

# Television Factbook

THE AUTHORITATIVE REFERENCE FOR THE ADVERTISING, TELEVISION AND ELECTRONICS INDUSTRIES

PUBLISHED BY TELEVISION DIGEST, INC.  
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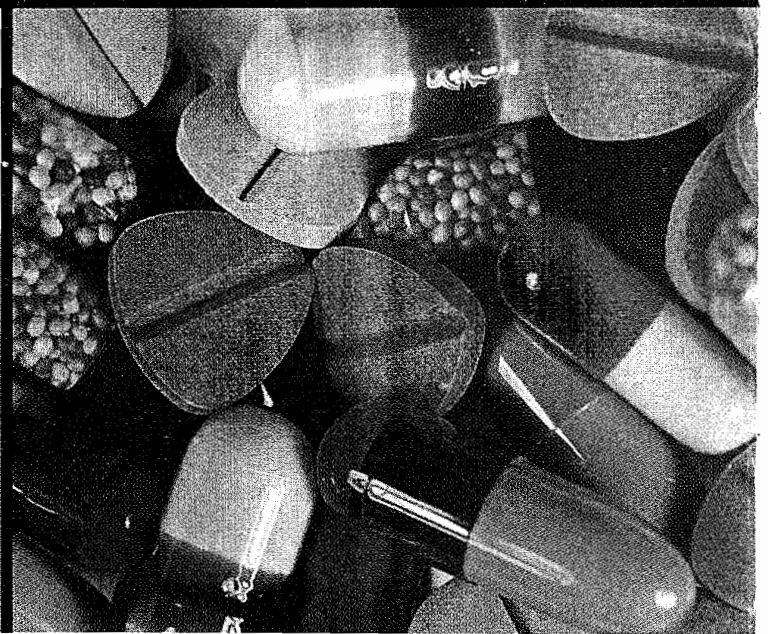
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on teen-age addiction, Atlanta's WAGA-TV overcame initial charges of "sensationalism" — subsequently saw its persistence rewarded when drug abuse developed into a major civic issue. Acting on information supplied by WJW-TV, Cleveland police set up a lab analysis system through which parents can determine if suspicious capsules or pills are actually narcotics without involving their children. Cooperating with the National Institute of Mental Health, WJW-TV, New York, ran a 30-day blitz of drug control announcements —

regularly scheduled five-minute commentaries featuring nationally known authorities on narcotics.

Good citizenship takes a lot of doing. But in this, as in every phase of their broadcast operations, Storer stations do, as a matter of routine, things that community leaders often consider rather special. That's why Storer stations stand out — and the reason why it's good business to do business with Storer.

## For Reference

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ATLANTA WAGA-TV	CLEVELAND WJW-TV	DETROIT WJBL-TV
LOS ANGELES KGBS	CLEVELAND WJW	DETROIT WDEE

[www.americanradiohistory.com](http://www.americanradiohistory.com)



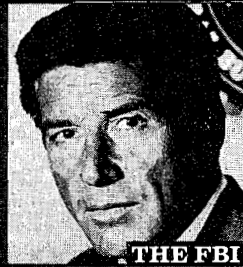
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# STATIONS

This 1970-71 Edition of Television Factbook, Number 40,

Comprises Two Volumes

## 'STATIONS' and 'SERVICES'

This STATIONS Volume Includes All U.S., Canadian  
and International Stations

All Other Material Covered by the Factbook

is included in the SERVICES Volume

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#### 1970-71 EDITION NO. 40

This edition supersedes Television Factbook No. 39 (1969-70 Edition) and all Addenda thereto. This Factbook also starts a new series of weekly TV Addenda, reporting on new station starts, FCC grants, applications, allocations changes, etc. The Addenda enable subscribers to keep the facilities data current, in the Stations Volume and CATV sections. Subscribers may purchase them separately or in combination with the Factbook. For details, see Service Order Card inside back cover of this volume.

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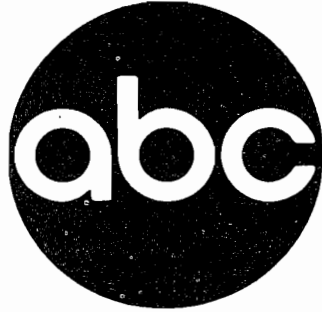
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#### TELEVISION FACTBOOK ®

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# **ABC Television Network**

# Description of Station Directory Section

## The Station Maps

The only official and uniform rough guide to a station's physical coverage is found in the files of the Federal Communications Commission. Each TV station grantee is required to submit to the Commission its coverage contours predicted on the basis of engineering formulas designated by the Commission. The FCC specifies three grades of service as a general indication of the probable quality of reception.

The FCC does not intend or expect the predicted coverage contours, submitted by each station, to reflect whether a signal is received or not received at any specific location. Rather, the Commission regards the contours as a general guide to probable reception. The basic use made by the Commission of the contours is as a tool to determine where to allocate channels to minimize interference among stations.

Though all stations and applicants are required to submit predicted contours to the FCC, stations may also file contours based on actual measurements of transmitted signals. Under FCC rules, such filings are not mandatory, and only a relatively few stations have offered such measurements voluntarily. The Commission has no official and uniform rules for measuring service contours; such submissions are associated with stations' files but are not given official status by the Commission.

The maps are intended to serve as guides. It should be emphasized that the use of maps for legal proceedings, such as those before the FCC, may require precision greater than that reasonably obtainable in maps of the size employed in the *Factbook*.

The three grades of predicted contours required by the FCC are as follows:

**Grade B Service:** The quality of picture expected to be satisfactory to the median observer at least 90% of the time for at least 50% of the receiving locations within the contour, in the absence of interfering co-channel and adjacent-channel signals.

**Grade A Service:** Satisfactory service expected at least 90% of the time for at least 70% of the receiving locations.

**Principal City Service:** Satisfactory service expected at least 90% of the time for at least 90% of the receiving locations.

We obtained the predicted contour maps from the FCC files. We publish two contour lines, "Grade A" and "Grade B."

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## ARB TV STATION CIRCULATION

The shaded areas on each of the station maps represent the home market ARB metro area plus those counties in which the station receives a net weekly circulation of at least 5% according to ARB circulation estimates. Each of these counties is then delineated by three circulation categories which include those in which the station's circulation is 50% or more, 25%-49% and 5%-24%. In a few instances, counties listed do not appear on the maps, since the re-

duction in scale required to include them would impair the legibility of the maps.

The station circulation estimates which determined the allocation of each county to the proper category were derived from samples obtained over several survey periods. This was done in order to assure a sample base of no less than 20 households in any county. The estimates were based on ARB market surveys conducted for October & November 1968 and January, February-March & May 1969.

The Total Households and Television Households which are listed for each county qualifying for inclusion in one of the three circulation categories are current ARB projections as of January 1970 (see Definitions of ARB Terms). It should be noted, however, that the Total Households and Television Households listed at the bottom of these columns for each station include not only those estimates for each listed county but also include the estimates from all counties in which the station has at least 1% circulation.

Net Weekly and Average Daily Circulation totals for each station are based on the above surveys.

*(Data from the American Research Bureau are fully protected by copyright. Reproduction in whole or part is prohibited without written permission from the American Research Bureau.)*

## DEFINITIONS OF ARB TERMS

**Total Households**—A household or home is comprised of all persons who occupy a single dwelling unit, which may be a house, an apartment, or a group of one or more rooms. The total homes figures shown in the current study are Standard Rate & Data Service estimates projected to January 1, 1970, and rounded to the nearest hundred.

**Television Households**—A television household is a household having one or more television sets. Estimates for each county are based on an updating of ARB TV penetration estimates using historical regional growth curves to January 1970. This penetration percentage is then applied to SRDS total households projections for estimates of total television households. Mathematical differences may occur due to computer rounding to whole numerals from fractions of a percent.

**TV Penetration**—The percent of total homes having one or more television sets at the time of the surveys. TV penetration is derived from the same basic technique as described above, using current regional penetration estimates derived by the Advertising Research Foundation from U.S. Bureau of the Census surveys conducted in accordance with ARF specifications. The most recent ARF estimates are as of June 1968.

**Net Weekly Circulation**—The estimated number of different television households viewing a particular station at least once per week, Monday-Sunday, Sign-on to Sign-off.

**Average Daily Circulation**—The estimated average number of different television households reached by a particular station on each day of the week, Sign-on to Sign-off.

## SURVEY METHODS, Described by ARB

ARB uses one-week interviewer-supervised family-viewing diaries to secure information for television audience estimates. Families are contacted initially by telephone to secure their cooperation and elicit basic informa-

tion as to television set ownership, number of sets owned, presence of color set in the home and in appropriate areas, whether the family can receive uhf stations. Contact is maintained with the sample families through followup calls to encourage proper recording and prompt return of the diaries.

Sampling is controlled by geographic units of no larger than county size, and in some instances for reasons of population distribution, terrain or technical control a county is divided into two sampling units. Sample homes are selected by computer from all available telephone directories listing the homes within each sampling unit through a systematic interval selection technique with random selection occurring within each interval.

The ARB family viewing diary measurement technique is used for both market surveys of television viewing and broadscale station circulation information by county.

At least three times each year, ARB Nation-wide Sampling Sweeps survey every county to provide viewing information for every television market in the country. Further details on ARB sampling procedures are available from the American Research Bureau.

### EXPLANATION OF FCC SYMBOLS

#### FCC Filing Symbols:

1. **BPCT:** Broadcast Permit Commercial Television.
2. **BMPCT:** Broadcast Modification of Permit Commercial Television.
3. **DOC:** Docket. (Designation applied by FCC to hearing cases.)
4. **GRANTED:** Date of authorization by FCC.

Note: "BPCT" and "BMPCT" designations, accompanied by numbers, are affixed by the FCC to applications for new or changed station facilities to identify each when it is accepted for filing. They therefore constitute file numbers. Each map in the *Factbook* is accompanied with its file number to facilitate reference to the Commission's official files. In each case, the file number used is the one affixed to the application for facilities which were subsequently authorized by the FCC and in use at the time this *Factbook* was published. "Docket" numbers are used in those few cases where the application is in a hearing status and a file number hasn't been assigned. The "granted" date indicates when the FCC approved construction of facilities involved.

After a station is completed according to the terms of its construction permit, it receives a license; this is identified by a number with a "BLCT" (Broadcast License Commercial Television) prefix. When a license is renewed, a number with a "BRCT" (Broadcast Renewal Commercial Television) prefix is employed. Applications for licenses or license renewals do not include requests for changes in facilities, thus do not affect predicted Grade A & B contours. Therefore, they are not employed as references in the *Factbook*.

The Grade A & B contours on the maps are predicted by station engineers according to the formulas designated by the FCC, as previously explained. They are based on facilities in use by stations at the time of *Factbook* publication. Where a station has a construction permit for a change in facilities but has not completed the change, both existing and projected contours are shown—the latter by dotted broken lines.

### BBM SURVEY METHODS

The BBM Bureau of Measurement conducts National Surveys covering all of Canada except the Yukon and Northwest Territories.

A listing of all individuals in a sample of households is first obtained by telephone contact in most urban areas and by mail in other areas. From this universe of indi-

## Station Directory Description

viduals, a random sample of persons is selected and each such person is sent a diary by mail in which he or she is asked to record his or her tuning to radio and television over a week's time period, by quarter hours.

For the purpose of this survey, the whole of Canada is divided into over 300 BBM sampling cells, which are whole counties or census divisions or parts or combinations thereof. These sampling cells are then reported, in some cases singly, or in combination, as county, census division, Metropolitan or Greater Urban areas, as defined by the Dominion Bureau of Statistics.

The Survey, in addition to the regular ratings and Station totals, also provides weekly circulation figures in each BBM area. By weekly circulation is meant the number of persons that tuned to the station at least once during the survey week.

For any station, therefore, it is possible to arrange its audience reached weekly according to—

- (a) those BBM areas in which it reached 50% and over of all persons
- (b) those BBM areas in which it reached 25-49% of all persons
- (c) those areas in which it reached 5-24% of all persons.

This is the arrangement followed in the *Factbook*.

In addition, a figure designated as "BBM Weekly Circulation (All Persons)" is shown. This is the estimated total number of persons that tuned to the station during the survey in all of its coverage areas—i.e. in all the BBM areas into which its signal penetrated, including the areas in which its reach was less than 5%.

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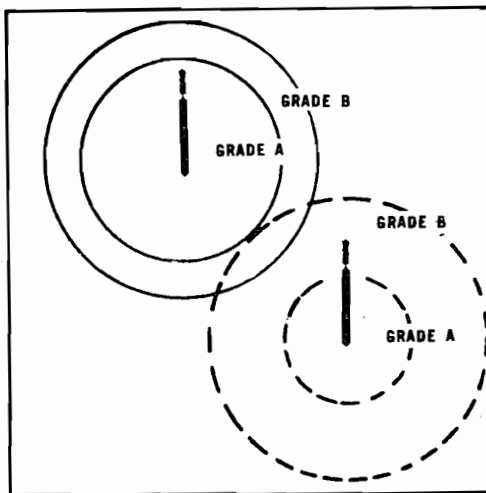
# THE FACTBOOK: An Explanation of Map Symbols and Figures

## THE STATION PAGES

ARB Net Weekly Circulation levels are shown in the tables and in the predicted contour maps, for each county, by the following tone art:

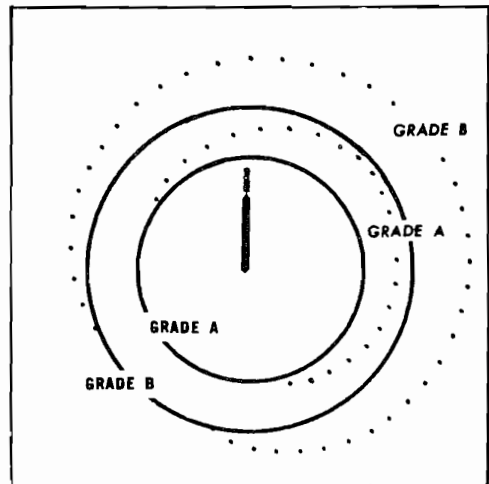


The individual station tables show a complete listing of all counties grouped by ARB Net Weekly Circulation levels, with Total Households, TV Homes, and TV Penetration in each county individually. For definitions of ARB terms see Introduction.



Satellite stations are shown in a dash line pattern in relation to the parent listing. In the satellite listing the parent station is shown in the dash line pattern.

Where a station has a construction permit for a change in facilities and has set a target date, but has not completed construction, both existing and projected contours are shown—the latter by dotted lines.



## THE STATE PAGES

Under the map of each state, two rankings for each market are shown: American Research Bureau's Net Weekly Circulation and American Research Bureau's Area of Dominant Influence Television Households. In the Net Weekly Circulation ranking, the figure is that of the station in the market with the highest total.

Technical facilities listings for all educational stations within each state are found on pages following the state map.

The state pages also carry additional cross-reference material, indicating for example, those stations within the state that are identified with two or more cities, or with cities in another state.

Operating commercial and educational TV stations by VHF and UHF are shown for each state in a status report as of March 1, 1970.



# U. S. Television Station Directory

Data Updated to March 5, 1970

Includes Rate Digests, Personnel,  
Facilities and Other Data

CP Holders Reported Due by  
Summer Are Listed




In the net weekly circulation ranking on the state pages,  
the figure is that of the station in the market with the  
highest total.


## EXPLANATORY NOTES

Rates, personnel and other data supplied by stations. STA means  
Special Temporary Authorization pending license.

RATE DIGESTS: These show only the highest one-time rate charged  
by the stations. Most of the minute-or-less rates quoted apply to  
films or slides only. Most rates are also subject to frequency dis-  
counts, separate or additional rehearsal charges, talent & pro-  
duction charges, etc. For further details and for contract condi-  
tions, specifications etc., consult complete station rate cards,  
available from the stations on request.

STATION POWER: Powers shown are Effective Radiated Powers  
(ERP).

NETWORK SYMBOLS (registered trademarks)     
indicate ABC, CBS and NBC TV network affiliation.

SYMBOL  indicates station is a subscriber to the NAB  
Television Code.

Station owned & operated translator stations are included in the  
Translator Station Directory in the Services Volume and sepa-  
rately listed in a directory following that section.

Station studio and mobile equipment, black & white and color, is  
listed in detail in a table in the Services Volume.

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<b>RHODE ISLAND</b> .....	<b>674-b</b>
<b>SOUTH CAROLINA</b> .....	<b>680-b</b>
<b>SOUTH DAKOTA</b> .....	<b>696-b</b>
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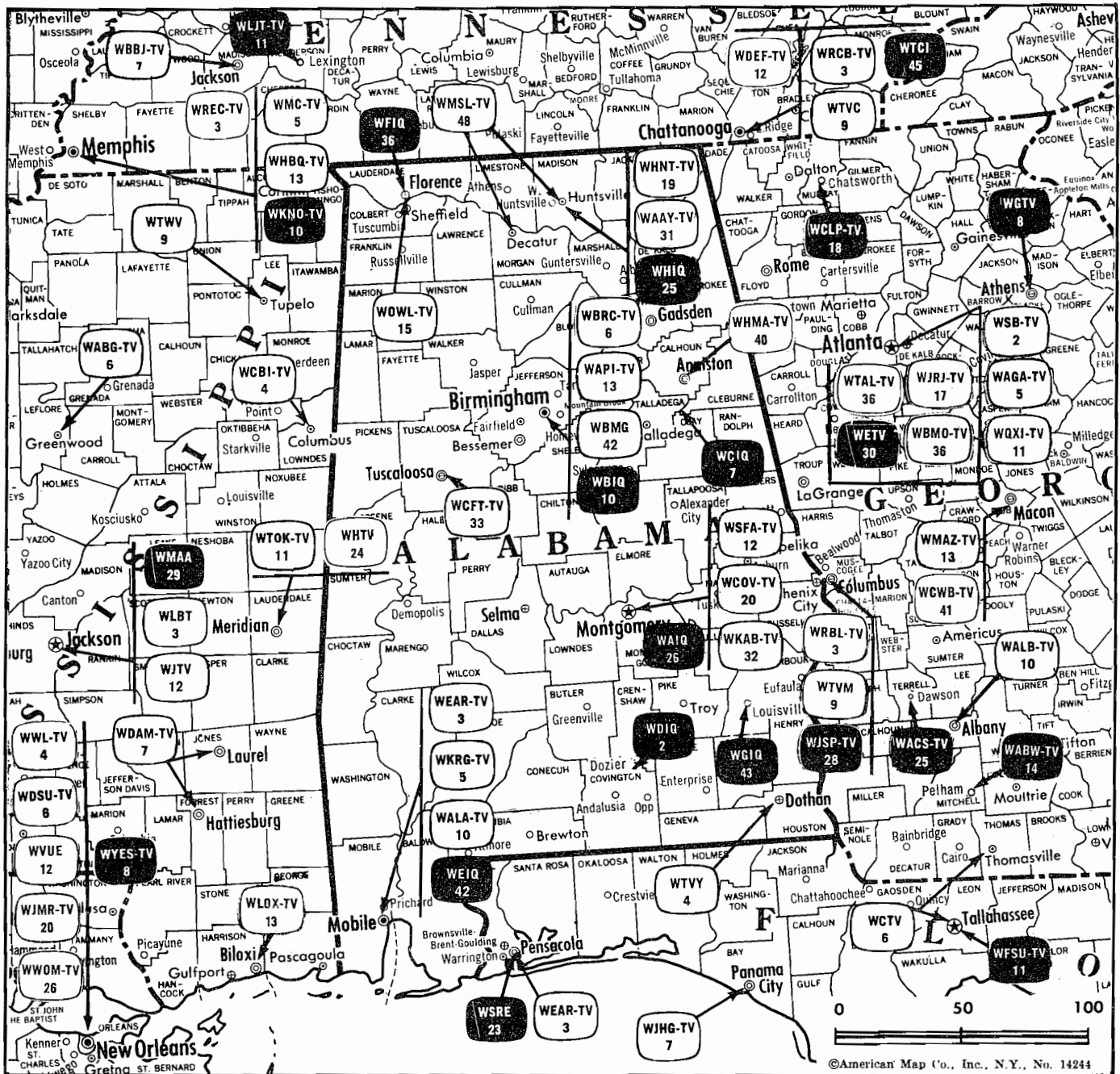
**In Television**, you receive a detailed weekly report on new stations, construction permits, applications, facilities changes, translator actions . . . everything broken down by commercial and non-commercial. . . VHF and UHF.

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Market	ARB Net Weekly Circulation	Rank	ARB ADI TV Households	Rank
Birmingham	511,933	34	428,400	33
Mobile-Pensacola	300,553	70	259,400	65
Montgomery	185,735	105	134,400	105
Huntsville-Decatur-Florence	143,015	133	129,600	111
Dothan	140,718	135	60,400	158
Tuscaloosa	18,861	212	*	*

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# Alabama

Alabama Station Status as of March 1, 1970

	VHF	UHF	TOTAL
☐ Commercial Television Stations	6	9	15
● Educational Television Stations	3	5	8
			23

## State Cross Reference List

Communities That Receive Programs of Stations That Are Located Elsewhere

**WMSL-TV, Decatur**  
(See Huntsville-Decatur)

**WEAR-TV, Mobile** (See Pensacola, Fla.)

**State Educational Technical Facilities**  
(Complete Data in Educational Directory)

## WBIQ

**Birmingham**

Ch. 10

Non-Commercial Educational Station

Licensee: Alabama Educational Television Commission, 2101 Magnolia Ave., Birmingham (35205).

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1050-ft. above av. terrain, 790-ft. above ground, 1797-ft. above sea level.

Latitude 33° 29' 19"  
Longitude 86° 47' 57"

## WDIQ

**Dozier**

Ch. 2

Non-Commercial Educational Station

Licensee: Alabama Educational Television Commission.

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 695-ft. above av. terrain, 566-ft. above ground, 1052-ft. above sea level.

Latitude 31° 33' 16"  
Longitude 86° 23' 32"

## WFIQ

**Florence**

Ch. 36

Non-Commercial Educational Station

Grantee: Alabama Educational Television Commission.

Technical Facilities: Channel No. 36 (602-608 MHz). Authorized power: 589-kw visual, 58.9-kw aural. Antenna: 760-ft. above av. terrain, 538-ft. above ground, 1476-ft. above sea level.

Latitude 34° 34' 48"  
Longitude 87° 46' 28"

## WHIQ

**Huntsville**

Ch. 25

Non-Commercial Educational Station

Licensee: Alabama Educational Television Commission.

Technical Facilities: Channel No. 25 (536-542 MHz). Authorized power: 631-kw visual, 126-kw aural. Antenna: 1173-ft. above av. terrain, 339-ft. above ground, 1962-ft. above sea level.

Latitude 34° 44' 16"  
Longitude 86° 32' 02"

## WGIQ

**Louisville**

Ch. 43

Non-Commercial Educational Station

Grantee: Alabama Educational Television Commission.

Technical Facilities: Channel No. 43 (644-650 MHz). Authorized power: 708-kw visual, 70.8-kw aural. Antenna: 940-ft. above av. terrain, 795-ft. above ground, 1400-ft. above sea level.

Latitude 31° 44' 00"  
Longitude 85° 25' 46"

## WEIQ

**Mobile**

Ch. 42

Non-Commercial Educational Station

Licensee: Alabama Educational Television Commission.

Technical Facilities: Channel No. 42 (638-644 MHz). Authorized power: 234-kw visual, 23.4-kw aural. Antenna: 600-ft. above av. terrain, 543-ft. above ground, 702-ft. above sea level.

Latitude 30° 39' 33"  
Longitude 87° 53' 33"

## WAIQ

**Montgomery**

Ch. 26

Non-Commercial Educational Station

Licensee: Alabama Educational Television Commission.

