vol. 2:4, 21).

Represented (sales): TeleRep Inc.

Represented (legal): Pepper & Corazzini.

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

Personnel:

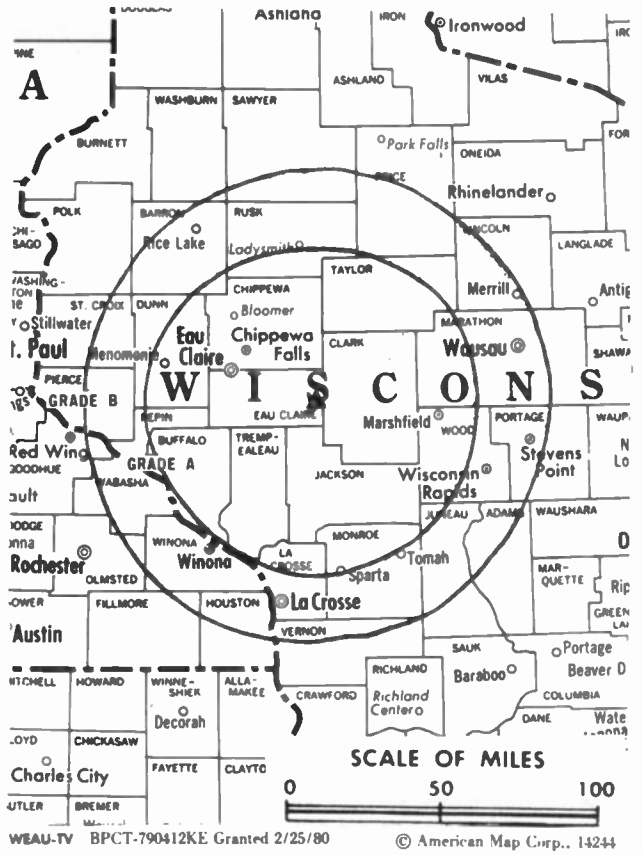
- Cheri Weinke, General Manager.
- Skip Dornseif, General Sales Manager.
- Joe Frank, National Sales Manager.
- John Hoffland, News Director.
- Kristen Lorentz, Program Director.
- Ron Wiedemeier, Chief Engineer.
- Barb Renbarger, Business Manager.
- Dick Dionne, Operations Manager.
- Linda Mueller, Traffic Manager.

Rates: On request.

City of License: Eau Claire. **ADI:** La Crosse-Eau Claire. **Rank:** 128.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	WISCONSIN			
	Adams	6,200	6,000	97
	Barron	15,900	15,500	97
	Buffalo	5,200	5,100	98
	Chippewa	19,400	19,200	99
	Clark	11,200	10,900	97
	Dunn	12,500	12,300	98
	Eau Claire	32,100	31,600	98
	Jackson	6,300	6,200	98
	Juneau	8,500	8,200	96
La Crosse	37,600	37,200	99	



Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	Monroe	13,600	13,300	98	
	Pepin	2,600	2,500	96	
	Portage	22,000	21,700	99	
	Rusk	5,700	5,600	98	
	Taylor	6,800	6,700	99	
	Trempealeau	9,600	9,400	98	
	Wood	27,900	27,600	99	
	Between 25-49%	MINNESOTA			
Houston		7,000	6,900	99	
Winona		17,000	16,800	99	
WISCONSIN					
Price		6,100	5,900	97	
Between 5-24%	Sawyer	5,800	5,600	97	
	Vernon	9,900	9,700	98	
	Washburn	5,600	5,500	98	
	MINNESOTA				
	Fillmore	7,800	7,700	99	
Station Totals	Wabasha	7,300	7,200	99	
	WISCONSIN				
	Crawford	6,000	5,900	98	
	Lincoln	10,400	10,300	99	
	Marathon	42,300	41,900	99	
	Pierce	11,400	11,200	98	
	Polk	13,500	13,300	99	
	St Croix	18,700	18,500	99	
	Station Totals		411,900	405,400	98
	Net Weekly Circulation (1993)				221,900
Average Daily Circulation (1993)				133,600	

Wisconsin—Eau Claire

WQOW-TV

Ch. 18

(Satellite of WXOW-TV, La Crosse, WI)

Network Service: ABC.

Licensee: Michael L. Eskridge, Operating Agent.

Studio: 2881 S. Hastings Way, Eau Claire, WI 54701.

Telephone: 715-835-1881. TWX: 510-101-1565. Fax: 715-835-8009.

Technical Facilities: Channel No. 18 (494-500 MHz). Authorized power: 1150-kw max. & 407-kw horizontal visual, 115-kw max. & 40.7-kw horizontal aural. Antenna: 740-ft. above av. terrain, 506-ft. above ground, 1776-ft. above sea level.

Latitude 44° 57' 39"
Longitude 91° 40' 05"

Transmitter: 3.9-mi. SE of Colfax.

Satellite Earth Station: United Satellite Systems, 5-meter; M/A-Com, Scientific-Atlanta, Uniden receivers.

Ownership: Michael Eskridge, Operating Agent.

Began Operation: September 22, 1980. Sale to Sharad Tak by Liberty Bcstg. approved by FCC Jan. 7, 1985 (Television Digest, Vol. 24:43). Assignment of license to Operating Agent granted Jan. 27, 1993.

Represented (sales): Katz Television.

Represented (legal): Dow, Lohnes & Albertson.

Personnel:

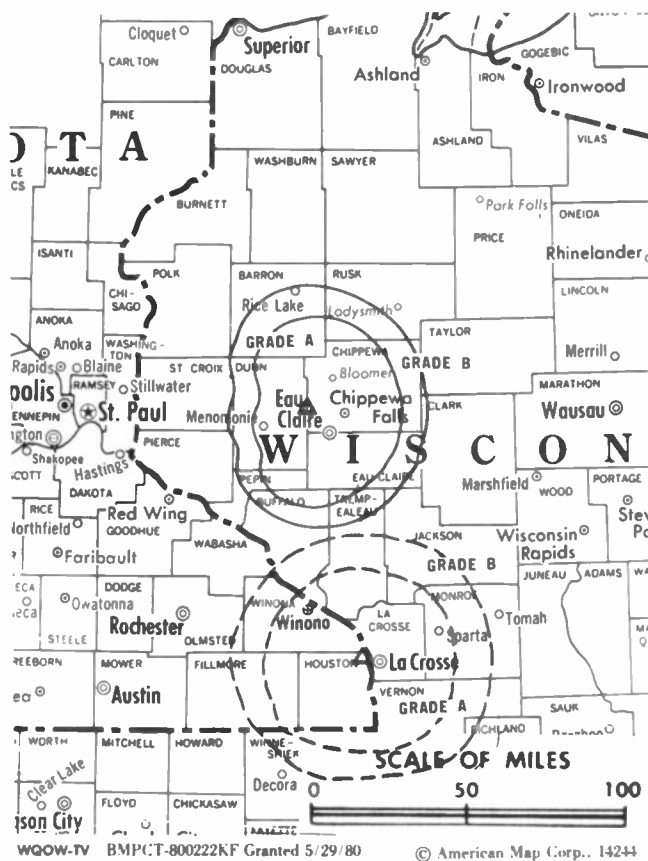
Chuck Roth, President & General Manager.
Ron Montezon, Station Manager.
Mark Golden, Local Sales Manager.
Dave White, Chief Engineer.

Highest 30 Sec. Rate: \$500.

City of License: Eau Claire. ADI: La Crosse-Eau Claire. Rank: 128.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
WISCONSIN				
50% & Over	Chippewa	19,400	19,200	99
	Eau Claire	32,100	31,600	98
	Rusk	5,700	5,600	98



Net Weekly Circulation	State County	Total Households	TV Households	%
WISCONSIN				
Between 25-49%	Barron	15,900	15,500	97
	Dunn	12,500	12,300	98
	Pepin	2,600	2,500	96
WISCONSIN				
Between 5-24%	Buffalo	5,200	5,100	98
	Jackson	6,300	6,200	98
	Pierce	11,400	11,200	98
	Trempealeau	9,600	9,400	98
	Washburn	5,600	5,500	98
Station Totals		126,300	124,100	98
Net Weekly Circulation (1993)				54,100
Average Daily Circulation (1993)				24,000

Wisconsin—Green Bay

WBAY-TV Ch. 2

Network Service: ABC.

Licensee: Nationwide Communications Inc., 115 S. Jefferson St., Green Bay, WI 54301.

Studio: 115 S. Jefferson St., Green Bay, WI 54301.

Telephones: 414-432-3331 (Green Bay); 414-735-1222 (Appleton).

TWX: 910-263-1260. Fax: 414-432-7808.

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1205-ft. above av. terrain, 1149-ft. above ground, 2049-ft. above sea level.

Latitude 44° 24' 35"
Longitude 88° 00' 05"

Transmitter: Town of DePere, WI.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Andrew, 7.3-meter C-band; Comtech, 5-meter C-band; DH Satellite, 3.7-meter Ku & C-band; Andrew, 4.5-meter C-band; Pinzone, Andrew, DX Antenna, M/A-Corn receivers.

News Services: AP.

Ownership: Nationwide Communications Inc. (Group Owner).

Began Operation: March 17, 1953. Sale to present owner by Norbertine Fathers approved by FCC Dec. 30, 1974 (Television Digest, Vol. 15:3).

Represented (sales): Katz Continental Television.

Represented (legal): Fletcher, Heald & Hildreth.

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

Personnel:

- Don Carmichael, General Manager.
- Rob Krieghoff, General Sales Manager.
- Jonie Paye, National Sales Manager.
- Richard D. Millhiser, Program Director.
- Tom McCarey, News Director.
- Mark B. Young, Promotion Director.
- John Franken, Production Manager.
- Peggy Wilcox, Business Manager.
- Arthur J. Williams, Chief Engineer.

Rates: On request.

NETWORK BASE HOURLY RATE: \$1000.

City of License: Green Bay. ADI: Green Bay-Appleton. Rank: 72.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MICHIGAN			
	Menominee	9,800	9,700	99
	WISCONSIN			
	Brown	74,000	73,500	99
	Calumet	12,100	12,000	99
	Door	10,300	10,200	99



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Fond Du Lac	33,200	32,800	99
	Green Lake	7,300	7,200	99
	Kewaunee	6,900	6,800	99
	Manitowoc	30,200	30,000	99
	Marinette	15,900	15,800	99
	Menominee	1,200	1,100	92
	Oconto	11,600	11,400	98
	Outagamie	52,100	51,800	99
	Shawano	14,100	13,900	99
	Waupaca	17,400	17,200	99
	Waushara	7,900	7,800	99
	Winnebago	54,500	54,100	99
Between 25-49%	WISCONSIN			
	Forest	3,300	3,200	97
	Sheboygan	39,200	38,900	99
Between 5-24%	MICHIGAN			
	Manistee	8,600	8,500	99
	Mason	10,000	9,700	97
	WISCONSIN			
	Langlade	7,600	7,500	99
	Marquette	5,000	4,900	98
	Portage	22,000	21,700	99
Station Totals		454,200	449,700	99
Net Weekly Circulation (1993)				339,200
Average Daily Circulation (1993)				208,400

Wisconsin—Green Bay

WFRV-TV

Ch. 5

(Operates satellite WJMN-TV, Escanaba, MI)

Network Service: CBS.

Licensee: CBS Inc., 51 W. 52nd St., New York, NY 10019.

Studio: 1181 E. Mason St., Green Bay, WI 54301.

Telephone: 414-437-5411. TWX: 910-263-1258. Fax: 414-437-4576.

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 93.3-kw visual, 18.6-kw aural. Antenna: 1120-ft. above av. terrain, 999-ft. above ground, 1916-ft. above sea level.

Latitude 44° 24' 21"
Longitude 88° 00' 19"

Transmitter: 3-mi. SE of DePere.

Satellite Earth Stations: Andrew, 7.3-meter; Comtech, 5-meter; Vertex, 4.6-meter Ku-band; Andrew, 4.5-meter; Avantek, Microdyne, M/A-Com receivers.

News Services: AP, UPI.

Ownership: CBS Inc. (Group Owner).

Began Operation: May 21, 1955. Sale to present owner approved by FCC Dec. 19, 1991 (Television Digest, Vol. 31:25, 30, 45, 51). Sale to Midwest Communications by Orion Bcstg. approved Aug. 14, 1981 (Vol. 21:4). Sale to Orion by S. N. Pickard group approved Jan. 4, 1961 (Vol. 16:49; 17:2).

Represented (sales): TeleRep Inc.

Personnel:

R. Perry Kidder, Vice President & General Manager.

Jackie Stewart, General Sales Manager.

Gerald R. Jensen, News Director.

Dan Ullmer, Chief Engineer.

Alan Eaton, Director of Broadcast Operations & Marketing.

Rates: On request.

City of License: Green Bay. ADI: Green Bay-Appleton. Rank: 72.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MICHIGAN			
	Menominee	9,800	9,700	99
	WISCONSIN			
	Brown	74,000	73,500	99
	Calumet	12,100	12,000	99
	Door	10,300	10,200	99
	Fond Du Lac	33,200	32,800	99
	Green Lake	7,300	7,200	99
	Kewaunee	6,900	6,800	99
	Manitowoc	30,200	30,000	99
	Marinette	15,900	15,800	99
	Menominee	1,200	1,100	92
	Oconto	11,600	11,400	98



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	WISCONSIN			
	Outagamie	52,100	51,800	99
	Shawano	14,100	13,900	99
	Waupaca	17,400	17,200	99
	Waushara	7,900	7,800	99
Winnebago	54,500	54,100	99	
Between 25-49%	WISCONSIN			
	Forest	3,300	3,200	97
	Langlade	7,600	7,500	99
Sheboygan	39,200	38,900	99	
Between 5-24%	MICHIGAN			
	Delta	14,500	14,200	98
	WISCONSIN			
	Ashland	6,300	6,200	98
	Bayfield	5,700	5,600	98
	Marathon	42,300	41,900	99
	Marquette	5,000	4,900	98
	Portage	22,000	21,700	99
Wood	27,900	27,600	99	
Station Totals		532,300	527,000	99
Net Weekly Circulation (1993)				352,900
Average Daily Circulation (1993)				214,100

Wisconsin—Green Bay

WGBA
Ch. 26

Network Service: Fox.

Licensee: Donald E. Clark, 374 W. Spring Blvd., Port Charlotte, FL 33909.

Studio: 1391 North Rd., Green Bay, WI 54313.

Mailing Address: Box 19099, Green Bay, WI 54307-9099.

Telephone: 414-494-2626. **TWX:** 510-600-6937. **Fax:** 414-494-9550.

Technical Facilities: Channel No. 26 (542-548 MHz). Authorized power: 2510-kw max. visual, 250-kw max. aural. Antenna: 1180-ft. above av. terrain, 980-ft. above ground, 2000-ft. above sea level.

Latitude 44° 21' 30"
Longitude 87° 58' 48"

Transmitter: Shirley Rd. at Ridgeview Rd., Glenmore Twp.

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

Ownership: Donald E. Clark (Group Owner).

Began Operation: December 31, 1980. Sale to Family Group Ltd. by TV-26 Inc., Debtor-in-Possession, approved by FCC Sept. 27, 1985. Sale to Anies Telecommunications Corp. approved Sept. 27, 1991. Sale to present owner approved July 29, 1992.

Represented (sales): Seitel Inc.

Represented (legal): Arter & Hadden.

Represented (engineering): L. R. Evans Engineering.

Personnel:

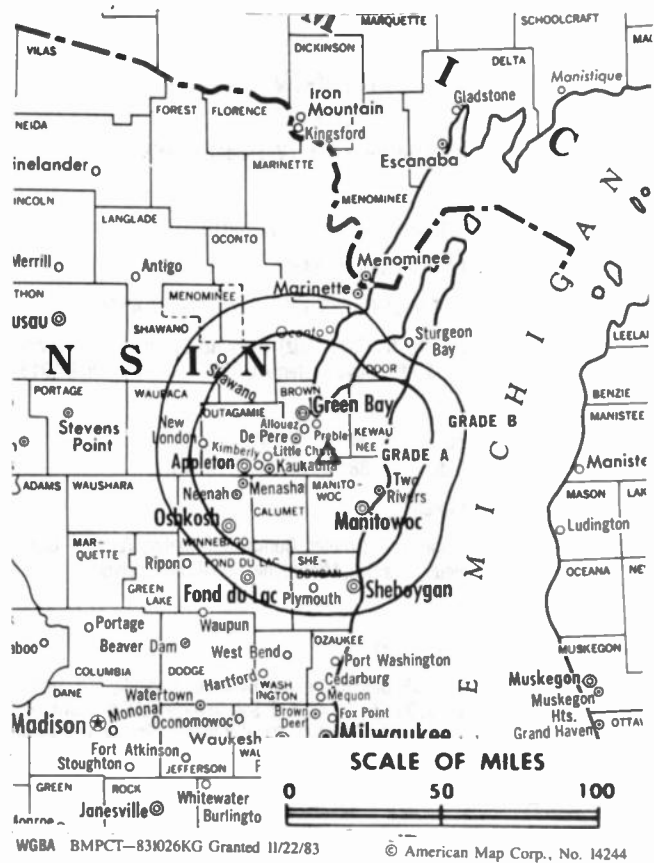
- James Tomlin, General Manager.
- Jay Zollner, General Sales Manager.
- Donna Kiley, Program Director.
- Marty Frey, Promotion Director.
- David Lent, Business Manager.
- Mark Cramer, Chief Engineer.

Highest 30 Sec. Rate: \$650.

City of License: Green Bay. **ADI:** Green Bay-Appleton. **Rank:** 72.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	WISCONSIN				
		Brown	74,000	73,500	99
		Calumet	12,100	12,000	99
		Door	10,300	10,200	99
		Kewaunee	6,900	6,800	99
		Manitowoc	30,200	30,000	99
		Oconto	11,600	11,400	98
		Outagamie	52,100	51,800	99
		Shawano	14,100	13,900	99
		Waupaca	17,400	17,200	99
		Winnebago	54,500	54,100	99



Net Weekly Circulation	State County	Total Households	TV Households	%	
Between 25-49%	MICHIGAN				
		Menominee	9,800	9,700	99
	WISCONSIN				
		Fond Du Lac	33,200	32,800	99
		Forest	3,300	3,200	97
		Langlade	7,600	7,500	99
		Marinette	15,900	15,800	99
		Menominee	1,200	1,100	92
		Sheboygan	39,200	38,900	99
		Waushara	7,900	7,800	99
Between 5-24%	MICHIGAN				
		Dickinson	10,800	10,700	99
		Iron	5,600	5,500	98
	WISCONSIN				
		Florence	1,800	1,800	100
		Green Lake	7,300	7,200	99
		Marquette	5,000	4,900	98
	Portage	22,000	21,700	99	
Station Totals		453,800	449,500	99	
Net Weekly Circulation (1993)				226,400	
Average Daily Circulation (1993)				98,100	

Wisconsin—Green Bay

WLUK-TV

Ch. 11

Network Service: NBC.

Licensee: BBC License Subsidiary, 980 N. Michigan Ave., Suite 1200, Chicago, IL 60611.

Studio: 787 Lombardi Ave., Green Bay, WI 54304.

Telephone: 414-494-8711. Fax: 414-494-8782.

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 316-kw visual, 47.9-kw aural. Antenna: 1260-ft. above av. terrain, 1160-ft. above ground, 2046-ft. above sea level.

Latitude 44° 24' 31.40"

Longitude 87° 59' 29.00"

Transmitter: Glenmore Rd., DePere Township.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Harris, 6.1-meter; KLM, 5-meter; Microdyne; Harris, 3.5-meter; Harris, Microdyne receivers.

Ownership: Burnham Broadcasting Co. (Group Owner).

Begin Operation: August 9, 1954. Sale to present owner approved by FCC June 19, 1984. Sale to Post Corp. by M & M Broadcasting Co. Inc. approved Jan. 6, 1965 by FCC (Television Digest, Vol. 4:41; 5:2). Sale to M & M Bcstg. by W. E. Walker (50%), J. D. Mackin (23.3%) and associates approved March 19, 1958 by FCC (Vol. 13:52; 14:2, 12).

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

Represented (legal): Fisher, Wayland, Cooper & Leader.

Personnel:

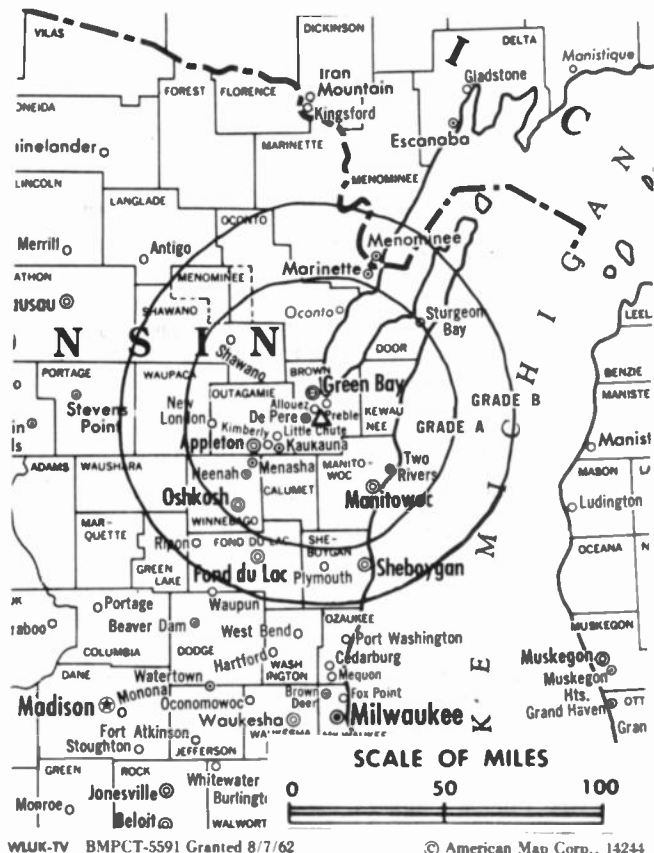
William C. Fyffe, President & General Manager.
 Matthew Kreiner, Vice President & Station Manager.
 RoxAnne Bowers, Local Sales Manager.
 Don Shafer, News Director.
 Jan Wilson, Program Director.
 Wendy Eisele, Promotion Director.
 Dave Campbell, Director of Production.
 Jim Lueck, Chief Engineer.

Rates: On request.

City of License: Green Bay. ADI: Green Bay-Appleton. Rank: 72.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MICHIGAN			
	Delta	14,500	14,200	98
	Marquette	25,600	25,300	99
	Menominee	9,800	9,700	99
	Schoolcraft	3,300	3,200	97
	WISCONSIN			
	Brown	74,000	73,500	99
	Calumet	12,100	12,000	99
	Door	10,300	10,200	99
	Fond Du Lac	33,200	32,800	99
	Green Lake	7,300	7,200	99
	Kewaunee	6,900	6,800	99
	Manitowoc	30,200	30,000	99
	Marinette	15,900	15,800	99
Menominee	1,200	1,100	92	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Oconto	11,600	11,400	98
	Outagamie	52,100	51,800	99
	Shawano	14,100	13,900	99
	Waupaca	17,400	17,200	99
	Waushara	7,900	7,800	99
	Winnebago	54,500	54,100	99
Between 25-49%	MICHIGAN			
	Alger	3,300	3,200	97
	Baraga	3,100	3,000	97
	Dickinson	10,800	10,700	99
	Houghton	13,200	12,800	97
	Keweenaw	800	800	100
Luce	2,100	2,000	95	
Between 5-24%	WISCONSIN			
	Florence	1,800	1,800	100
	Forest	3,300	3,200	97
	Langlade	7,600	7,500	99
	Portage	22,000	21,700	99
	Sheboygan	39,200	38,900	99
Between 5-24%	MICHIGAN			
	Mason	10,000	9,700	97
	Ononagon	3,600	3,500	97
Between 5-24%	WISCONSIN			
	Marquette	5,000	4,900	98
	Wood	27,900	27,600	99
Station Totals		555,600	549,300	99
Net Weekly Circulation (1993)				381,900
Average Daily Circulation (1993)				217,600

Wisconsin—Kenosha

WHKE

Ch. 55

Network Service: None, independent.

Licensee: LeSea Bcstg. Inc., 61300 S. Ironwood Rd., Box 12, South Bend, IN 46614.

Studio: 4300 43rd Ave., Kenosha, WI 53144.

Telephone: 414-657-9453.

Technical Facilities: Channel No. 55 (716-722 MHz). Authorized power: 741-kw max. visual, 18.84-kw max. aural. Antenna: 449-ft. above av. terrain, 413-ft. above ground, 1142-ft. above sea level.

Latitude	42°	30'	36"
Longitude	87°	53'	11"

Transmitter: 700-ft. NE of Hwy. 31 & Tobin Rd., Kenosha.

Ownership: Le Sea Broadcasting Co. (Group Owner).

Began Operation: June 1, 1988.

Represented (sales): Landin Media Sales.

Personnel:

- Peter Sumrall, General Manager.
- John R. Miller, Station Manager.
- Liz Provencher, Program Director.
- Paula Stack, Business Manager.
- Doug Garlinger, Chief Engineer.
- Julie Salchert, Production Manager.

Rates: On request.

Arbitron Data: Not available.



City of License: Kenosha. ADI: Milwaukee. Rank: 28.

Wisconsin—La Crosse

WKBT

Ch. 8

Network Service: CBS.

Licensee: Young Bcstg. of La Crosse Inc., 599 Lexington Ave., 47th Floor, New York, NY 10022.

Studio: 141 S. 6th St., La Crosse, WI 54601.

Telephone: 608-782-4678. Fax: 608-782-4674.

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 316-kw visual, 57.5-kw aural. Antenna: 1540-ft. above av. terrain, 1625-ft. above ground, 2449-ft. above sea level.

Latitude 44° 05' 28"
Longitude 91° 20' 15"

Transmitter: 1-mi. NE of Galesville, WI.

Satellite Earth Stations: Scientific-Atlanta, 7-meter; DH Satellite, 5-meter; Comtech, 5-meter; Scientific-Atlanta, 4.6-meter; Scientific-Atlanta, Standard Communications receivers.

News Service: AP.

Ownership: Young Broadcasting Inc. (Group Owner).

Began Operation: August 1, 1954. Sale to present owner by Backe Communications approved by FCC May 14, 1986 (Television Digest, Vol. 25:15). Sale to Backe by Gross Telecasting approved April 26, 1984 (Vol. 24:12). Sale to Gross by La Crosse Tribune, Dahl family & others approved by FCC Dec. 10, 1969 (Vol. 9:24, 50).

Represented (sales): Adam Young Inc.

Represented (legal): Wiley, Rein & Fielding.

Represented (engineering): Jules Cohen & Associates, P.C.

Personnel:

- Tom Best, Regional Vice President.
- Bruce Pfeiffer, General Manager.
- Bill Hoel, Station Manager.
- Barb Perviskey, National & Regional Sales Manager.
- Anne Paape, News Director.
- Maria Roswall, Program Director.
- Dick Konrad, Chief Engineer.
- Larry Johnson, Promotion Director.
- Dave Anderson, Production Manager.

Highest 30 Sec. Rate: \$650.

NETWORK BASE HOURLY RATE: \$760.

City of License: La Crosse. ADI: La Crosse-Eau Claire. Rank: 128.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MINNESOTA			
	Houston	7,000	6,900	99
	Winona	17,000	16,800	99
	WISCONSIN			
	Buffalo	5,200	5,100	98
	Chippewa	19,400	19,200	99
	Crawford	6,000	5,900	98
	Eau Claire	32,100	31,600	98
	Jackson	6,300	6,200	98
	La Crosse	37,600	37,200	99
Monroe	13,600	13,300	98	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Pepin	2,600	2,500	96
	Trempealeau	9,600	9,400	98
	Vernon	9,900	9,700	98
Between 25-49%	IOWA			
	Allamakee	5,200	5,100	98
	Winneshiak	7,300	7,200	99
	MINNESOTA			
	Fillmore	7,800	7,700	99
	Wabasha	7,300	7,200	99
Between 5-24%	WISCONSIN			
	Clark	11,200	10,900	97
	Dunn	12,500	12,300	98
	Juneau	8,500	8,200	96
	IOWA			
	Clayton	7,200	7,100	99
	Howard	3,800	3,700	97
	MINNESOTA			
	Goodhue	15,500	15,300	99
	WISCONSIN			
Barron	15,900	15,500	97	
Grant	17,200	16,800	98	
Pierce	11,400	11,200	98	
Richland	6,600	6,500	98	
Rusk	5,700	5,600	98	
Taylor	6,800	6,700	99	
Wood	27,900	27,600	99	
Station Totals		344,100	338,400	98
Net Weekly Circulation (1993)				168,500
Average Daily Circulation (1993)				90,200

Wisconsin—La Crosse

WLAX
Ch. 25

Network Service: Fox.

Licensee: Donald E. Clark, 374 W. Spring Blvd., Port Charlotte, FL 33909.

Studio: 1305 Interchange Place, La Crosse, WI 54603.

Telephone: 608-781-0025. **Fax:** 608-781-1456.

Technical Facilities: Channel No. 25 (536-542 MHz). Authorized power: 562-kw max. visual, 56.2-kw max. aural. Antenna: 1004-ft. above av. terrain, 677-ft. above ground, 1870-ft. above sea level.

Latitude 43° 48' 15.70"
Longitude 91° 22' 18.00"

Transmitter: 1000 Tschumper Ridge Rd., La Crescent, MN.

Satellite Earth Stations: Comtech, 5-meter C-band; DH Satellite, 5-meter C-band; Microdyne, 3.7-meter Ku-band; Pinzone, Standard Agile Omni receivers.

Ownership: Donald E. Clark (Group Owner).

Began Operation: November 10, 1986. Sale to Aries Telecommunications Corp. by Family Group Ltd. approved by FCC Sept. 27, 1991. Sale to present owner approved July 29, 1992.

Represented (sales): Seitel Inc.

Represented (legal): Nixon, Hargrave, Devans & Doyle.

Represented (engineering): Lyle R. Evans.

Personnel:

- Nancy Martinson, General Manager.
- Kevin Gephart, Local Sales Manager.
- Barb Quillin, Program Director.
- Dawn Puser, Production Director.
- Bill Wiesjahn, Business Manager.
- Mark Burg, Engineering Director.
- Judy Taylor, Traffic Director.

Rates: On request.

City of License: La Crosse. **ADI:** La Crosse-Eau Claire. **Rank:** 128.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households Households	%
50% & Over	MINNESOTA			
	Houston	7,000	6,900	99
	WISCONSIN	37,600	37,200	99
Between 25-49%	IOWA			
	Allamakee	5,200	5,100	98
	MINNESOTA			
	Fillmore	7,800	7,700	99
	Winona	17,000	16,800	99



Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 25-49%	WISCONSIN			
	Crawford	6,000	5,900	98
	Eau Claire	32,100	31,600	98
	Jackson	6,300	6,200	98
	Monroe	13,600	13,300	98
	Trempealeau	9,600	9,400	98
	Vernon	9,900	9,700	98
Between 5-24%	IOWA			
	Clayton	7,200	7,100	99
	Winneshiek	7,300	7,200	99
	MINNESOTA			
	Wabasha	7,300	7,200	99
WISCONSIN	Buffalo	5,200	5,100	98
	Chippewa	19,400	19,200	99
	Clark	11,200	10,900	97
	Pepin	2,600	2,500	96
	Station Totals		212,300	209,000
Net Weekly Circulation (1993)				77,200
Average Daily Circulation (1993)				30,800

Wisconsin—La Crosse

WXOW-TV

Ch. 19

Network Service: ABC.

Licensee: Michael L. Eskridge, Operating Agent.

Studio: 3705 County Hwy. 25, La Crescent, MN 55947.

Mailing Address: Box C-4019, La Crosse, WI 54602.

Telephone: 507-895-9969. Fax: 507-895-8124.

Technical Facilities: Channel No. 19 (500-506 MHz). Authorized power: 625-kw max. visual, 62.5-kw max. aural. Antenna: 1168-ft. above av. terrain, 821-ft. above ground, 2046-ft. above sea level.

Latitude 43° 48' 23"
Longitude 91° 22' 04"

Transmitter: 3705 County Hwy. 25, La Crescent, MN.

Satellite Earth Stations: Andrew, 7-meter C-band; Andrew, 5-meter C-band; DH Satellite, 5-meter Ku-band; United Satellite Systems, 5-meter C-band; AFC, 3-meter Ku-band; ChannelMaster, Cyclesat, M/A-Com, Scientific-Atlanta, Drake receivers.

News Service: AP.

Ownership: Michael Eskridge, Operating Agent.

Began Operation: March 7, 1970. Sale to Tak Communications by Liberty Bcstg. approved by FCC Jan. 7, 1985 (Television Digest, Vol. 24:43). FCC approved assignment of license to Operating Agent Jan. 27, 1993.

Represented (sales): Katz Continental Television.

Represented (legal): Dow, Lohnes & Albertson.

Represented (engineering): Lohnes & Culver.

Personnel:

Chuck Roth, President & General Manager.
David Booth, Local Sales Manager.
Todd McWilliams, National Sales Manager.
Sean Dwyer, News Director.
David Marshall, Program & Promotion Director.
Tom Sibenaller, Chief Engineer.

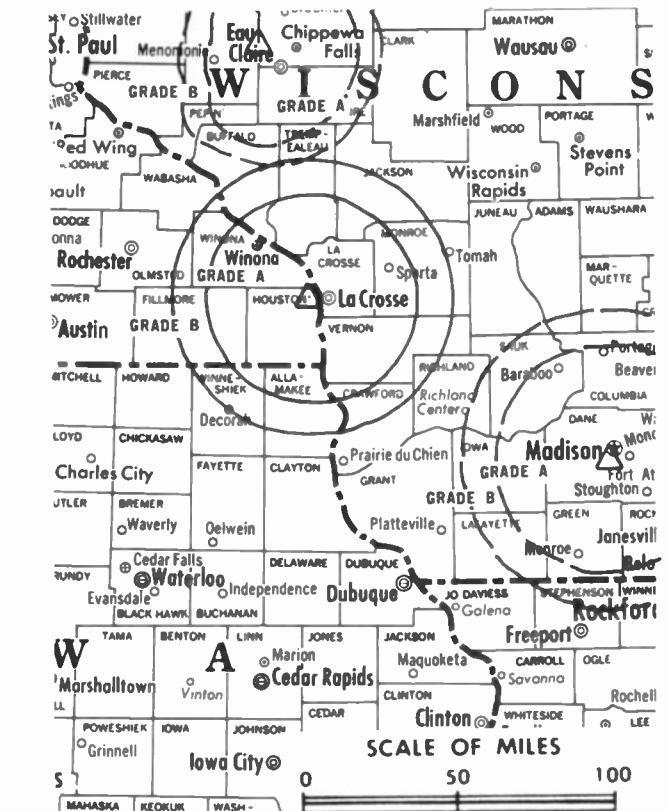
Highest 30 Sec. Rate: \$750.

NETWORK BASE HOURLY RATE: \$225.

City of License: La Crosse. ADI: La Crosse-Eau Claire. Rank: 128.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MINNESOTA			
	Houston	7,000	6,900	99
	Winona	17,000	16,800	99
	WISCONSIN			
	Jackson	6,300	6,200	98
La Crosse	37,600	37,200	99	



WXOW-TV BPCT-820617KE Granted 7/27/82 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Monroe	13,600	13,300	98
	Vernon	9,900	9,700	98
Between 25-49%	IOWA			
	Winneshiek	7,300	7,200	99
	MINNESOTA			
	Fillmore	7,800	7,700	99
Between 5-24%	WISCONSIN			
	Buffalo	5,200	5,100	98
	Trempealeau	9,600	9,400	98
	IOWA			
Allamakee	5,200	5,100	98	
MINNESOTA				
Wabasha	7,300	7,200	99	
WISCONSIN				
Crawford	6,000	5,900	98	
Juneau	8,500	8,200	96	
Station Totals		148,300	145,900	98
Net Weekly Circulation (1993)				85,500
Average Daily Circulation (1993)				48,300

Wisconsin—Madison

WISC-TV
Ch. 3



Network Service: CBS.

Licensee: Television Wisconsin Inc., Box 44965, Madison, WI 53744-4965.

Studio: 7025 Raymond Rd., Madison, WI 53719.

Telephone: 608-271-4321. TWX: 910-286-2720. Fax: 608-271-1709.

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 56.2-kw visual, 11-kw aural. Antenna: 1190-ft. above av. terrain, 1107-ft. above ground, 2227-ft. above sea level.

Latitude 43° 01' 52"
Longitude 89° 30' 18"

Transmitter: Raymond Rd., 6-mi. WSW of Madison.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Scientific-Atlanta, 7-meter; Harris, 6.1-meter Ku-band; 3.7-meter Ku-band; 3-meter C-band; Harris, M/A-Com, Scientific-Atlanta receivers.

News Service: AP.

Ownership: Morgan Murphy Stations (Group Owner).

Began Operation: June 24, 1956.

Represented (sales): Harrington, Righter & Parsons Inc.

Represented (legal): Rini & Coran.

Personnel:

- Elizabeth Murphy Burns, President.
- David Sanks, Vice President & General Manager.
- Donna Kirner, General Sales Manager.
- Bradley Wagner, Local Sales Manager.
- Tom Bier, News Director.
- Jill Koehn, Program Director.
- Nan Roach, Promotion & Marketing Director.
- Chris Cain, Chief Engineer.
- Gerrit Marshall, Production Manager.

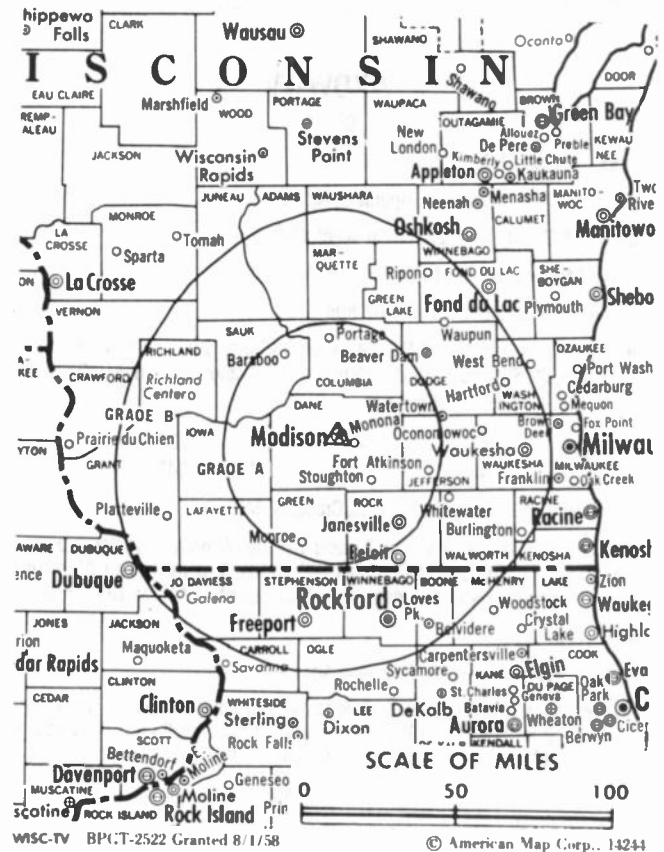
Highest 30 Sec. Rate: \$3000.

NETWORK BASE HOURLY RATE: \$1081.

City of License: Madison. ADI: Madison. Rank: 90.

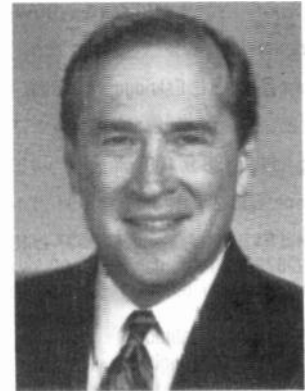
Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	WISCONSIN			
	Adams	6,200	6,000	97
	Columbia	17,400	17,100	98
	Dane	146,500	144,000	98



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ILLINOIS			
	Grant	17,200	16,800	98
	Green	11,700	11,500	98
	Iowa	7,600	7,500	99
	Jefferson	24,600	24,300	99
	Juneau	8,500	8,200	96
	Lafayette	5,800	5,700	98
	Marquette	5,000	4,900	98
	Rock	52,400	51,900	99
	Sauk	18,100	17,700	98
Between 25-49%	ILLINOIS			
	Stephenson	19,000	18,700	98
	WISCONSIN			
	Dodge	27,200	26,800	99
	Green Lake	7,300	7,200	99
Between 5-24%	IOWA			
	Dubuque	30,700	30,300	99
	ILLINOIS			
	Boone	11,300	11,100	98
	Carroll	6,600	6,500	98
	Jo Daviess	8,300	8,100	98
	Winnebago	97,600	96,500	99
	WISCONSIN			
	Crawford	6,000	5,900	98
	Fond Du Lac	33,200	32,800	99
Vernon	9,900	9,700	98	
Walworth	27,600	27,300	99	
Waushara	7,900	7,800	99	
Station Totals		620,200	610,800	98
Net Weekly Circulation (1993)			318,900	
Average Daily Circulation (1993)			195,000	

It's all right here!



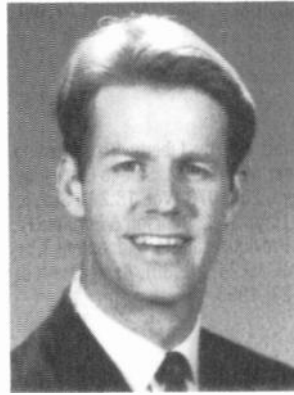
John Karcher



Beth Zurbuchen



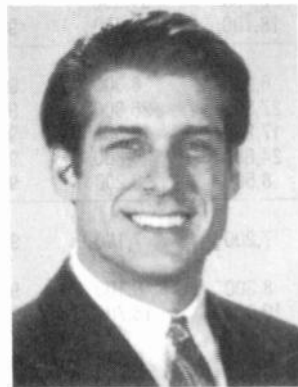
Mark Koehn



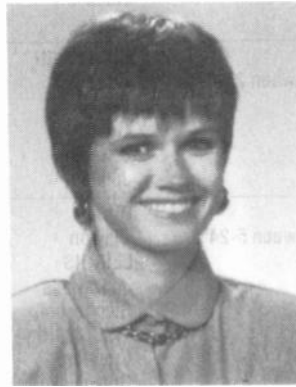
Joe Champ



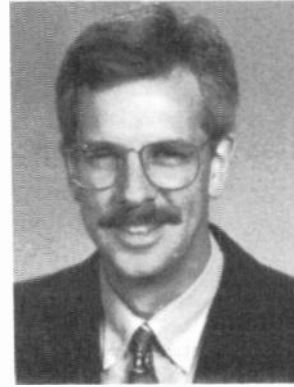
Katy Sai



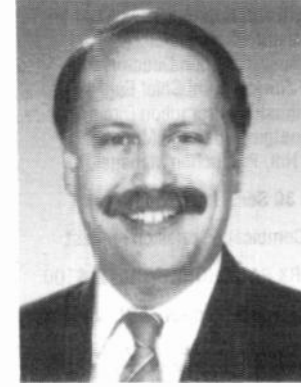
Roger Putnam



Linda Eggert



Rob Starbuck



Dan Smith

MADISON
WISC 3 TV 
A CBS AFFILIATE

From world news to local coverage you'll find it all on WISC-TV3!!

Wisconsin—Madison

WKOW-TV

Ch. 27

(Operates WAOW-TV, Wausau; WXOW-TV,
La Crosse & WQOW-TV, Eau Claire, WI)

Network Service: ABC.

Licensee: Michael L. Eskridge, Operating Agent.

Studio: 5727 Tokay Blvd., Madison, WI 53719.

Mailing Address: Box 100, Madison, WI 53701.

Telephone: 608-274-1234. Fax: 608-274-9514.

Technical Facilities: Channel No. 27 (548-554 MHz). Authorized power: 1000-kw max. & 879-kw horizontal visual, 100-kw max. & 87.9-kw horizontal aural. Antenna: 1250-ft. above av. terrain, 1182-ft. above ground, 2245-ft. above sea level.

Latitude 43° 03' 09.00"
Longitude 89° 28' 41.60"

Transmitter: 5727 Tokay Blvd.

Satellite Earth Stations: ADM, 6.1-meter C-band; Andrew, 4.5-meter C-band; Andrew, 7.3-meter C-band; RCA, 5-meter Ku-band; ADM, Andrew, Avantek, Avcom, RCA receivers.

News Service: AP.

Ownership: Michael Eskridge, Operating Agent.

Began Operation: June 30, 1953. Sale to Sharad Tak by Liberty Broadcasting approved by FCC Jan. 7, 1985 (Television Digest, Vol. 24:43). Sale to Liberty by Horizons Communications approved by FCC Sept. 20, 1978 (Vol. 18:24). Sale to Horizons by Midcontinent Bcstg. Co. (Joseph L. Floyd, N. L. Bentson & Edmund R. Ruben) approved Sept. 9, 1970 (Vol. 10:37). Previous sale to Midcontinent by Monona Bcstg. Co. approved July 20, 1960 (Vol. 16:24, 26, 30). Assignment of license to Operating Agent granted by FCC Jan. 27, 1993.

Represented (sales): Katz Continental Television.

Represented (legal): Dow, Lohnes & Albertson.

Personnel:

Bob McCall, President & General Manager.
Ken Simmons, General Sales Manager.
Steve Olson, National Sales Manager.
Phil Hayes, News Director.
Ellen Buss, Program Director.
Steve Zimmerman, Chief Engineer.
Jill Rabushka, Promotion Director.
Jim Hoetger, Business Manager.
Peter Hill, Production Manager.

Highest 30 Sec. Rate: \$1000.

Rates: Combination rates on request.

NETWORK BASE HOURLY RATE: \$600.

City of License: Madison. ADI: Madison. Rank: 90.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households Households	%
50% & Over	WISCONSIN			
	Columbia	17,400	17,100	98
	Dane	146,500	144,000	98



Net Weekly Circulation	State County	Total Households	TV Households Households	%
50% & Over	Green	11,700	11,500	98
	Iowa	7,600	7,500	99
	Lafayette	5,800	5,700	98
	Marquette	5,000	4,900	98
	Richland	6,600	6,500	98
	Rock	52,400	51,900	99
	Sauk	18,100	17,700	98
Between 25-49%	WISCONSIN			
	Adams	6,200	6,000	97
	Dodge	27,200	26,800	99
	Grant	17,200	16,800	98
	Jefferson	24,600	24,300	99
	Juneau	8,500	8,200	96
Between 5-24%	IOWA			
	Clayton	7,200	7,100	99
	ILLINOIS			
	Jo Daviess	8,300	8,100	98
	Stephenson	19,000	18,700	98
	WISCONSIN			
	Crawford	6,000	5,900	98
	Green Lake	7,300	7,200	99
	Vernon	9,900	9,700	98
	Walworth	27,600	27,300	99
Station Totals		440,100	432,900	98
Net Weekly Circulation (1993)				252,700
Average Daily Circulation (1993)				135,500

Wisconsin—Madison

WMSN-TV

Ch. 47

Network Service: Fox.

Licensee: Channel 47 Ltd. Partnership, 7847 Big Sky Dr., Madison, WI 53719.

Studio: 7847 Big Sky Dr., Madison, WI 53719.