Technical Facilities: Channel No. 26 (542-548 MHz). Authorized power: 229-kw visual, 22.9-kw aural. Antenna: 600-ft. above av. terrain, 553-ft. above ground, 813-ft. above sea level.

Latitude 32° 22' 52"  
Longitude 86° 17' 30"

## WCIQ

**Mount Cheaha State Park**

Ch. 7

Non-Commercial Educational Station

Licensee: Alabama Educational Television Commission.

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 2000-ft. above av. terrain, 574-ft. above ground, 2981-ft. above sea level.

Latitude 33° 29' 06"  
Longitude 85° 48' 32"

# Alabama—Anniston



Ch. 40

Technical Facilities: Channel No. 40 (626-632 MHz). Authorized power: 174-kw visual, 34.7-kw aural. Antenna: 880-ft. above av. terrain, 235-ft. above ground, 1745-ft. above sea level.

Latitude 33° 40' 52"

Longitude 85° 48' 57"

Transmitter: Top of Blue Mt., 200-ft. S of Lookout Tower.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

AM Affiliate: WHMA, 1-kw, 1390 kHz.

FM Affiliate: WHMA-FM, 3.7 kw, 100.5 MHz (No. 263), 190-ft.

ARB Data: Not available.



WHMA-TV Ref: FCC File No. BMPCT-7049 Granted 7/30/69

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## WHMA-TV

Network Service: CBS, NBC on per program basis.

Grantee: Anniston Broadcasting Co., Radio Bldg., 1330 Noble St., Anniston, Ala.

Studio: Radio-Television Bldg., Anniston, Ala.

Mailing Address: P.O. Box 40, Anniston, Ala. (36201).

Telephone: 205-237-8651. TWX No.: 810-723-0627.

Ownership: Harry Brandt Ayers, 40%; Elise Ayers Sanquinetti, 40%; Edel Y. Ayers, v.p.; James A. Hudson, v.p. & Malcolm B. Street, treas., Harry E. Mabry, secy., 5% each.

Began Operation: Oct. 26, 1969.

Represented (legal) by Daly & Joyce.

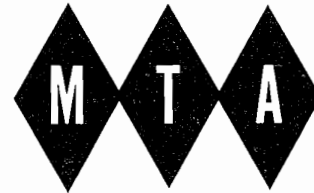
Represented (engineering) by Claude M. Gray.

Personnel:

HARRY E. MABRY, general manager.  
LARRY SHARPTON, program director.  
BILL HAGLER, general sales manager.  
JAMES A. HUDSON, chief engineer.

### DIGEST OF RATE CARD NO. 1 (Sept. 1, 1969)

Hour	30 Min.	15 Min.	Min.	30 Sec.	10 Sec.	
Class AA—6:31-10 p.m., daily.	\$350.00	\$210.00	\$160.00	\$72.00	\$43.00	\$20.00



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# Alabama—Birmingham



**WAPI-TV**



Ch. 13

**Technical Facilities:** Channel No. 13 (210-216 MHz). Authorized power: 316-kw visual, 45.7-kw aural. Antenna: 1134-ft. above av. terrain, 832-ft. above ground, 1809-ft. above sea level.

Latitude 33° 29' 25.5"  
Longitude 86° 47' 48"

**Transmitter:** Atop Red Mt.

**TV tape:** Recording facilities.

**Color:** Network, live, film, slide & tape.

**News Wire Service:** UPI.

**Facsimile Service:** UPI.

**AM Affiliate:** WAPI, 50-kw, (5-kw night), 1070 kHz (NBC).

**FM Affiliate:** WAPI-FM, 100-kw, 94.5 MHz (No. 233), 980-ft. antenna height.

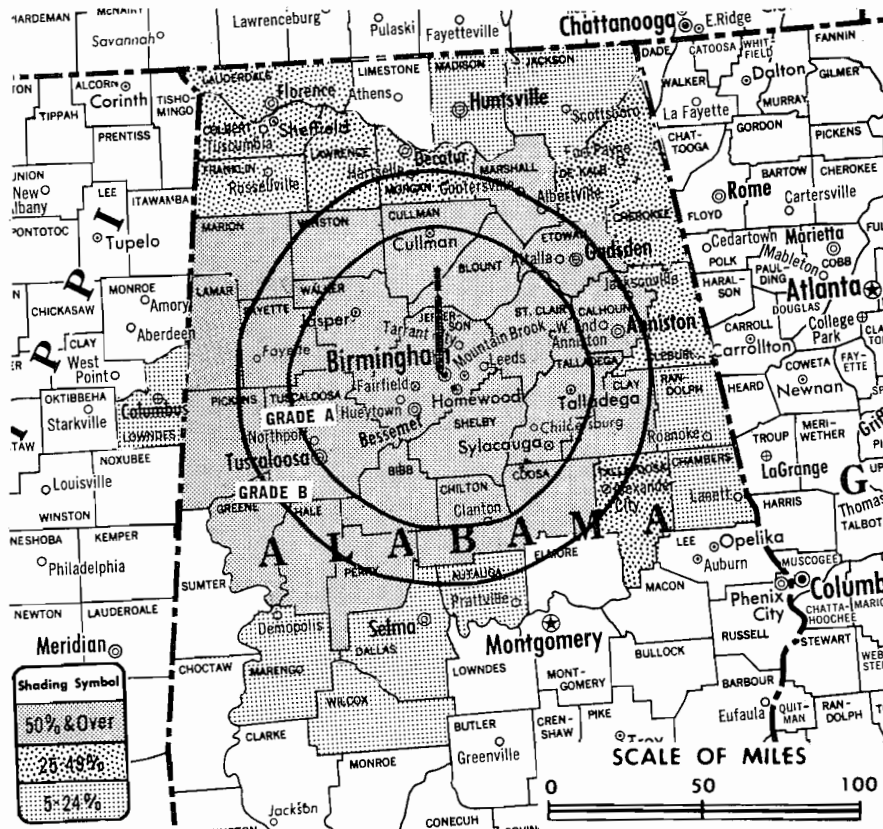
Total Households: © SRDS

Consumer Market Data as of 1/1/70.

TV Homes: TV% and Circulation

© 1969 American Research Bureau.

County coverage based on ARB study (see page 4-b).



WAPI-TV Ref: FCC File No. BPCT-847 Granted 1/15/53

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## WAPI-TV

**Network Service:** NBC.

**Licensee:** Newhouse Broadcasting Corp., Box 1310, Birmingham, Ala. (35201).

**Studio:** Atop Red Mt.

**Telephone:** 205-323-6141.

**TXW No.:** 205-328-0751.

**Ownership:** Newhouse Bcstg. Corp. (Samuel I. Newhouse), licensee of WSYR-TV, Syracuse, N.Y. Newhouse newspapers include The Birmingham News and The Huntsville (Ala.) Times. For other interests, see WSYR-TV.

**Began Operation:** May 29, 1949. Sold to The Birmingham News Co. July 1953 (see Television Digest, Vol. 9:15, 24). Transfer of stations to Samuel I. Newhouse interests approved by FCC Jan. 25, 1956 (Vol. 11:49 & 12:4).

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

**Represented (legal) by:** Dow, Lohnes & Albertson.

**Represented (engineering) by:** Gautney & Jones.

**Personnel:**

DONALD D. WEAR, v.p. & general manager.  
ROBERT L. WILLIAMS, general sales manager.  
PAUL D. GROSS, chief engineer.  
J. B. CHENOWETH, promotion director.  
EVERETT HOLLE, program director.  
ROBERT E. SMITH, production manager.

DIGEST OF RATE CARD NO. 24  
(July 1, 1969)

Hour	30 Min.	15 Min.	5 Min.	Min.	30 or 20 Sec.	ID
Class AA—6-10 p.m., daily.	\$1250.00	\$938.00	\$460.00	\$375.00	\$500.00*	\$450.00* \$225.00*

\*Class AA—5:59-9:59 p.m., daily.

**NETWORK BASE HOURLY RATE:** \$1800 (NBC).

12-b

	Net Weekly Circulation	State County	Total		
			Households	Homes	%
<b>50% &amp; Over</b>	ALABAMA				
		Bibb	3,500	3,200	90
		Blount	6,700	6,200	93
		Calhoun	32,300	30,500	94
		Chilton	7,600	6,900	90
		Clay	3,100	2,800	91
		Coosa	2,700	2,400	90
		Cullman	13,200	12,600	95
		Etowah	33,000	31,400	95
		Fayette	4,000	3,600	91
		Greene	3,200	2,500	79
		Hale	4,900	4,100	83
		Jefferson	211,100	202,000	96
		Lamar	3,700	3,300	90
		Marion	5,600	5,200	92
		Marshall	16,000	14,900	93
		Perry	3,900	3,100	82
		Pickens	5,500	4,700	86
		St Clair	7,100	6,500	92
	Shelby	9,900	9,300	94	
	Talladega	19,300	17,800	92	
	Tuscaloosa	34,100	31,500	92	
	Walker	19,600	18,500	94	
	Winston	3,600	3,300	93	
<b>Between 25-49%</b>	ALABAMA				
		Cherokee	4,300	4,000	92
		Cleburne	2,800	2,500	90
		Colbert	16,100	14,700	91
		De Kalb	12,100	11,200	92
		Franklin	6,000	5,400	90
		Lauderdale	20,800	18,800	90
	Lawrence	6,200	5,400	89	
	Morgan	21,100	19,600	93	
	Tallapoosa	10,700	9,800	91	
<b>Between 5-24%</b>	ALABAMA				
		Autauga	5,800	5,200	89

(Continued on page 28-b)

Station Totals	755,200	701,200	92
Net Weekly Circulation (March 1969)			455,772
Average Daily Circulation (March 1969)			327,192

TV Factbook No. 40

# **When audience estimates will help TOMORROW,**

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Need fast estimates on late night or early morning programs?

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Late night talk shows or new movies entering the competitive picture need immediate estimates on which to weigh the program power.

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*All ARB Audience Reports are estimates and are subject to limitations and possible errors. A description of the limitations and possible errors will be furnished upon request.*

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# Alabama—Birmingham

**WBMG**

Ch. 42

Technical Facilities: Channel No. 42 (638-644 MHz). Authorized power: 1272-kw max. & 1070-kw horizontal visual, 254-kw max. & 214-kw horizontal aural. Antenna: 1150-ft. above av. terrain, 890-ft. above ground, 1805-ft. above sea level.

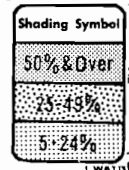
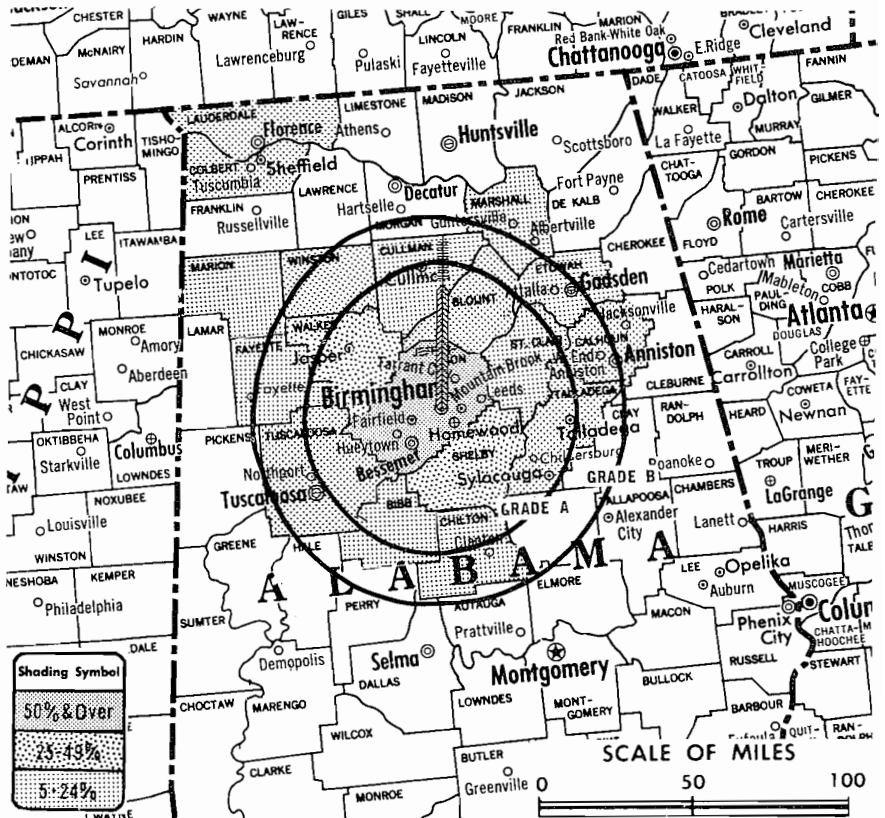
Latitude 33° 29' 02"  
Longitude 86° 48' 21"

Transmitter: 700-ft. NNW of intersection of Valley Ave. & Valley View Dr.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP.



Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).

WBMG Ref: FCC File No. BPCT-4101 Granted 5/24/68

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## WBMG

Network Service: CBS.

Licensee: Birmingham Television Corp., Box 6146, Birmingham, Ala. (35209).

Studio: 1817 11th Place, S. Birmingham.

Telephone: 205-252-9821.

Ownership: Southern Bcstg. Co. Inc., 32.67% (owns radios WTOB, Winston-Salem, N.C. & WSGN, Birmingham); William P. DuBois, pres., 26.14%; Northwest Growth Fund Inc., 17.14%; Enterprise Funds Inc., 12.25%; Exchange Capital Corp., 6.90%; Hugh M. Smith, v.p., 4.90%.

Began Operation: Oct. 17, 1965.

Represented (sales) by H-R Television Inc.

Represented (legal) by Welch & Morgan.

Personnel:

WILLIAM P. DUBOIS, president.  
HUGH M. SMITH, executive vice president & general manager.  
CHARLES ROUNDTREE, operations director.  
JAMES T. SLEEMAN, chief engineer.  
TED TIDWELL, news director.  
JUDY VINSON, traffic director.

DIGEST OF RATE CARD NO. 4  
(June 1, 1969)

Hour	30 Min.	15 Min.	5 Min.	Min.	30 or 20 Sec.	ID
Class AA—6:30-10:01 p.m., daily.	\$450.00	\$270.00	\$180.00	\$113.00	\$85.00	\$55.00
NETWORK BASE HOURLY RATE:	\$225.					

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	ALABAMA Jefferson	211,100	202,000	96
	<b>Between 25-49%</b>	ALABAMA Shelby Walker	9,900 19,600	9,300 18,500
<b>Between 5-24%</b>	ALABAMA Bibb	3,500	3,200	90
	Blount	6,700	6,200	93
	Calhoun	32,300	30,500	94
	Chilton	7,600	6,900	90
	Colbert	16,100	14,700	91
	Cullman	13,200	12,600	95
	Etowah	33,000	31,400	95
	Fayette	4,000	3,600	91
	Lauderdale	20,800	18,800	90
	Marion	5,600	5,200	92
	Marshall	16,000	14,900	93
St Clair	7,100	6,500	92	
Talladega	19,300	17,800	92	
Tuscaloosa	34,100	31,500	92	
Winston	3,600	3,300	93	
Station Totals		577,300	541,400	93
Net Weekly Circulation (March 1969)			168,642	
Average Daily Circulation (March 1969)			86,908	

ARB Data: Figures do not reflect current coverage since the station changed its facilities after the survey was made.



# Alabama—Birmingham



**WBRC-TV**



Ch. 6

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1120-ft. above av. terrain, 795-ft. above ground, 1802-ft. above sea level.

Latitude 33° 29' 19"  
Longitude 86° 47' 58"

Transmitter: Atop Red Mt.

Studio: Atop Red Mt.

Telephone: 205-322-4701.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape. News Wire Service: AP. Facsimile Service: AP. News Film Service: ABC.

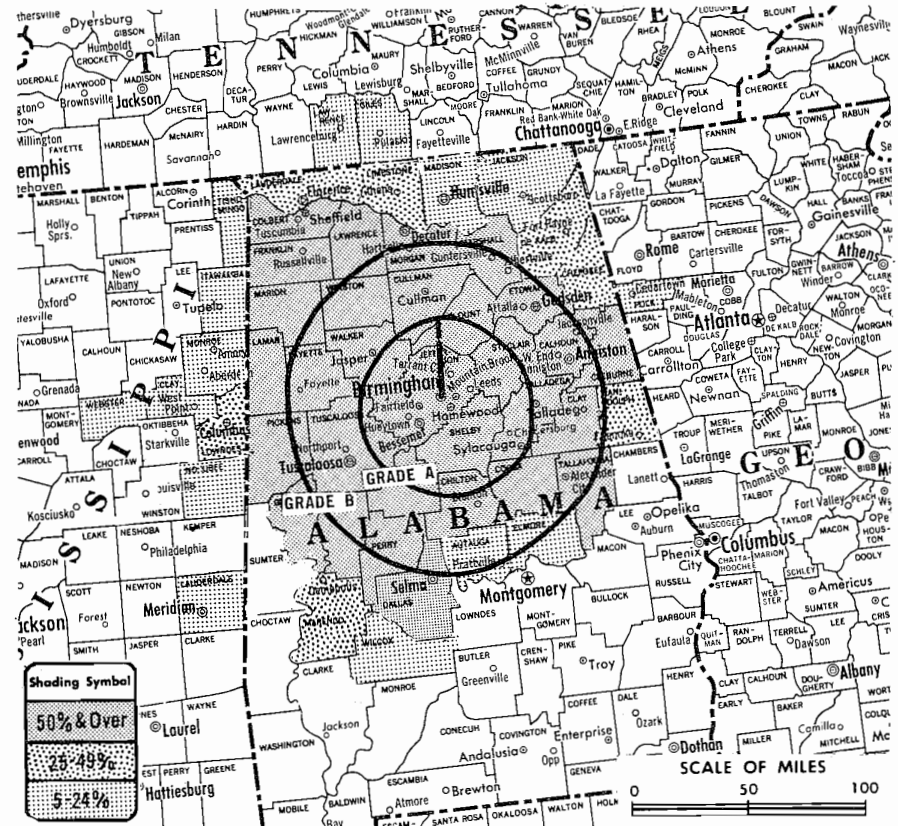
TWX: 810-733-3650.

AM Affiliate: WBRC, 5-kw, 960 kHz.

FM Affiliate: WBRC-FM, 13-kw, 106.9 MHz (No. 295), 795-ft.

Represented (legal) by Koteen & Burt.

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).



WBRC-TV Ref: FCC File No. BPCT-2449 Granted 2/13/59

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## WBRC-TV

Network Service: ABC.

Licensee: Taft Broadcasting Co., P.O. Box 389, (35201).

Ownership: See WKRC-TV, Cincinnati.

Began Operation: July 1, 1949. Sale to present owners by Storer Broadcasting Co. approved May 8, 1957 (Television Digest, Vol. 13:13-14, 19); Storer previously acquired stations from Mrs. Eloise Hanna in May 1953 (Vol. 9:13, 21).

Represented (sales) by Katz Television.

Personnel:

LAWRENCE H. ROGERS II, president.  
ROBERT T. SCHLINKERT, v.p. & general manager.  
RICHARD S. STEPHEN, general sales manager.  
E. KEITH WILLIAMS, local sales manager.  
KEITH E BARZE, program director & film buyer.  
RICHARD S. STEPHEN, sales service & merchandising manager.  
HARRY L. LAWSON, chief engineer  
JOHN H. JOHNSON, promotion manager.

DIGEST OF RATE CARD NO. P-19—(Oct. 1, 1969)

Hour	30 Min.	15 Min.	Min.	20 Sec.	10 Sec.
Class AA—6-10 p.m., daily.					
\$1450.00	\$725.00	\$400.00			Graded rates apply*

\*Highest rate: \$500.

NETWORK BASE HOURLY RATE: \$1800 (ABC).

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	ALABAMA			
	Bibb	3,500	3,200	90
	Blount	6,700	6,200	93
	Calhoun	32,300	30,500	94
	Chilton	7,600	6,900	90
	Clay	3,100	2,800	91
	Cleburne	2,800	2,500	90
	Colbert	16,100	14,700	91
	Coosa	2,700	2,400	90

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	ALABAMA—(Continued)			
	Cullman	13,200	12,600	95
	Dallas	16,300	14,400	88
	Etowah	33,000	31,400	95
	Fayette	4,000	3,600	91
	Franklin	6,000	5,400	90
	Greene	3,200	2,500	79
	Hale	4,900	4,100	83
	Jefferson	211,100	202,000	96
	Lamar	3,700	3,300	90
	Lawrence	6,200	5,400	89
	Marion	5,600	5,200	92
	Marshall	16,000	14,900	93
	Morgan	21,100	19,600	93
	Perry	3,900	3,100	82
Pickens	5,500	4,700	86	
St. Clair	7,100	6,500	92	
Shelby	9,900	9,300	94	
Talladega	19,300	17,800	92	
Tallapoosa	10,700	9,800	91	
Tuscaloosa	34,100	31,500	92	
Walker	19,600	18,500	94	
Winston	3,600	3,300	93	
<b>Between 25-49%</b>	ALABAMA			
	Cherokee	4,300	4,000	92
	De Kalb	12,100	11,200	92
	Lauderdale	20,800	18,800	90
	Limestone	12,100	10,900	90
Marengo	6,700	5,700	85	
Randolph	5,400	4,800	90	
<b>Between 5-24%</b>	MISSISSIPPI			
	Lowndes	15,900	14,700	93
<b>Between 5-24%</b>	ALABAMA			
	Autauga	5,800	5,200	89
Elmore	8,700	7,900	91	
(Continued on page 28-b)				
Station Totals		914,200	845,400	92
Net Weekly Circulation (March 1969)			511,933	
Average Daily Circulation (March 1969)			386,598	

# Alabama—Dothan



**WTVY**

Ch. 4

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1225-ft. above av. terrain, 1209-ft. above ground, 1549-ft. above sea level.

Latitude 31° 12' 04"

Longitude 85° 18' 42"

TV tape: Recording facilities.

Transmitter: Columbia Highway.

Color: Network, live, film, slide & tape.

News Wire & Facsimile Service: AP.

Studio: Columbia Hwy.

Telephone: 205-792-3195.

TWX No.: 205-620-2447.

Represented (legal) by Miller, Schroeder & Bankson.

Represented (engineering) by Cohen & Dippell.

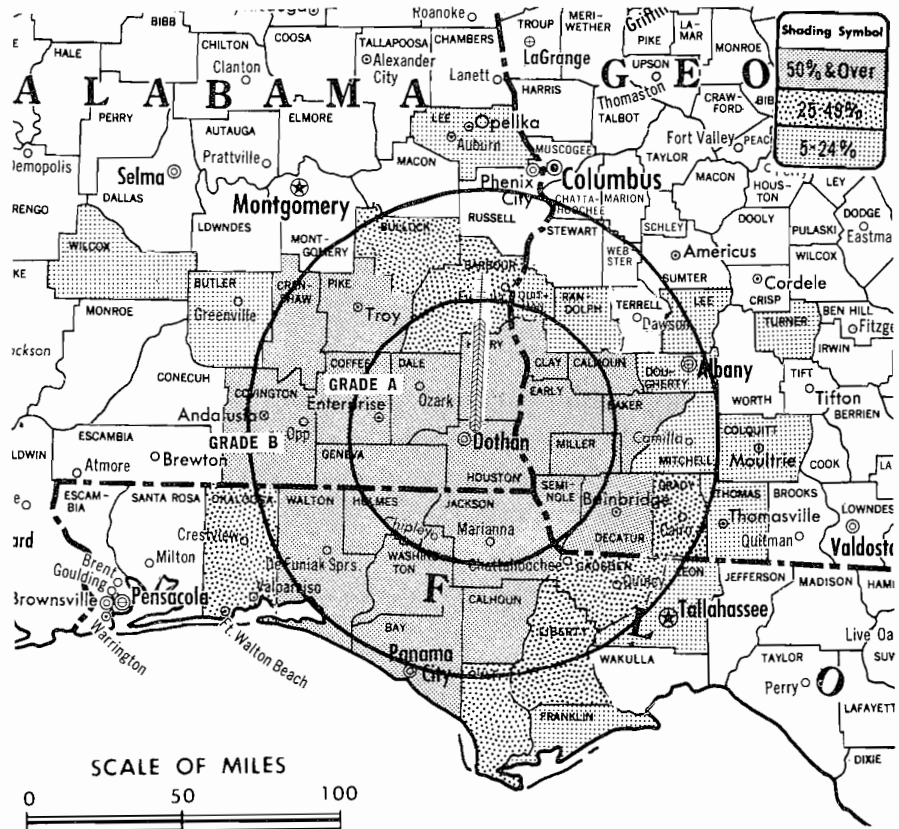
Total Households: © SRDS

Consumer Market Data as of 1/1/70.

TV Homes: TV % and Circulation

© 1960 American Research Bureau.

County coverage based on ARB study (see page 4-b).



WTVY Ref: FCC File No. BPC-2785 Granted 9/11/60

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## WTVY

Network Service: CBS, ABC.

Licensee: WTVY Inc., Box 1089, Dothan, Ala. (36301).

Ownership: Charles Woods, chairman, 51.75%; F. E. Busby, pres. & gen. mgr., 6.28%; Jane Thrower, v.p., 10.47%; several other stockholders, none with over 5% each. WTVY Inc. also owns WCWB, Ch. 41, Macon, Ga.

Began Operation: Feb. 12, 1955.

Represented (sales) by Meeker Co. Inc. (National); Busby, Finch & Woods Inc. (Southeast & Southwest).

Personnel:

F. E. BUSBY, president, general manager.  
 ART CREAMER, local sales manager.  
 ELLIS ANDERSON, chief engineer.  
 BOB PETERMANN, program director.  
 BETTY GAUT, promotion manager.  
 BOB PETERMANN, news director.

### DIGEST OF RATE CARD NO. 7

(Sept. 1, 1966)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. 10 Sec.

Class A—5:30-9:30 p.m., daily.

\$425.00 \$254.00 \$170.00 \$106.00 \$90.00 \$80.00 \$60.00

NETWORK BASE HOURLY RATE: \$425 (CBS), \$425 (ABC).

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	ALABAMA			
	Coffee	9,200	8,400	91
	Covington	9,900	9,000	91
	Crenshaw	3,200	2,800	89
	Dale	11,200	10,400	93
	Geneva	6,200	5,600	91
	Henry	3,500	3,100	90
	Houston	17,200	16,200	94
	Pike	6,400	5,600	88

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	FLORIDA			
	Bay	21,700	20,600	95
	Calhoun	2,500	2,100	87
	Holmes	4,500	3,800	85
	Jackson	10,500	9,200	88
	Walton	4,700	4,200	90
	Washington	3,000	2,700	89
<b>Between 25-49%</b>	GEORGIA			
	Baker	600	500	86
	Calhoun	1,800	1,400	81
	Clay	900	800	87
	Decatur	7,900	7,300	92
	Early	2,700	2,400	89
	Miller	1,400	1,300	88
Seminole	1,500	1,400	91	
<b>Between 5-24%</b>	ALABAMA			
	Barbour	6,100	5,300	86
	Bullock	2,600	2,200	84
<b>Between 25-49%</b>	FLORIDA			
	Gadsden	10,300	9,100	89
	Gulf	2,600	2,400	90
	Liberty	900	800	88
<b>Between 5-24%</b>	FLORIDA			
	Franklin	2,900	2,500	88
<b>Between 5-24%</b>	FLORIDA			
	Leon	28,400	26,500	93
<b>Between 5-24%</b>	GEORGIA			
	Colquitt	10,700	9,900	93

(Continued on page 28-b)

Station Totals	412,500	377,800	91
Net Weekly Circulation (March 1969)			140,718
Average Daily Circulation (March 1969)			89,577

# WTVY

## DOTHAN ALABAMA

ONE OF AMERICA'S GREAT REGIONAL STATIONS HAS 3 GREAT LOCAL FEATURES:

### THE MORNING SHOW

M-F 6:45 am - 8:00 am

farm reports  
local & state news  
CBS Morning News  
views & interviews



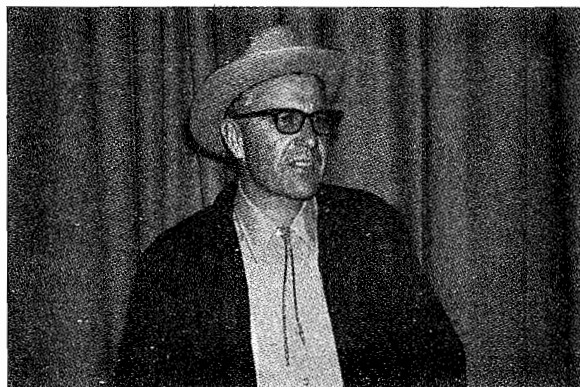
**BETTY GAUT**

### THE FARM SHOWS

M-F 12 - 12:20 pm

farm markets  
farm news  
farm weather

Sat. 6 - 6:30 pm  
Gene Ragan Show



**GENE RAGAN** has the only  
outdoor farm set in Alabama

### THE EVENING REPORT

M-F 6 - 6:30 pm

all local & area news



**BOB PETERMANN**

F. E. Busby, President & General Mgr.  
WTVY-TV, FM Dothan, Alabama  
WCWB-TV Macon, Georgia

Reps: Meeker Co.—South & Southwest: Busby, Finch & Woods

# Alabama—Florence



**WOWL-TV**

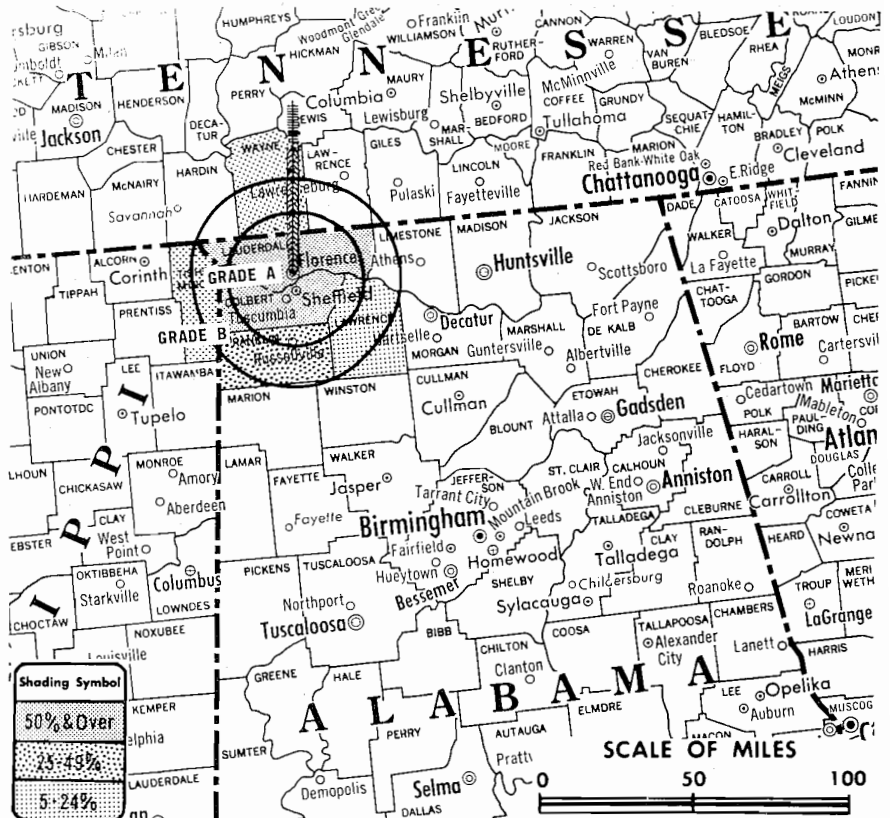
Ch. 15

**Technical Facilities:** Channel No. 15 (476-482 MHz). Authorized power: 230-kw visual, 23.3-kw aural. Antenna: 400-ft. above average terrain, 358-ft. above ground, 732-ft. above sea level.

Latitude 34° 49' 07"  
Longitude 87° 41' 45"

**Transmitter:** 840 Cypress Mill Rd.  
**Color:** Network, film, slide & tape.  
**News Wire Service:** UPI.

**AM Affiliate:** WOWL, 1-kw (D), .25-kw (N), 1240 kHz (ABC).



**Total Households:** © SRDS  
**Consumer Market Data** as of 1/1/70.  
**TV Homes:** TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).

WOWL-TV Ref: FCC File No. BPC-4072 Granted 5/24/68

©American Map Co., Inc., N.Y., No. 14244

## WOWL-TV

**Licensee:** TV Muscle Shoals Inc., 840 Cypress Mill Rd., Box 2220, Florence, Ala. (35630).

**Studio:** 840 Cypress Mill Rd.

**Telephone:** 205-764-7711.

**Ownership:** Richard B. Biddle, pres.-treas., 47.7%; Radio Muscle Shoals Inc. (WOWL), 38.9%; Barbara Griffin, 6.7%; Rick Biddle, 6.7%. Richard Biddle owns control of WOWL.

**Began Operation:** Oct. 28, 1957.

**Represented (sales)** by Savalli/Gates Inc. (Southeast); Southern Television System.

### Personnel:

RICHARD B. BIDDLE, president & general manager.  
JACK WORLEY, vice president & film buyer.  
BILL CORNELIEUS, station manager.  
LARRY ROHLING, dir. of engineering, TV & radio.  
MARVIN TIDWELL, local sales manager.  
BOOTS GRIGSBY, production manager.  
HOLLY GRIFFIN, traffic manager.  
RUTH BIDDLE, women's director.  
LINDA REED, promotion & merchandising manager.  
LINCOLN WILLIAMS, film director.

### DIGEST OF RATE CARD NO. 3 (Jan. 1, 1970)

Hour	30 Min.	15 Min.	Min.	30 Sec.	20 Sec.	ID
Class AA—5:59-10 p.m., daily.	\$350.00	\$200.00	\$140.00	\$100.00	\$70.00	\$60.00
NETWORK BASE HOURLY RATE: \$125.						

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	ALABAMA			
	Colbert	16,100	14,700	91
	Lauderdale	20,800	18,800	90
<b>Between 25-49%</b>	ALABAMA			
	Franklin	6,000	5,400	90
<b>Between 5-24%</b>	ALABAMA			
	Lawrence	6,200	5,400	89
	MISSISSIPPI			
	Tishomingo	4,300	3,700	87
TENNESSEE				
Wayne	3,100	2,600	85	
<b>Station Totals</b>		157,000	143,000	91
Net Weekly Circulation (March 1969)				29,999
Average Daily Circulation (March 1969)				21,717

For Index to Contents,  
see Services Volume.

# Alabama—Huntsville-Decatur



**WAAY-TV**

**Ch. 31**

Technical Facilities: Channel No. 31 (572-578 MHz). Authorized power: 1240-kw visual, 124-kw aural. Antenna: 1372-ft. above av. terrain, 455-ft. above ground, 2053-ft. above sea level.

Latitude 34° 44' 16"  
Longitude 86° 32' 02"

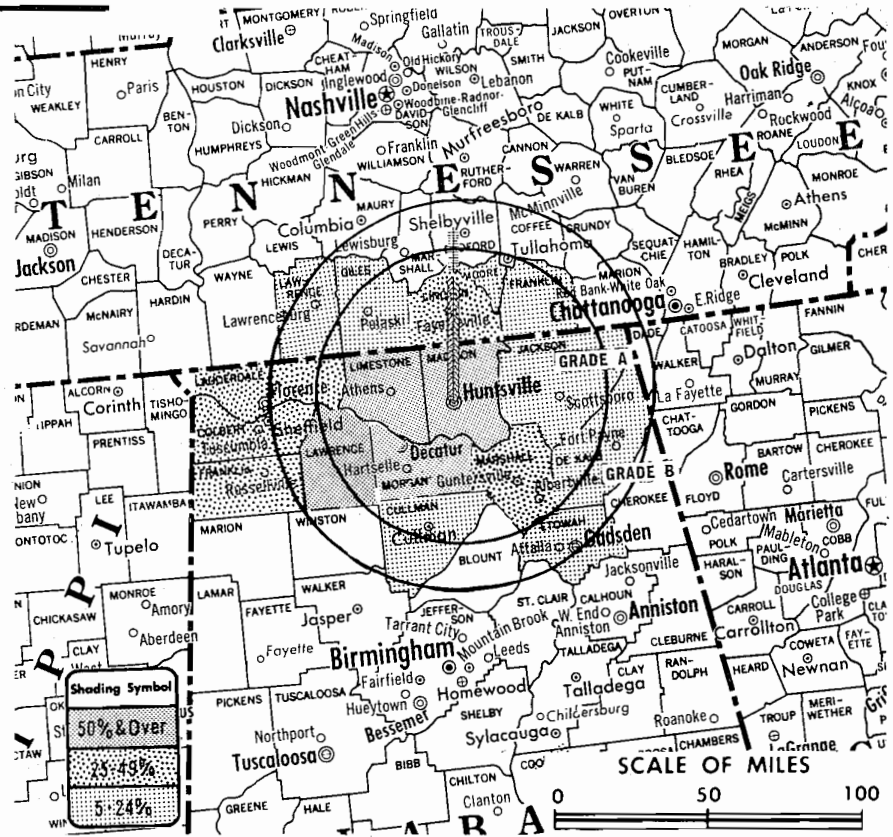
Transmitter: 1000 Monte Sano Blvd.  
Color: Network, live, film, slide & tape.

News Wire Service: UPI.

AM Affiliate: WAAY, 5-kw (.5-kw night), 1550 kHz.

Represented (engineering) by Claude M. Gray.

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1960 American Research Bureau.  
County coverage based on ARB study (see page 4-b).



WAAY-TV Ref: FCC File No. BPCT-2817 Granted 11/10/60

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## WAAY-TV

Licensee: Rocket City Television Inc.

Studio: 1000 Monte Sano Blvd., Huntsville, Ala. (35801).

Telephone: 205-539-1783.

Ownership: Smith Bcstg. Inc., owner of radio WAAY, Huntsville. Owners of Smith Bcstg. are M. Davidson Smith III, pres., 98%; K. H. Jones, v.p., 1%; Elizabeth Jones Smith, secy.-treas., 1%. Smith also owns 51% and wife Elizabeth Jones Smith owns 25% of radio WNUF, Fort Walton Beach, Fla.

Began Operation: Aug. 1, 1959. Sale to present owner by P. T. Gunn, James R. Cleary and associates approved Nov. 13, 1963 by FCC (Television Digest, Vol. 3:30).

Represented (sales) by Adam Young Inc.

### Personnel:

M. D. SMITH IV, president.  
DAN WHITSETT, vice president & sales manager.  
ROBERT A. GAY, chief engineer.

### DIGEST OF RATE CARD NO. 3—(Nov. 1, 1969)

Hour	30 Min.	15 Min.	5 Min.	Min.	30 or 20 Sec.	10 Sec.
Class AA—6:30-10 p.m., daily.	\$400.00	\$250.00	\$160.00	\$125.00	\$110.00	\$65.00 \$45.00
NETWORK BASE HOURLY RATE:	\$325.					

	Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>		ALABAMA			
		Lawrence	6,200	5,400	89
		Limestone	12,100	10,900	90
		Madison	64,900	60,200	93
<b>Between 25-49%</b>		ALABAMA			
		Colbert	16,100	14,700	91
		Franklin	6,000	5,400	90
		Lauderdale	20,800	18,800	90
<b>Between 5-24%</b>		TENNESSEE			
		Lincoln	6,900	6,300	91
		ALABAMA			
		Cullman	13,200	12,600	95
<b>Station Totals</b>		De Kalb	12,100	11,200	92
		Etowah	33,000	31,400	95
		Jackson	10,100	9,300	91
		TENNESSEE			
		Franklin	8,100	7,600	93
		Giles	6,700	6,000	90
Lawrence	8,700	8,000	92		
Moore	700	600	90		
Station Totals			312,400	289,800	92
Net Weekly Circulation (March 1969)					124,651
Average Daily Circulation (March 1969)					77,990

# Alabama—Huntsville



**WHNT-TV**

Ch. 19

Technical Facilities: Channel No. 19 (500-506 MHz). Authorized power: 1279-kw max. & 1002-kw horizontal visual, 254-kw max. & 199-kw horizontal aural. Antenna: 1750-ft. above av. terrain, 944-ft. above ground, 2549-ft. above sea level.

Latitude 34° 44' 19"  
Longitude 86° 31' 56"

Transmitter: 906 Monte Sano Blvd.  
TV tape: Recording facilities.

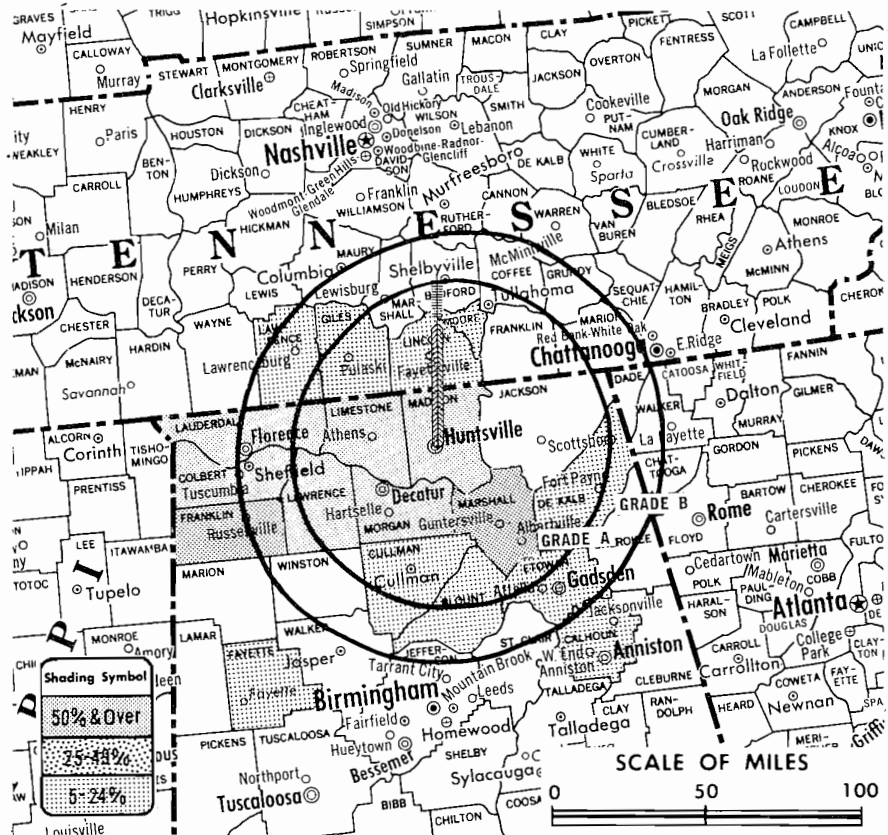
Color: Network, live, film, slide & tape.

News Wire Service: AP.

Facsimile Service: UPI.

Represented (engineering) by Gautney & Jones.

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).



WHNT-TV Ref: FCC File No. BPT-4203 Granted 4/23/69

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## WHNT-TV

Licensee: North Alabama Broadcasters Inc., 960 Monte Sano Blvd., P.O. Box 19, Huntsville, Ala. (35804).

Studio: 960 Monte Sano Blvd. Telephone: 205-539-5743.

Ownership: Charles F. Grisham, pres., 40%; Tine W. Davis, v.p., 20%; Aaron Aronov, treas., 20%; B. D. Godbold, secy., 20%. Same principals own CP for WCFG-TV, Birmingham & 50% of CP for WYEA-TV, Columbus, Ga.

Began Operation: Nov. 28, 1963.

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by Fly, Shuebruk, Blume & Gaguine.

Personnel:

CHARLES F. GRISHAM, president.  
THOMAS M. PERCER, v.p. & general manager.  
RALPH A. STANLEY, sales manager.  
JIM FRANCIS, operations manager.  
VICTOR BANKOWSKI, chief engineer.  
HANS SITARZ, news director.

DIGEST OF RATE CARD NO. 9—(Sept. 1, 1969)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. ID  
Class A—6-10 p.m., daily.  
\$500.00 \$300.00 \$200.00 \$150.00 \$80.00 \$72.00 \$40.00  
NETWORK BASE HOURLY RATE: \$350.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	ALABAMA			
	Colbert	16,100	14,700	91
	Franklin	6,000	5,400	90
	Lauderdale	20,800	18,800	90
	Lawrence	6,200	5,400	89
	Limestone	12,100	10,900	90
	Madison	64,900	60,200	93
Marshall	16,000	14,900	93	
Morgan	21,100	19,600	93	
<b>Between 5-24%</b>	ALABAMA			
	Blount	6,700	6,200	93
	Calhoun	32,300	30,500	94
	Cullman	13,200	12,600	95
	De Kalb	12,100	11,200	92
	Etowah	33,000	31,400	95
	Fayette	4,000	3,600	91
TENNESSEE				
Giles	6,700	6,000	90	
Lawrence	8,700	8,000	92	
Lincoln	6,900	6,300	91	
Moore	700	600	90	
Station Totals		298,200	276,500	92
Net Weekly Circulation (March 1969)			143,015	
Average Daily Circulation (March 1969)			107,986	

# Alabama—Huntsville-Decatur



**WMSL-TV**

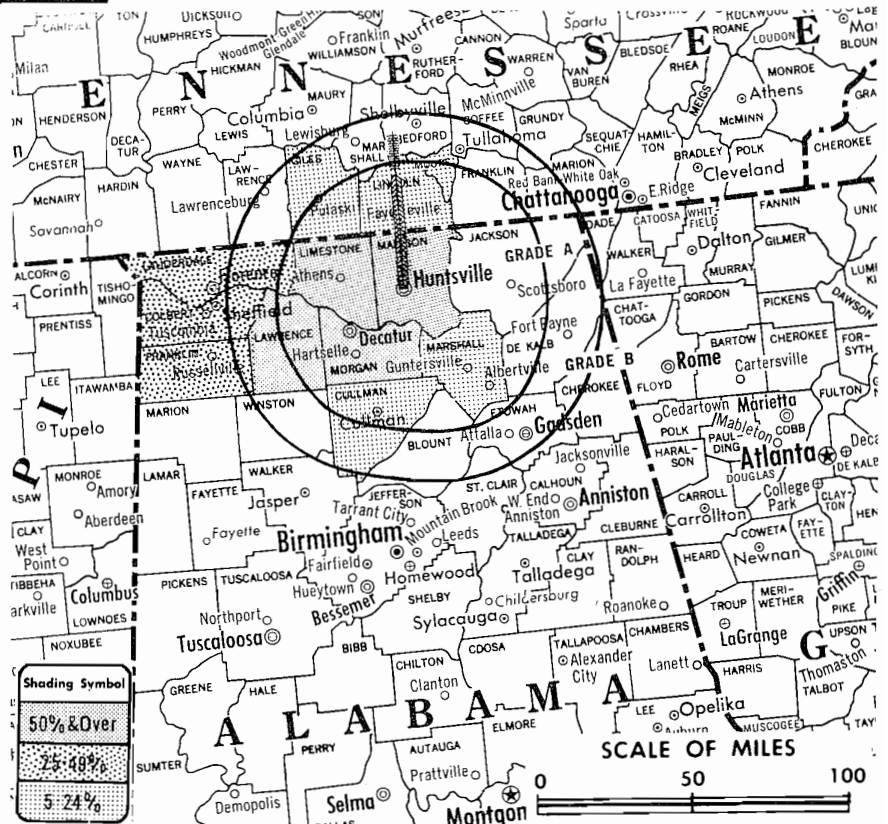
Ch. 48

Technical Facilities: Channel No. 48 (674-680 MHz). Authorized power: 1822-kw max. & 700-kw horizontal visual, 364-kw max. & 140-kw horizontal aural. Antenna: 1190-ft. above av. terrain, 818-ft. above ground, 1979-ft. above sea level. Latitude 34° 42' 39" Longitude 86° 32' 07"

Transmitter: 5000 Governors Dr., 3-mi. SE of Huntsville.