Telephone: 608-833-0047. TWX: 910-262-0019. Fax: 608-833-5055.

Technical Facilities: Channel No. 47 (668-674 MHz). Authorized power: 1007-kw max. visual, 100-kw max. aural. Antenna: 1167-ft. above av. terrain, 1024-ft. above ground, 2151-ft. above sea level.

Latitude 43° 03' 22"
Longitude 89° 32' 07"

Transmitter: Intersection of Hwy. S & Hwy. M, Madison.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Comtech, 5-meter C-band; Microdyne, 3-meter Ku-band; M/A-Corn, Pinzone receivers.

Ownership: James L. Arnold, Receiver.

Began Operation: June 8, 1986.

Represented (sales): Seltel Inc.

Represented (legal): Smithwick & Belendiuk, P.C.

Personnel:

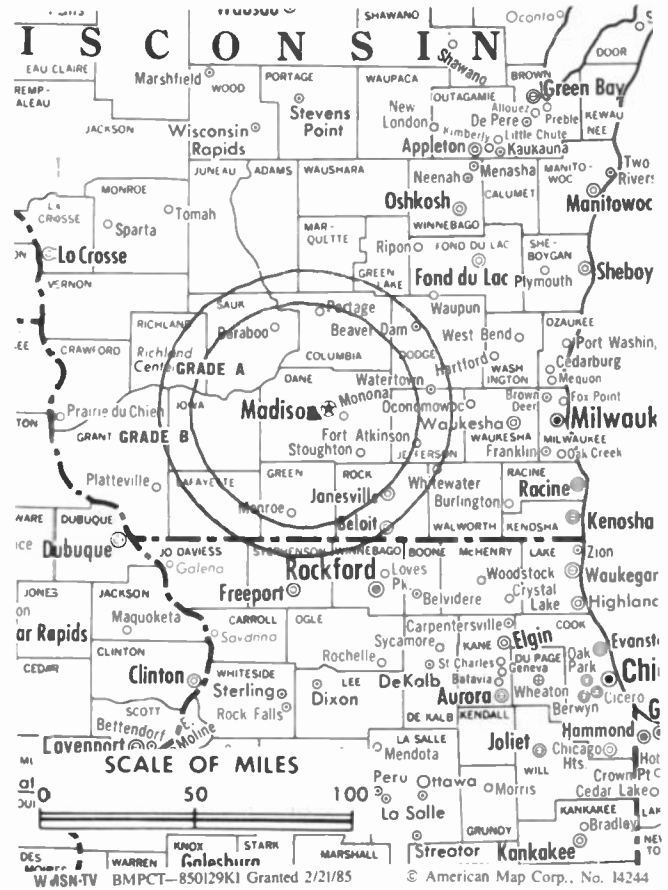
James L. Arnold, General Manager.
Eric L. Jontra, Local Sales Manager.
Keith Triller, National Sales Manager.
John Noonan, Program Director.
Mark Hodorowski, Promotion Manager.
Wayne Woock, Business Manager.
Kerry Maki, Chief Engineer.

Rates: On request.

City of License: Madison. ADI: Madison. Rank: 90.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	WISCONSIN			
	Columbia	17,400	17,100	98
	Dane	146,500	144,000	98
	Green	11,700	11,500	98
	Iowa	7,600	7,500	99
	Lafayette	5,800	5,700	98
	Sauk	18,100	17,700	98
Between 25-49%	WISCONSIN			
	Adams	6,200	6,000	97
	Grant	17,200	16,800	98



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	JEFFERSON	24,600	24,300	99
	Juneau	8,500	8,200	96
	Marquette	5,000	4,900	98
	Richland	6,600	6,500	98
	Rock	52,400	51,900	99
Between 5-24%	IOWA			
	Clayton	7,200	7,100	99
	ILLINOIS			
	Boone	11,300	11,100	98
	Jo Daviess	8,300	8,100	98
	Stephenson	19,000	18,700	98
	WISCONSIN			
Dodge	27,200	26,800	99	
Green Lake	7,300	7,200	99	
Vernon	9,900	9,700	98	
Walworth	27,600	27,300	99	
Station Totals		445,400	438,100	98
Net Weekly Circulation (1993)				204,400
Average Daily Circulation (1993)				84,700

Wisconsin—Madison

WMTV
Ch. 15

Network Service: NBC.

Licensee: Brissette TV of Madison Inc., 615 Forward Dr., Madison, WI 53711.

Studio: 615 Forward Dr., Madison, WI 53711.

Telephone: 608-274-1515. **TWX:** 910-286-2729. **Fax:** 608-274-2737.

Technical Facilities: Channel No. 15 (476-482 MHz). Authorized power: 1050-kw max. & 794-kw horizontal visual, 105-kw max. & 79.4-kw horizontal aural. Antenna: 1160-ft. above av. terrain, 1099-ft. above ground, 2157-ft. above sea level.

Latitude 43° 03' 01"
Longitude 89° 29' 15"

Holds CP for change to 945-kw max. visual, 1155-ft. above av. terrain, 1066-ft. above ground, 2132-ft. above sea level, lat. 43° 3' 03", long. 89° 29' 13". BPCT-930420KF.

Transmitter: 615 Forward Dr., Madison.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Harris Ku-band; Microdyne, 7-meter C-band; United Satellite Systems, 3.8-meter C-band; United Satellite Systems, 5-meter C-band; 3.8-meter Ku-band; M/A-Corn, Microdyne, Scientific-Atlanta receivers.

News Services: AP, CNN, NBC.

Ownership: Brissette Broadcasting Corp. (Group Owner).

Began Operation: July 8, 1953. Sale to Brissette Broadcasting Corp. approved Dec. 24, 1991. Sale to Adams Communications approved Dec. 23, 1987. Sale by Forward Communications Corp. approved by FCC Aug. 16, 1984. Previous sale to Forward by Lee P. Loomis approved May 15, 1963 by FCC (Television Digest, Vol. 3:20). Sale to Loomis by WTVJ interests (Mitchell Wolfson) approved April 2, 1958 (Vol. 14:10, 14). Previous sale to WTVJ interests by founding Gerald A. Bartell family approved July 25, 1957 (Vol. 13:26, 30).

Represented (sales): Blair Television.

Represented (legal): Wiley, Rein & Fielding.

Personnel:

- David L. Trabert, President & General Manager.
- Jim LeTourneau, News Director.
- Shari Bilsky, Business Manager.
- Sara McCormack, Local Sales Manager.
- Peter Calgaro, Creative Services Director.
- Tom Weeden, Chief Engineer.

Highest 30 Sec. Rate: \$1200.

City of License: Madison. **ADI:** Madison. **Rank:** 90.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	WISCONSIN			
	Columbia	17,400	17,100	98
	Dane	146,500	144,000	98
	Green	11,700	11,500	98
	Iowa	7,600	7,500	99



WMTV BPCT-930420KF Granted 6/23/93 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Jefferson	24,600	24,300	99
	Lafayette	5,800	5,700	98
	Marquette	5,000	4,900	98
	Richland	6,600	6,500	98
	Rock	52,400	51,900	99
	Sauk	18,100	17,700	98
Between 25-49%	WISCONSIN			
	Adams	6,200	6,000	97
	Dodge	27,200	26,800	99
	Grant	17,200	16,800	98
Between 5-24%	Juneau	8,500	8,200	96
	IOWA			
	Clayton	7,200	7,100	99
	ILLINOIS			
	Jo Daviess	8,300	8,100	98
Stephenson	19,000	18,700	98	
WISCONSIN	Crawford	6,000	5,900	98
	Green Lake	7,300	7,200	99
	Vernon	9,900	9,700	98
	Walworth	27,600	27,300	99
	Station Totals		440,100	432,900
Net Weekly Circulation (1993)				248,900
Average Daily Circulation (1993)				123,600

Wisconsin—Milwaukee

WCGV-TV
Ch. 24

Network Service: Fox.

Licensee: WCGV TV 24 Ltd. Partnership, 4041 N. 35th St., Milwaukee, WI 53216.

Studio: 4041 N. 35th St., Milwaukee, WI 53216.

Telephone: 414-442-7050. TWX: 910-262-3019. Fax: 414-874-1899.

Technical Facilities: Channel No. 24 (530-536 MHz). Authorized power: 3000-kw max. visual, 300-kw max. aural. Antenna: 1027-ft. above av. terrain, 1056-ft. above ground, 1713-ft. above sea level.

Latitude 43° 05' 15"
Longitude 87° 54' 13"

Transmitter: 3950 N. Holton St.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Microwave Specialties, 5-meter; Scientific-Atlanta, 4.6-meter; Paracclipse; Scientific-Atlanta, Standard Communications receivers.

Ownership: ABRY Communications (Group Owner).

Began Operation: March 19, 1980. Sale to HR Bcstg. by Byron Lasky, Howard Heckel, et al., approved by FCC July 14, 1986 (Television Digest, Vol. 26:26). Sale to present owner by HR Bcstg. approved by FCC Oct. 19, 1990 (Vol. 30:24).

Represented (sales): Katz National Television.

Represented (legal): Fisher, Wayland, Cooper & Leader.

Personnel:

- Michael E. Schuch, General Manager.
- Mitchell Nye, General Sales Manager.
- Rigby Wilson, Local Sales Manager.
- Nancy Stephens, National Sales Manager.
- Betty Hertz, Program Director.
- Lori Wucherer, Promotion Director.
- Walter White, Chief Engineer.
- Shirley Putnam, Business Manager.

Rates: On request.

City of License: Milwaukee. ADI: Milwaukee. Rank: 28.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	WISCONSIN			
	Dodge	27,200	26,800	99
	Kenosha	48,000	47,600	99
	Milwaukee	375,000	371,300	99
	Ozaukee	26,600	26,300	99



WCGV-TV BPCT-91119KG Granted 5/29/92 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Racine	64,400	64,000	99
	Sheboygan	39,200	38,900	99
	Washington	34,100	33,800	99
	Waukesha	109,500	108,600	99
	WISCONSIN			
Between 25-49%	Jefferson	24,600	24,300	99
	Marathon	42,300	41,900	99
	Portage	22,000	21,700	99
	Walworth	27,600	27,300	99
	Wood	27,900	27,600	99
Between 5-24%	WISCONSIN			
	Fond Du Lac	33,200	32,800	99
Station Totals		901,600	892,900	99
Net Weekly Circulation (1993)			509,500	
Average Daily Circulation (1993)			206,900	

Wisconsin—Milwaukee

WDJT-TV

Ch. 58

Network Service: None, independent.

Licensee: Weigel Bcstg. Co., Board of Trade Bldg., Suite 3200, 141 W. Jackson Blvd., Chicago, IL 60604.

Studio: 509 W. Wisconsin Ave., Milwaukee, WI 53203.

Telephone: 414-271-5800. Fax: 414-272-1368.

Technical Facilities: Channel No. 58 (734-740 MHz). Authorized power: 2820-kw max. visual. Antenna: 535-ft. above av. terrain, 630-ft. above ground, 1230-ft. above sea level.

Latitude 43° 02' 20"
Longitude 87° 55' 04"

Transmitter: Marc Plaza Hotel, 509 W. Wisconsin Ave., Milwaukee.

Satellite Earth Stations: Comtech, 5-meter Ku-band; Comtech, 5-meter C-band; DH Satellite, 5-meter C-band; Microdyne receivers.

Ownership: Weigel Broadcasting Co. (Group Owner).

Began Operation: November 1, 1988.

Represented (sales): Roslin TV Sales.

Represented (legal): Cohn & Marks.

Represented (engineering): du Treil, Lundin & Rackley.

Personnel:

Bill LeMonds, General Manager.
Mark Jollie, General Sales Manager.
Karen Sheehan, Program Director.
Kate Morgan, Promotion & Marketing Director.
Eric Owens, Chief Engineer.
Tony Cannata, Business Manager.
Chris Sass, Production Manager.
Collin Campbell, Traffic.

Highest 30 Sec. Rate: \$375.

City of License: Milwaukee. ADI: Milwaukee. Rank: 28.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.



WDJT-TV BPC2-890201KR Granted 7/31/89

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	Households %
	WISCONSIN			
Between 5-24%	Milwaukee	375,000	371,300	99
	Ozaukee	26,600	26,300	99
	Racine	64,400	64,000	99
	Washington	34,100	33,800	99
	Waukesha	109,500	108,600	99
Station Totals		609,600	604,000	99
Net Weekly Circulation (1993)				110,900
Average Daily Circulation (1993)				32,900

Wisconsin—Milwaukee

WISN-TV

Ch. 12

Network Service: ABC.

Licensee: The Hearst Corp., Box 402, Milwaukee, WI 53201.

Studio: 19th & Wells Sts., Milwaukee, WI 53233.

Mailing Address: Box 402, Milwaukee, WI 53201.

Telephone: 414-342-8812. TWX: 910-262-3417. Fax: 414-342-6490.

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1000-ft. above av. terrain, 1105-ft. above ground, 1735-ft. above sea level.

Latitude 43° 06' 41"
Longitude 87° 55' 38"

Transmitter: 5201 N. Milwaukee River Pkwy.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Vertex, 4.5-meter Ku-band; Andrew, 5-meter; Andrew, 4.5-meter; Andrew, 7.3-meter; SatCom, 5.6-meter; Scientific-Atlanta, Avantek receivers.

AM Affiliate: WISN, 50-kw, 1130 kHz.

FM Affiliate: WLTQ, 11.5-kw, 97.3 MHz (No. 247), 910-ft.

News Services: ABC, AP, Conus.

Ownership: Hearst Broadcasting (Group Owner).

Began Operation: October 27, 1954 as WTVW; sale to present owners by group headed by L. F. Gran, Paul A. Pratt & Loron Thurwachter approved by FCC March 2, 1955 (Television Digest, Vol. 11:2, 5, 10).

Represented (sales): Blair Television.

Represented (legal): Tharrington, Smith & Hargrove.

Personnel:

Howard Ritchie Jr., Vice President & General Manager.
Dean Maytag, Director of Broadcast Services.
Pete Monfre, General Sales Manager.
Laura Hargis, Sales Manager.
Fred D'Ambrosi, News Director.
Patrick Baldwin, Director of Promotion & Community Services.
Russ Elkin, Chief Engineer.

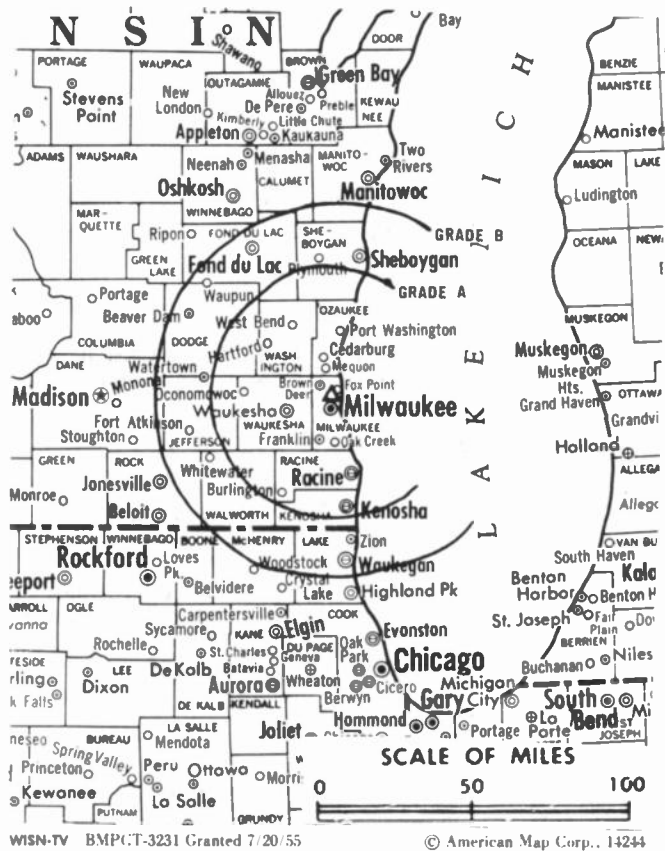
Highest 30 Sec. Rate: \$7000.

NETWORK BASE HOURLY RATE: \$1850.

City of License: Milwaukee. AOI: Milwaukee. Rank: 28.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	WISCONSIN Dodge	27,200	26,800	99



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Jefferson	24,600	24,300	99
	Kenosha	48,000	47,600	99
	Milwaukee	375,000	371,300	99
	Ozaukee	26,600	26,300	99
	Racine	64,400	64,000	99
	Sheboygan	39,200	38,900	99
	Walworth	27,600	27,300	99
	Washington	34,100	33,800	99
	Waukesha	109,500	108,600	99
Between 25-49%	WISCONSIN Fond Du Lac	33,200	32,800	99
	WISCONSIN Columbia	17,400	17,100	98
Between 5-24%	Green Lake	7,300	7,200	99
	Manitowoc	30,200	30,000	99
	Winnebago	54,500	54,100	99
	Station Totals	918,800	910,100	99
Net Weekly Circulation (1993)			677,900	99
Average Daily Circulation (1993)			391,400	

Wisconsin—Milwaukee

WITI-TV
Ch. 6

Network Service: CBS.

Licensee: WITI License Inc., 9001 N. Green Bay Rd., Milwaukee, WI 53217.

Studio: 9001 N. Green Bay Rd., Milwaukee, WI 53217.

Mailing Address: Box 17600, Milwaukee, WI 53217.

Telephone: 414-355-6666. **TWX:** 910-262-3425. **Fax:** 414-355-3263.

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1000-ft. above av. terrain, 1078-ft. above ground, 1720-ft. above sea level.

Latitude 43° 05' 24"
Longitude 87° 53' 47"

Transmitter: NE corner of Capitol Dr. & Estabrook Pkwy., Shorewood, WI.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Scientific-Atlanta, 7-meter; Vertex, 6.2-meter Ku & C-band; Scientific-Atlanta, 4.5-meter Ku-band; M/A-Com, Scientific-Atlanta, Pinzone receivers.

SNG Mobile Dish: BAF, 2.3-meter Ku-band.

News Services: AP, UPI.

Ownership: SCI Television Inc. (Group Owner).

Began Operation: May 21, 1956. Transfer to Trustee granted Sept. 1, 1992. Sale to current owner granted by FCC April 13, 1993.

Represented (sales): TeleRep Inc.

Represented (legal): Pepper & Corazzini.

Personnel:

- Andrew P. Potos, President & General Manager.
- Anne Clausen, Director of Programming & Research.
- Maria Tully, General Sales Manager.
- Scott Steffey, Director of Creative Services.
- Jill Geisler, News Director.
- Donald Roering, Chief Engineer.
- James Kurz, Controller.

Rates: On request.

City of License: Milwaukee. **AD1:** Milwaukee. **Rank:** 28.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
WISCONSIN				
50% & Over	Dodge	27,200	26,800	99
	Jefferson	24,600	24,300	99
	Kenosha	48,000	47,600	99



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Milwaukee	375,000	371,300	99
	Ozaukee	26,600	26,300	99
	Racine	64,400	64,000	99
	Sheboygan	39,200	38,900	99
	Walworth	27,600	27,300	99
	Washington	34,100	33,800	99
	Waukesha	109,500	108,600	99
WISCONSIN				
Between 25-49%	Fond Du Lac	33,200	32,800	99
	ILLINOIS			
Between 5-24%	Mchenry	66,200	65,800	99
	WISCONSIN			
	Calumet	12,100	12,000	99
	Green Lake	7,300	7,200	99
	Manitowoc	30,200	30,000	99
Station Totals		925,200	916,700	99
Net Weekly Circulation (1993)			690,900	
Average Daily Circulation (1993)			389,500	

Wisconsin—Milwaukee

WTMJ-TV

Ch. 4

Network Service: NBC.

Licensee: WTMJ Inc., 720 E. Capitol Dr., Milwaukee, WI 53212.

Studio: 720 E. Capitol Dr., Milwaukee, WI 53212.

Telephone: 414-332-9611. TWX: 910-262-3141. Fax: 414-223-5255.

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1000-ft. above av. terrain, 1096-ft. above ground, 1728-ft. above sea level.

Latitude 43° 05' 29"
Longitude 87° 54' 07"

Transmitter: 720 E. Capitol Dr.

Multichannel TV Sound: Stereo and separate audio program.

Satellite Earth Stations: Transmit/receive Harris, 5-meter C-band; Andrew, 4.6-meter Ku-band; Andrew, 4.6-meter C-band; Harris, 5-meter Ku-band; M/A-Corn, 5-meter C-band; Andrew, Harris, M/A-Corn, Scientific-Atlanta receivers.

SNG Mobile Dish: Roscor, 2.8-meter Ku-band.

AM Affiliate: WTMJ, 5-kw, 620 kHz.

FM Affiliate: WKTI, 15.5-kw, 94.5 MHz (No. 233), 910-ft.

News Services: CNN, NBC, NPS.

Ownership: WTMJ Inc. (Group Owner).

Began Operation: December 3, 1947.

Represented (sales): Petry Television Inc.

Represented (legal): Hogan & Hartson.

Personnel:

Doug Kiel, President & General Manager.

Ron Kurtis, Vice President, Finance.

Mark Strachota, General Sales Manager.

Mark LeGrand, Local Sales Manager.

Randy Price, Director of Engineering.

Jim Prather, News Director.

Mike Stutz, Program Manager.

Jim Thomas, Promotion Director.

Dennis Majewski, Production Manager.

Ed Hinshaw, Manager of Editorial Affairs.

Mary Alice Tierney, Community Affairs Manager.

Rod Synnes, Community Relations Director.

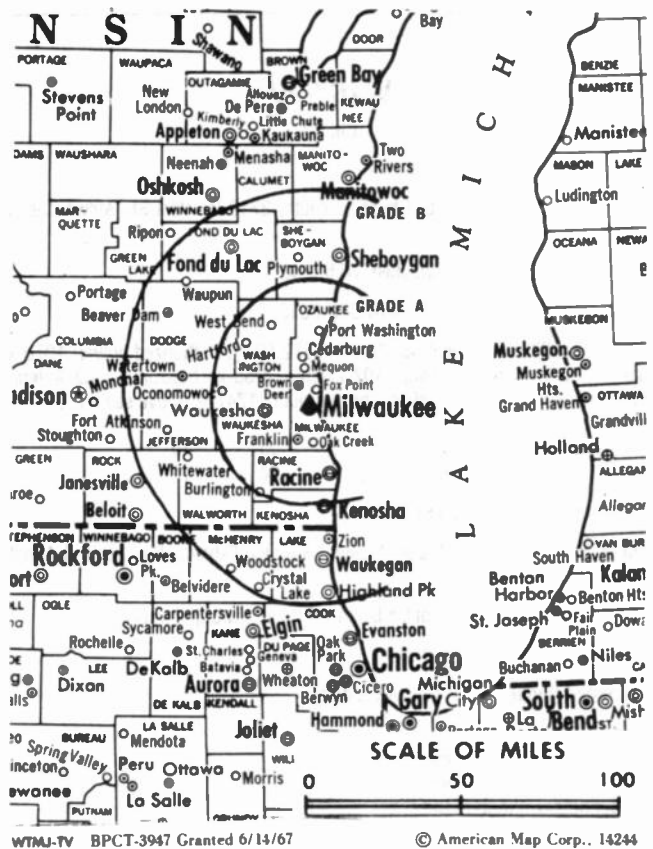
Hank Stoddard, Sports Director.

Highest 30 Sec. Rate: \$4000.

NETWORK BASE HOURLY RATE: \$1850.

City of License: Milwaukee. ADI: Milwaukee. Rank: 28.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	WISCONSIN			
	Dodge	27,200	26,800	99
	Fond Du Lac	33,200	32,800	99
	Jefferson	24,600	24,300	99
	Kenosha	48,000	47,600	99
	Milwaukee	375,000	371,300	99
	Ozaukee	26,600	26,300	99
	Racine	64,400	64,000	99
	Sheboygan	39,200	38,900	99
	Walworth	27,600	27,300	99
Washington	34,100	33,800	99	
Waukesha	109,500	108,600	99	
Between 5-24%	WISCONSIN			
	Calumet	12,100	12,000	99
	Columbia	17,400	17,100	98
	Green Lake	7,300	7,200	99
	Manitowoc	30,200	30,000	99
Winnebago	54,500	54,100	99	
Station Totals		930,900	922,100	99
Net Weekly Circulation (1993)				703,900
Average Daily Circulation (1993)				414,900

Wisconsin—Milwaukee

WVCY-TV

Ch. 30

Network Service: None, independent.

Licensee: Wisconsin Voice of Christian Youth, 2712 W. Vliet St., Milwaukee, WI 53208.

Studio: 2712 W. Vliet St., Milwaukee, WI 53208.

Telephone: 414-935-3000. **Fax:** 414-935-3015.

Technical Facilities: Channel No. 30 (566-572 MHz). Authorized power: 1070-kw max. & 550-kw horizontal visual, 107-kw max. & 55-kw horizontal aural. Antenna: 960-ft. above av. terrain, 1089-ft. above ground, 1747-ft. above sea level.

Latitude	43°	05'	15"
Longitude	87°	54'	12"

Transmitter: 3950 N. Holton St.

Satellite Earth Stations: ChannelMaster, 3-meter C-band; Kaultronics, 4-meter C-band.

Ownership: Wisconsin Voice of Christian Youth Inc. (Group Owner).

Began Operation: January 1, 1983.

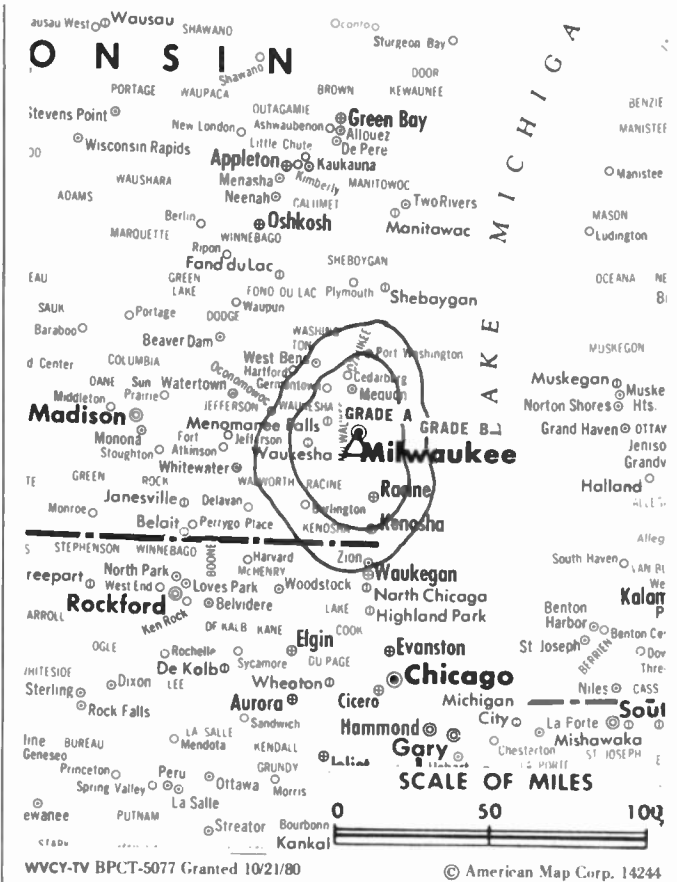
Represented (legal): Wiley, Rein & Fielding.

Personnel:

- Vic Eliason, General Manager.
- Gary Piedot, Chief Engineer.
- Jim Schneider, Program Director.

Rates: On request.

Arbitron Data: Not available.



City of License: Milwaukee. **ADI:** Milwaukee. **Rank:** 28.

Wisconsin—Milwaukee

WVTV
Ch. 18

Network Service: None, independent.

Licensee: WVTV Inc., 4041 N. 35th St., Milwaukee, WI 53216.

Studio: 4041 N. 35th St., Milwaukee, WI 53216.

Telephone: 414-442-7050. Fax: 414-874-1899.

Technical Facilities: Channel No. 18 (494-500 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 1008-ft. above av. terrain, 1101-ft. above ground, 1732-ft. above sea level.

Latitude 43° 05' 48"
Longitude 87° 54' 19"

Transmitter: 0.5-mi. N of E. Capitol Dr. on N. Humboldt Ave., Milwaukee.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Scientific-Atlanta, 7-meter C-band; Comtech, 5-meter C-band; Comtech, 4.6-meter Ku-band; Comtech, 3-meter Ku-band; M/A-Com, Microwave Assoc., Pinzone, Scientific-Atlanta, Standard Communications receivers.

Ownership: Gaylord Broadcasting Co. (Group Owner).

Began Operation: July 20, 1959. Sale to Gaylord Bcstg. by Harold & Bernard Sampson approved by FCC March 24, 1966 (Television Digest, Vol. 5:45; 6:13). Previous sale of 51% by Gene Posner to Harold & Bernard Sampson approved Aug. 9, 1962 (Vol. 2:26). Note: Sale pends (Vol. 33:34).

Represented (sales): MMT Sales Inc.

Represented (legal): Reed, Smith, Shaw & McClay.

Personnel:

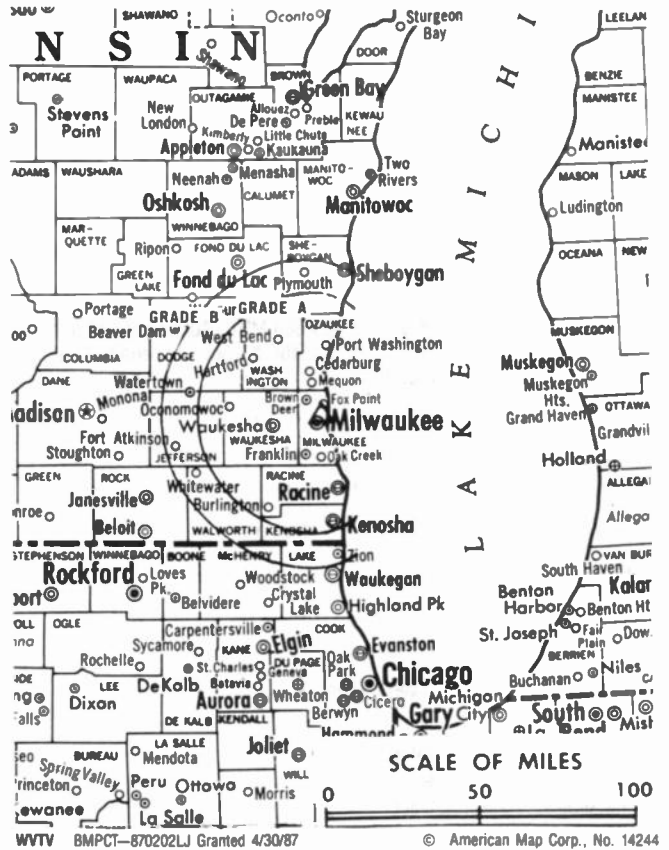
- Michael E. Schuch, General Manager.
- Sandy Graver, Station Manager.
- Mitchell Nye, General Sales Manager.
- Joe Arbogast, National Sales Manager.
- Betty Hertz, Program Director.
- Mark Hodorowski, Promotion Director.
- Wally White, Chief Engineer.
- Paul Rudolph, Production Manager.
- Jim Hall, Chief Operator.
- Shirley Putnam, Business Manager.

Rates: On request.

City of License: Milwaukee. ADI: Milwaukee. Rank: 28.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	WISCONSIN			
	Jefferson	24,600	24,300	99
	Milwaukee	375,000	371,300	99
	Ozaukee	26,600	26,300	99
	Washington	34,100	33,800	99



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Waukesha	109,500	108,600	99
Between 25-49%	WISCONSIN			
	Dodge	27,200	26,800	99
	Fond Du Lac	33,200	32,800	99
	Kenosha	48,000	47,600	99
	Racine	64,400	64,000	99
	Sheboygan	39,200	38,900	99
	Walworth	27,600	27,300	99
Between 5-24%	ILLINOIS			
	Mchenry	66,200	65,800	99
	WISCONSIN			
	Calumet	12,100	12,000	99
	Columbia	17,400	17,100	98
	Green Lake	7,300	7,200	99
Rock	52,400	51,900	99	
Winnebago	54,500	54,100	99	
Station Totals		1,019,300	1,009,800	99
Net Weekly Circulation (1993)				492,500
Average Daily Circulation (1993)				205,000

Wisconsin—Racine

WJJA

Ch. 49

Network Service: None, independent.

Licensee: TV 49 Inc., 4311 Oakwood Rd., Oak Creek, WI 53154.

Studio: 4311 E. Oakwood Rd., Oak Creek, WI 53154.

Telephone: 414-764-4953. **Fax:** 414-764-5190.

Technical Facilities: Channel No. 49 (680-686 MHz). Authorized power: 2690-kw max. visual, 269-kw max. aural. Antenna: 469-ft. above av. terrain, 413-ft. above ground, 1112-ft. above sea level.

Latitude	42°	51'	18"
Longitude	87°	50'	41"

Transmitter: 4311 E. Oakwood Rd., Oak Creek.

Satellite Earth Station: DH Satellite; Omni receivers.

Ownership: TV 49 Inc.

Began Operation: January 27, 1990.

Represented (legal): Arter & Hadden.

Represented (engineering): Lyle R. Evans.

Personnel:

Michael Schuster, General Manager.

Steven Meitner, Chief Engineer.

Arvis Kinlow, Business Manager.

Rates: On request.

Arbitron Data: Not available.



City of License: Racine. **ADI:** Milwaukee. **Rank:** 28.

Wisconsin—Rhineland-Wausau

WJFW-TV
Ch. 12

Network Service: NBC.

Licensee: Northland TV Inc., Box 858, Rhineland, WI 54501.

Studio: S. Oneida Ave., Rhineland, WI 54501.

Telephone: 715-369-4700.

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 57.6-kw aural. Antenna: 1662-ft. above av. terrain, 1679-ft. above ground, 3323-ft. above sea level.

Latitude 45° 40' 02"
Longitude 89° 12' 27"

Transmitter: County Hwy. C at Starks.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: 3 in operation; Channel Master, Harris receivers.

News Services: NBC, UPI.

Ownership: Seaway Communications Inc. (Group Owner).

Began Operation: October 20, 1966. Left air Nov. 17, 1968 following destruction of transmitter by plane crash. Resumed operation Sept. 10, 1969 (Television Digest, Vol. 9:37). Distress sale to present minority-owned company by Alvin E. O'Konski approved by FCC April 20, 1979 (Vol. 19:16).

Represented (sales): Seltel Inc.

Represented (legal): Mullin, Rhyne, Emmons & Topel, P.C.

Personnel:

- Marie Platteter, General Manager.
- Jack Crowley, General Sales Manager.
- Chris Oatman, News Director.
- Brian Henning, Chief Engineer.
- Susan Sharkey, Promotion Director.
- Brigitte Jorgensen, Business Manager.
- Jim Berns, Production Manager.
- Andrea Smugala, Production Manager.
- Sandy England, Traffic Assistant.

Rates: On request.

City of License: Rhineland. ADI: Wausau-Rhineland. Rank: 133.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MICHIGAN			
	Iron	5,600	5,500	98
	WISCONSIN			
	Florence	1,800	1,800	100
	Forest	3,300	3,200	97
	Langlade	7,600	7,500	99
	Lincoln	10,400	10,300	99



WJFW-TV BPCT-4216 Granted 4/30/69 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Marathon	42,300	41,900	99
	Oneida	12,900	12,600	98
	Price	6,100	5,900	97
	Vilas	7,500	7,300	97
Between 25-49%	MICHIGAN			
	Dickinson	10,800	10,700	99
	Ontonagon	3,600	3,500	97
Between 5-24%	WISCONSIN			
	Iron	2,600	2,600	100
	WISCONSIN			
	Ashland	6,300	6,200	98
	Clark	11,200	10,900	97
Marinette	15,900	15,800	99	
Shawano	14,100	13,900	99	
Taylor	6,800	6,700	99	
Station Totals		176,100	173,500	99
Net Weekly Circulation (1993)				85,500
Average Daily Circulation (1993)				44,500

Wisconsin—Wausau

WAOW-TV

Ch. 9

Network Service: ABC.

Licensee: Michael L. Eskridge, Operating Agent, 1355 Piccard Dr., Rockville, MD 20850.

Studio: 1908 Grand Ave., Wausau, WI 54401.

Telephone: 715-842-2251. Fax: 715-848-0195.

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 316-kw visual, 63-kw aural. Antenna: 1210-ft. above av. terrain, 647-ft. above ground, 2549-ft. above sea level.

Latitude 44° 55' 14.30"
Longitude 89° 41' 30.60"

Transmitter: Rib Mountain.

Satellite Earth Stations: Andrew, 7.3-meter C-band; United Satellite Systems, 5-meter; Andrew, 4-meter C-band; United Satellite Systems, Avantek receivers.

News Services: AP, CNN.

Ownership: Michael Eskridge, Operating Agent.

Began Operation: May 7, 1965. Sale to Sharad Tak by Liberty Broadcasting approved by FCC Jan. 7, 1985 (Television Digest, Vol. 24:43). Assignment of license to Operating Agent granted by the FCC Jan. 27, 1993.

Represented (sales): Katz Continental Television.

Represented (legal): Dow, Lohnes & Albertson.

Personnel:

Laurin Jorstad, General Manager.
Marshall Porter, General Sales Manager.
Rick Moll, News Director.
Sharon Reyer, Promotion Director.
Russ Crass, Chief Engineer.

Highest 30 Sec. Rate: \$600.

NETWORK BASE HOURLY RATE: \$450.

City of License: Wausau. AOI: Wausau-Rhineland. Rank: 133.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over				
	WISCONSIN			
	Adams	6,200	6,000	97
	Clark	11,200	10,900	97
	Forest	3,300	3,200	97
	Langlade	7,600	7,500	99
	Lincoln	10,400	10,300	99
	Marathon	42,300	41,900	99
	Oneida	12,900	12,600	98
	Portage	22,000	21,700	99
	Price	6,100	5,900	97



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over				
	Taylor	6,800	6,700	99
	Vilas	7,500	7,300	97
	Wood	27,900	27,600	99
Between 25-49%				
	WISCONSIN			
	Juneau	8,500	8,200	96
	Waushara	7,900	7,800	99
Between 5-24%				
	WISCONSIN			
	Ashland	6,300	6,200	98
	Green Lake	7,300	7,200	99
	Iron	2,600	2,600	100
	Jackson	6,300	6,200	98
	Marquette	5,000	4,900	98
	Menominee	1,200	1,100	92
	Monroe	13,600	13,300	98
	Rusk	5,700	5,600	98
	Shawano	14,100	13,900	99
	Waupaca	17,400	17,200	99
Station Totals		260,100	255,800	98
Net Weekly Circulation (1993)				165,400
Average Daily Circulation (1993)				107,300

Wisconsin—Wausau

WSAW-TV

Ch. 7

Network Service: CBS.

Licensee: Brissette TV of Wausau Inc.

Studio: 1114 Grand Ave., Wausau, WI 54403.

Mailing Address: Box 8088, Wausau, WI 54402.

Telephone: 715-845-4211. Fax: 715-845-2649.

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 63.2-kw aural. Antenna: 1209-ft. above av. terrain, 645-ft. above ground, 2547-ft. above sea level.

Latitude 44° 55' 14.30"

Longitude 89° 41' 30.60"

Transmitter: Rib Mountain.

Satellite Earth Stations: Scientific-Atlanta, 7-meter C-band; Comtech, 5-meter C-band; Scientific-Atlanta, 4.6-meter C-band; Vertex, 4.6-meter Ku-band; RCA, Scientific-Atlanta, M/A-Com receivers.

News Services: AP, CBS, CNN, UPI.

Ownership: Brissette Broadcasting Corp. (Group Owner).

Began Operation: October 24, 1954. Sale by Forward Communications Corp. approved by FCC August 16, 1984 (Television Digest, Vol. 23:44). Sale to Adams Communications approved Dec. 23, 1987. Sale to present owners approved Dec. 24, 1991.

Represented (sales): Blair Television.

Personnel:

Scott Chorski, General Manager
 Steve Wade, General Sales Manager.
 Mark Zelich, News Director.
 Joe Kamenick, Chief Engineer.
 Tony Christman, Business Manager.
 Lee Klaus, Operations Manager.

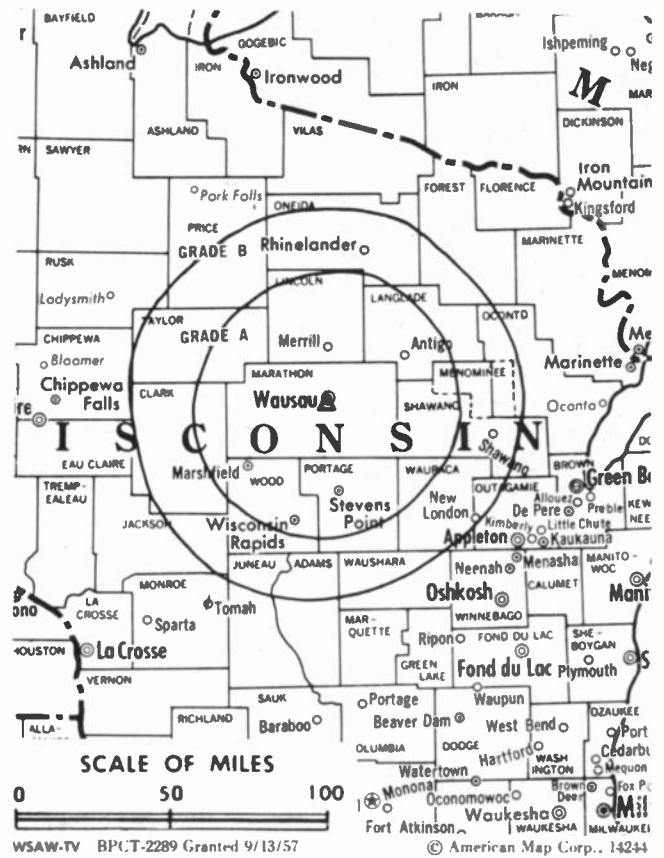
Highest 30 Sec. Rate: \$540.

NETWORK BASE HOURLY RATE: \$450.

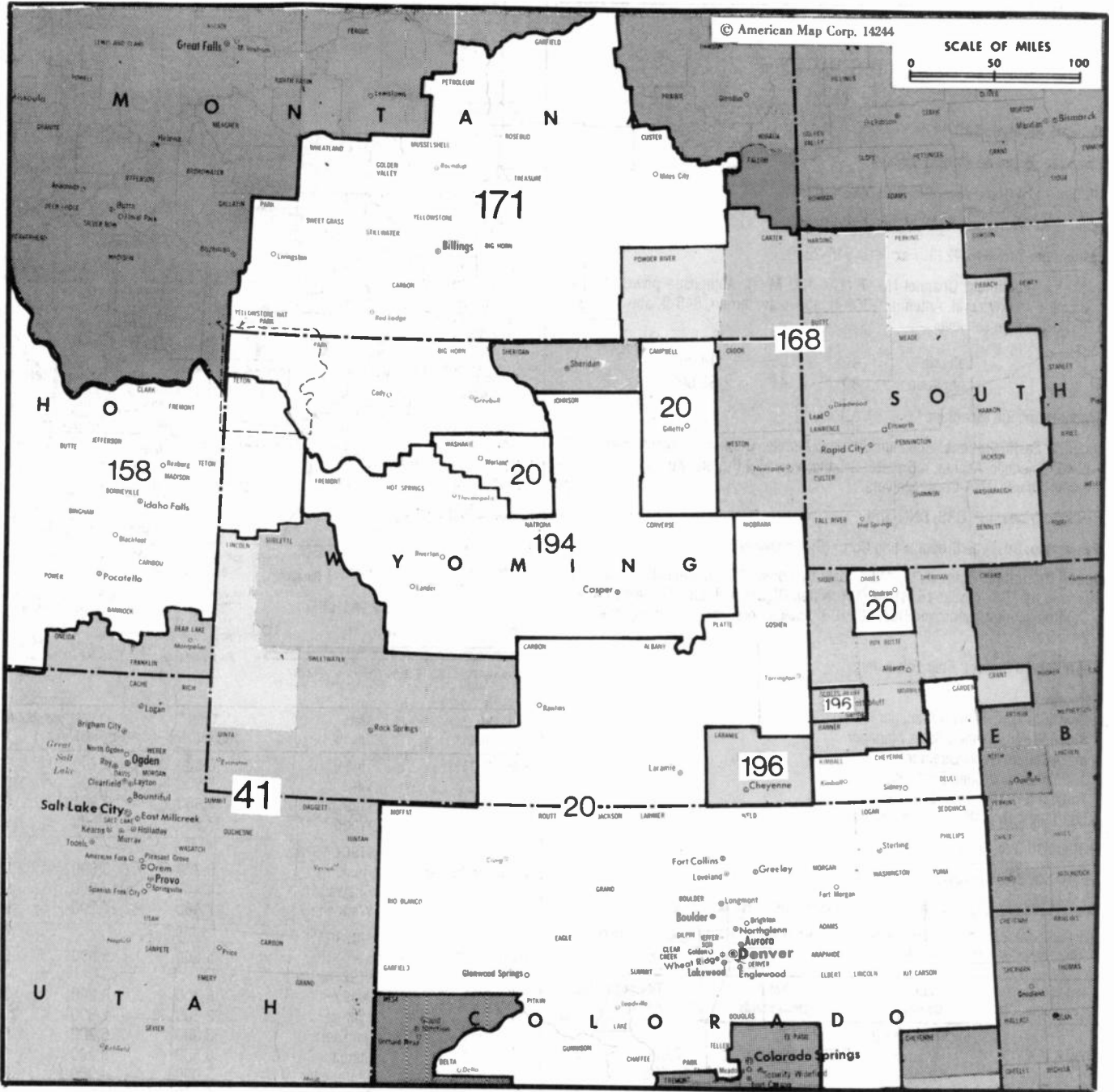
City of License: Wausau. ADI: Wausau-Rhineland. Rank: 133.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	WISCONSIN			
	Adams	6,200	6,000	97
	Clark	11,200	10,900	97
	Forest	3,300	3,200	97
	Langlade	7,600	7,500	99
	Lincoln	10,400	10,300	99
	Marathon	42,300	41,900	99
	Oneida	12,900	12,600	98
	Portage	22,000	21,700	99
	Price	6,100	5,900	97



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Taylor	6,800	6,700	99
	Vilas	7,500	7,300	97
	Waushara	7,900	7,800	99
	Wood	27,900	27,600	99
Between 25-49%	WISCONSIN			
	Rusk	5,700	5,600	98
	Shawano	14,100	13,900	99
Waupaca	17,400	17,200	99	
Between 5-24%	MICHIGAN			
	Iron	5,600	5,500	98
	WISCONSIN			
	Ashland	6,300	6,200	98
	Iron	2,600	2,600	100
	Jackson	6,300	6,200	98
	Juneau	8,500	8,200	96
	Marquette	5,000	4,900	98
	Menominee	1,200	1,100	92
	Monroe	13,600	13,300	98
Sawyer	5,800	5,600	97	
Station Totals		264,200	259,700	98
Net Weekly Circulation (1993)			170,400	
Average Daily Circulation (1993)			109,200	



Market	Arbitron ADI TV Households	Rank	Market Area Commercial TV Stations
Denver, CO	1,090,100	20	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), KCCZ (4), KJZZ-TV (14), KOOG-TV (30), KSL-TV (5), KSTU (13), KTVX (4), KUTV (2), KIDK (3), KJF-TV (8), KJVI (2), KPVI (6), KCLO-TV (15), KEVN-TV (7), KHSD-TV (11), KIVV-TV (5), KOTA-TV (3), KSGW-TV (12), KSMI (6), KTVQ (2), KULR-TV (8), KYUS-TV (3), KFNB (20), KFNE (10), KGWC-TV (14), KGWL-TV (5), KGWR-TV (13), KTWQ-TV (2), KDUH-TV (4), KGWN-TV (5), KKTU (33), KSTF (10), KTVS (3)
Salt Lake City, UT	614,700	41	
Idaho Falls-Pocatello, ID	108,000	158	
Rapid City, SD	91,100	168	
Billings-Hardin, MT	86,700	171	
Casper-Riverton, WY	43,800	194	
Cheyenne, WY-Scottsbluff, NE-Sterling, CO	43,400	196	

State Cross Reference List
Communities that receive programs of stations that are located elsewhere.