Color: Network, live, film, slide & tape.

News Wire Service: AP.



Total Households: © SRDS  
 Consumer Market Data as of 1/1/70.  
 TV Homes: TV% and Circulation  
 © 1969 American Research Bureau.  
 County coverage based on ARB study (see page 4-b).

WMSL-TV Ref: FCC File No. BMP4T-6841 Granted 9/6/68

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## WMSL-TV

Licensee: Tennessee Valley Radio & TV Corp., Mutual Savings Life Bldg., Decatur, Ala. (35601).

Studios: 5000 Governors Dr., Huntsville; Mutual Savings Life Bldg., Decatur.

Telephone: 205-353-0361.

Ownership: Frank Whisenant, pres., 54.5%; Alice A. Whisenant, treas., 5%; following directors: Benny Carl Digesu, 20%; Reduc C. Collier, 1.25%; Roy Fite Jr., 1.25%; Ned Frazier, 1.25%; John R. Hutson, .5%; Clyde Hendrix, .7%; 10 others, none owning over 2.5%.

AM Affiliate: WMSL, 1-kw (D), 250-kw (N), 1400 kHz (MBS).

Began Operation: July 4, 1954.

Represented (sales) by Meeker Co.; Busby, Finch & Woods (regional).

Represented (legal) by Henry J. Daly.

Represented (engineering) by John H. Mullaney.

### Personnel:

FRANK WHISENANT, president, general manager.  
 MAURY FARRELL, station & general sales manager, film buyer.  
 ALICE A. WHISENANT, program director.  
 KENNETH CASEY, chief engineer.

### DIGEST OF RATE CARD NO. 5—(July 1, 1968)

Hour 30 Min. 15 Min. 5 Min. Min. 30 Sec. 20 Sec. 10 Sec.  
 Class A—6-10:30 p.m., daily.  
 \$300.00 \$180.00 \$120.00 \$95.00 \$65.00 \$55.00 \$50.00 \$30.00  
 NETWORK BASE HOURLY RATE: \$150.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	ALABAMA			
	Lawrence	6,200	5,400	89
	Limestone	12,100	10,900	90
	Madison	64,900	60,200	93
	Morgan	21,100	19,600	93
<b>Between 25-49%</b>	ALABAMA			
	Colbert	16,100	14,700	91
	Franklin	6,000	5,400	90
	Lauderdale	20,800	18,800	90
<b>Between 5-24%</b>	ALABAMA			
	Cullman	13,200	12,600	95
	Marshall	16,000	14,900	93
	TENNESSEE			
	Giles	6,700	6,000	90
	Lincoln	6,900	6,300	91
	Moore	700	600	90
Station Totals		244,500	226,000	92
Net Weekly Circulation (March 1969)				73,410
Average Daily Circulation (March 1969)				34,119

Total Households & TV Households in Station  
 Totals Include Counties with Circulation Between  
 1-4%

# Alabama—Mobile



**WALA-TV**



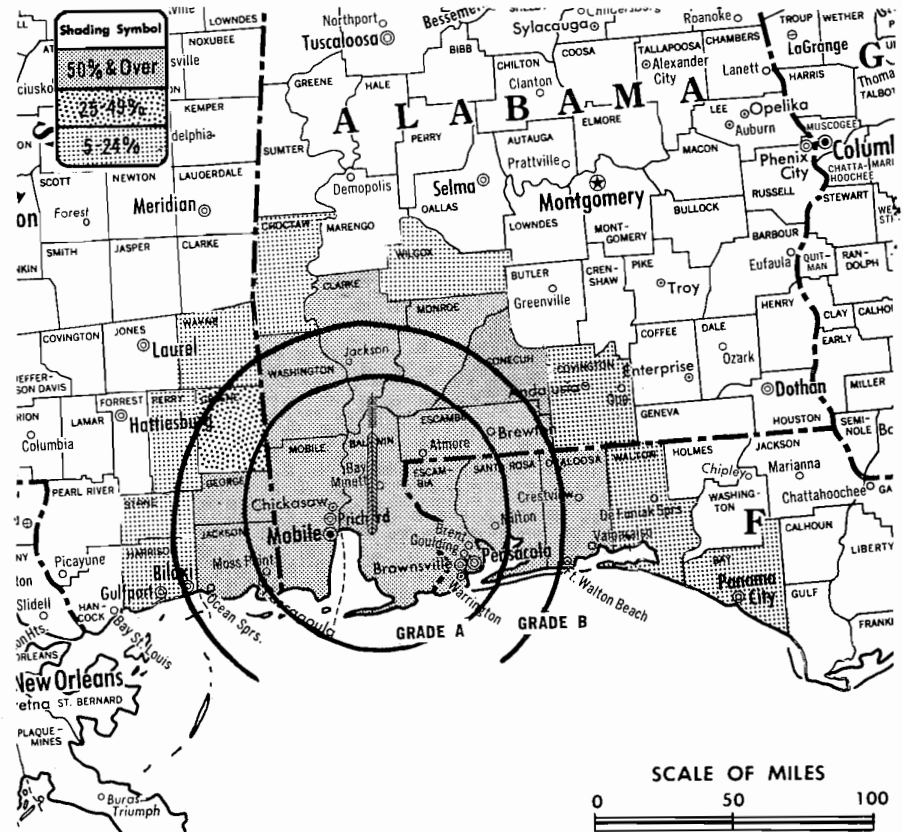
Ch. 10

**Technical Facilities:** Channel No. 10 (192-198 MHz). Authorized power: 316-kw visual, 45.7-kw aural. Antenna: 1246-ft. above av. terrain, 1197-ft. above ground, 1397-ft. above sea level.

Latitude 30° 41' 17"  
Longitude 87° 47' 54"

**Transmitter:** 16-mi. East of Mobile.  
**Color:** Network, live, film, slide & tape.

**News Wire Service:** AP, UPI.



Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).

WALA-TV Ref: FCC File No. BPCT-2733 Granted 7/7/60

American Map Co., Inc., N.Y., No. 14244

## WALA-TV

**Licensee:** Universal Communications Corp., 615 Lafayette Blvd., Detroit, Mich.

**Studio:** 210 Government St.

**Telephone:** 205-433-3754. TWX No.: 510-941-2642.

**Ownership:** Evening News Assn. For other interests, see WWJ-TV, Detroit.

**Began Operation:** Jan. 14, 1953. Sale to present owner by Roywood Corp. approved by FCC Oct. 31, 1969 (Television Digest, Vol. 9:15, 44). Previously, sale to Roywood by W. O. Pape approved Nov. 25, 1964 by FCC (Vol. 4:32, 48). Simultaneously approved was sale of radio WALA to WUNI Inc.

**Represented (sales)** by Blair Television Inc.

**Represented (legal)** by Pierson, Ball & Dowd.

**Represented (engineering)** by David L. Steel Sr.

### Personnel:

H. RAY McGUIRE, vice president & general manager.  
JOHN E. DIXON, national sales manager.  
CLAUDE R. EVANS, program director.  
GRADY JACKSON, chief engineer.

### DIGEST OF RATE CARD NO. 17 (Feb. 1, 1969)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. ID  
Class AA—6:30-10 p.m., daily.  
\$700.00 \$360.00 \$230.00 \$190.00 \$150.00\* \$150.00\* \$75.00\*

\*Class AA—6:29-10 p.m., daily.

**NETWORK BASE HOURLY RATE:** \$600.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	<b>ALABAMA</b>			
	Baldwin	16,500	15,600	94
	Clarke	7,300	6,200	86
	Conecuh	4,300	3,700	86
	Escambia	10,200	9,200	90
	Mobile	109,500	104,500	95
	Monroe	5,500	4,600	84
	Washington	3,800	3,400	88
	<b>FLORIDA</b>			
	Escambia	60,100	57,800	96
Okaloosa	24,100	23,000	96	
Santa Rosa	9,800	9,400	96	
<b>MISSISSIPPI</b>				
George	3,500	3,300	94	
Jackson	21,500	20,300	94	
<b>Between 25-49%</b>	<b>MISSISSIPPI</b>			
	Greene	2,500	2,100	85
<b>Between 5-24%</b>	<b>ALABAMA</b>			
	Choctaw	4,600	3,900	84
	Covington	9,900	9,000	91
	Wilcox	3,600	2,900	81
	<b>FLORIDA</b>			
	Bay	21,700	20,600	95
	Walton	4,700	4,200	90
	<b>MISSISSIPPI</b>			
	Harrison	39,900	37,900	95
	Perry	2,400	2,200	89
Stone	2,400	2,200	91	
Wayne	4,600	4,000	87	
<b>Station Totals</b>		<b>489,900</b>	<b>458,700</b>	<b>93</b>
<b>Net Weekly Circulation (March 1969)</b>				<b>256,540</b>
<b>Average Daily Circulation (March 1969)</b>				<b>170,523</b>



# Alabama—Mobile



**WKRГ-TV**



Ch. 5

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1050-ft. above av. terrain, 996-ft. above ground, 1198-ft. above sea level.

Latitude 30° 40' 55.2"

Longitude 87° 49' 40.8"

Transmitter: U. S. Hwy. 31, 5.1-mi. E of junction with U.S. Hwy. 90.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

Facsimile Service: UPI.

Studio: 162 St. Louis St.

AM Affiliate: WKRГ, 1-kw (500-watts night), 710 kHz (CBS).

FM Affiliate: WKRГ-FM, 100-kw, 99.9 MHz (No. 260), 800-ft. antenna height.

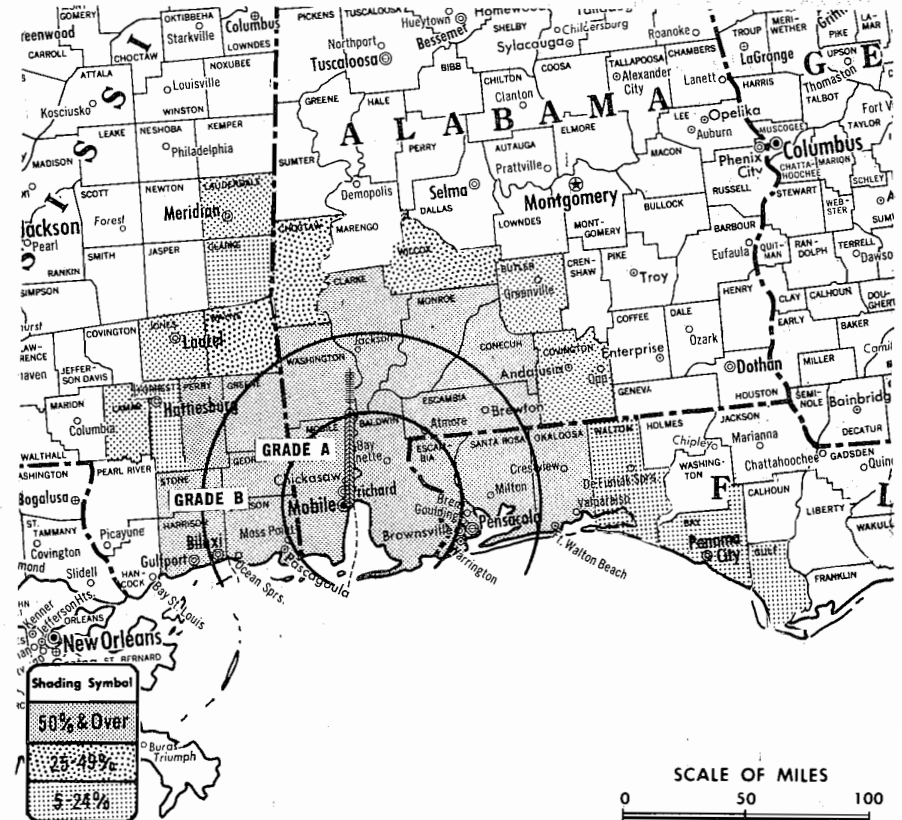
Total Households: © SRDS

Consumer Market Data as of 1/1/70.

TV Homes: TV% and Circulation

© 1969 American Research Bureau.

County coverage based on ARB study (see page 4-b).



WKRГ-TV Ref: FCC File No. BMPCT-4642 Granted 6/17/57

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## WKRГ-TV

Licensee: WKRГ-TV Inc., Box 2367, Mobile Ala. (36601).

Telephone: 205-432-5501. TWX No.: 810-741-4263.

Ownership: Giddens Television Inc. Kenneth R. Giddens, pres., 100%.

Began Operation: Aug. 29, 1955. Sale of 50% to Giddens by Mobile Register and Press approved Sept. 28, 1966 by FCC (Television Digest, Vol. 6:40). Sale to co-equal owners Giddens Television Inc. & Mobile Register & Press by group in which Kenneth R. Giddens had 20% interest approved Feb. 20, 1958 by FCC (Television Digest, Vol. 13:46; 14:8).

Represented (sales) by Katz Television.

Represented (legal) by McKenna & Wilkinson.

Represented (engineering) by Commercial Radio Equipment Co.

Personnel:

- KENNETH R. GIDDENS, president.
- C. P. PERSONS JR., exec. v.p., gen. mgr. & film buyer.
- WES DIAMOND, production manager.
- THELMA RENAUD, traffic manager.
- CARL G. HAUG, operations manager.
- CURTIS B. WILLARD, chief engineer.

### DIGEST OF RATE CARD NO. 10

(Sept. 1, 1969)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AA—6:30-10:30 p.m., daily.	\$800.00	\$480.00	\$320.00	\$240.00	\$200.00	\$100.00
NETWORK BASE HOURLY RATE:	\$875.					

For Station-Owned Translators

See Services Volume

	Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	ALABAMA				
		Baldwin	16,500	15,600	94
		Clarke	7,300	6,200	86
		Conecuh	4,300	3,700	86
		Escambia	10,200	9,200	90
		Mobile	109,500	104,500	95
		Monroe	5,500	4,600	84
		Washington	3,800	3,400	88
	FLORIDA				
		Escambia	60,100	57,800	96
	Okaloosa	24,100	23,000	96	
	Santa Rosa	9,800	9,400	96	
MISSISSIPPI					
	George	3,500	3,300	94	
	Greene	2,500	2,100	85	
	Harrison	39,900	37,900	95	
	Jackson	21,500	20,300	94	
	Perry	2,400	2,200	89	
	Stone	2,400	2,200	91	
<b>Between 25-49%</b>	ALABAMA				
		Choctaw	4,600	3,900	84
		Wilcox	3,600	2,900	81
	MISSISSIPPI				
	Wayne	4,600	4,000	87	
<b>Between 5-24%</b>	ALABAMA				
		Butler	6,400	5,600	88
		Covington	9,900	9,000	91
	FLORIDA				
		Bay	21,700	20,600	95
		Gulf	2,600	2,400	90
		Walton	4,700	4,200	90
	MISSISSIPPI				
		Clarke	4,300	3,800	90
		Forrest	18,500	17,300	94
	Jones	18,000	16,900	94	
	Lamar	4,400	4,000	91	
	Lauderdale	23,600	22,100	94	
Station Totals			709,100	665,100	93
Net Weekly Circulation (March 1969)			300,553		
Average Daily Circulation (March 1969)			222,750		

# Alabama—Montgomery



**WCOV-TV**

Ch. 20

**Technical Facilities:** Channel No. 20 (506-512 MHz). Authorized power: 224-kw visual, 44.7-kw aural. Antenna: 740-ft. above av. terrain, 793-ft. above ground, 999-ft. above sea level.

Latitude 32° 20' 06"  
Longitude 86° 17' 16"

**Transmitter:** Adrian Lane.  
**Color:** Network, live, film, slide & tape.

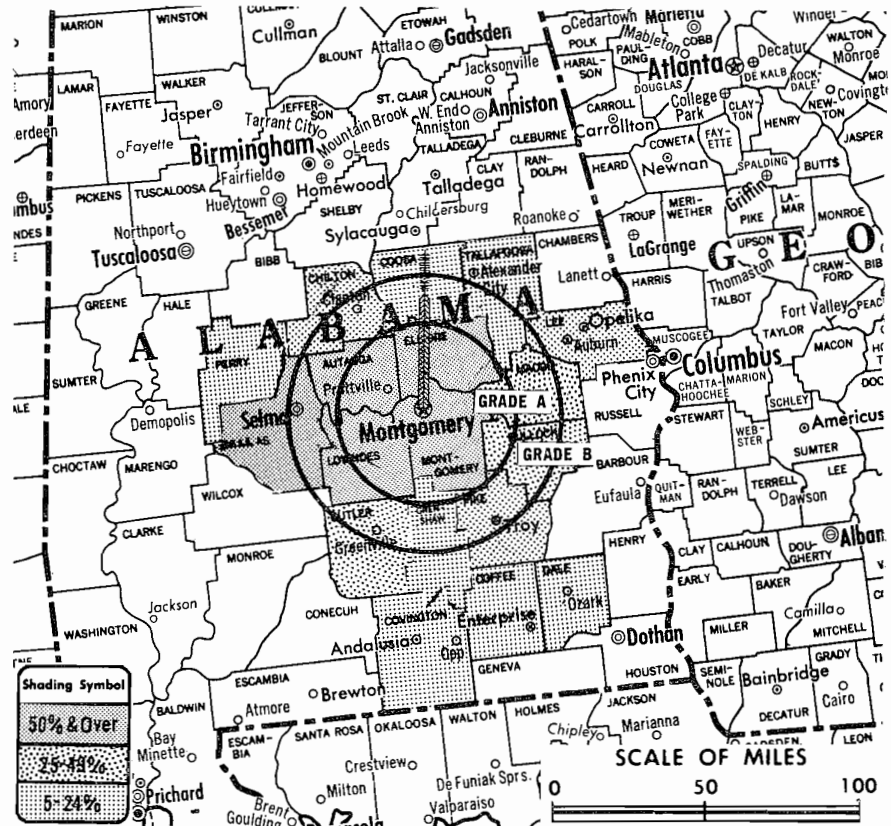
**News Wire Service:** UPI.

**Facsimile Service:** UPI.

**AM Affiliate:** WCOV, 10-kw (1-kw night), 1170 kHz (NBC).

**FM Affiliate:** WCOV-FM, 50-kw, 92.3 kHz.

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).



WCOV-TV Ref: FCC File No. BPCT-3322 Granted 11/27/64

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## WCOV-TV

Licensee: WCOV Inc., Box 2505, Montgomery, Ala. (36105).

Studio: 1369 Adrian Lane (36111).

Telephone: 205-288-7020. TWX No.: 205-272-4232.

Ownership: See WLEX-TV, Lexington, Ky.

Began Operation: April 17, 1953. Sale to present owner by Oscar P. Covington and associates approved Oct. 2, 1964 by FCC (Television Digest, Vol. 4:28, 32, 41).

Represented (sales) by The Meeker Co.; Busby, Finch & Woods Inc. (South & Southwest).

Represented (engineering) by Jules Cohen.

Personnel:

FRANK RAGSDALE, exec. vice president & general manager.

KARL RICHARDS, station manager & v.p., operations.

JIM HALL, program director.

PHIL WITT, chief engineer.

DIGEST OF RATE CARD NO. 15  
(Oct. 15, 1969)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or Less	ID
Class AA—6:30-9:59 p.m., daily.	\$450.00	\$270.00	\$180.00	\$135.00	\$113.00	\$85.00 \$48.00
NETWORK BASE HOURLY RATE: \$225.						

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	ALABAMA			
	Autauga	5,800	5,200	89
	Dallas	16,300	14,400	88
	Elmore	8,700	7,900	91
	Lowndes	3,000	2,400	81
	Montgomery	58,300	54,500	93
<b>Between 25-49%</b>	ALABAMA			
	Bullock	2,600	2,200	84
	Butler	6,400	5,600	88
	Macon	5,900	5,100	87
<b>Between 5-24%</b>	ALABAMA			
	Chilton	7,600	6,900	90
	Coffee	9,200	8,400	91
	Coosa	2,700	2,400	90
	Covington	9,900	9,000	91
	Crenshaw	3,200	2,800	89
	Dale	11,200	10,400	93
	Lee	15,100	13,800	91
Perry	3,900	3,100	82	
	Pike	6,400	5,600	88
	Tallapoosa	10,700	9,800	91
Station Totals		266,300	245,100	92
Net Weekly Circulation (March 1969)				87,921
Average Daily Circulation (March 1969)				57,506

# Alabama—Montgomery

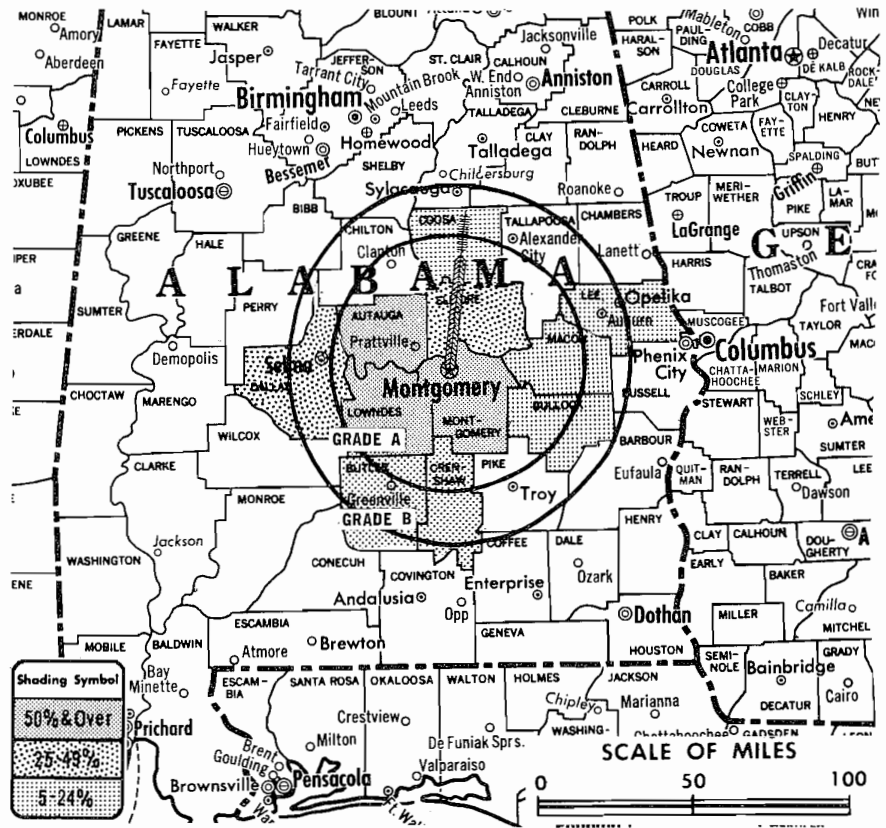


**WKAB-TV**

Ch. 32

Technical Facilities: Channel No. 32 (578-584 MHz). Authorized power: 1120-kw max. & 813-kw horizontal visual, 115-kw max. & 83.2-kw horizontal aural. Antenna: 830-ft. above av. terrain, 762-ft. above ground, 1049-ft. above sea level.  
 Latitude 32° 22' 04"  
 Longitude 86° 15' 43"

Transmitter: 3251 Harrison Rd.  
 Color: Network, live, film, slide & tape.  
 News Wire Service: AP.