KGWL-TV, Lander	See Riverton, WY
-----------------	------------------

Wyoming Station Totals as of November 1, 1993

	VHF	UHF	TOTAL
Commercial Television Stations	8	3	11
Educational Television Stations	1	0	1
	9	3	12

Wyoming—Casper

KFNB

Ch. 20

Network Service: ABC.

Licensee: WyoMedia Corp., 7075 Salt Creek Hwy., Box 1, Casper, WY 82601.

Studio: 7075 Salt Creek Rd., Box 1, Casper, WY 82601.

Telephone: 307-577-5923. **Fax:** 307-577-5928.

Technical Facilities: Channel No. 20 (506-512 MHz). **Authorized power:** 68-kw max. visual, 6.8-kw max. aural. **Antenna:** 1744-ft. above av. terrain, 150-ft. above ground, 8170-ft. above sea level.

Latitude	42°	44'	37"
Longitude	106°	18'	26"

Holds CP for change to 1557-kw max. visual, 155-kw max. aural, 1750-ft. above av. terrain, 150-ft. above ground, 8190-ft. above sea level, lat. 42° 44' 37", long. 106° 18' 31", transmitter to Casper Mountain. BPCT-860523KF.

Transmitter: Casper Mountain, 8-mi. SSW of Casper.

Satellite Earth Stations: In operation.

Ownership: WyoMedia Corp.

Began Operation: November 1, 1984. Left air April 25, 1989, resumed operation January 22, 1990. Assignment of license from Casper Channel 20 Inc., Mark R. Nalbone, Receiver to present owner granted December 11, 1991.

Represented (sales): Savalli Broadcast Sales; Art Moore Inc.

Represented (legal): Irwin, Campbell & Crowe.

Represented (engineering): Arthur K. Peters Consulting Engineers.

Personnel:

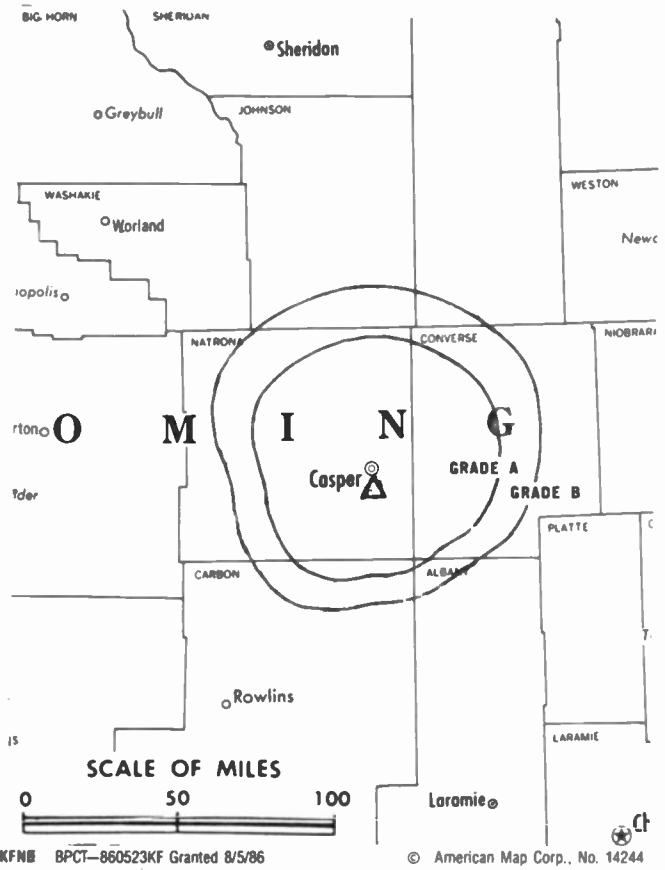
- Mark Nalbone, General Manager & National Sales Manager.
- Tina Nalbone, Local Sales Manager.
- Kim Ortega, Program Director.
- Kelly Wright, Promotion Director.
- Greg Fladager, Production Manager.
- Brian McCash, Chief Engineer.

Highest 30 Sec. Rate: \$500.

Arbitron Data: Figures include KFNE, Riverton & KFNR, Rawlins, WY.

City of License: Casper. **ADI:** Casper-Riverton. **Rank:** 194.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	WYOMING			
	Converse	3,800	3,700	97
	Fremont	11,900	11,600	97
	Natrona	23,400	23,000	98
Between 25-49%	WYOMING			
	Carbon	5,900	5,700	97
	Hot Springs	1,900	1,800	95
Between 5-24%	WYOMING			
	Washakie	3,100	3,000	97
Station Totals		50,000	48,800	98
Net Weekly Circulation (1993)				29,100
Average Daily Circulation (1993)				14,500

Wyoming—Casper

KGWC-TV

Ch. 14

(Operates satellites KGWL-TV, Lander & KGWR-TV, Rock Springs, WY)

Network Service: CBS.

Licensee: Stauffer Communications Inc., Box 119, Topeka, KS 66601.

Studio: 304 N. Center St., Casper, WY 82601.

Telephones: 307-234-1111; 800-788-5492. Fax: 307-234-2835.

Technical Facilities: Channel No. 14 (470-476 MHz). Authorized power: 1380-kw max. & 759-kw horizontal visual, 140-kw max. & 79.4-kw horizontal aural. Antenna: 1880-ft. above av. terrain, 235-ft. above ground, 8255-ft. above sea level.

Latitude 42° 44' 26"
Longitude 106° 21' 34"

Transmitter: R79W, T32N, Section 18, Natrona County.

Satellite Earth Stations: Magnatech, 5-meter C-band; AEL, 4-meter Ku-band; Magnatech, 3-meter C-band; M/A-Com, Microdyne receivers.

News Services: AP, CBS.

Ownership: Stauffer Communications Inc. (Group Owner).

Began Operation: August 12, 1980. Sale to present owner by Rocky Mountain Communications Network approved by FCC August 25, 1986 (Television Digest, Vol. 26:23).

Represented (sales): Katz Continental Television.

Represented (legal): Dow, Lohnes & Albertson.

Personnel:

Carl Occhipinti, General Manager.
Alan Nicksic, Station Manager.
Tim Swanson, General Sales Manager.
Nimi McConigley, News Director.
Jeremy Patey, Program Director.

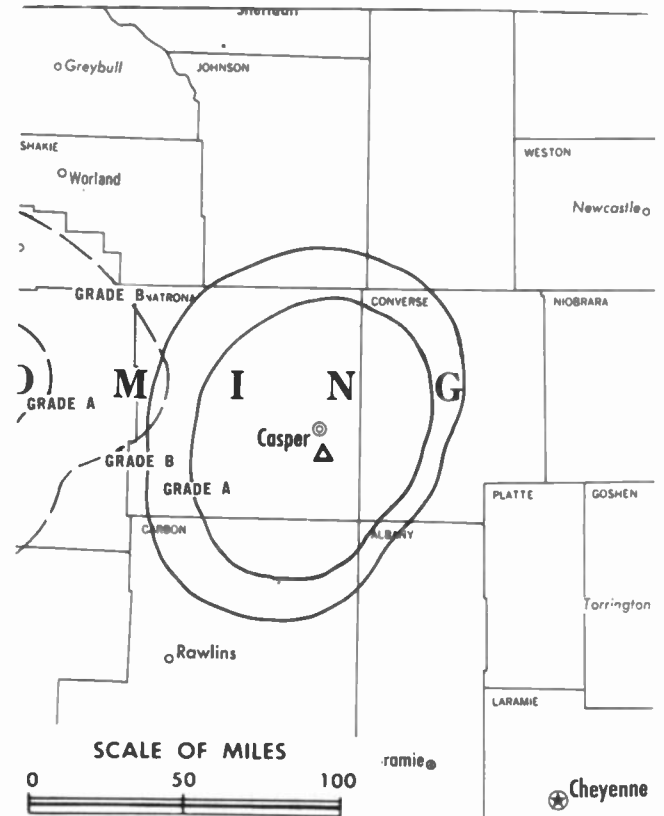
Rates: On request.

Arbitron Data: Figures include satellites KGWL-TV, Lander & KGWR-TV, Rock Springs, WY.

City of License: Casper. ADI: Casper-Riverton. Rank: 194.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	WYOMING			
	Campbell	10,000	9,600	96
	Fremont	11,900	11,600	97



KGWC-TV BMPCT-800519KH Granted 6/27/80

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Johnson	2,300	2,200	96
	Natrona	23,400	23,000	98
Between 25-49%	WYOMING			
	Converse	3,800	3,700	97
	Hot Springs	1,900	1,800	95
	Sweetwater	13,500	13,000	97
	Washakie	3,100	3,000	97
	Weston	2,400	2,300	96
Between 5-24%	WYOMING			
	Crook	1,900	1,800	95
	Niobrara	1,000	1,000	100
	Park	8,900	8,600	97
Station Totals		84,100	81,600	97
Net Weekly Circulation (1993)				44,100
Average Daily Circulation (1993)				19,700

Wyoming—Casper

KTWO-TV

Ch. 2

(Operates satellite KKTU, Cheyenne, WY)

Network Service: NBC.

Licensee: KTWO Corp., 212 E. Liberty St., Wooster, OH 44691.

Studio: 4200 E. 2nd St., Casper, WY 82609.

Telephone: 307-237-3711. Fax: 307-234-9866.

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 22-kw aural. Antenna: 2000-ft. above av. terrain, 375-ft. above ground, 8485-ft. above sea level.

Latitude 42° 44' 03"
Longitude 106° 20' 00"

Transmitter: 8-mi. S of Casper.

News Service: AP.

Ownership: Wooster Republican Printing Co. (Group Owner).

Began Operation: March 8, 1957. Sale of station by Harriscope Bcstg. Corp. to present owner approved by FCC Dec. 12, 1986 (Television Digest, Vol. 26:45).

Represented (sales): Seltel Inc.

Represented (legal): Baker & Hostetter.

Represented (engineering): Hammett & Edison Inc.

Personnel:

Michelle Ferguson, General Manager.

Tim Havasi, Local Sales Manager.

Debbie Hales-McLemore, National Sales Manager.

Wes Sturr, News Director.

Dave Borino, Program Director.

Roger Sewell, Promotion Director.

Linda Makinen, Business Manager.

Kris Anderson, Director of Engineering.

Janet Curry, Marketing Director.

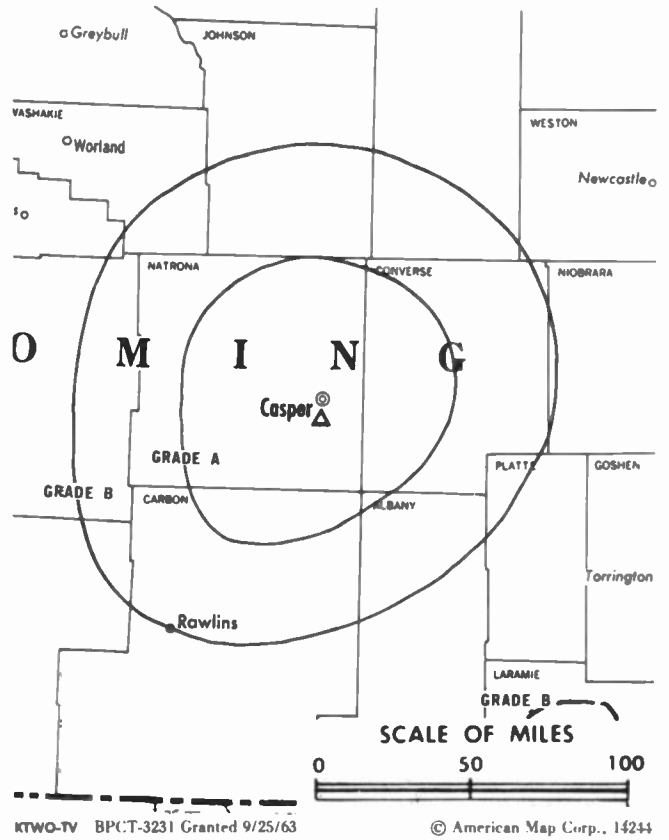
Highest 30 Sec. Rate: \$425.

Arbitron Data: Includes KKTU, Cheyenne, WY.

City of License: Casper. ADI: Casper-Riverton. Rank: 194.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	WYOMING			
	Big Horn	3,800	3,700	97
	Campbell	10,000	9,600	96
	Carbon	5,900	5,700	97
	Converse	3,800	3,700	97
	Fremont	11,900	11,600	97
	Goshen	4,900	4,800	98



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Hot Springs	1,900	1,800	95
	Johnson	2,300	2,200	96
	Natrona	23,400	23,000	98
	Park	8,900	8,600	97
	Platte	3,200	3,100	97
	Sublette	1,800	1,700	94
	Sweetwater	13,500	13,000	97
	Washakie	3,100	3,000	97
Between 25-49%	WYOMING			
	Albany	12,400	11,900	96
	Crook	1,900	1,800	95
	Laramie	28,600	28,200	99
	Lincoln	4,100	3,900	95
	Niobrara	1,000	1,000	100
	Sheridan	9,400	9,000	96
	Teton	5,000	4,800	96
Uinta	5,700	5,500	96	
Weston	2,400	2,300	96	
Station Totals		168,900	163,900	97
Net Weekly Circulation (1993)			94,600	
Average Daily Circulation (1993)			47,300	

Wyoming—Cheyenne

KGWN-TV

Ch. 5

(Operates satellites KSTF, Scottsbluff, NE & KTVS, Sterling, CO)

Network Service: CBS, ABC.

Licensee: Stauffer Communications Inc., 2923 E. Lincolnway, Cheyenne, WY 82001.

Studio: 2923 E. Lincolnway, Cheyenne, WY 82001.

Telephone: 307-634-7755. TWX: 910-949-4067. Fax: 307-637-8604.

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 620-ft. above av. terrain, 483-ft. above ground, 7260-ft. above sea level.

Latitude 41° 06' 03"
Longitude 105° 00' 16"

Transmitter: Borie, WY, 10.2-mi. WSW of Cheyenne.

Satellite Earth Stations: Transmit/receive Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta, 5-meter Ku-band; RCA, Scientific-Atlanta receivers.

News Service: AP.

Ownership: Stauffer Communications Inc. (Group Owner).

Began Operation: March 22, 1954. Sale to Lamb Enterprises by Frontier Bcstg. Co. (McCraken) approved by FCC July 6, 1972 (Television Digest, Vol. 11:47; 12:28). Sale to Burke Bcstg. approved Oct. 14, 1983. Sale to present owner approved July 8, 1986 (Vol. 26:13).

Represented (sales): Katz Continental Television.

Represented (legal): Dow, Lohnes & Albertson.

Personnel:

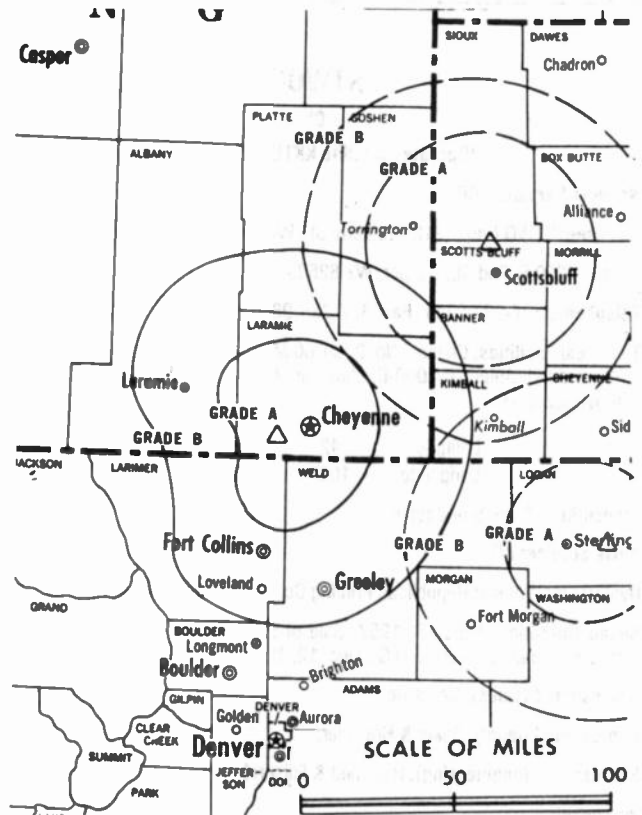
Carl J. Occhipinti, General Manager.
Ousty Thein, General Sales Manager.
Barbara Parenti, Program Director.
Brian Olson, News Director.
Steve Vancoart, Promotion Director.
Tony Schaefer, Chief Engineer.
Bert Grant, Business Manager.

Rates: On request.

Arbitron Data: Figures do not include KSTF, Scottsbluff NE & KTVS, Sterling, CO.

City of License: Cheyenne. ADI: Cheyenne, WY-Scottsbluff, NE-Sterling, CO. Rank: 196.

Total Households: ©MSI Consumer Market Data as of 1/1/93. TV Homes, TV% and Circulation ©1993 Arbitron. County coverage based on Arbitron study.



KGWN-TV BMPCT-1399 Granted 10/2/53

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	WYOMING			
	Albany	12,400	11,900	96
	Laramie	28,600	28,200	99
	Platte	3,200	3,100	97
Between 25-49%	COLORADO			
	Larimer	75,600	74,200	98
	WYOMING			
	Goshen	4,900	4,800	98
Between 5-24%	COLORADO			
	Weld	48,300	47,600	99
	WYOMING			
	Carbon	5,900	5,700	97
Station Totals		178,900	175,500	98
Net Weekly Circulation (1993)				77,600
Average Daily Circulation (1993)				34,000

Wyoming—Cheyenne

KKTU

Ch. 33

(Satellite of KTWQ-TV, Casper, WY)

Network Service: NBC.

Licensee: KTWQ Corp., 4200 E. 2nd St., Casper, WY 82609.

Studio: See KTWQ-TV, Casper.

Telephone: 307-237-3711. **Fax:** 307-234-9866.

Technical Facilities: Channel No. 33 (584-590 MHz). Authorized power: 253-kw max. visual. Antenna: 485-ft. above av. terrain, 482-ft. above ground, 6940-ft. above sea level.

Latitude 41° 08' 55"
Longitude 104° 57' 22"

Transmitter: 6.25-mi. W of Cheyenne.

Ownership: Wooster Republican Printing Co. (Group Owner).

Began Operation: August 28, 1987.

Represented (sales): Settel Inc.

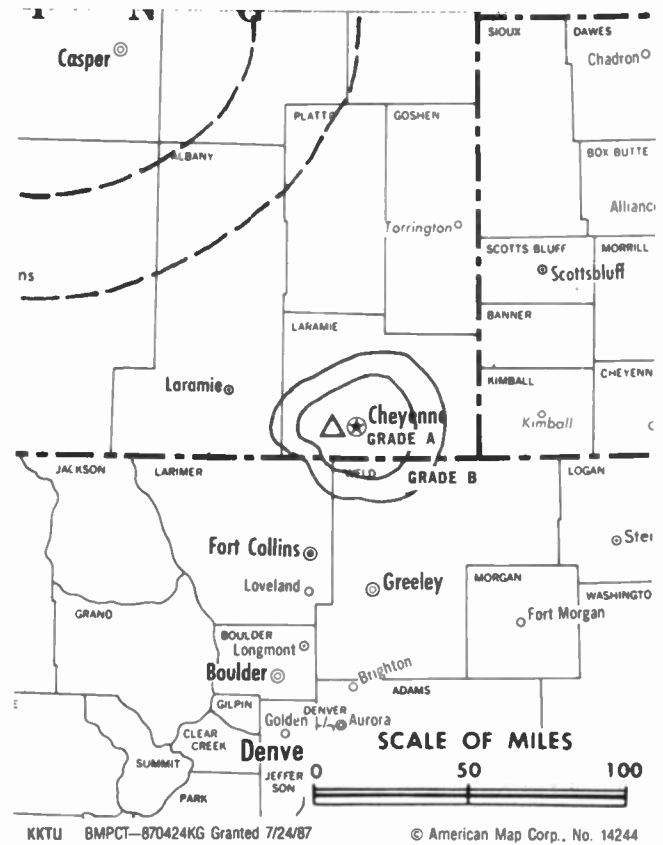
Represented (legal): Baker & Hostetler.

Represented (engineering): Hammett & Edison Inc.

Personnel:

See KTWQ-TV, Casper, WY.

Arbitron Data: Included with KTWQ-TV, Casper, WY.



City of License: Cheyenne. ADI: Cheyenne, WY-Scottsbluff, NE-Sterling, CO. Rank: 196.

Wyoming—Jackson

KJVI

Ch. 2

(Satellite of KPVI, Pocatello, ID)

Network Service: ABC.

Licensee: Ambassador Media Corp., Box 7454, Jackson, WY 83001.

Studio: 790 W. Broadway, Suite 204, Jackson, WY 83001.

Telephone: 307-733-2066.

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 0.19-kw visual.
Antenna: 997-ft. above av. terrain, 11-ft. above ground, 8051-ft. above sea level.

Latitude	43°	27'	42"
Longitude	110°	45'	09"

Transmitter: Snow King Mountain, approx. 1.25-mi. S of Jackson.

Ownership: Ambassador Media Corp. (Group Owner).

Began Operation: January 9, 1991.

Represented (sales): Settel Inc.

Represented (legal): Hopkins & Sutter.

Personnel:

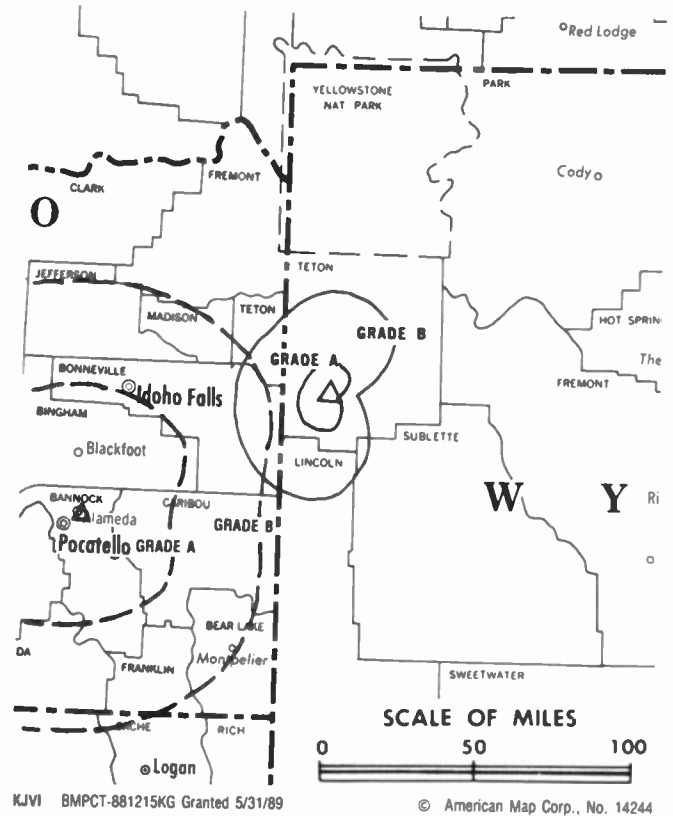
Harry P. Neuhardt, General Manager.

Kathryn Brody, Station Manager.

Nick Davidson, Chief Engineer.

Rates: On request.

Arbitron Data: Included with KPVI, Pocatello, ID.



City of License: Jackson. ADI: Idaho Falls-Pocatello. Rank: 158.

Wyoming—Riverton

KFNE

Ch. 10

(Satellite of KFNB, Casper, WY)

Network Service: ABC.

Licensee: First National Bcstg. Corp., 7075 Salt Creek Hwy., Casper, WY 82601.

Studio: 7075 Salt Creek Hwy., Casper, WY 82601.

Telephone: 307-577-5923. **Fax:** 307-577-5928.

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 170-kw max. visual, 17-kw aural. Antenna: 526-ft. above av. terrain, 62-ft. above ground, 7546-ft. above sea level.

Latitude 43° 27' 26"

Longitude 108° 12' 02"

Transmitter: Boysen Peak, 31-mi. NNE of Riverton.

Satellite Earth Station: Bogner, 12-meter; RCA receivers.

News Service: UPI.

Ownership: First National Broadcasting Corp. (Group Owner).

Began Operation: December 22, 1957. Sale to Francis D'Addario, et al., by Joseph P. & Mildred V. Ernst approved by FCC Feb. 28, 1980 (*Television Digest*, Vol. 19:26). Sale to David Antoniak, et al., approved June 27, 1984. Left air January 1987. Resumed operation under current ownership April 7, 1991.

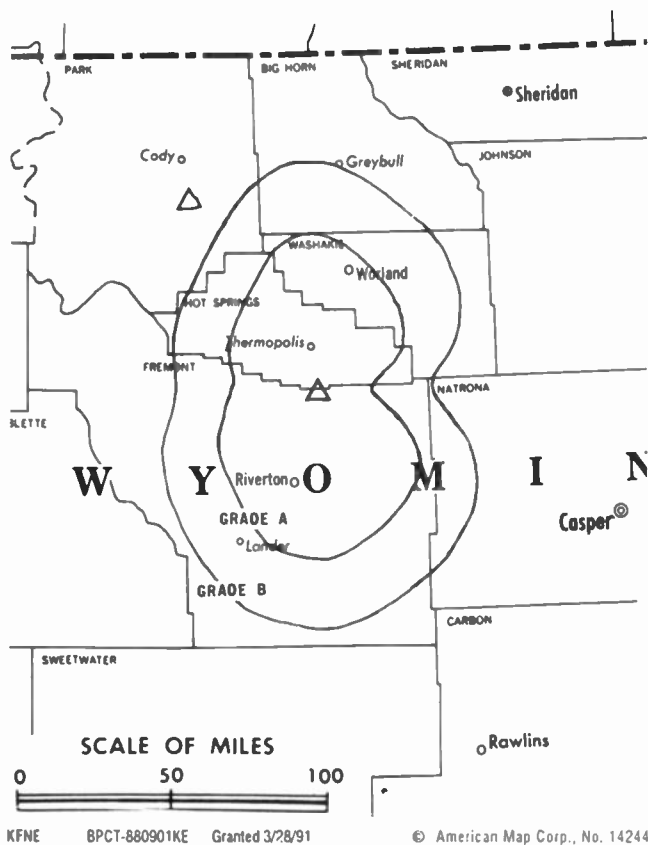
Represented (sales): Savalli Broadcast Sales.

Represented (legal): Dow, Lohnes & Albertson.

Personnel:

See KFNB, Casper, WY.

Highest 30 Sec. Rate: \$500.



Arbitron Data: Included with KFNB, Casper, WY.

City of License: Riverton. **ADI:** Casper-Riverton. **Rank:** 194.

Wyoming—Lander-Riverton

KGWL-TV

Ch. 5

(Satellite of KGWC-TV, Casper, WY)

Network Service: CBS.

Licensee: Stauffer Communications Inc., Box 119, Topeka, KS 66601.

Studio: See KGWC-TV, Casper.

Telephones: 307-234-1111; 800-788-5492. **Fax:** 307-234-2835.

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 272-ft. above av. terrain, 183-ft. above ground, 6003-ft. above sea level.

Latitude	42°	53'	41.50"
Longitude	108°	43'	34.00"

Transmitter: 3.6-mi. N of Lander on Sand Hills.

News Services: AP, CBS.

Ownership: Stauffer Communications Inc. (Group Owner).

Began Operation: September 12, 1982. Sale to present owner by Rocky Mountain Communications Network approved by FCC Aug. 25, 1986 (*Television Digest*, Vol. 26:23).

Represented (sales): Katz Television.

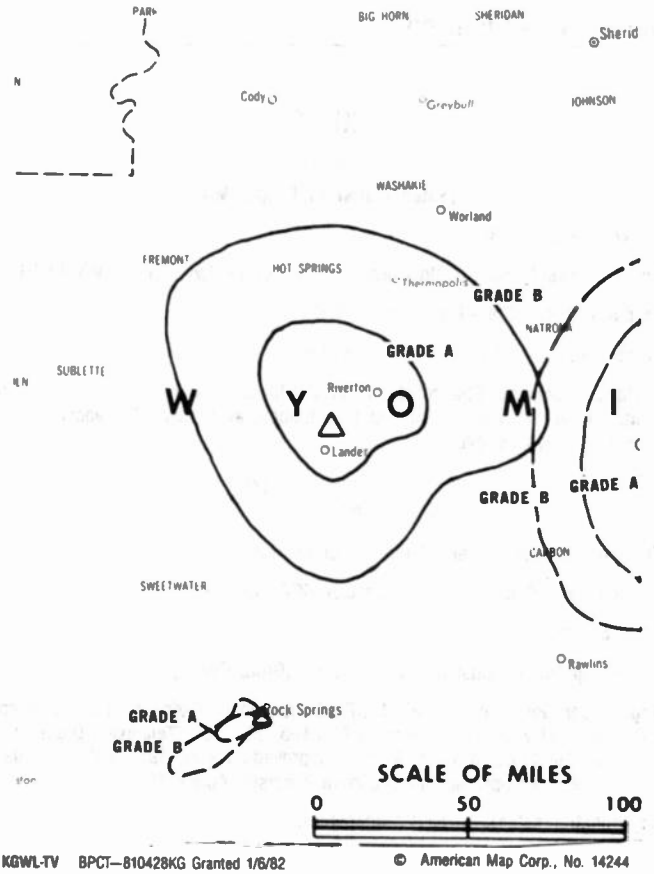
Represented (legal): Dow, Lohnes & Albertson.

Personnel:

See KGWC-TV, Casper, WY.

Rates: On request.

Arbitron Data: Included with KGWC-TV, Casper, WY.



City of License: Lander. ADI: Casper-Riverton. Rank: 194.

Wyoming—Rawlins

KFNR

Ch. 11

Network Service: ABC.

Licensee: First National Bcstg. Corp., Box 2129, Salt Lake City, UT 84110.

Studio: 7075 Salt Creek Hwy., Casper, WY 82601.

Telephone: 307-577-5923.

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 1.67-kw visual, 0.16-kw aural. Antenna: 230-ft. above av. terrain, 49-ft. above ground, 7251-ft. above sea level.

Latitude	41°	46'	15"
Longitude	107°	14'	25"

Transmitter: 1.2-mi. S of city center of Rawlins, Carbon County.

Ownership: First National Broadcasting Corp. (Group Owner).

Began Operation: April 16, 1986; left air, date unannounced. Resumed operation under current ownership April 7, 1991.

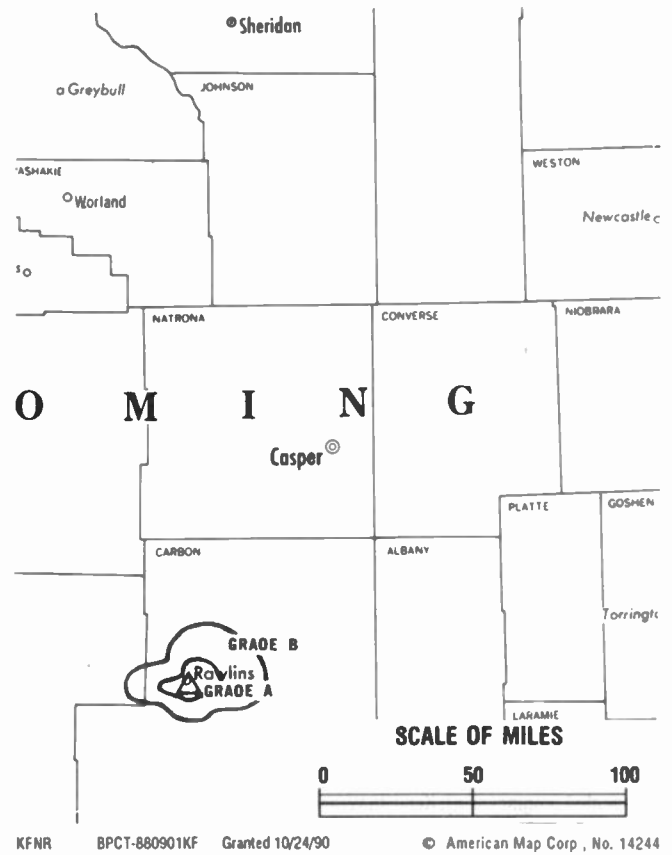
Represented (sales): Savalli Broadcast Sales.

Personnel:

See KFNB, Casper, WY.

Rates: On request.

Arbitron Data: Included with KFNB, Casper, WY.



City of License: Rawlins. ADI: Denver. Rank: 20.

Wyoming—Rock Springs

KGWR-TV

Ch. 13

(Satellite of KGWC-TV, Casper, WY)

Network Service: CBS.

Licensee: Stauffer Communications Inc., Box 119, Topeka, KS 66601.

Studio: See KGWC-TV, Casper.

Telephones: 307-234-1111; 800-788-5492. **Fax:** 307-234-2835.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 209-kw visual, 21-kw aural. Antenna: 1624-ft. above av. terrain, 148-ft. above ground, 8694-ft. above sea level.

Latitude	41°	26'	21"
Longitude	109°	06'	42"

Transmitter: Quaking Asp Mountain.

News Services: AP, CBS.

Ownership: Stauffer Communications Inc. (Group Owner).

Began Operation: October 21, 1977. Sale to Rocky Mountain Communications by Gerald E. & Linda K. Devine approved by FCC July 13, 1982. Resumed operation Jan. 27, 1983. Sale to present owners approved Aug. 25, 1986 (*Television Digest*, Vol. 26:23).

Represented (sales): Katz Television.

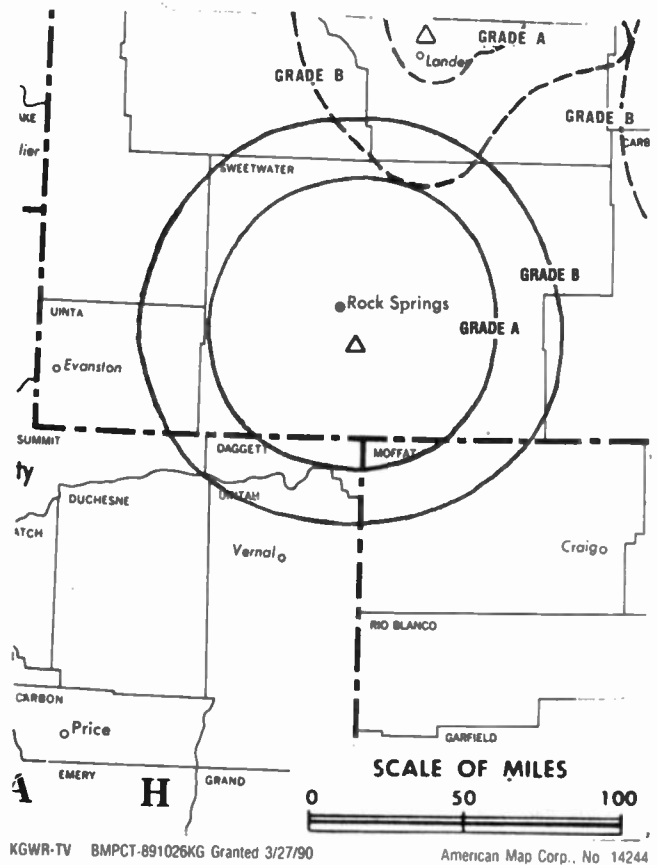
Represented (legal): Dow, Lohnes & Albertson.

Represented (engineering): Kenneth Williams.

Personnel:

See KGWC, Casper, WY.

Rates: Sold in combination with KGWC-TV Casper, WY & KGWL-TV Lander-Riverton, WY.



Arbitron Data: Included with KGWC-TV, Casper, WY.

City of License: Rock Springs. **ADI:** Casper-Riverton. **Rank:** 194.

Wyoming—Sheridan

KSGW-TV

Ch. 12

(Satellite of KOTA-TV, Rapid City, SD)

Network Service: ABC.

Licensee: Duhamel Broadcasting Enterprises, Box 1760, Rapid City, SD 57709.

Studio: See KOTA-TV, Rapid City.

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 18-kw aural. Antenna: 1220-ft. above av. terrain, 144-ft. above ground, 7824-ft. above sea level.

Latitude	44°	37'	20"
Longitude	107°	06'	57"

Transmitter: 12-mi. S & 8-mi. W of Sheridan.

Satellite Earth Stations: In operation; Simulcast receivers.

News Services: ABC, AP.

Ownership: Duhamel Broadcasting Enterprises (Group Owner).

Began Operation: October 28, 1977.

Represented (sales): Katz Television.

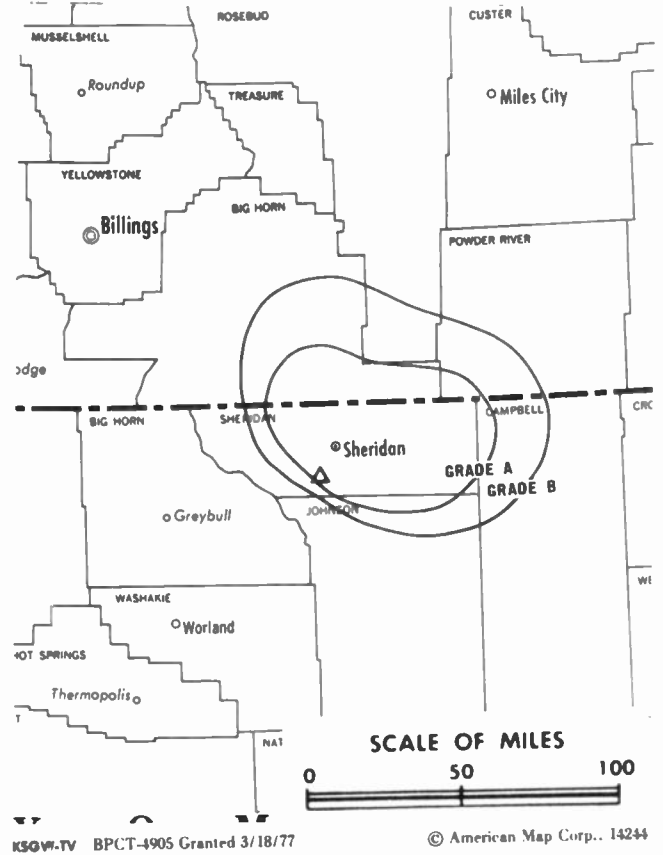
Represented (legal): Fisher, Wayland, Cooper & Leader.

Personnel:

William F. Duhamel, General Manager.
Wes Haugen, General Sales Manager.

Rates: Sold in combination with KOTA-TV, Rapid City, SD.

Arbitron Data: Included with KOTA-TV, Rapid City, SD.



City of License: Sheridan. ADI: Rapid City. Rank: 168.

Guam—Tamuning

KTGM

Ch. 14

Network Service: None, independent.

Licensee: Guahan Airwaves Corp., 692 N. Marine Dr., Tamuning, GU 96911.

Studio: 692 N. Marine Dr., Tamuning, GU 96911.

Telephone: 671-646-4873.

Technical Facilities: Channel No. 14 (470-476 MHz). Authorized power: 12.8-kw max. visual. Antenna: Minus 52-ft. above av. terrain, 66-ft. above ground, 230-ft. above sea level.

Latitude	13°	30'	09"
Longitude	144°	48'	17"

Transmitter: Atlantica Guam Corp. Bldg., Marine Dr., Upper Tumon.

Ownership: Guahan Airwaves Corp.

Began Operation: October 19, 1987.

Represented (legal): Davis, Graham & Stubbs.

Represented (engineering): Moffet, Larson & Johnson.

Personnel:

David M. Larson, General Manager & Chief Engineer.
Sharon Aldridge, Sales Manager.

Rates: On request.

City of License: Tamuning.

Guam—Agana

KUAM-TV

Ch. 8

Network Service: CBS, NBC.

Licensee: Pacific Telestations Inc., Box 368, Agana, GU 96910.

Studio: 1.9-mi. SE of Agana.

Telephone: 671-637-5826. **Fax:** 671-637-9865.

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 21.9-kw visual, 3.8-kw aural. Antenna: 936-ft. above av. terrain, 60-ft. above ground, 1139-ft. above sea level.

Latitude	13°	25'	53"
Longitude	144°	42'	36"

Transmitter: Mount Alutom.

Satellite Earth Station: Scientific-Atlanta, 10-meter C-band; Standard Communications receivers.

AM Affiliate: KUAM, 10-kw, 610 khz.

FM Affiliate: KUAM-FM, 2.5-kw, 93.9 MHz (No. 230), 77-ft.

News Services: AP, CBS, NBC.

Ownership: Micronesia Broadcasting Corp.

Began Operation: August 5, 1956. Transfer of control to present owners approved by FCC April 13, 1989. Sale to Pacific Teletestation Inc. by H. S. Killgore approved by FCC Sept. 15, 1977 (*Television Digest*, Vol. 17:38). Sale to Killgore by Phil Berg approved April 9, 1964 (Vol. 3:48; 4:16). Previously, 5% sold by John P. Heame to Berg, raising Berg's holdings from 54.5% (Vol. 2:34).

Represented (sales): Intercontinental Services Ltd.

Represented (legal): Haley, Bader & Potts.


Represented (engineering): Hammett & Edison Inc.

Personnel:

Jon M. Denight, General Manager.
Tom Blaz, Station Manager.
Michelle Benito, Sales Manager.
Nestor Licanto, News Director.
Jim Bowdoin, Chief Engineer.

Rates: On request.

City of License: Agana.

Some 23,705 key industry people can  your message when you advertise in the...

Television & Cable Factbook

Puerto Rico—Aguadilla-Mayaguez

WOLE-TV

Ch. 12

Network Service: None, independent.

Licensee: Western Broadcasting Corp. of Puerto Rico, Box 1200, Mayaguez, PR 00681.

Studio: 17 Marina St., Aguadilla, PR 00603.

Mailing Address: Box 415, Aguadilla, PR 00605.

Telephone: 809-833-1200. **Fax:** 809-831-6330.

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1250-ft. above av. terrain, 362-ft. above ground, 1549-ft. above sea level.

Latitude	18°	18'	51"
Longitude	67°	11'	30"

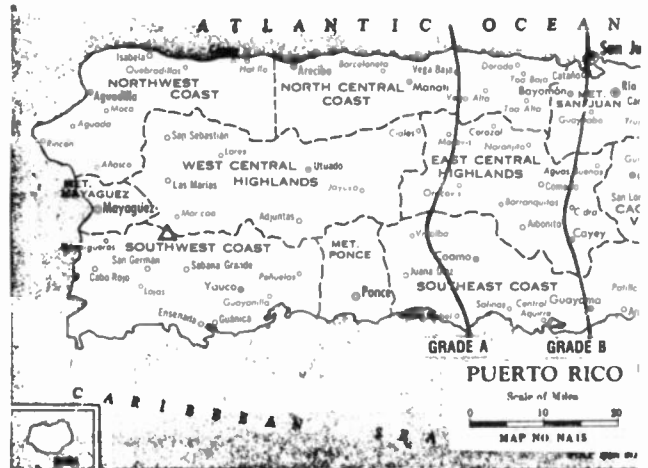
Holds CP for change to 275-kw visual, 27.50-kw aural, 2182-ft. above av. terrain, 237-ft. above ground, 3189-ft. above sea level, lat. 18° 9' 00", long. 66° 59' 00". BPCT-890828KH.

Transmitter: Pico Atalaya, 4.5-mi. SE of Rincon, PR.

Ownership: Western Broadcasting Corp. of Puerto Rico.

Began Operation: May 10, 1960.

Represented (legal): Peper, Martin, Jensen, Maichel & Hettlage.



WOLE-TV BPCT-890828KH Granted 6/14/91 © American Map Corp., No. 14244

Represented (engineering): du Treil, Lundin & Rackley.

Personnel:

Irwin Young, President.

Luis A. Morales, General Manager.

Santiago Hernandez, Program Director.

Doel Oriol, Chief Engineer.

Rates: On request.

City of License: Aguadilla.

Puerto Rico—Aguadilla

WVEO

Ch. 44

Network Service: None, independent.

Licensee: Southwestern Bcstg. Corp., Penthouse, Darlington Bldg., Rio Piedras, PR 00925.

Studio: Road 411, km 77, Aguada, PR.

Telephone: 809-895-3033.

Technical Facilities: Channel No. 44 (650-656 MHz). Authorized power: 993-kw max. & 948-kw horizontal visual, 198-kw max. aural. Antenna: 1220-ft. above av. terrain, 235-ft. above ground, 1448-ft. above sea level.

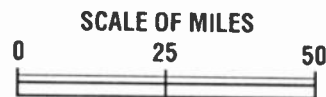
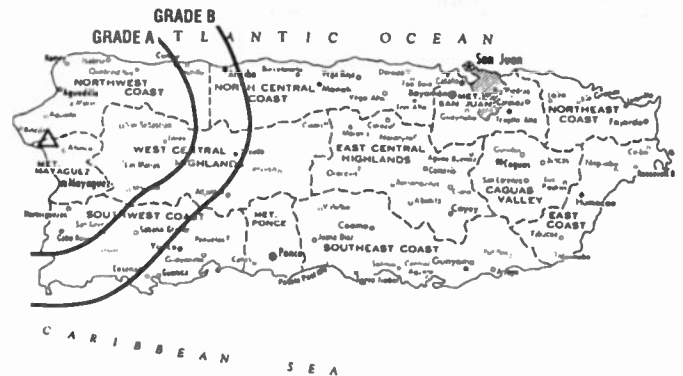
Latitude	18°	19'	06"
Longitude	67°	10'	42"

Holds CP for change to 250-kw max. visual, 1220-ft. above av. terrain, 820-ft. above ground, 1427-ft. above sea level. BPCT-890927KE.

Transmitter: Barrio Atalaya, Aguada, PR.

Ownership: Pedro Roman Collazo (Group Owner).

Began Operation: October 7, 1974. Sale of off-air station to James C. Leake approved April 20, 1987 but never consummated. Sale to Seglares Iglesia Catolica Inc. by Video Empresas Del Oeste approved by FCC March 7, 1985. Sale to present owner approved Oct. 10, 1990 (Television Digest, Vol. 30:43).



WVEO BNPCT-890927KE Granted 10/4/90

© American Map Corp., No. 14244

Represented (sales): Contemporary Media.

Represented (legal): Hopkins & Sutter.

Rates: On request.

City of License: Aguadilla.