Total Households: © SRDS  
 Consumer Market Data as of 1/1/70.  
 TV Homes: TVG and Circulation  
 © 1969 American Research Bureau.  
 County coverage based on ARB study (see page 4-b).

WKAB-TV Ref: FCC File No. BPC-4096 Granted 7/2/68

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## WKAB-TV

Licensee: Montgomery Independent Telecasters Inc., P.O. Box 3236, Montgomery, Ala. (36109).

Studio: 3251 Harrison Rd. (36109).

Telephone: 205-272-5331.

Ownership: Cy N. Bahakel owns WCCB-TV, Charlotte, N.C. & 100% of Montgomery Independent Telecasters. For other interests see WCCB-TV.

Began Operation: March 24, 1962. Left air Feb. 15, 1963. Sale to present owner by receiver Robert J. Thomas for First Alabama Corp. approved Jan. 31, 1964 by FCC (Addenda 34-H). Resumed operation March 12, 1964.

Represented (sales) by Savalli/Gates Inc.

Represented (legal) by Wilmer, Cutler & Pickering.

Personnel:

CY N. BAHAKEL, president.  
 DON NEIL, general manager.  
 DON KASSNER, v.p., engineering.  
 JIM BONHAM, chief engineer.  
 RONNIE MAJORS, production manager.

### DIGEST OF RATE CARD NO. 4 (Nov. 1, 1969)

Hour	30 Min.	15 Min.	Min.	30 Sec.	20 Sec.	10 Sec.
Class A—	6:29-9:59 p.m., daily.					
	\$400.00	\$240.00	\$160.00	\$80.00	\$60.00	\$54.00 \$40.00

NETWORK BASE HOURLY RATE: \$200.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	ALABAMA			
	Autauga	5,800	5,200	89
	Lowndes	3,000	2,400	81
	Montgomery	58,300	54,500	93
<b>Between 25-49%</b>	ALABAMA			
	Dallas	16,300	14,400	88
	Elmore	8,700	7,900	91
<b>Between 5-24%</b>	ALABAMA			
	Bullock	2,600	2,200	84
	Butler	6,400	5,600	88
	Coosa	2,700	2,400	90
	Crenshaw	3,200	2,800	89
	Lee	15,100	13,800	91
	Macon	5,900	5,100	87
Station Totals		156,500	142,500	91
Net Weekly Circulation (March 1969)				63,110
Average Daily Circulation (March 1969)				30,143

For UHF Penetration by Market  
 See Services Volume

# Alabama—Montgomery



**WSFA-TV**



Ch. 12

**Technical Facilities:** Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 47.4-kw aural. Antenna: 1040-ft. above av. terrain, 823-ft. above ground, 1483-ft. above sea level.

Latitude 32° 01' 15"  
Longitude 86° 20' 56"

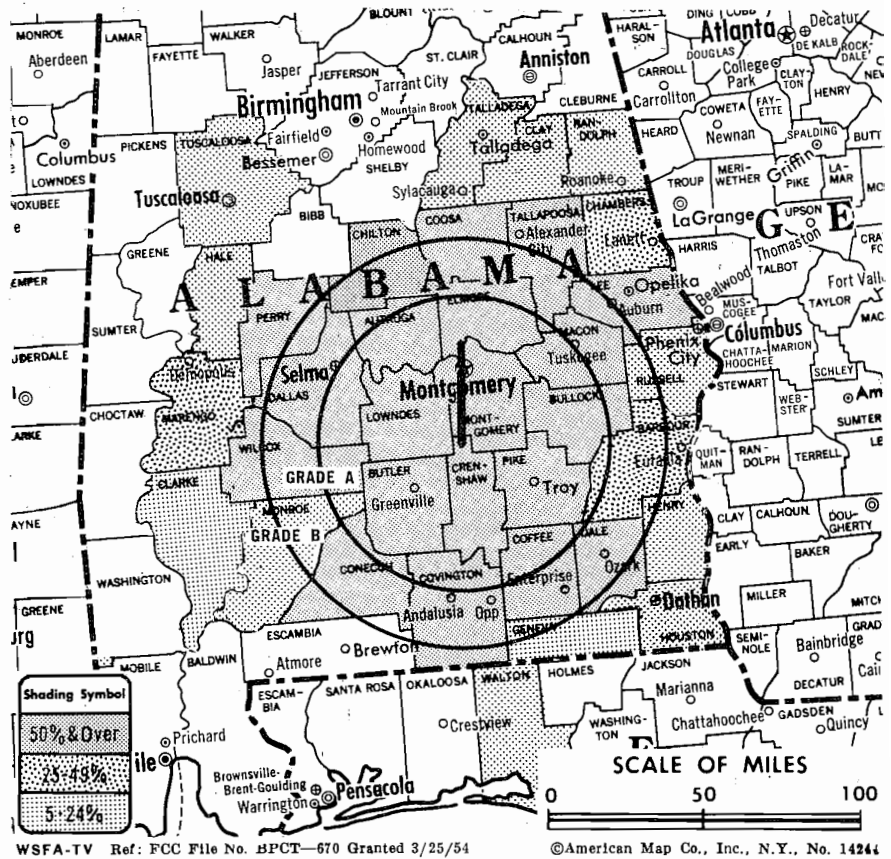
Transmitter: Mt. Carmel, 21 mi. S. of city.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

Facsimile Service: AP.

Studio: Delano & Perry Sts.



Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).

## WSFA-TV

Licensee: Cosmos Broadcasting Corp., Box 2566, Montgomery, Ala. (36105).

Telephone: 205-265-1251. TWX No.: 205-272-4194.

Ownership: See WIS-TV, Columbia, S.C.

Began Operation: Dec. 25, 1954. Sale to present owner by WKY Television System Inc. approved Sept. 2, 1959 by FCC (Television Digest, Vol. 15:30, 36). Previous sale to WKY-TV System by Judge David E. Dunn-H. S. Durden-R. F. Hudson group—latter publisher of Montgomery Advertiser and Journal—approved by FCC Feb. 16, 1955 (Vol. 10:38 & 11:8).

Represented (sales) by Peters, Griffin, Woodward Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Personnel:

BOB VILLAR, general manager.  
DIXON LOVVORN, dir. of programs & public relations.  
BEN CANADA, general sales manager.  
FRANK G. POTTS, local sales manager.  
REYNARD A. CORELY, national/regional sales manager.  
RICHARD PAYNE, chief engineer.  
EDWARD H. SEXAUER, operations manager.  
CHARLES CATON, news director.  
HAROLD EZELL, production supervisor.  
RAY BUTTS, editorial director.  
ED GUILFORD, business manager.

### DIGEST OF RATE CARD NO. 12—(July 1, 1969)

Hour	30 Min.	15 Min.	Min.	20 Sec.	ID
Class AA—6-9 p.m., daily.					
\$800.00	\$485.00	\$325.00	\$255.00	\$225.00	\$145.00
NETWORK BASE HOURLY RATE: \$795.					

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	ALABAMA			
	Autauga	5,800	5,200	89
	Bullock	2,600	2,200	84
	Butler	6,400	5,600	88
	Chilton	7,600	6,900	90
	Coffee	9,200	8,400	91
	Conecuh	4,300	3,700	86
	Coosa	2,700	2,400	90
	Covington	9,900	9,000	91
	Crenshaw	3,200	2,800	89
	Dale	11,200	10,400	93
	Dallas	16,300	14,400	88
	Elmore	8,700	7,900	91
	Lee	15,100	13,800	91
	Lowndes	3,000	2,400	81
	Macon	5,900	5,100	87
	Montgomery	58,300	54,500	93
Perry	3,900	3,100	82	
Pike	6,400	5,600	88	
Tallapoosa	10,700	9,800	91	
Wilcox	3,600	2,900	81	
<b>Between 25-49%</b>	ALABAMA			
	Barbour	6,100	5,300	86
	Chambers	11,100	10,200	91
Marengo	6,700	5,700	85	
(Continued on page 28-b)				
Station Totals		449,700	408,800	90
Net Weekly Circulation (March 1969)				185,735
Average Daily Circulation (March 1969)				142,112

# Alabama—Tuscaloosa

**WCFT-TV**

Ch. 33

Technical Facilities: Channel No. 33 (584-590 MHz). Authorized power: 182-kw visual, 36.3-kw aural. Antenna: 556-ft. above av. terrain, 433-ft. above ground, 845-ft. above sea level.

Latitude 33° 10' 25"  
Longitude 87° 29' 01"

Transmitter: 41st Ave. at 35th St.

TV tape: Recording facilities.

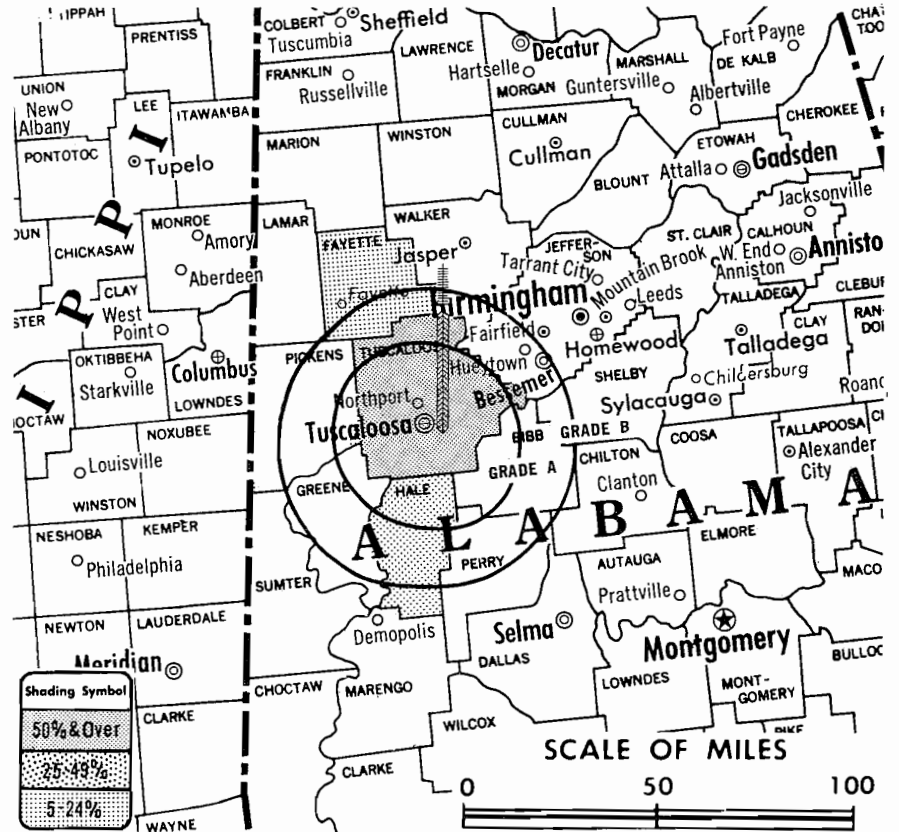
Color: Network.

News Wire Service: AP.

Studio: 41st Ave. at 35th St. (35401).

Telephone: 205-553-1333.

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).



WCFT-TV Ref: FCC File No. BPCT-4055 Granted 4/29/68 © American Map Co., Inc., N.Y., No. 14244

## WCFT-TV

Network Service: NBC; CBS on per program basis.  
Licensee: Chapman TV of Tuscaloosa Inc.  
Ownership: S. A. Rosenbaum, 43.75%; W. S. Smylie, 18.75%; Marvin Reuben, 8.33%; Jerry P. Keith, 4.17%; Margaret G. Smylie, 16.67%; W. S. Smylie III, 8.33%. S. A. Rosenbaum & associates also own WDAM-TV, Hattiesburg-Laurel and Rosenbaum has interest in WTOK-TV, Meridian and CATV systems in Union City, Savannah & Milan, Tenn.  
Began Operation: Oct. 29, 1965. Transfer of stock to present owners approved by FCC Aug. 23, 1967.  
Represented (sales) by Adam Young Inc. (national); Hal Parks Inc. (regional).  
Personnel:  
STAN SIEGAL, general manager.  
TOMMY BOND, operations manager.  
BOB ROGERS, chief engineer.  
EMILY MITCHELL, promotions director.

## DIGEST OF RATE CARD

(March 1, 1967)

Hour	30 Min.	15 Min.	Min.	20 Sec.	10 Sec.
Class A—6:30-10 p.m., daily.					
\$180.00	\$126.00	\$88.00	\$43.00	\$30.00	\$22.00

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	ALABAMA			
	Tuscaloosa	34,100	31,500	92
<b>Between 5-24%</b>	ALABAMA			
	Fayette	4,000	3,600	91
	Hale	4,900	4,100	83
Station Totals		79,900	72,700	91
Net Weekly Circulation (March 1969)			18,861	
Average Daily Circulation (March 1969)			8,958	

# Alabama

## WTVY, Dothan (ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
Between 5-24%	GEORGIA—(Continued)			
	Dougherty	27,700	25,900	94
	Lee	1,400	1,300	90
	Mitchell	4,900	4,300	90
	Quitman	400	300	87
	Randolph	2,500	2,200	87
	Thomas	10,900	10,000	92
	Turner	1,900	1,700	90

## WSFA-TV, Montgomery (ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
Between 5-24%	ALABAMA			
	Clarke	7,300	6,200	86
	Clay	3,100	2,800	91
	Geneva	6,200	5,600	91
	Hale	4,900	4,100	83
	Henry	3,500	3,100	90
	Houston	17,200	16,200	94
	Monroe	5,500	4,600	84
	Randolph	5,400	4,800	90
	Russell	14,500	13,100	91
	Talladega	19,300	17,800	92
	Tuscaloosa	34,100	31,500	92
	FLORIDA			
	Walton	4,700	4,200	90

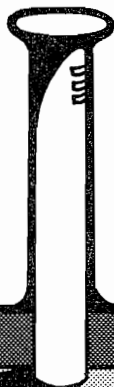
## WAPI-TV, Birmingham (ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
Between 5-24%	ALABAMA—(Continued)			
	Chambers	11,100	10,200	91
	Dallas	16,300	14,400	88
	Jackson	10,100	9,300	91
	Madison	64,900	60,200	93
	Marengo	6,700	5,700	85
	Randolph	5,400	4,800	90
	Wilcox	3,600	2,900	81
	MISSISSIPPI			
	Lowndes	15,900	14,700	93

## WBRC-TV, Birmingham (ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
Between 5-24%	ALABAMA—(Continued)			
	Jackson	10,100	9,300	91
	Madison	64,900	60,200	93
	Wilcox	3,600	2,900	81
	GEORGIA			
	Polk	8,300	7,900	94
	MISSISSIPPI			
	Clay	6,300	5,600	89
	Itawamba	4,300	3,900	90
	Lauderdale	23,600	22,100	94
	Monroe	10,300	9,400	91
	Noxubee	3,900	3,200	81
	Tishomingo	4,300	3,700	87
	Webster	3,100	2,600	86
	TENNESSEE			
	Giles	6,700	6,000	90
	Lawrence	8,700	8,000	92

# NAIL THE FACTS

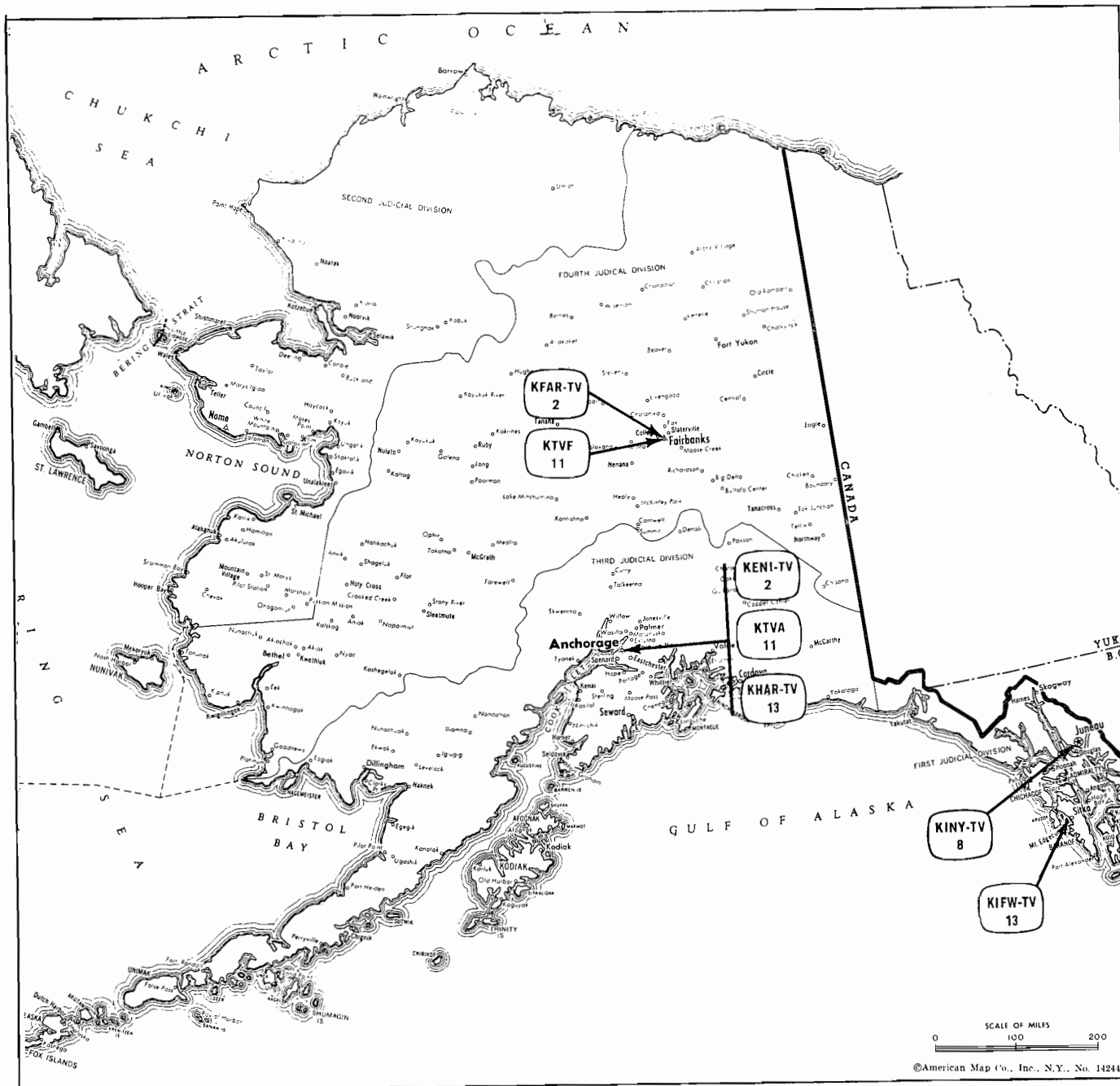


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Alaska Station Status as of March 1, 1970

- Commercial Television Stations
- Educational Television Stations

VHF	UHF	TOTAL
7	0	7
0	0	0
		7

American Research Bureau Does Not Have Net Weekly Circulation Data for Alaska

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# Alaska—Anchorage

**abc** **NB KENI-TV**  
Ch. 2

**Technical Facilities:** Channel No. 2 (54-60 MHz). Authorized power: 26.9-kw visual, .676-kw aural. Antenna: 70-ft. above av. terrain, 173-ft. above ground, 278-ft. above sea level.

Latitude 61° 13' 08"  
Longitude 149° 53' 58"

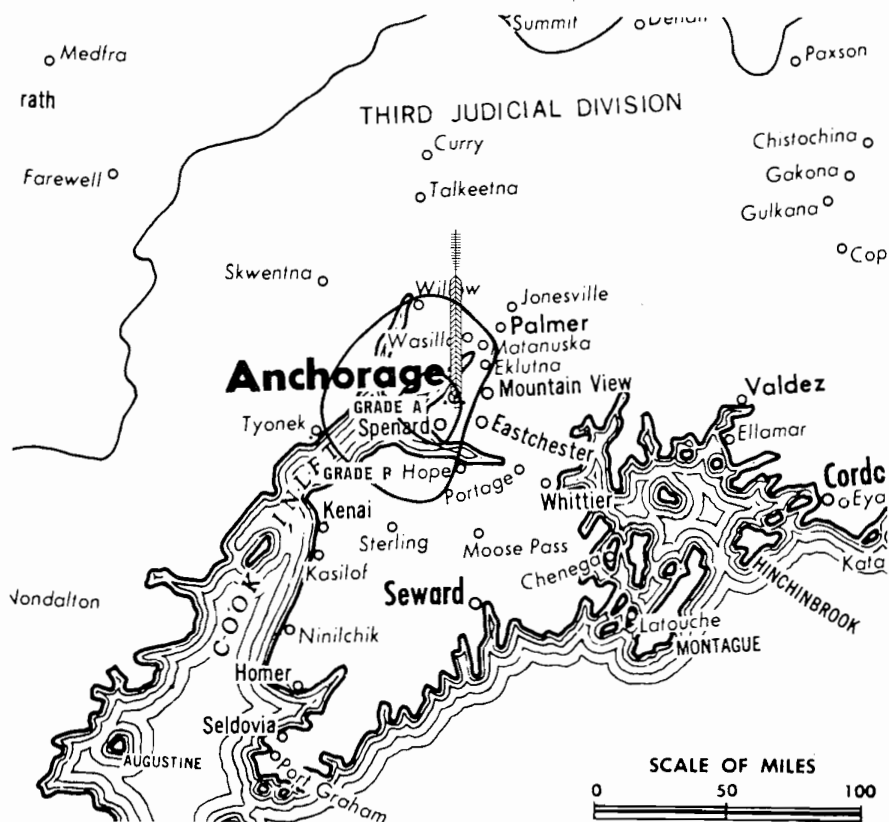
**Transmitter:** Fourth Avenue Theatre Bldg.

**News Wire Service:** AP.

**News Film Service:** NBC.

**Color:** Film, slide & tape.

**AM Affiliate:** KENI, 5-kw, 550 kHz (ABC, NBC, MBS).



KENI-TV Ref: FCC File No. BPCT-3604 Granted 9/21/65

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## KENI-TV

**Network Service:** ABC, NBC.

**Licensee:** Midnight Sun Broadcasters Inc., Box 1160, Anchorage, Alaska (99501).

**Studio:** Fourth Avenue Theatre Bldg.

**Telephone:** 907-272-7461.

**Ownership:** Alvin O. Bramstedt, 25% (with wife); R. D. Jensen (with wife), 13.7%; James C. Fletcher Jr. (with wife), 11.4%; Edward Christiansen (with wife), 6.67%; Merriman Holtz Jr., 8%; numerous other stockholders, none with as much as 10%. Midnight Sun also operates KFAR-TV, Fairbanks; KINY-TV Juneau and radio stations KENI, Anchorage; KINY, Juneau; KFAR, Fairbanks; KTKN, Ketchikan. Also owns 1/3 of CATV in Ketchikan.

**Began Operation:** Oct. 16, 1953. Sale by Lathrop Co., Richard R. Rollins et al. approved March 16, 1960 by FCC (Television Digest, Vol. 16:8, 12). Previous sale of control by Richard R. Rollins approved by FCC Dec. 29, 1954 (Vol. 10:47 & 11:1).

**Represented (sales)** by William Simpson & Assoc. (Seattle); James C. Fletcher Jr. (New York, Chicago).

**Represented (legal)** by Fisher, Wayland, Duvall & Southmayd.

For Color Set Penetration by Market

See Services Volume

## Personnel:

ALVIN O. BRAMSTEDT, president & general manager.  
CHARLES GRAY, v.p., technical director.  
ROBERT W. HASTINGS, general sales manager.  
ELIZABETH BALKUS, program coordinator.  
SCOTT FOSTER, news director.  
THEDA CONLEY COMSTOCK, promotion director.  
PATRICIA MCGUIRE, traffic director.  
BOB MIKELL, sports director.