Puerto Rico—Arecibo

WCCV-TV

Ch. 54

Network Service: Univision.

Licensee: Asociacion Evangelista Cristo Viene Inc., Box 949, Camuy, PR 00627-0949.

Studio: 62 Luis Gandia Santos St., Arecibo, PR 00612.

Technical Facilities: Channel No. 54 (710-716 MHz). Authorized power: 11.78-kw max. visual, 2.34-kw max. aural. Antenna: 219—ft. above av. terrain, 127-ft. above ground, 157-ft. above sea level.

Latitude	18°	28'	28"
Longitude	66°	43'	36"

Holds CP for change to 1500-kw max. visual, 1969-ft. above av. terrain, 512-ft. above ground, 3571-ft. above sea level, lat. 18° 14' 06", long. 66° 45' 36", transmitter to Cerro Roncador, 4.3-mi. to Utuado on 60°T. BPCT-890609KF.

Transmitter: Luis Gandia Santos St., No. 62, Arecibo.

Satellite Earth Stations: In operation; Drake receivers.

Ownership: Asociacion Evangelistica Cristo Viene Inc.

Began Operation: April 9, 1982. Sale to present owners by Arecibo Video Corp. approved by FCC March 17, 1989.



WCCV-TV BPCT-890609KF Granted 8/30/89

© American Map Corp., No. 14244

Represented (engineering): Robert L. Purcell.

Personnel:

Jose J. Avila, President.

Jenny R. Velazquez, General Manager.

William Arce, Chief Engineer.

Highest 30 Sec. Rate: \$30.

City of License: Arecibo.

Puerto Rico—Bayamon

WDWL

Ch. 36

Network Service: None, independent.

Licensee: Bayamon Christian Network, Levittown Station, Box 50615, Toa Baja, PR 00950.

Studio: Ave. Sevana Seca, Levittown, PR 00620.

Telephone: 809-795-8181.

Technical Facilities: Channel No. 36 (602-608 MHz). Authorized power: 9.3-kw max. visual. Antenna: 1078-ft. above av. terrain, 104-ft. above ground, 1704-ft. above sea level.

Latitude	18°	16'	40"
Longitude	66°	06'	38"

Transmitter: Cerro Marquesa, Aguas Buenas.

Ownership: Bayamon Christian Network.

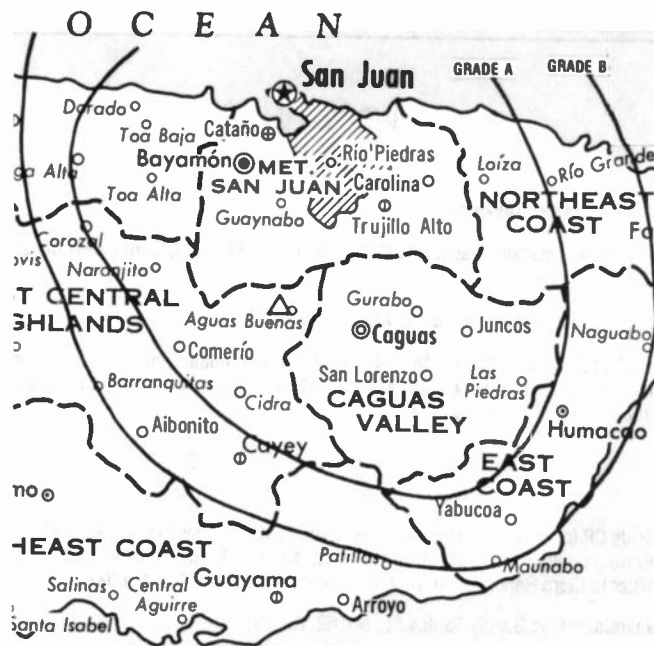
Began Operation: March 25, 1991.

Represented (engineering): Jorge R. Figueroa.

Personnel:

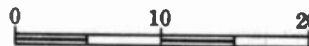
Jose Cortes, General Manager.

David Baez, Chief Engineer.



PUERTO RICO

Scale of Miles



WDWL BNPCT-890428KG Granted 5/11/90

© American Map Corp., No. 14244

Rates: On request.

City of License: Bayamon.

Puerto Rico—Fajardo

WPRV-TV

Ch. 13

Network Service: None, independent.

Licensee: Evangelina Vives, Trustee, 11-11 First St., Hillside, Rio Piedras, PR 00926.

Business: No. 10 Simon Madera, Rio Piedras, PR 00929.

Mailing Address: Box 31313, Rio Piedras, PR 00929.

Telephone: 809-758-0013.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 140.2-kw visual. Antenna: Circularly polarized, 2825-ft. above av. terrain, 259-ft. above ground, 3506-ft. above sea level.

Latitude	18°	18'	36"
Longitude	65°	47'	41"

Transmitter: El Yunque Peak, 9-mi. W of Fajardo.

Satellite Earth Station: Harris, 13-meter C-band; Harris receivers.

News Services: ABC, AP.

Ownership: WPRV-TV Inc. Evangelina Vives, Trustee.

Began Operation: December 22, 1984.

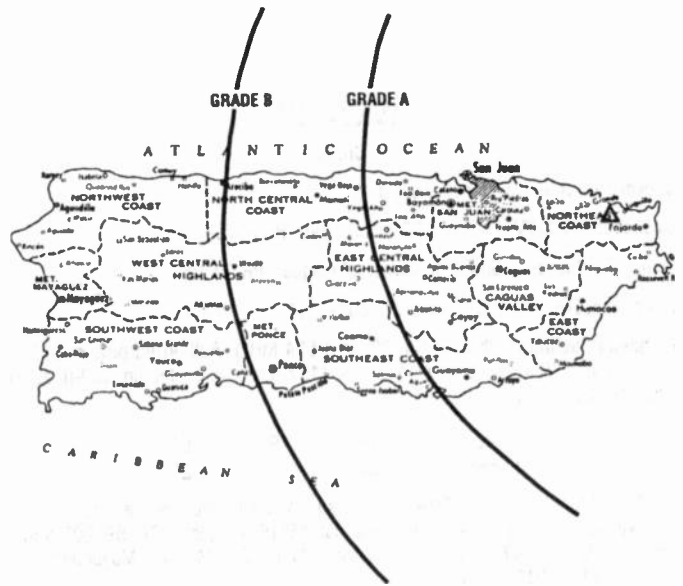
Represented (legal): Mullin, Rhyne, Emmons & Topel, P.C.

Represented (engineering): Cohen, Dippell & Everist, P.C.

Personnel:

Nacha Rivera, General Manager.

Richard Sevenoaks, Station Manager.



SCALE OF MILES



WPRV-TV BPCT-900208KG Granted 3/25/93 © American Map Corp., No. 14244

Danny Garcia, Sales Manager.

Mario Lazzari, Chief Engineer.

Jorge Miranda, Promotion Director.

Highest 30 Sec. Rate: \$385.

City of License: Fajardo.

Puerto Rico—Mayaguez

WNJX-TV

Ch. 22

Network Service: None, independent.

Licensee: WNJX-TV Inc., Box 1030, Mayaguez, PR 00709.

Studio: 22 Guanajibo Shopping Center, Mayaguez, PR 00708.

Telephone: 809-831-2222. Fax: 809-834-2211.

Technical Facilities: Channel No. 22 (518-524 MHz). Authorized power: 200-kw max. visual, 20-kw max. aural. Antenna: 1137-ft. above av. terrain, 130-ft. above ground, 1344-ft. above sea level.

Latitude	18°	19'	06"
Longitude	67°	10'	42"

Holds CP for change to 1550-kw max. visual, 2034-ft. above av. terrain, 131-ft. above ground, 2986-ft. above sea level, lat. 18° 09' 05", long. 66° 59' 20", transmitter to Monte del Estado Antenna Farm, 2.17-mi. S of Maricao, Mayaguez County. BPCT-910409KJ.

Transmitter: Atalaya Mountain, Aguada.

Satellite Earth Stations: In operation, C-band.

Ownership: WNJX-TV Inc.

Began Operation: April 27, 1986.

Represented (legal): Latham & Watkins.

Represented (engineering): D.B. Communications.



WNJX-TV BPCT-910409KJ Granted 7/17/91

© American Map Corp., No. 14244

Personnel:

Ana P. Tryon, President.
Glenn A. Tryon, General Manager.
Frances Irizarry, General Sales Manager.
Pedro Caraballo, Production Director.
Ramon Rivera Perez, Chief Engineer.
Nydia Plaza, Traffic Director.

Highest 30 Sec. Rate: \$100.

City of License: Mayaguez.

Puerto Rico—Mayaguez-Aguadilla

WORA-TV

Ch. 5

Network Service: None, independent.

Licensee: Telecinco Inc., Box 43, Mayaguez, PR 00681-0043.

Studio: Darlington Bldg., Mayaguez, PR 00681-0043.

Telephones: 809-831-5555; 809-721-4054. **Fax:** 809-833-0075.

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 95.5-kw visual, 19.1-kw aural. Antenna: 2000-ft. above av. terrain, 240-ft. above ground, 3060-ft. above sea level.

Latitude	18°	09'	02"
Longitude	66°	59'	20"

Transmitter: 2.2-mi. S of Maricao on Road No. 120.

Ownership: Telecinco Inc.

Began Operation: October 1, 1955.

Represented (legal): Bryan Cave.

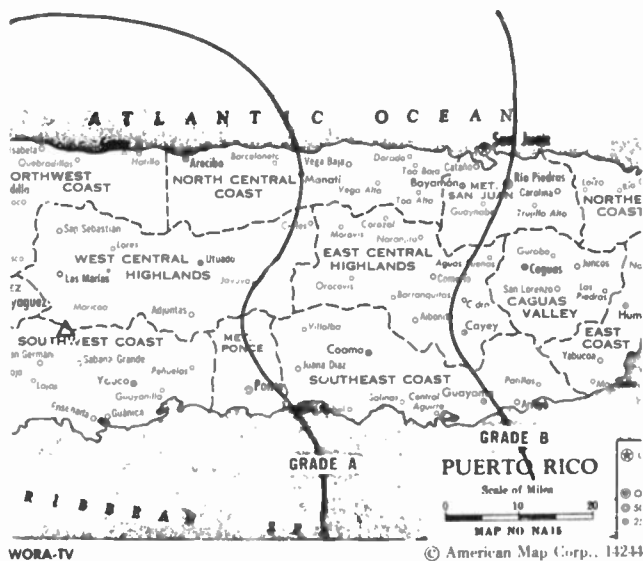
Personnel:

Alfredo R. de Arellano Jr., President.

Eduardo Bado, General Manager.

Benjamin Torres, General Sales Manager.

G. A. Bonet, Director of Engineering.



WORA-TV

Jose Delgado, News Director.
Rey Perez, Program Director.
Jesus Echevarria, Chief Engineer.

Highest 30 Sec. Rate: \$200.

City of License: Mayaguez.

Puerto Rico—Mayaguez

WTRA

Ch. 16

Network Service: None, independent.

Grantee: Century Telecast Corp., 5915 Ponce de Leon Blvd., Coral Gables, FL 33146.

Studio: Calle Rio No. 3, 2nd Floor, Mayaguez, PR 00709.

Technical Facilities: Channel No. 16 (482-488 MHz). Authorized power: 219-kw max. visual, 22-kw max. aural. Antenna: 1137-ft. above av. terrain, 130-ft. above ground, 1344-ft. above sea level.

Latitude 18° 19' 06"

Longitude 67° 10' 42"

Transmitter: Rd. 711 km 7 on Mount Atalaya, Aguada.

Ownership: Century Telecast Corp.

Began Operation: December 1, 1986.

Represented (legal): Baraff, Koemer, Olender & Hochberg, P.C.

Represented (engineering): Hector Nicolau.

Personnel:

Edelinda Camara, General Manager.

Rates: On request.



City of License: Mayaguez.

Puerto Rico—Naranjito

WECN

Ch. 64

Network Service: None, independent.

Licensee: Encuentro Christian Network Corp., Box 310, Bayamon, PR 00960.

Studio: Hwy 167, KM 18.9, Bayamon, PR 00957.

Telephones: 809-799-6400; 809-797-3447. Fax: 809-797-2450.

Technical Facilities: Channel No. 64 (770-776 MHz). Authorized power: 1000-kw max. visual, 15.8-kw max. aural. Antenna: 467-ft. above av. terrain, 117-ft. above ground, 1724-ft. above sea level.

Latitude	18°	17'	34"
Longitude	66°	16'	02"

Holds CP for change to 771.25-kw max. visual, BPCT-890125KH.

Transmitter: Barrio Cedro Abajo.

Ownership: Encuentro Christian Network Corp.

Began Operation: January 1, 1989.

Represented (legal): Mitchell, Boyer & Associates, P.C.

Represented (engineering): Satellite Technology for Christ.

Personnel:

Jofre Ayala Torres, General Manager.

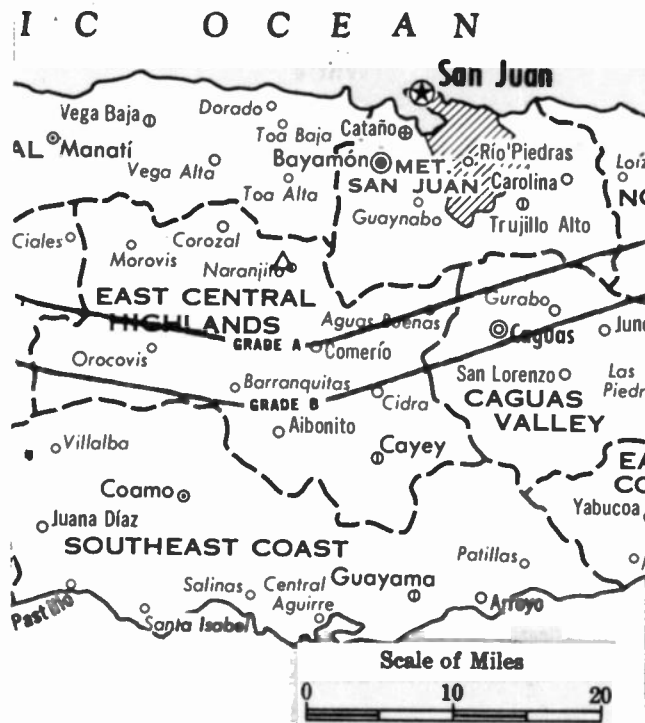
Jose Santana, Local Sales Manager.

Yamil Ayala, Program Director.

Andres Carrasquillo, Promotion Director.

Mickey Linares, Chief Engineer.

Jose Antonio Ayala, News Director.



WECN BPCT-890125KH Granted 5/31/89

© American Map Corp., No. 14244

Fernando Luis Casan, Development Director.
Myriam Guzman, Production Manager.

Rates: On request.

City of License: Naranjito.

Puerto Rico—Ponce

WKPV

Ch. 20

Network Service: None, independent.

Licensee: Multi-Media Television, Box 2556, San Juan, PR 00936-2556.

Studio: Vayas Torres, Mercedita, Ponce

Telephones: 809-725-3305; 809-840-2017.

Technical Facilities: Channel No. 20 (506-512 MHz). Authorized power: 100-kw max. visual, 10-kw max. aural. Antenna: 849-ft. above av. terrain, 105-ft. above ground, 2073-ft. above sea level.

Latitude	18°	04'	46"
Longitude	66°	44'	43"

Transmitter: 2-mi. N 315°T E of Penuelas.

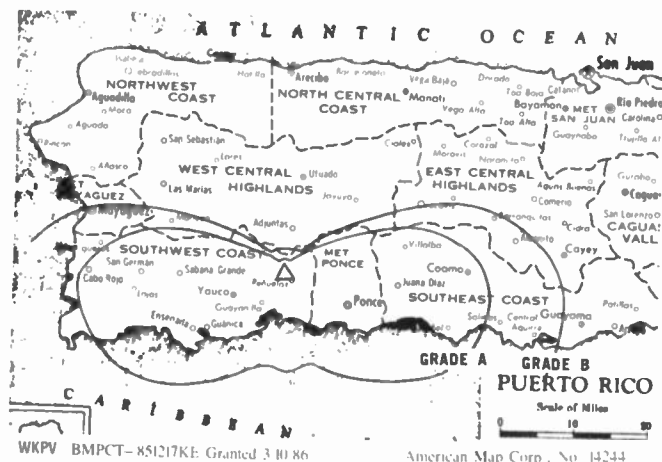
News Service: AP.

Ownership: Multi-Media Television Inc. (Group Owner).

Began Operation: August 6, 1985.

Represented (legal): Dow, Lohnes & Albertson.

Represented (engineering): Kessler & Gehman Associates.



Personnel:

Franklin O. Lopez, General Manager.
 Desiree Ortiz, Sales Manager.
 Ricardo L. Alfaro, Engineering Director.
 Manolo Purcell, News Director.
 Annette Urrutia, Promotion Director.

Highest 30 Sec. Rate: \$160.

City of License: Ponce.

Puerto Rico—Ponce

WSTE

Ch. 7

Network Service: None, independent.

Licensee: Siete Grande Television Inc., 250 Park Ave., c/o Lowenthal, Landau, Fisher, New York, NY 10177.

Studios: Isabel No. 15, Ponce, PR 00731; Stop 8, Puerta de Tierra, San Juan, PR 00902.

Mailing Address: Box A, Old San Juan Station, San Juan, PR 00902.

Telephones: 809-845-7575 (Ponce); 809-724-7777 (San Juan).

Fax: 809-725-5870.

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 186-kw max. & 166-kw horizontal visual, 22.4-kw aural. Antenna: 2710-ft. above av. terrain, 440-ft. above ground, 4377-ft. above sea level.

Latitude	18°	09'	17"
Longitude	66°	33'	16"

Transmitter: Cerro Maravilla, 5-mi. SE of Jayuya, PR.

Satellite Earth Stations: Avantek, 13-meter; Gardiner, 13-meter; Gardiner, Avcom receivers.

Ownership: Siete Grande Television Inc.

Began Operation: February 2, 1958. Sale to present owners by Malrite & Muniz approved by FCC Aug. 5, 1991. Sale of 80% to Malrite by Lucas Tomas Muniz approved by FCC Sept. 27, 1985 (Television Digest, Vol. 25:23). Previous sale by United Artists Bcstg. approved by FCC Dec. 21, 1978. Sale to United Artists



WSTE BMPCT—861223KN Granted 1/29/87

American Map Corp., No. 14244

approved March 11, 1970 (Vol. 9:31). Sale of 36.67% to Alfred C. Ramirez, giving him control, approved Dec. 23, 1964 (Vol. 5:1).

Represented (legal): Verner, Lipfert, Bernhard, McPherson & Hand.

Personnel:

Wanda Costanzo, General Manager.

Modesto Delgado, Chief Engineer.

Felix O. Roman, Controller.

Rates: On request.

City of License: Ponce.

Puerto Rico—Ponce

WSUR-TV

Ch. 9

Network Service: None, independent.

Licensee: Estrella Brillante Ltd. Co-Partnership, 800 Skylight Office Tower, Cleveland, OH 44115.

Studio: La Rambla, Ponce

Sales Office: 657 Ave. Condado, Santurce, PR.

Telephone: 809-842-4178.

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 57.5-kw visual, 7.24-kw aural. Antenna: 2775-ft. above av. terrain, 276-ft. above ground, 4466-ft. above sea level.

Latitude	18°	10'	17"
Longitude	66°	34'	30"

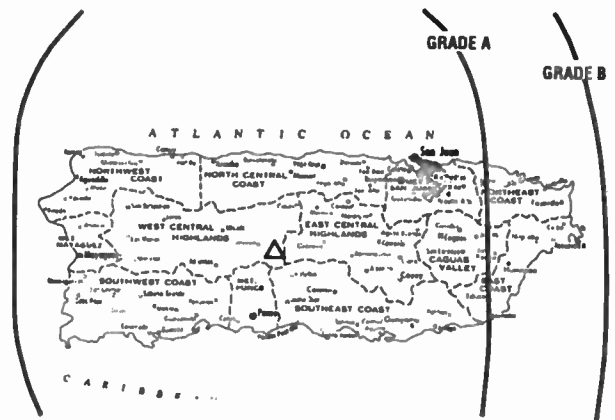
Holds CP for change to 182-kw max. visual, 2746-ft. above av. terrain. BPCT-930421KF.

Transmitter: Mount Jayuya.

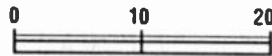
News Service: AP.

Ownership: Estrella Brillante Ltd. Co-Partnership (Group Owner).

Began Operation: February 20, 1958. Sale to Lorimar-Telepictures, et al., by American Colonial Bcstg. Corp. approved by FCC July 22, 1985 (*Television Digest*, Vol. 23:52). Sale to Timothy Brumlik dismissed (Vol. 28:51; 29:3). Sale to present owners approved Aug. 5, 1991.



SCALE OF MILES



WSUR-TV BPCT-930421KF Granted 7/24/93 © American Map Corp., No. 14244

Personnel:

Luis Felipe Rodriguez, Production Manager.
Robert L. Beurket, Chief Engineer.

Rates: On request.

City of License: Ponce.

Puerto Rico—Ponce

WTIN

Ch. 14

Network Service: None, independent.

Licensee: Hector Nicolau, Valle Verde Urbanization, AS. 15 Rio Orocovis, Bayamon, PR 00619.

Studio: See WPRY-TV, Fajardo, PR.

Telephone: 809-848-5250.

Technical Facilities: Channel No. 14 (470-476 MHz). Authorized power: 1513.6-kw max. visual. Antenna: 1834-ft. above av. terrain, 174-ft. above ground, 3281-ft. above sea level.

Latitude	18°	09'	00"
Longitude	66°	52'	50"

Transmitter: El Cerro Penuelas, PR.

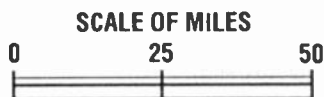
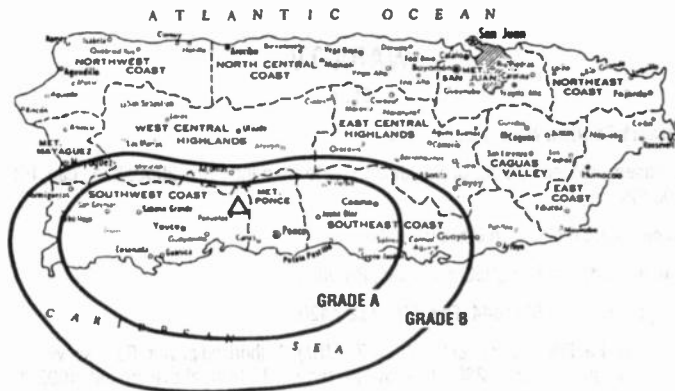
Ownership: Hector Nicolau.

Began Operation: December 27, 1985.

Represented (legal): Baraff, Koerner, Olender & Hochberg, P.C.

Personnel:

Hector Nicolau, General Manager.



WTIN RMPCT-851227KE Granted 12/17/87 © American Man Corp., No. 14244
City of License: Ponce.

Puerto Rico—San Juan

WAPA-TV Ch. 4

Network Service: None, independent.

Licensee: Pegasus Bcstg. of San Juan, Puerto Rico Inc., Box 2050, San Juan, PR 00936.

Studio: State Rd. 19, km 0.5, Guaynabo.

Mailing Address: Box 2050, San Juan, PR 00936.

Telephone: 809-792-4444. **Fax:** 809-782-4420.

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 53.7-kw visual, 8.1-kw aural. Antenna: 2863-ft. above av. terrain, 1046-ft. above ground, 4002-ft. above sea level.

Latitude	18°	06'	42"
Longitude	66°	03'	05"

Transmitter: Cerro La Santa, 21-mi. S of San Juan.

Satellite Earth Station: Harris, 13-meter; Harris receivers.

News Service: CNN.

Ownership: General Electric Capital Corp. (Group Owner).

Began Operation: March 5, 1954. Sale of 80% to Winston-Salem Bcstg. by Jose R. Quinones interests was approved May 1, 1957 (*Television Digest*, Vol. 13:13, 14, 18). Sale to Columbia Pictures Industries by Winston-Salem Bcstg. & Jose R. Quinones approved April 25, 1962. Sale to Western Bcstg. Co. by Columbia approved May 26, 1976. Sale to SFN Communications by Western Bcstg. approved June 15, 1984. Sale to Pegasus Bcstg. by SFN approved Oct. 2, 1986. Transfer of control to present owner approved Sept. 11, 1990.

Represented (sales): Katz Hispanic Media; Canadian Communications Co.



Represented (legal): Fletcher, Heald & Hildreth.

Represented (engineering): John F. X. Browne & Associates, P.C.

Personnel:

- John Bennett, President & General Manager.
- Enrique Cruz, Executive Vice President, Programming & News.
- Jonathan Garcia, Vice President & General Sales Manager.
- Maria Rodriguez, Vice President, Finance.
- Juan Abel Gonzalez, Chief Engineer.
- Jorge Orama, Promotions Manager.

Highest 30 Sec. Rate: \$2200.

City of License: San Juan.

Puerto Rico—San Juan

WKAQ-TV Ch. 2

Network Service: Telemundo.

Licensee: Telemundo of Puerto Rico Inc., Box 366222, San Juan, PR 00936.

Studio: 383 Franklin D. Roosevelt Ave., Hato Rey, PR 00918.

Telephone: 809-758-2222. **Fax:** 809-759-9655.

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 55-kw visual.
Antenna: 2825-ft. above av. terrain, 1047-ft. above ground, 3999-ft. above sea level.

Latitude	18°	06'	54"
Longitude	66°	03'	10"

Transmitter: La Santa Peak, Cerro La Santa, Cayey, Puerto Rico.

Satellite Earth Station: Harris, 13-meter C-band; Harris receivers.

News Services: CNN, Headline News, UPI.

Ownership: Telemundo Group Inc., Debtor-in-Possession (Group Owner).

Began Operation: March 28, 1954. Sale to present owner by Angel Ramos estate, et al., approved by FCC Aug. 9, 1983.

Represented (sales): Telemundo.

Represented (legal): Covington & Burling.

Personnel:

Phillip J. Keller, President & General Manager.



Jose Ramos, General Sales Manager.

Francisco Arrieta, Program Director.

Jose Medina, Chief Engineer.

Magdalena Alonso, Promotion Director.

Berta Castaner, News Director.

Sonia Melendez, Business Manager.

Rates: On request.

City of License: San Juan.

Puerto Rico—Caguas-San Juan

WLII

Ch. 11

Network Service: None, independent.

Licensee: Estrella Brillante Ltd. Co-Partnership, 800 Skylight Office Tower, Cleveland, OH 44115.

Studio: 657 Condado Ave., Santurce, PR 00907.

Mailing Address: Call Box 10000, Santurce Station, Santurce, PR 00907.

Telephone: 809-724-1111.

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 200-kw visual, 39.8-kw aural. Antenna: 1635-ft. above av. terrain, 240-ft. above ground, 1180-ft. above sea level.

Latitude	18°	16'	54"
Longitude	66°	06'	46"

Holds CP for change to 316-kw max. visual, 1135-ft. above av. terrain. BPCT-930421KE.

Transmitter: Cerro Marquessa Mountain, 6-mi. NW of Caguas.

Satellite Earth Station: Vertex, 13-meter C-band; Harris receivers.

News Services: AP, NBC, NIWS, UPI, WSI.

Ownership: Estrella Brillante Ltd. Co-Partnership (Group Owner).

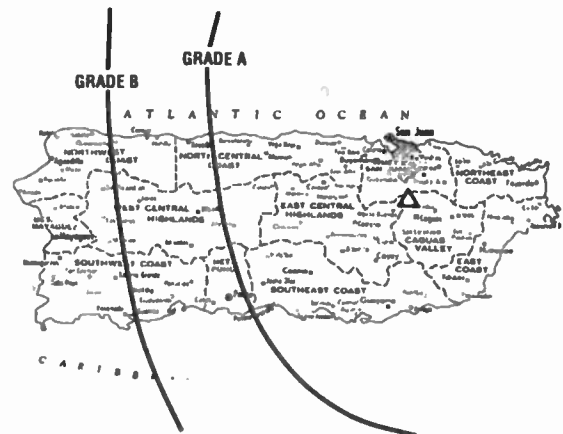
Began Operation: April 22, 1960. Sale to TeleOnce Corp. by American Colonial Bcstg. Corp. approved by FCC July 22, 1985 (Television Digest, Vol. 23:52). Sale to present owners approved Aug. 5, 1991.

Represented (sales): Katz Hispanic Media; Canadian Communications Co.

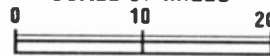
Represented (legal): Amaldo Villamil.

Personnel:

Rafael Ruiz, Executive Vice President.
David E. Murphy, General Manager.
Alexis Torres, Comptroller.



SCALE OF MILES



WLII BPCT-930421KE Granted 7/9/93

© American Map Corp., No. 14244

Hilary Hattler, Sales Manager.
Cristina Martinez, Program Director.
Maggy Alonso, Promotion Director.
Linda Hernandez, News Director.
Jose A. Medina, Chief Engineer.

Highest 30 Sec. Rate: \$1600.

City of License: Caguas.

Puerto Rico—San Juan

WRWR-TV Ch. 30

Network Service: None, independent.

Grantee: Century Telecast Corp., Box 4630, Hato Rey, PR 00919.

Studio: RD 2, km-9.2, Bayamon, PR 00918.

Technical Facilities: Channel No. 30 (566-572 MHz). Authorized power: 2630-kw max. & 288-kw horizontal visual, 263-kw max. & 28.8-kw horizontal aural. Antenna: 942-ft. above av. terrain, 196-ft. above ground, 1672-ft. above sea level.

Latitude 18° 16' 30"
Longitude 66° 05' 36"

Transmitter: 1.4-mi. N, 30°E directly from Aguas Buenas.

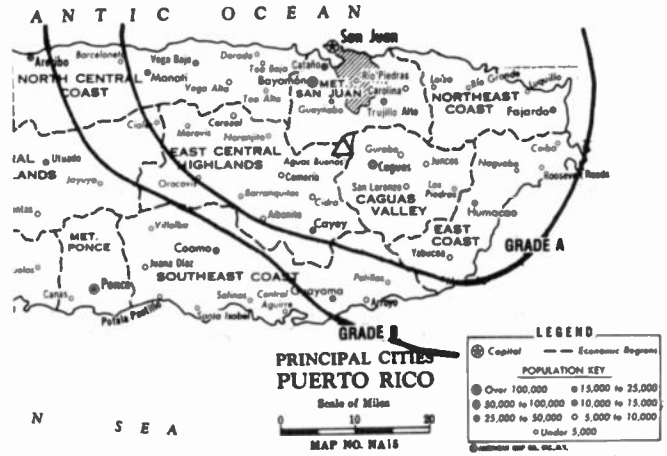
Ownership: Century Telecast Corp. (Group Owner).

Began Operation: January 1, 1987.

Represented (legal): Gammon & Grange.

Personnel:

Ramon Rodriguez Nieves, General Manager.



WRWR-TV BMPCT-830331KH Granted 11/23/83

© American Map Corp., No. 14244

Rates: On request.

City of License: San Juan.

Puerto Rico—San Juan

WSJN-TV

Ch. 24

Network Service: None, independent.

Licensee: Multi-Media Television Inc., Box 2556, San Juan, PR 00936-2556.

Studio: 171 Quisqueya St., Hato Rey, PR 00917.

Telephones: 809-766-0024; 809-766-4115.

Technical Facilities: Channel No. 24 (530-536 MHz). Authorized power: 537-kw max. visual, 53.7-kw max. aural. Antenna: 1963-ft. above av. terrain, 276-ft. above ground, 2703-ft. above sea level.

Latitude	18°	16'	47"
Longitude	65°	51'	14"

Transmitter: 0.5-mi. E of State Rd. 186 in Cubuy Barrio.

Satellite Earth Station: 7.3-meter C-band; Drake, DX Antenna, W/A-Com, Scientific-Atlanta receivers.

News Service: AP.

Ownership: Multi-Media Television Inc. (Group Owner).

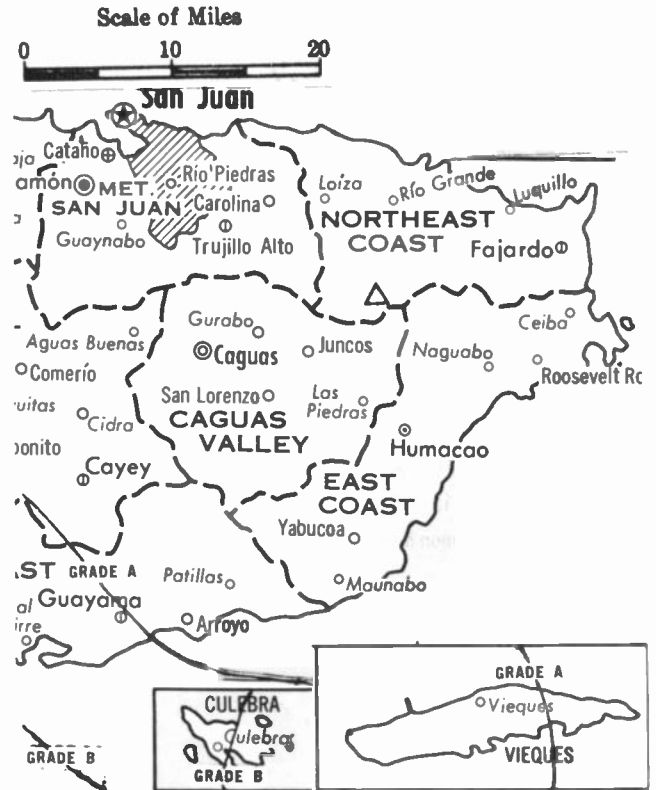
Began Operation: February 15, 1987.

Represented (legal): Dow, Lohnes & Albertson.

Represented (engineering): Kessler & Gehman Associates.

Personnel:

Franklin D. Lopez, General Manager.
 Desiree Ortiz, Sales Manager.
 Ricardo Medina, News Director.
 Claraines Valenzuela, Program Director.
 Annette Urrutia, Promotion Director.
 Ricardo L. Alfaro, Engineering Director.



WSJN-TV BMAPCT-861120KH Granted 2/13/87

© American Map Corp., No. 14244

Vilma Diaz, Business Manager.
 Enrique Melendez, Marketing Director.

Rates: On request.

City of License: San Juan.

Puerto Rico—San Juan

WSJU

Ch. 18

Network Service: NBC.

Licensee: International Bcstg. Corp., Penthouse, Darlington Bldg., Box 34086, Rio Piedras, PR 00925.

Studio: Iturregui Ave. at Baldorioty, Carolina, PR.

Telephone: 809-752-1800.

Technical Facilities: Channel No. 18 (494-500 MHz). Authorized power: 1518-kw max. visual, 75-kw max. aural. Antenna: Circularly polarized, 2783-ft. above av. terrain, 168-ft. above ground, 3464-ft. above sea level.

Latitude	18°	18'	36"
Longitude	65°	47'	41"

Holds CP for change to 500-kw max. visual, 1847-ft. above av. terrain, 180-ft. above ground, 2592-ft. above sea level, lat. 18° 16' 44", long. 65° 51' 12", transmitter to Cubuy Ward, Municipality of Loiza, 1-mi. NE of Rd. PR-186. BPCT-910920KQ.

Requests modification of CP for change to 450-kw max. visual, 125-ft. above av. terrain, 216-ft. above ground, 266-ft. above sea level, lat. 18° 24' 10", long. 66° 3' 21", transmitter to Darlington Bldg., Rio Piedras. BMPCT-920702KK.

Transmitter: El Yunque Peak, 9-mi. W of Fajardo.

Multichannel TV Sound: Stereo and separate audio program.

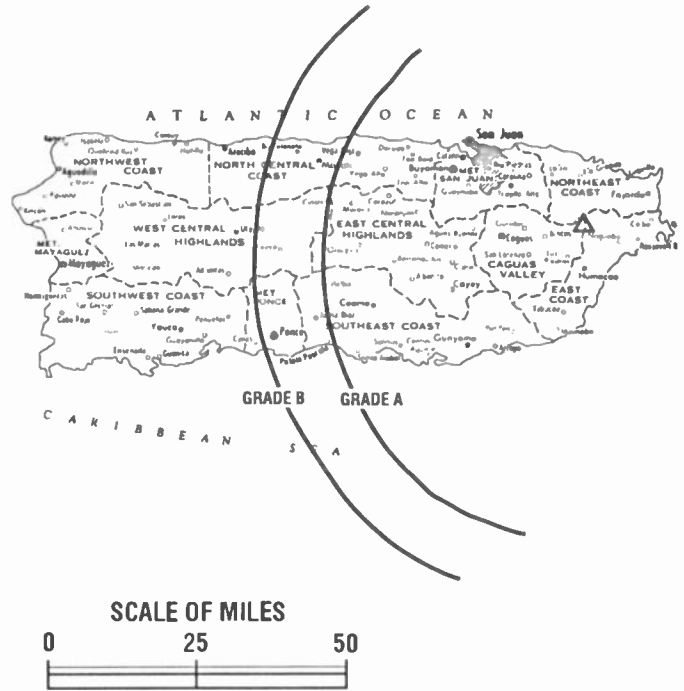
Satellite Earth Stations: Harris, 11-meter; Harris, 9-meter; Harris, 6-meter; Harris receivers.

News Services: INN, NBC.

Ownership: Pedro Roman Collazo (Group Owner).

Began Operation: July 29, 1984. Sold to present owner by trustee in bankruptcy 1990.

Represented (legal): Holland & Knight.



WSJU BPCT-910920KQ Granted 1/31/92 © American Map Corp., No. 14244

Represented (engineering): Raymond E. Rohrer.

Personnel:

Crysell Torres, General Manager.

Jorge L. Alvarez, Assistant Manager & Comptroller.

Rafael Cruz, Chief Engineer.

Highest 30 Sec. Rate: \$750.

City of License: San Juan.

Puerto Rico—San Sebastian

WJWN-TV

Ch. 38

Network Service: None, independent.

Grantee: Tele 38 Inc., Box 4522, San Juan, PR 00936.

Studio: Military Road, San Sebastian, PR 00901.

Telephone: 809-765-1810.

Technical Facilities: Channel No. 38 (614-620 MHz). Authorized power: 85.9-kw max. visual, 8.6-kw max. aural. Antenna: 1088-ft. above av. terrain, 81-ft. above ground, 1295-ft. above sea level.

Latitude	18°	19'	06"
Longitude	67°	10'	42"

Transmitter: Atalaya Peak, 3.2-mi. NW of Anasco, Aguada.

Ownership: Tele 38 Inc.

Began Operation: January 1, 1987.

Represented (legal): James L. Oyster.

Represented (engineering): Hector Nicolau.

Personnel:

Haydee Diaz, President.

Rates: On request.



WJWN-TV BNPCT-860612KH Granted 7/15/86

© American Map Corp., No. 14244

City of License: San Sebastian.

Puerto Rico—Yauco

WIRS

Ch. 42

Network Service: None, independent.

Licensee: Maranatha Christian Network, Box 635, Bayamon, PR 00960.

Studio: 167 Hwy., km 18.9, Bayamon, PR 00960.

Telephones: 809-797-3447; 809-799-6400. **Fax:** 809-797-2450.

Technical Facilities: Channel No. 42 (638-644 MHz). Authorized power: 1500-kw max. visual. Antenna: 2797-ft. above av. terrain, 126-ft. above ground, 4424-ft. above sea level.

Latitude	18°	10'	10"
Longitude	66°	34'	36"

Transmitter: Mount Jayuya electronic site.

Satellite Earth Station: 6-meter C-band; Startrack receivers.

SNG Mobile Dish: C-band.

Ownership: Maranatha Christian Network.

Began Operation: December 1, 1991.

Represented (legal): Bisulca & Slaughter, P.C.

Represented (engineering): Pete E. Myrl Warren III.

Personnel:

Jofre Ayala, General Manager.

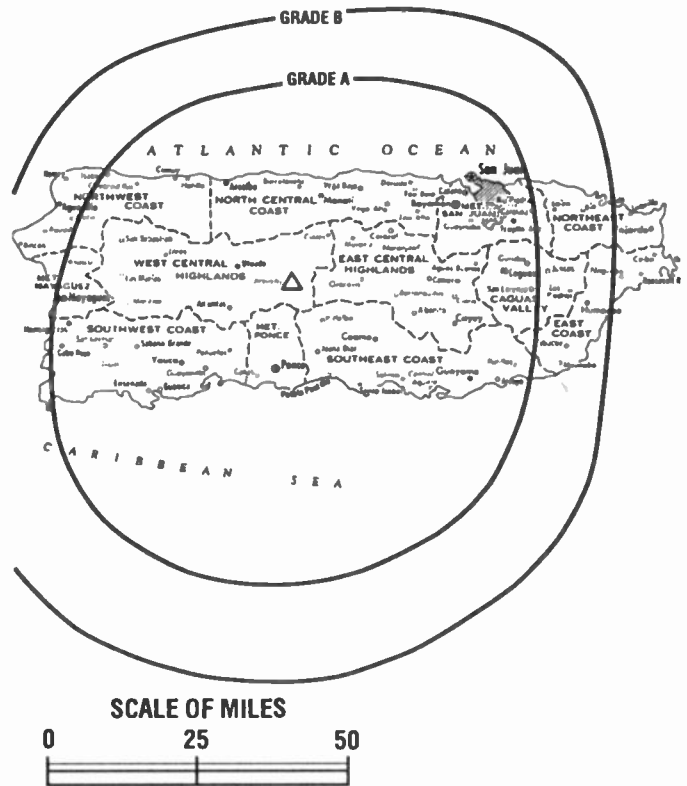
Rafael Torres, General Sales Manager.

Martin Scamaroni, Regional Sales Manager.

Jose A. Ayala, News Director.

Yamil Ayala, Program Director.

Myriam Guzman, Production Manager.



WIRS BMPCT-890927KG Granted 12/15/89 © American Map Corp., No. 14244
Mickey Linares, Chief Engineer.
Arnaldy Medina, Assistant Engineer.

Highest 30 Sec. Rate: \$85.

City of License: Yauco

Virgin Islands—Christiansted

WSVI

Ch. 8

Network Service: ABC.

Licensee: Antilles Bcstg. Corp., Sunny Isle Shopping Center, Box 8 ABC, St. Croix, VI 00820.

Studios: Sunny Isle Shopping Center, St. Croix, VI 00820; Island Marine Bldg., St. Thomas, VI 00801.

Telephone: 809-778-5008. **Fax:** 809-778-5011.

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 200-kw visual, 20-kw aural. Antenna: 1141-ft. above av. terrain, 265-ft. above ground, 1341-ft. above sea level.

Latitude	17°	45'	25"
Longitude	67°	47'	59"

Transmitter: Blue Mountain, 6-mi. W of Christiansted.

Satellite Earth Stations: Harris, 6-meter C-band; Harris, 5-meter C-band; Harris, Pinzone receivers.

News Services: ABC, AP.

Ownership: Antilles Bcstg. Corp.

Began Operation: November 10, 1965. Sale to Peoples Bcstg. by Quality Telecasting approved by FCC Nov. 19, 1973. Left air Nov. 14, 1975. Sale to Antilles Bcstg. Corp. approved Jan. 31, 1978. Resumed operations Nov. 1978. Sale to John A. Lack & Jay Emmett approved by FCC June 18, 1985 (*Television Digest*, Vol. 25:20) but not consummated. Sale to Commonwealth Enterprises Inc. approved by FCC Dec. 22, 1986 but not consummated.

Represented (sales): Intercontinental Services Ltd.

Represented (legal): Holland & Knight.

Personnel:

Barakat Saleh, President & General Manager.

Len Gawrych, Vice President.

Eustace Brown, News Director.

Barbara Snell, Program Director.

Rafael Suarez, Business Manager.

Chester Benjamin, Chief Engineer.

Highest 30 Sec. Rate: \$175.

City of License: Christiansted.

CABLE & Station Coverage ATLAS



This **new**, revised standard reference work, indispensable to everyone in the **cable, broadcast and related industries**, contains features to be found in no other single source.

Please send me a brochure and order card on the latest edition of the **Cable and Station Coverage Atlas**.

Please print:

Name _____

Position or title _____

Firm _____

Address _____

City _____ State _____ Zip Code _____

Nature of Business _____

Signature _____

Market Research & Data Sales

*Telecommunications Research
in Broadcasting,
Cable
and Related Areas*

- ✓ **Special analyses**—tailored to meet specific needs.
- ✓ **Electronic data**—ready to load onto your own computer
- ✓ **Reports**—developed for industry and government to aid:
 - marketing
 - manufacturing
 - and regulatory planning
 —with firmer base of solid, **up-to-the-minute** information than ever before!
- ✓ **New data**—gathered and analyzed at specification of client.

If you have a project or a problem, call or write:

Lynn Levine, Director
Market Research & Data Sales
2115 Ward Court, NW
Washington, D.C. 20037
Phone: 202-872-9200

TELEVISION DIGEST

With Consumer Electronics

TO ORDER:

Please ✓ appropriate box (boxes) below.

- Television Digest with Consumer Electronics**
(Newsletter only)
- Yearly subscription.....\$775 *
- Combination Weekly Newsletter, plus TV and Cable Action Update**
- Yearly subscription.....\$992**
- Combination TV and Cable Action Update**
- Yearly subscription.....\$361 *
- FREE**—A 4 week introductory subscription to **Television Digest w/Consumer Electronics**

- * Plus \$50.00 Delivery
 - ** Plus \$65.00 Delivery
- Washington, D.C. subscribers must add 6% sales tax on subscription amount.
Ask about foreign delivery charges.

Please print:

Name: _____

Position or title: _____

Firm: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Nature of Business: _____

Signature: _____

Note: Prices subject to change without notice.

Communications Daily

The Authoritative News Service of Electronic Communications

Today:

Please enter my subscription to Communications Daily—the only daily newsletter service covering the total communications industry for \$2,276 per year.
Washington, D.C. subscribers must add 6% sales tax.
Foreign price is \$2,586.

Please print:

Name _____

Position or title _____

Firm _____

Address _____

City _____ State _____ Zip Code _____

Nature of Business _____

Signature _____

Note: Prices subject to change without notice.



NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES

BUSINESS REPLY CARD
FIRST CLASS PERMIT NO. 10388 WASHINGTON D.C.

POSTAGE WILL BE PAID BY ADDRESSEE



Warren Publishing, Inc.
2115 Ward Court, N.W.
Washington, D.C. 20037



NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES

BUSINESS REPLY CARD
FIRST CLASS PERMIT NO. 10388 WASHINGTON D.C.

POSTAGE WILL BE PAID BY ADDRESSEE



Warren Publishing, Inc.
2115 Ward Court, N.W.
Washington, D.C. 20037



NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES

BUSINESS REPLY CARD
FIRST CLASS PERMIT NO. 10388 WASHINGTON D.C.

POSTAGE WILL BE PAID BY ADDRESSEE



Warren Publishing, Inc.
2115 Ward Court, N.W.
Washington, D.C. 20037



NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES

BUSINESS REPLY CARD
FIRST CLASS PERMIT NO. 10388 WASHINGTON D.C.

POSTAGE WILL BE PAID BY ADDRESSEE



Warren Publishing, Inc.
2115 Ward Court, N.W.
Washington, D.C. 20037