## DIGEST OF RATE CARD NO. 8 (Aug. 1, 1969)

Hour	30 Min.	15 Min.	Min.	30 Sec.	20 Sec.	ID
Class AA—7-10 p.m., daily.	\$280.00	\$170.00	\$140.00	\$91.00	\$55.00	\$46.00

Combination rate (KENI-TV, KFAR-TV, Fairbanks & KINY-TV, Juneau): Class AA—7-10 p.m., daily. Min. \$147.00, 30 Sec. \$89.50, 20 Sec. \$75.00, 10 Sec. \$59.00.

Also combination for KENI-TV & KFAR-TV: Class AA—7-10 p.m., daily. Min. \$131.50, 30 Sec. \$79.00, 20 Sec. \$66.50, 10 Sec. \$52.00.

**NETWORK BASE HOURLY RATE:** \$150 (NBC), \$200 (ABC), \$300 in combination with KFAR-TV & KINY-TV (NBC).

ARB Data Comparable With  
That Used For Other States  
Not Available for Alaska



# Alaska—Anchorage

## KHAR-TV

Ch. 13

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 30-kw visual, 6.17-kw aural. Antenna: 90-ft. above av. terrain, 347-ft. above ground, 447-ft. above sea level.

Latitude 61° 11' 07"  
Longitude 149° 52' 10"

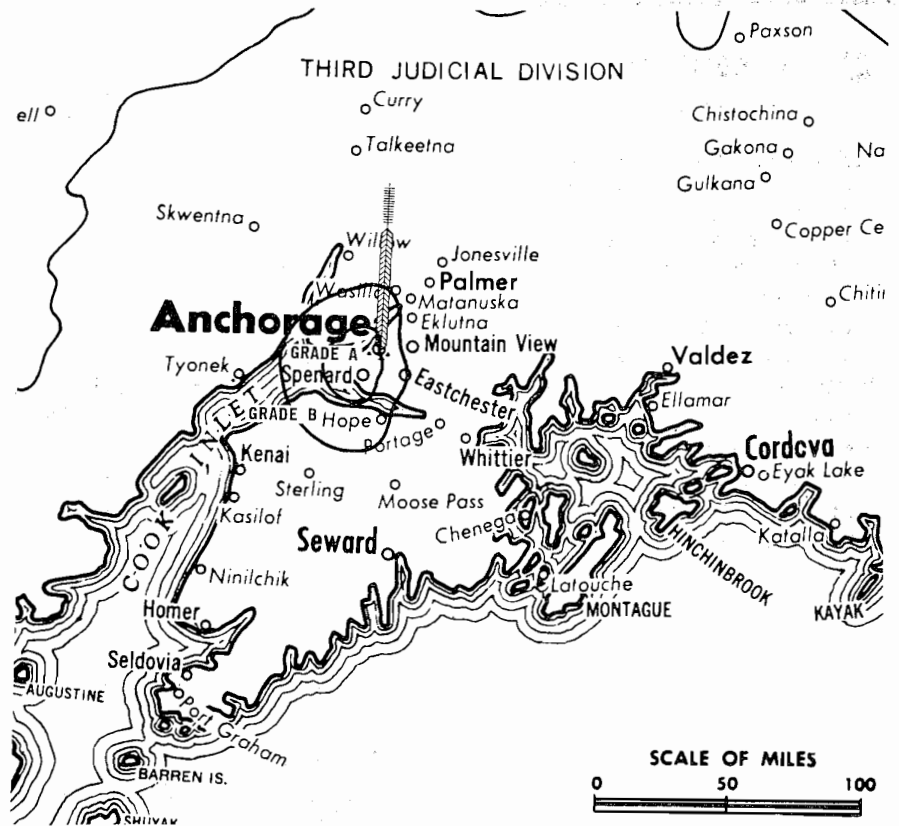
Transmitter: SW of Seward Hwy. & E. 39th St.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

AM Affiliate: KHAR, 5-kw, 590 kHz.

FM Affiliate: KHAR-FM, 2.8-kw, 103.9 MHz (No. 280), 54-ft. antenna height.



KHAR-TV Ref: FCC File No. BPCT-3536 Granted 11/19/65

©American Map Co., Inc., N.Y., No. 14244

## KHAR-TV

Licensee: Sourdough Broadcasters Inc., Pouch 7-016, Anchorage (99501).

Studio: SW of Seward Hwy. & E. 39th St.

Ownership: Mrs. Patricia Harpel, 20%; James W. Y. Wong, 20%; Joe L. Hayes, Frank E. Nyman, Charles W. Tryck, George Ding Yuen Woo & Asa L. Martin, 12% each.

Began Operation: Oct. 31, 1967. Transfer of 80% of Sourdough Bcstrs. Inc. from Harpel estate to Alaska-Hawaii Radio approved by FCC Dec. 3, 1969.

Represented (sales) by Jack Masla & Co. Inc.; The Tacher Co. (Wash., Ore., Cal.).

Represented (legal) by Haley, Bader & Potts.

Represented (engineering) by J. B. Hatfield.

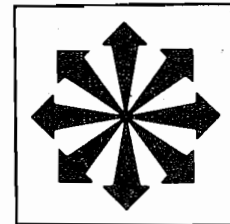
Personnel:

ROBERT M. LUCK, general manager.  
RICHARD ZOOK, engineering.

### DIGEST OF RATE CARD NO. 2 (Sept. 1, 1969)

Hour	30 Min.	15 Min.	5 Min.	Min.	30 Sec.	10 Sec.	
Class AA—6-10 p.m., daily.	\$210.00	\$130.00	\$84.00	\$63.00	\$39.00	\$31.20	\$23.40

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# Alaska—Anchorage



**KTVA**

Ch. 11

**Technical Facilities:** Channel No. 11 (198-204 MHz). Authorized power: 26.3-kw visual, 5.35-kw aural. Antenna: 300-ft. above av. terrain, 391-ft. above ground, 487-ft. above sea level.

Latitude 61° 11' 20"  
Longitude 149° 54' 39"

Transmitter: 1007 W. 32nd Ave.

Color: Network, live, film, slide & tape.

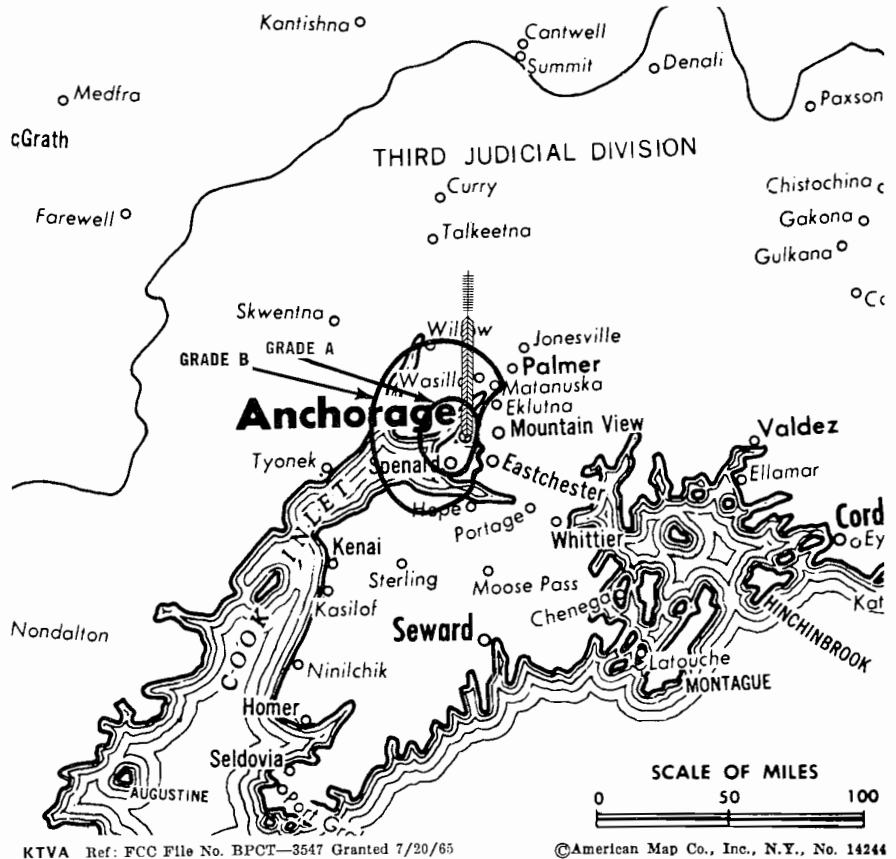
News Wire Service: AP.

Studio: 1007 W. 32nd Ave.

Telephone: 907-272-3456.

AM Affiliate: KBYR, 1-kw, 1270 kHz.

FM Affiliate: KNIK-FM, 3.0-kw, 105.5 MHz (No. 288), 205-ft. antenna height.



## KTVA

Licensee: Northern Television Inc., Box 2200, Anchorage, Alaska (99501).

Ownership: A. G. Hiebert, pres., 42.37%; William English, v.p., 1.30%; Doris Walkowski, secy., 6.53%; Richard Davey, treas., 2.61%; others, none with as much as 3%. For O&O translators, see Services Volume. Same group also owns KTVF, Fairbanks; radios KBYR & KNIK-FM, Anchorage and KFRB, Fairbanks, Alaska.

Began Operation: Nov. 26, 1953.

Represented (sales) by Adam Young Inc.; Alaska Radio TV Sales; Gilbert A. Wellington (Portland, Seattle, Vancouver).

Represented (legal) by Booth & Freret.

### Personnel:

A. G. HIEBERT, president & general manager.  
LLOYD MORRIS, business manager.  
DEAN BERG, news director.  
MAXINE LISTON, program director.  
JEFFREY N. BOWDEN, chief engineer.

### DIGEST OF RATE CARD NO. 2 (Oct. 1, 1957)

Hour 30 Min. 15 Min. 10 Min. 5 Min. Min. 20 Sec. 10 Sec.  
Class A—4-10:30 p.m., Sun.; 7-10:30 p.m., Mon.-Sat.  
\$150.00 \$90.00 \$60.00 \$50.00 \$37.50 \$30.00 \$22.50 \$15.00

Subject to frequency discounts. 10% off if same or equal schedule is bought with KTVF, Fairbanks.

NETWORK BASE HOURLY RATE: \$175. Combination rate with KTVF, \$350.

ARB Data Comparable With  
That Used For Other States  
Not Available For Alaska

## La Rue Media Brokers Inc.

### Radio Television CATV

#### Completed Sales

CATV: Salamanca, New York \$300,000  
TV: Honolulu \$600,000

116 Central Park South  
New York, N.Y. 10019

President  
Hugh Ben LaRue

Area Code 212  
265-3430



# Alaska—Fairbanks



**KTVF**

Ch. 11

**Technical Facilities:** Channel No. 11 (198-204 MHz). Authorized power: 27.5-kw visual, 5.5-kw aural. Antenna: minus 51-ft. above av. terrain, 165-ft. above ground, 604-ft. above sea level.

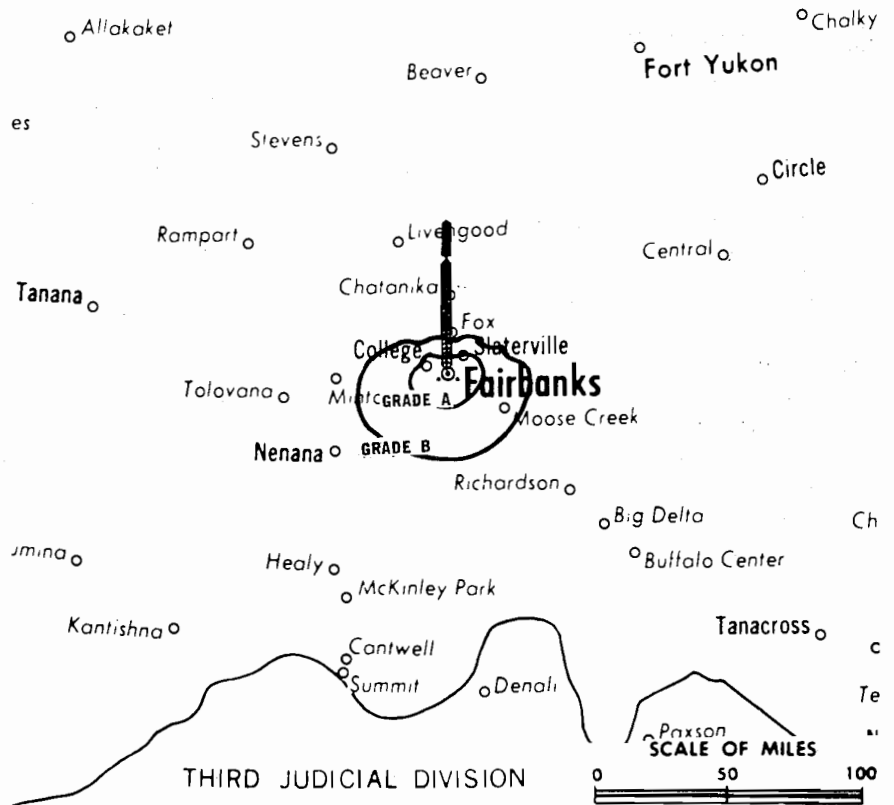
Latitude 64° 50' 35.7"

Longitude 147° 42' 47.6"

**Transmitter:** 3rd & Lacey Sts., Fairbanks.

**Color:** Film, slide & tape.

**News Wire Service:** AP.



KTVF Ref: FCC File No. BPCT-4060 Granted 12/4/67

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## KTVF

**Grantee (STA):** Northern Television Inc., Box 590, Fairbanks, Alaska (99701).

**Studio:** 3rd & Lacey Sts., Fairbanks.

**Telephone:** 907-452-5121.

**Ownership:** Same as KTVA, Anchorage.

**Began Operation:** Feb. 3, 1955. Left air Aug. 14, 1967 due to flood. Resumed operation Dec. 9, 1967.

**Represented (sales)** by Adam Young Inc.; Alaska Radio TV Sales.

**Represented (legal)** by Booth & Freret.

**Personnel:**

A. G. HIEBERT, president.

TED LEHNE, general manager.

BOB HAMME, operations manager.

RUDY OTTESON, chief engineer.

## DIGEST OF RATE CARD NO. 2

(Oct. 1, 1957)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class A—6-10:30 p.m., Mon.-Sat.; 4-10:30 p.m., Sun.	\$135.00	\$81.00	\$54.00	\$45.00	\$33.75	\$27.00	\$20.25

**Combination Rate:** See KTVA, Anchorage.

**NETWORK BASE HOURLY RATE:** \$175. Combination rate with KTVA, \$350.

ARB Data Comparable With  
That Used For Other States  
Not Available For Alaska

# Alaska—Juneau

abc **KINY-TV**

Ch. 8

**Technical Facilities:** Channel No. 8 (180-186 MHz). Authorized power: .239-kw visual, .0475-kw aural. Antenna: minus 1160-ft. above av. terrain, 69-ft. above ground, 109-ft. above sea level.

Latitude 58° 17' 21.8"

Longitude 134° 23' 38.3"

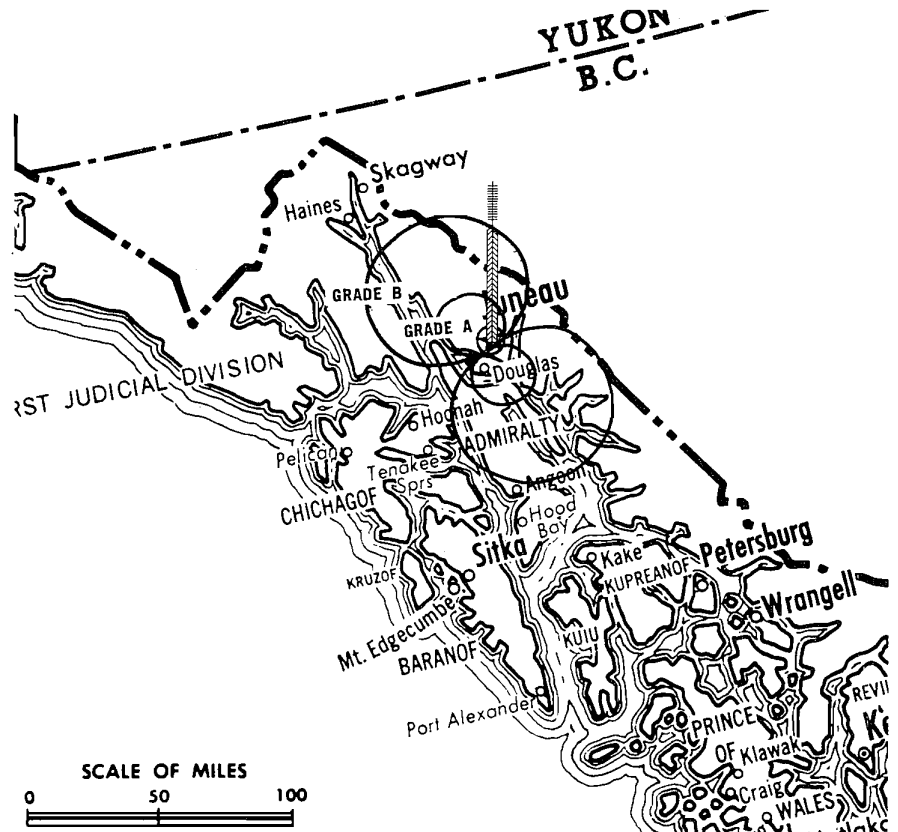
**Transmitter:** A. J. Rock Dump, Juneau.

**News Wire Service:** A.P.

**Facsimile Service:** AP.

**News Film Service:** NBC.

**AM Affiliate:** KINY, 5-kw, 800 kHz (ABC & NBC).



KINY-TV Ref: FCC File No. BPCT-3819 Granted 11/16/66

©American Map Co., Inc., N.Y., No. 14244

## KINY-TV

**Network Service:** ABC, NBC, CBS (EMP).

**Licensee:** Midnight Sun Broadcasters Inc., Box 1160 Anchorage, Alaska.

**Studio:** 231 S. Franklin St., Juneau (99801).

**Telephone:** 907-586-1800.

**Ownership:** Midnight Sun Bcstrs. Inc., 100%. For other interests, see KENI-TV, Anchorage.

**Began Operation:** Feb. 19, 1956. Sale to Midnight Sun & others by Wm. J. Wagner approved April 29, 1959 by FCC (Television Digest, Vol. 15:18). In 1968 Midnight Sun increased holdings to 100%.

**Represented (sales) by** James C. Fletcher Jr., New York; William Simpson & Assoc., Pacific Coast.

**Personnel:**

BILL WALLEY, manager.  
DENNIS W. EGAN, operations manager.  
GEORGE SHAGINAW, chief engineer.

## DIGEST OF RATE CARD NO. 9

(Nov. 1, 1969)

Hour	30 Min.	15 Min.	Min.	30 Sec.	20 Sec.	10 Sec.
Class AA—7-10 p.m., daily.						
\$84.00	\$51.00	\$42.00	\$27.00	\$17.00	\$14.00	\$11.00

**NETWORK BASE HOURLY RATE:** \$75 (ABC), \$100 (NBC). \$300 in combination with KFAR-TV & KENI-TV (NBC).

ARB Data Comparable With  
That Used For Other States  
Not Available For Alaska

# Alaska—Sitka



## KIFW-TV

Ch. 13

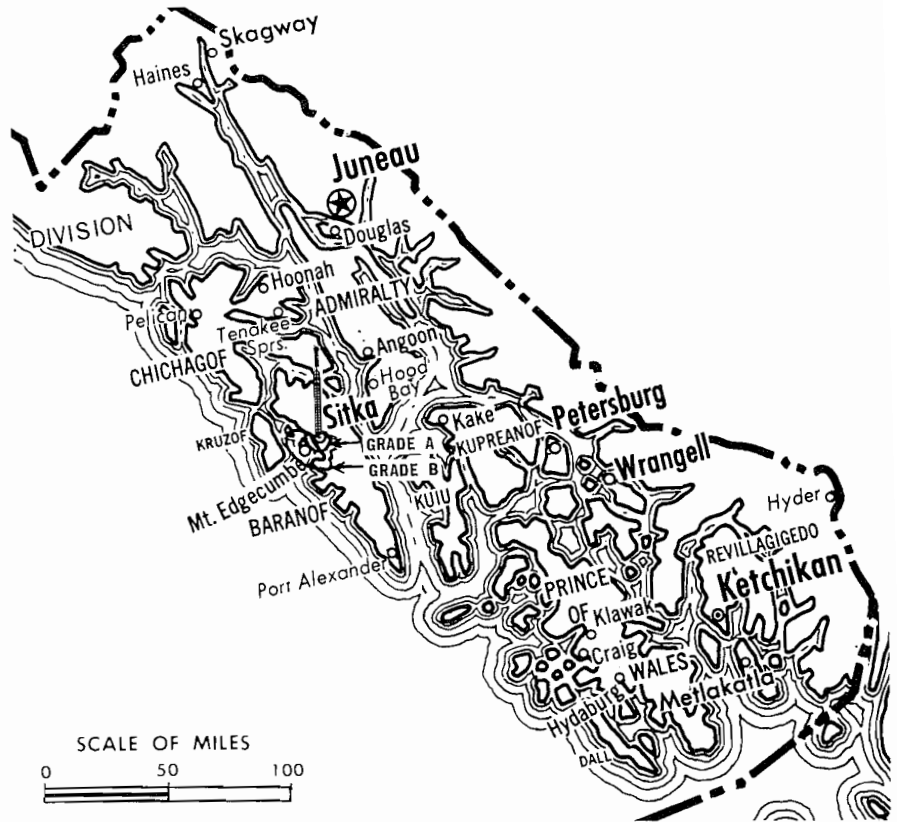
Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: .199-kw visual, .03-kw aural. Antenna: 150-ft. above av. terrain, 157-ft. above ground, 185-ft. above sea level.

Latitude 57° 03' 26.5"  
Longitude 135° 20' 02"

Transmitter: 611 Lake St.

AM Affiliate: KIFW, .25-kw, 1230 kHz.

News Wire Service: AP.



KIFW-TV Ref: FCC File No. BMPCT-6342 Granted 9/16/66

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## KIFW-TV

Licensee: Sitka Broadcasting Co., Box 299 (99835).

Studio: 611 Lake St.

Telephone: 747-3422.

Ownership: Roy Paschal, pres., 69.44%; 13 others, none with more than 4%. Sitka Bcstg. also owns radio KNJO, Juneau.

Began Operation: Sept. 25, 1966.

Represented (sales) by Adam Young Inc.; Alaska Radio-TV Sales.

Represented (legal) by Pittman, Lovett, Ford, Hennessey & White.

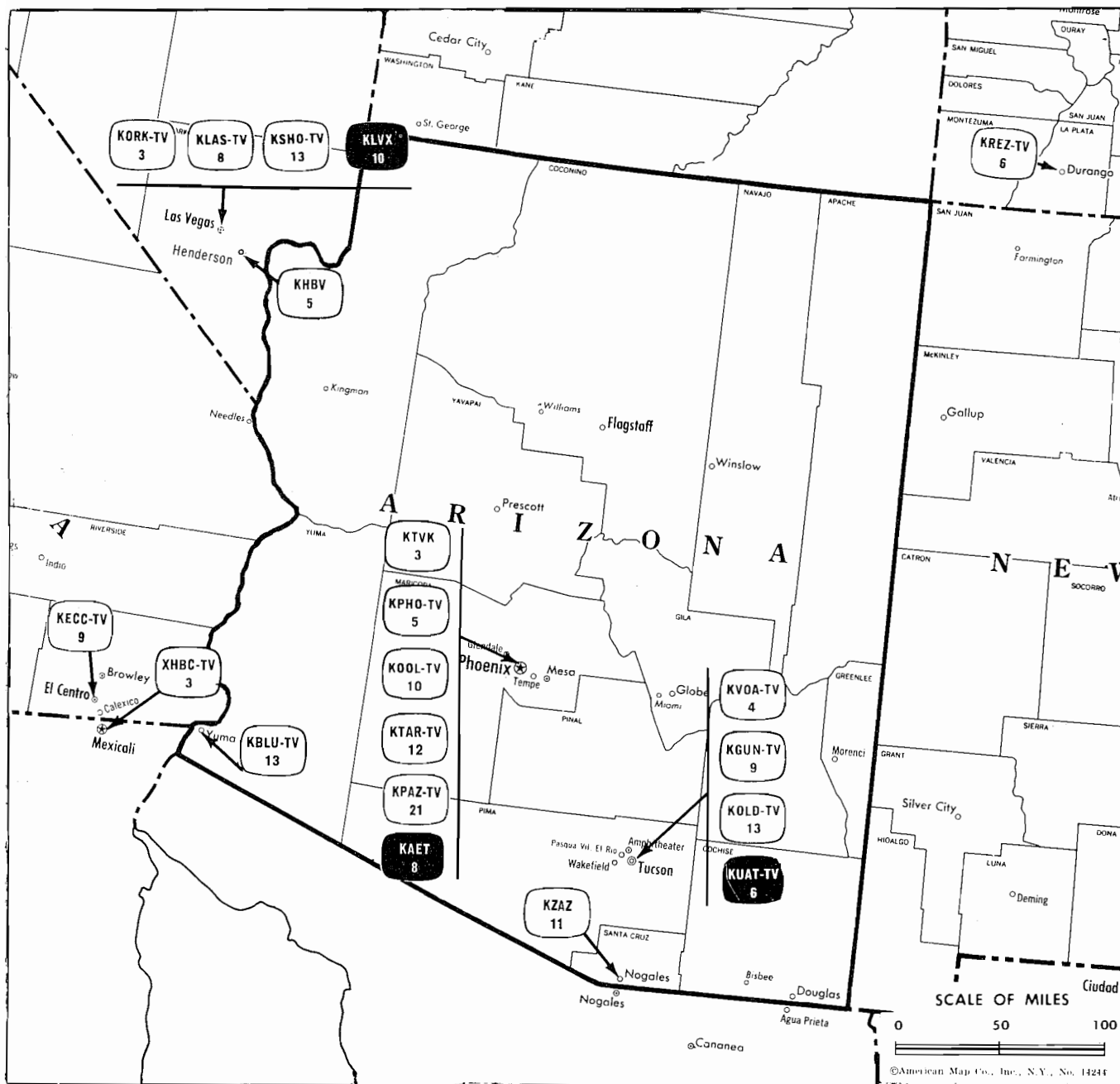
### Personnel:

ROY PASCHAL, president, general manager & film buyer.  
BOB REED, station manager & program director.  
STEVEN L. RHYNER, station manager.  
CHESTER L. CASTER, chief engineer.  
MARTIN STRAND, program director.

## DIGEST OF RATE CARD NO. 2 (May 1, 1967)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class A—6:30-10 p.m., daily.	\$80.00	\$48.00	\$32.00	\$24.00	\$16.00	\$13.00
	\$10.00					

ARB Data comparable with that used for other  
States not available for Alaska.



Market	ARB Net Weekly Circulation	Rank	ARB ADI TV Households	Rank
Phoenix	338,641	61	355,600	45
Tucson	141,937	134	129,600	111
Yuma-EI Centro	27,503	205	35,800	181

**Arizona Station Status as of March 1, 1970**

- Commercial Television Stations
- Educational Television Stations

VHF	UHF	TOTAL
9	1	10
2	0	2
		12

**HAMILTON-LANDIS & ASSOCIATES, INC.—NATIONWIDE MEDIA BROKERS**  
 THE OFFICE NEAREST YOU IS—111 SUTTER ST., SAN FRANCISCO, CAL. 94104 • (415) 392-5671

# Arizona

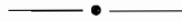
## State Cross Reference List

Communities That Receive Programs of  
Stations That Are Located Elsewhere

### **KTAR-TV**

**Mesa**

(See Phoenix, Ariz.)



### **KZAZ**

**Nogales**

(See Tucson, Ariz.)



### **KECC-TV**

**Yuma**

(See El Centro, Cal.)

## State Educational Technical Facilities (Complete Data in Educational Directory)

### **KAET**

**Phoenix**

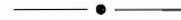
Ch. 8

Non-Commercial Educational Station

Grantee: Arizona Board of Regents, Arizona State U., Tempe, Ariz. (85281).

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 117-kw visual, 16.2-kw aural. Antenna: 1659-ft. above av. terrain, 174-ft. above ground, 2827-ft. above sea level.

Latitude	33°	19'	54"
Longitude	112°	03'	52"



### **KUAT**

**Tucson**

Ch. 6

Non-Commercial Educational Station

Licensee: Arizona Board of Regents, Modern Language Bldg., Tucson, Ariz. (85721).

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 35.5-kw visual, 3.55-kw aural. Antenna: 3630-ft. above av. terrain, 192-ft. above ground, 8722-ft. above sea level.

Latitude	32°	13'	55"
Longitude	110°	42'	54"



# Arizona—Flagstaff

## KOAI

Ch. 2

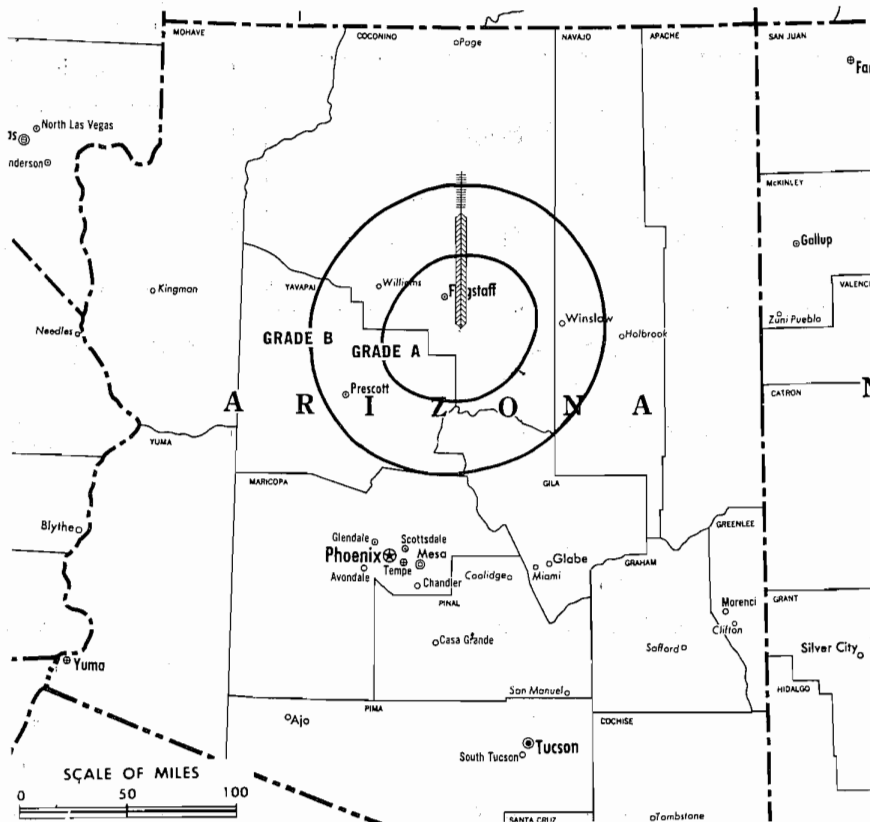
Due to Begin Operation in Spring

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 24.5-kw visual, 4.9-kw aural. Antenna: 1540-ft. above av. terrain, 284-ft. above ground, 8684-ft. above sea level.

Latitude 34° 58' 06"  
Longitude 111° 30' 28"

Transmitter: Mormon Mtn., 18-mi. SSE of Flagstaff.

TV tape: Recording facilities.



KOAI Ref: FCC File No. BPCT-4211 Granted 9/10/69

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## KOAI

Network Service: NBC.

Grantee: Grand Canyon TV Co., Box 1843, Flagstaff, Ariz. (86001).

Telephone: 602-774-8129.

Ownership: Wendell Elliott, pres., 25%; Fred F. Udine, v.p., 20.84%; J. Michael Flournoy, secy.-treas., .12%; Charles J. Saunders, 15%; William B. Chamberlain, 8%; Urban Harrenberg, 4%; more than 20 others, none with more than 3%. Saunders owns KCLS, Flagstaff & KUPL, Idaho Falls, Ida.

Represented (legal) by Wilkinson, Cragun & Barker.

Represented (engineering) by Jules Cohen & Associates.

Represented (sales) by Avery-Knodel Inc.

Personnel:

WENDELL ELLIOTT, president & general manager.  
KENNETH KARR, chief engineer.  
WEN ELLIOTT, operations manager.

### DIGEST OF RATE CARD NO. 1 (March 1, 1970)

Hour	30 Min.	15 Min.	5 Min.	Min.	30 or 20 Sec.	10 Sec.
Class A—6-10:30 p.m., daily.						
\$120.00	\$75.00	\$60.00	\$45.00	\$25.00	\$22.00	\$12.50



MALARKEY, TAYLOR and ASSOCIATES

CATV

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# Arizona—Phoenix



**KOOL-TV**



Ch. 10

**Technical Facilities:** Channel No. 10 (192-198 MHz). Authorized power: 316-kw visual, 46.8-kw aural. Antenna: 1700-ft. above av. terrain, 264-ft. above ground, 2905-ft. above sea level.

Latitude 33° 20' 02"  
Longitude 112° 03' 42"

Transmitter: South Mountain.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

Facsimile Service: UPI.

News Film Service: CBS.

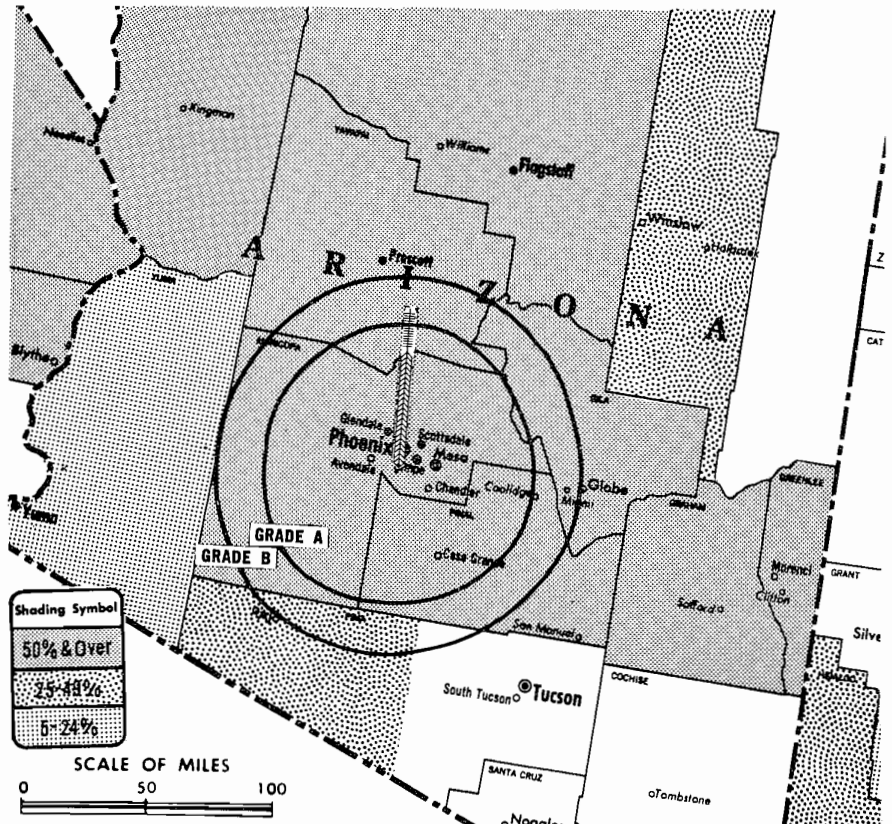
AM Affiliate: KOOL, 5-kw, 960 kHz (CBS).

FM Affiliate: KOOL-FM, 100-kw, 94.5 MHz (No. 233), 1620-ft. antenna height.

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.

TV Homes: TV% and Circulation  
© 1969 American Research Bureau.

County coverage based on ARB study (see page 4-b).



KOOL-TV Ref: FCC File No. BMPCT-1372 Granted 9/4/53

©American Map Co., Inc., N.Y., No. 14244

## KOOL-TV

Licensee: KOOL Radio-Television Inc., 511 W. Adams St., Phoenix, Ariz. (85003).

Studio: 511 W. Adams St.

Telephone: 602-271-2345.

TWX No.: 910-951-1343.

Ownership: Gene Autry, chairman, 55.38%; Thomas Chauncey, pres., 20.19%; Frank Beer, 4.96%; Ann Kerney, 19.47%. Mr. Autry also owns 51% of KTLA(TV), Los Angeles and radio KMPC, Los Angeles, KEX, Portland; KVI, Seattle; 48% of KOPO, Tucson and 50% of KSFO, San Francisco. Mr. Chauncey owns 25.6% of KOPO, Tucson.

Began Operation: Oct. 24, 1953 as share-time outlet with KOY-TV; on May 5, 1954 bought and merged KOY-TV (Television Digest, Vol. 10:12, 19).

Represented (sales) by H-R Television Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Hammett & Edison.

Personnel:

THOMAS CHAUNCEY, president.  
HOMER LANE, v.p. & general manager.  
LES LINDVIG, vice president, sales.  
ROBERT MARTIN, v.p., programming, promotion, operations, personnel, film buyer.  
ROBERT DAVIES, station manager.  
MARGARET INJASOULIAN, promotion manager.  
ALBIN R. HILLSTROM, director of engineering.

DIGEST OF RATE CARD NO. 16—(Sept. 1, 1969)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. ID

Class AA—6:30-10 p.m., Mon.-Sat.; 6-10 p.m., Sun.  
\$1800.00 \$1000.00 \$500.00 \$350.00 \$280.00 \$180.00 \$125.00

NETWORK BASE HOURLY RATE: \$800.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	ARIZONA			
	Coconino	15,100	12,500	83
	Gila	8,500	7,600	90
	Graham	4,800	4,200	88
	Greenlee	3,100	2,900	92
	Maricopa	284,500	271,200	95
	Mohave	10,400	9,200	89
	Pinal	17,000	15,700	92
	Yavapai	13,500	12,000	88
	CALIFORNIA			
Riverside East	6,200	5,900	94	
San Bernardino East	2,800	2,700	95	
<b>Between 25-49%</b>	ARIZONA			
	Navajo	13,300	10,600	79
	Pima West	4,600	4,400	95
NEW MEXICO				
Hidalgo	1,300	1,100	86	
<b>Between 5-24%</b>	ARIZONA			
Yuma	18,300	16,000	88	
Station Totals		408,400	380,400	93
Net Weekly Circulation (March 1969)				334,140
Average Daily Circulation (March 1969)				242,492

For Index to Contents,  
see Services Volume

# Arizona—Phoenix

## KPAZ-TV

Ch. 21

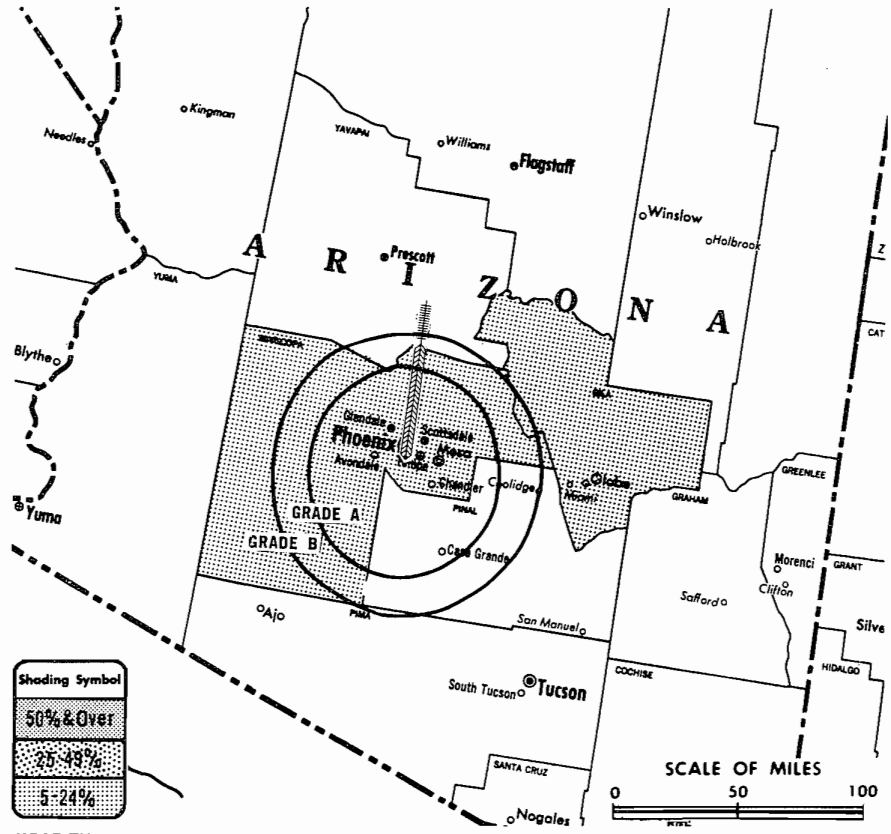
Technical Facilities: Channel No. 21 (512-518 MHz). Authorized power: 646-kw max. & 251-kw horizontal visual, 120-kw max. & 50-kw horizontal aural. Antenna: 1600-ft. above av. terrain, 178-ft. above ground, 2799-ft. above sea level.  
 Latitude 33° 20' 02.5"  
 Longitude 112° 03' 42.0"

Transmitter: South Mtn. Park.

TV tape: Recording facilities.

Color: Network & tape.

News Wire Service: AP.



Total Households: © SRDS  
 Consumer Market Data as of 1/1/70.  
 TV Homes: TV% and Circulation  
 © 1969 American Research Bureau.  
 County coverage based on ARB study (see page 4-b).

KPAZ-TV Ref: FCC File No. BPCT—3515 Granted 7/28/65

©American Map Co., Inc., N.Y., No. 14244

## KPAZ-TV

Licensee: Julius Altschul, Trustee, 3847 E. Thomas Rd., Phoenix (85018).

Studio: 3847 E. Thomas Rd., Phoenix (85018).

Telephone: 602-273-1477.

Ownership: Donald B. Thomson, 2%; e pluribus unum enterprises Inc. (Thomson, sole owner), 18%; Lehman Brothers, 3%; others, none with more than 2%.

Began Operation: Sept. 16, 1967. Involuntary transfer of control from Donald B. Thomson et al. to trustee granted Oct. 9, 1969.

Represented (sales) by Adam Young Inc.

Represented (legal) by Cohn & Marks.

Represented (engineering) by Jules Cohen & Associates.

### Personnel:

- LOU SILVERSTEIN, general manager.
- NANCY SILVERSTEIN, program director.
- BOB BROWN, chief engineer.
- JOY PHILLIPS, office manager.
- CARLOS BURGOS, dir. of Spanish programming & sales.

### DIGEST OF RATE CARD NO. 5

(Sept. 15, 1969)

Hour	30 Min.	15 Min.	Min.	30 or 20 Sec.
Class AA—8-10 p.m., daily.				
\$225.00	\$150.00	\$120.00	\$55.00	\$42.00

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Between 5-24%</b>	ARIZONA			
	Gila	8,500	7,600	90
	Maricopa	284,500	271,200	95
Station Totals		310,000	294,500	95
Net Weekly Circulation (March 1969)			41,811	
Average Daily Circulation (March 1969)			10,185	

Station Totals Include Counties with Circulation Between 1-4%

# Arizona—Phoenix

## KPHO-TV

Ch. 5

**Technical Facilities:** Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 15-kw aural. Antenna: 1770-ft. above av. terrain, 383-ft. above ground, 2983-ft. above sea level.

Latitude 33° 20' 02"  
Longitude 112° 03' 40"

**Transmitter:** Atop South Mountain, 8.5-mi. S of Phoenix.

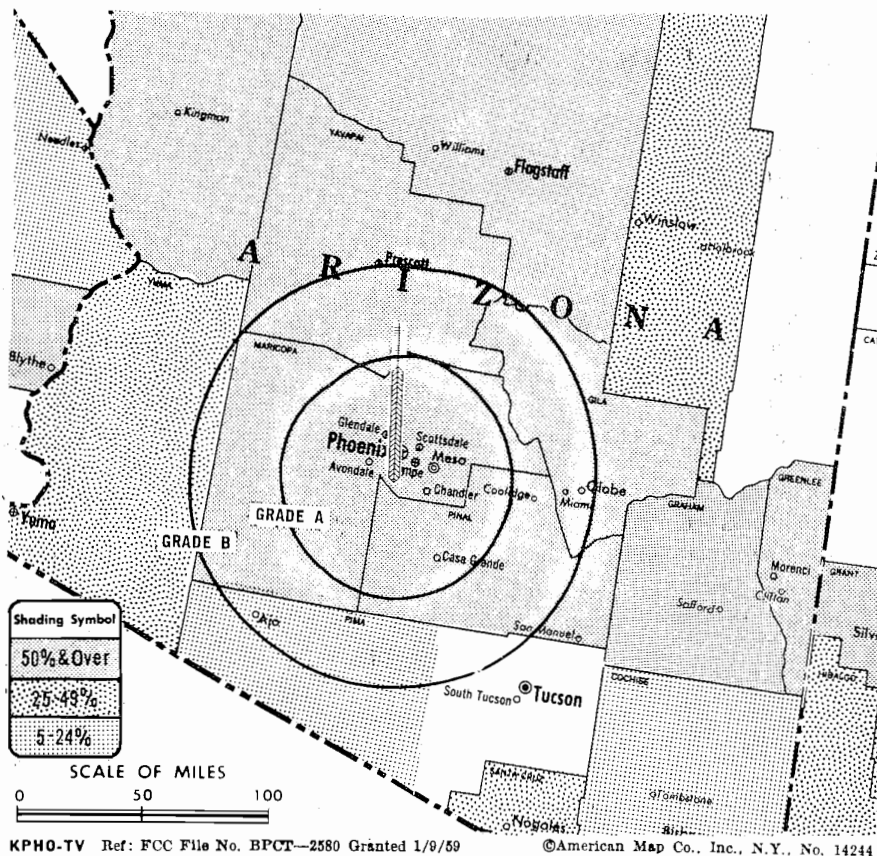
**TV tape:** Recording facilities.

**Color:** Network, live, film, slide & tape.

**News Wire Service:** UPI.

**Facsimile Service:** UPI.

**AM Affiliate:** KPHO, 5-kw, 910 kHz.



Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV % and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).

## KPHO-TV

**Network Service:** None, independent.

**Licensee:** Meredith Corp., 631 N. First Ave., Phoenix, Ariz. (85003).

**Studio:** 631 N. First Ave.

**Telephone:** 602-258-4511. TWX No.: 910-951-1519.

**Ownership:** Meredith Corp., Des Moines, Iowa. For Meredith Corp. executives see Publishing Firms with TV Station Ownership. Broadcasting Div.: James Conley, corp. v.p. & gen. mgr., 1345 Ave. of the Americas, N.Y. (10019). Same interests own radio KPHO, Phoenix, Ariz.; WHEN-TV & WHEN, Syracuse, N.Y.; KCMO-TV, KCMO & KFMU (FM), Kansas City, Mo.; WOW-TV, WOW & WOW-FM, Omaha, Neb.; WNEM-TV, Saginaw, Mich.

**Began Operation:** Dec. 4, 1949. Sold to present owner in June, 1952 (Television Digest, Vol. 8:18 & 26).

**Represented (sales) by:** Blair Television.

**Represented (legal) by:** Haley, Bader & Potts.

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

### Personnel:

KENNETH W HEADY, vice president & general manager.

FRED E. HUFF, program director.

GARY THOMAS, promotion supervisor.

BLU WRIGHT, sales manager.

TOM SHERLOCK, news director.

GLENN THOMPSON, director of engineering.

DIGEST OF RATE CARD NO. A25—P17  
(Sept. 7, 1969)

Hour	30 Min.	15 Min.	10 Min.	Min.	30 Sec.	10 Sec.
Class A—6-10:30 p.m., daily.						
\$600.00	\$360.00	\$240.00	\$180.00	Graded rates apply*		

\*Highest rate: \$180.

Net Weekly Circulation	State	County	Total Households	TV Homes	%	
<b>50% &amp; Over</b>	ARIZONA	Coconino	15,100	12,500	83	
		Gila	8,500	7,600	90	
		Graham	4,800	4,200	88	
		Greenlee	3,100	2,900	92	
		Maricopa	284,500	271,200	95	
		Mohave	10,400	9,200	89	
		Pinal	17,000	15,700	92	
		Yavapai	13,500	12,000	88	
		CALIFORNIA	Riverside East	6,200	5,900	94
		NEW MEXICO	Grant	5,000	4,400	88
<b>Between 25-49%</b>	ARIZONA	Navajo	13,300	10,600	79	
		Santa Cruz	4,200	3,900	93	
		Yuma	18,300	16,000	88	
NEW MEXICO	Hidalgo	1,300	1,100	86		
<b>Between 5-24%</b>	ARIZONA	Cochise	17,300	15,800	91	
		Pima West	4,600	4,400	95	
	CALIFORNIA	San Bernardino East	2,800	2,700	95	
Station Totals			533,100	498,400	93	
Net Weekly Circulation (March 1969),					286,458	
Average Daily Circulation (March 1969)					140,128	

For Color Set Penetration,  
see Services Volume

# Arizona—Phoenix



**KTVK**



Ch. 3

**Technical Facilities:** Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 15-kw aural. Antenna: 1670-ft. above av. terrain, 228-ft. above ground, 2888-ft. above sea level.

Latitude 33° 20' 01"  
Longitude 112° 03' 45"

**Transmitter:** South Mt., 7-mi. S of Phoenix.

**TV tape:** Recording facilities.

**Color:** Network, live, film, slide & tape.

**News Wire Service:** UPI.

**News Film Service:** ABC.

**Facsimile Service:** UPI.

**Represented (engineering) by** Lohnes & Culver.

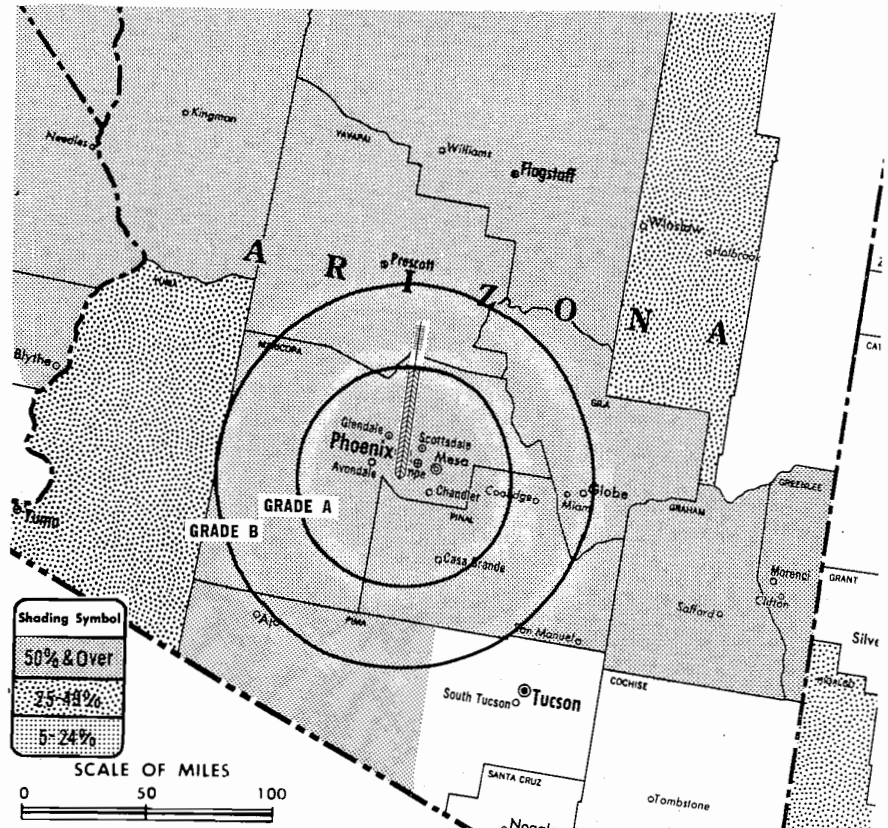
Total Households: © SRDS

Consumer Market Data as of 1/1/70.

TV Homes: TV% and Circulation

© 1969 American Research Bureau.

County coverage based on ARB study (see page 4-b).



KTVK Ref: FCC File No. BPCT-1636 Granted 6/10/54

©American Map Co., Inc., N.Y., No. 14244

## KTVK

Licensee: Arizona Television Co., 3435 N. 16th St., Phoenix, Ariz. (85016).

Studio: 3435 N. 16th St.

Telephone: 602-266-5691. TWX No.: 602-255-0544.

Ownership: Ernest W. McFarland, pres., 40.92%; Leon M. Nowell, v.p., 19.67%; Ralph Watkins, v.p.-treas., 19.67%; Henry Larson, secy., 4.92%; Delbert Lewis, 12.36%; Roland Bibolet, 1.97%; Edward Cooper, .2%; Bassett Wright, .23%.

**Began Operation:** Feb. 28, 1955.

Represented (sales) by Edward Petry & Co.

**Personnel:**

BURTON B. LaDOW, general manager.  
CHARLES GLANCE, program director.  
EARL MEHAFFEY, chief engineer.

DIGEST OF RATE CARD NO. P-II—(July 1, 1968)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. ID  
Class AA—6:30-10 p.m., daily.  
\$600.00 \$300.00 \$200.00 \$160.00 \$210.00 \$200.00 \$105.00  
NETWORK BASE HOURLY RATE: \$600.

Net Weekly Circulation	State County	Total Households	TV Homes	%	
<b>50% &amp; Over</b>	<b>ARIZONA</b>				
		Coconino	15,100	12,500	83
		Gila	8,500	7,600	90
		Graham	4,800	4,200	88
		Greenlee	3,100	2,900	92
		Maricopa	284,500	271,200	95
		Mohave	10,400	9,200	89
		Pima West	4,600	4,400	95
		Pinal	17,000	15,700	92
		Yavapai	13,500	12,000	88
		<b>CALIFORNIA</b>			
	Riverside East	6,200	5,900	94	
	San Bernardino East	2,300	2,700	95	
<b>Between 25-49%</b>	<b>ARIZONA</b>				
		Navajo	13,300	10,600	79
		Yuma	18,300	16,000	88
	<b>NEW MEXICO</b>				
	Hidalgo	1,300	1,100	86	
<b>Station Totals</b>		511,600	478,700	93	
Net Weekly Circulation (March 1969),				335,560	
Average Daily Circulation (March 1969)				207,695	

# Arizona—Phoenix-Mesa



**KTAR-TV**



Ch. 12

**Technical Facilities:** Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 46.8-kw aural. Antenna: 1780-ft. above av. terrain, 350-ft. above ground, 3003-ft. above sea level.

Latitude 33° 19' 59.5"  
Longitude 112° 03' 47.5"

**Transmitter:** South Mountain Park, 7-mi. S of Phoenix.

**TV tape:** Recording facilities.

**Color:** Network, live, film, slide & tape.

**News Wire Service:** AP, UPI.

**News Film Service:** NBC.

**Facsimile Service:** AP.

**AM Affiliate:** KTAR, 5-kw, 620 kHz (NBC). **FM Affiliate:** KTAR-FM, 114.8-kw, 98.7 MHz (No. 254), 1677-ft. antenna height.

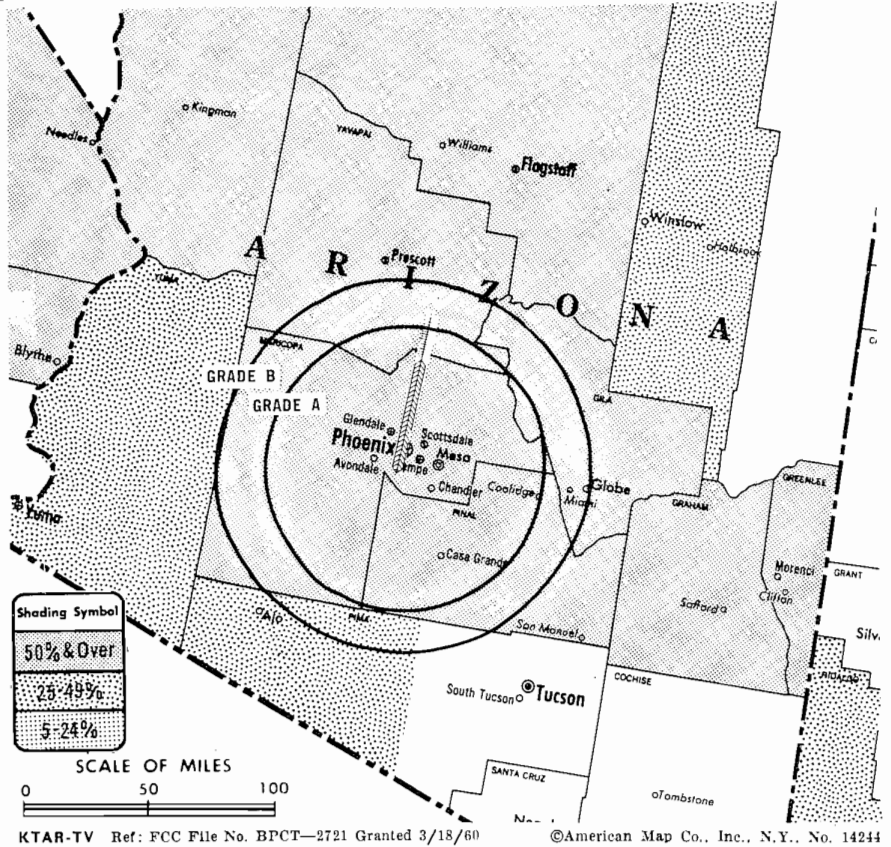
**Total Households:** © SRDS

Consumer Market Data as of 1/1/70.

**TV Homes:** TV% and Circulation

© 1969 American Research Bureau.

County coverage based on ARB study (see page 4-b).



## KTAR-TV

**Licensee:** KTAR Bcstg. Co., P.O. Box 711, Phoenix, Ariz. (85001).

**Studio:** 1101 N. Central Ave., P.O. Box 711 (85001).

**Telephone:** 602-258-7333. **TWX No.:** 910-951-4214.

**Ownership:** Combined Communications Corp., 100%. John J. Louis Jr., chmn., 21.25%; Karl Eller, pres., 19.69%; H. W. P. Balengee, v.p.; Harry T. Goss, v.p. & secy.-treas.; Michael W. Louis, 8.56%; Herbert J. Louis, 7.15%; Wait & Co. (for John J. Louis estate), 21.28%; Henrietta J. Louis, 18.36%; 22 others, none with as much as 3%. Combined Communications also owns KBLU-TV, Yuma; Eller Outdoor Advertising Co. of Ariz., Mich. & Kansas City, KYUM, Yuma and KYCA, Prescott & is buying KOCO-TV, Oklahoma City.

**Began Operation:** April 23, 1953. Merger to form present corp. approved by FCC Oct. 16, 1968. Previous sale to John J. Louis family & others by Harry L. Nace interests approved by FCC June 16, 1954 (Television Digest, Vol. 10:18, 25).

**Represented (sales)** by Avery-Knodel Inc.

**Represented (legal)** by Pearson, Ball & Dowd.

**Represented (engineering)** by Cohen & Dippell.

### Personnel:

RICHARD O. LEWIS, chairman of board.  
JACK CLIFFORD, president & general manager.  
GEORGE GUYAN, vice president & station manager.  
GENE McLAIN, director of public affairs.  
BOB RUSSELL, production manager.  
ROBERT ALLINGHAM, vice president, programming.  
CLIFF STEVENS, vice president, engineering.

### DIGEST OF RATE CARD NO. 11—(June 1, 1969)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.

Class A—6-10:30 p.m., daily.

\$1600.00 \$960.00 \$800.00 \$480.00 \$350.00 \$210.00 \$175.00

NETWORK BASE HOURLY RATE: \$700.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	<b>ARIZONA</b>			
	Coconino	15,100	12,500	83
	Gila	8,500	7,600	90
	Graham	4,800	4,200	88
	Greenlee	3,100	2,900	92
	Maricopa	284,500	271,200	95
	Mohave	10,400	9,200	89
	Pinal	17,000	15,700	92
	Yavapai	13,500	12,000	88
	<b>CALIFORNIA</b>			
Riverside East	6,200	5,900	94	
San Bernardino East	2,800	2,700	95	
<b>Between 25-49%</b>	<b>ARIZONA</b>			
	Navajo	13,300	10,600	79
	Pima West	4,600	4,400	95
	Yuma	18,300	16,000	88
<b>NEW MEXICO</b>				
Hidalgo	1,300	1,100	86	
<b>Station Totals</b>		<b>506,600</b>	<b>474,300</b>	<b>93</b>
<b>Net Weekly Circulation (March 1969)</b>				<b>338,641</b>
<b>Average Daily Circulation (March 1969)</b>				<b>228,214</b>

For Arizona Translator Stations,

see Services Volume

# Arizona—Tucson



**KGUN-TV**



Ch. 9

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 63.1-kw visual, 12.5-kw aural. Antenna: 3660-ft. above av. terrain, 237-ft. above ground, 8737-ft. above sea level.

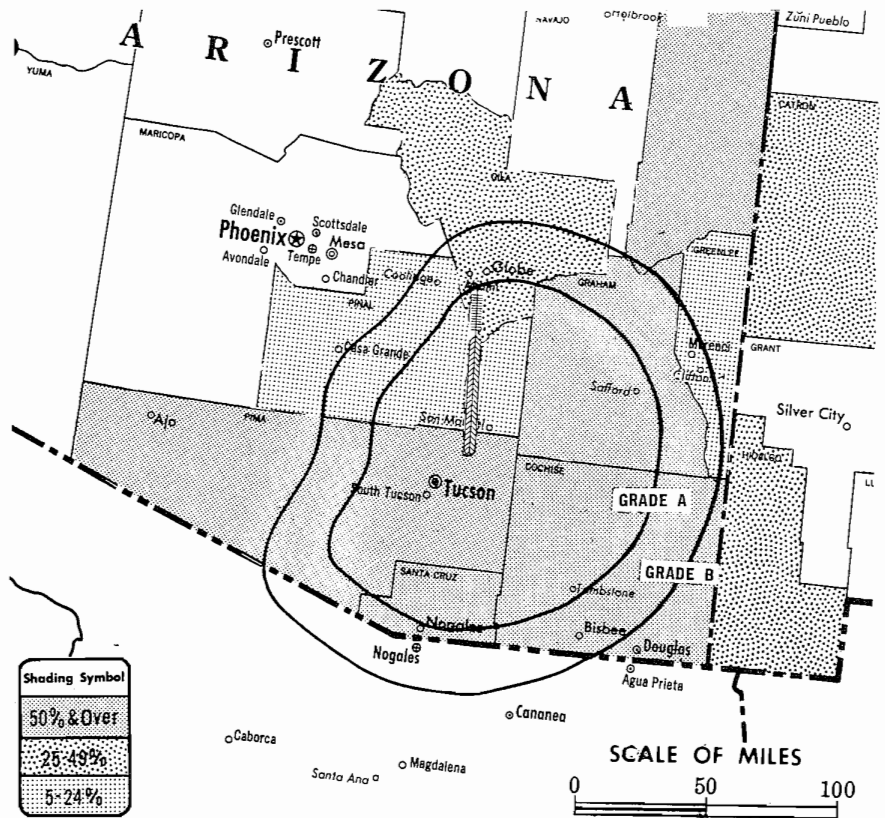
Latitude 32° 24' 25"  
Longitude 110° 42' 59.4"

Transmitter: Mt. Bigelow.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

News Film Service: ABC.



Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).

KGUN-TV Ref: FCC File No. BMPCT-3294 Granted 9/7/55

©American Map Co., Inc., N.Y., No. 14244

## KGUN-TV

Licensee: May Broadcasting Co., 2615 Farnam St., Omaha, Neb.  
Studio: 2175 N. Sixth Ave., Tucson (85705). P.O. Box 5147, Tucson (85703).  
Telephone: 602-792-9933. TWX No.: 602-792-2758.  
Ownership: See KMTV, Omaha, Neb.  
Began Operation: June 3, 1956. Sale to present owner by Gilmore Bcstg. Corp. of Ariz. approved by FCC July 31, 1968 (Television Digest Vol. 8:15, 34). Previous sale to Gilmore by Henry S. Hilberg & associates, along with WEHT(TV), Evansville, Ind. was approved July 15, 1964 by FCC (Vol. 4:26, 29). Sale to Hilberg group by H. U. Garrett and associates approved by FCC Dec. 14, 1960 (Vol. 16:45, 51). H. U. Garrett group's purchase of station from D. W. Ingram approved Dec. 19, 1956 by FCC (Vol. 12:51).  
Represented (sales) by Edward Petry & Co. Inc.  
Represented (legal) by McKenna & Wilkinson.

### Personnel:

EDWARD W. MAY, president.  
OWEN SADDLER, executive vice president.  
GEORGE WALLACE, station manager.  
LARRY SCHNEBLY, local sales manager.  
BRUCE GEORGI, national sales manager.  
PAUL J. FALVEY, comptroller.  
JACK JACOBSON, program director.  
DON ANDERSON, chief engineer.  
BILL RUDD, production manager.  
DUANE JOHNSON, news director.

### DIGEST OF RATE CARD NO. 11 (March 15, 1968)

Hour	30 Min.	15 Min.	5 Min.	Min./ 30 Sec.	20 Sec.	ID
Class AA—6:30-10 p.m., daily.	\$375.00	\$235.00	\$155.00	\$80.00	\$70.00	\$40.00
NETWORK BASE HOURLY RATE: \$375.						

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	ARIZONA			
	Apache	9,100	6,800	74
	Cochise	17,300	15,800	91
	Graham	4,800	4,200	88
	Pima East	103,200	98,300	95
	Pima West	4,600	4,400	95
Santa Cruz	4,200	3,900	93	
<b>Between 25-49%</b>	ARIZONA			
	Gila	8,500	7,600	90
	NEW MEXICO			
Catron	500	400	76	
Hidalgo	1,300	1,100	86	
<b>Between 5-24%</b>	ARIZONA			
	Greenlee	3,100	2,900	92
Pinal	17,000	15,700	92	
Station Totals		463,100	436,700	94
Net Weekly Circulation (March 1969)				128,939
Average Daily Circulation (March 1969)				80,078

For Color Set Penetration by Market  
see Services Volume

# Arizona—Tucson



**KVOA-TV**



Ch. 4

**Technical Facilities:** Channel No. 4 (66-72 MHz). Authorized power: 35-kw visual (maximum power allowed), 6.92-kw aural. Antenna: 3680-ft. above av. terrain, 374-ft. above ground, 8897-ft. above sea level.

Latitude 32° 24' 56"  
Longitude 110° 42' 48.5"

**Transmitter:** Mt. Bigelow, 18-mi. NE of Tucson.

**TV tape:** Recording facilities.

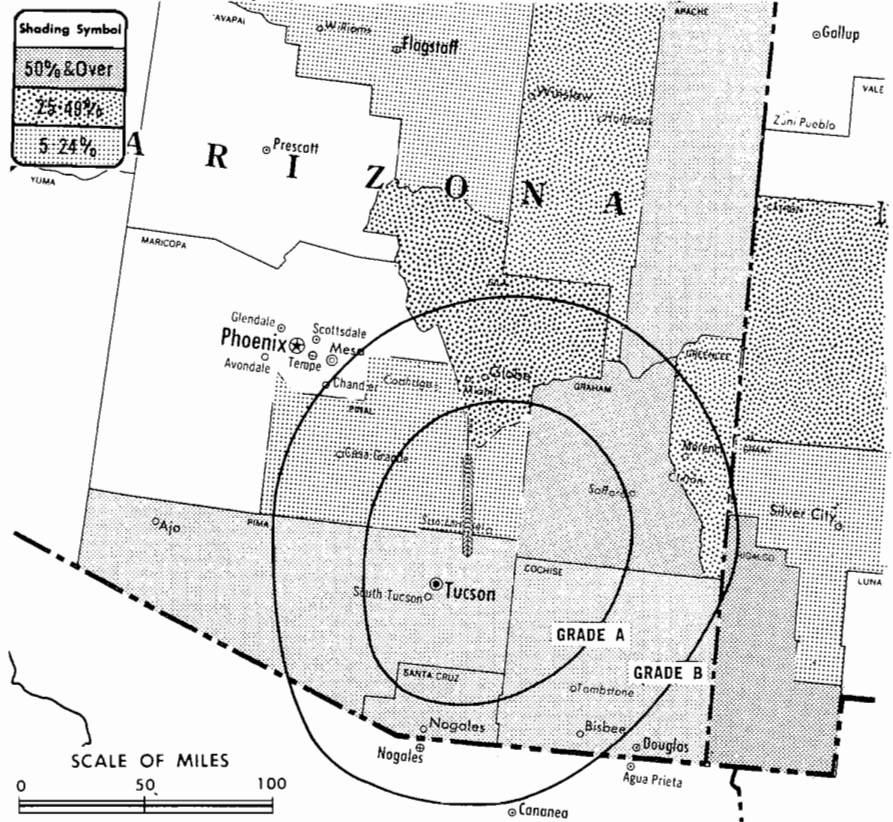
**Color:** Network, live, film, slide & tape.

**News Wire Service:** UPI.

**News Film Service:** NBC.

**Facsimile Service:** UPI.

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).



KVOA-TV Ref: FCC File No. BPCT—2685 Granted 12/2/59

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## KVOA-TV

**Licensee:** KVOA-TV Inc., Box 5188, Tucson, Ariz. (85703).

**Studio:** 10th & Elm St., Tucson, Ariz. (85703).

**Telephone:** 602-623-2555.

**TWX No.:** 602-792-2659.

**Ownership:** Pulitzer Publishing Co. For other interests, see KSD-TV, St. Louis.

**Began Operation:** Sept. 27, 1953. Sale to Pulitzer Publishing by WGAL TV (Steinman) approved by FCC July 31, 1968 (Television Digest, Vol. 8:34). Previous sale by Alvarado Television Co. Inc. approved by FCC Jan. 23, 1963 (BRCT-122). Merger with KOAT-TV, Albuquerque, approved Sept. 30, 1959, by FCC (Vol. 15:34, 40). Sale to Clinton McKinnon by A. M. Caldwell, Walter Stiles & associates approved Feb. 6, 1957 (Vols. 12:51, 13:6).

**Represented (sales) by:** Blair TV.

**Represented (legal) by:** Robert A. Marmet.

**Represented (engineering) by:** James C. McNary.

### Personnel:

G. E. (DOC) HAMILTON, general & sales manager, film buyer.  
ROBERT BOLLINGER, operations manager.  
RAYMOND HOLSCLAW, chief engineer.  
LOWELL CABLE, production manager.  
HANK HUBBARD, public service & talent coordinator.  
ROBERT BURTON, film director.  
JAY CRELLIN, news director.  
CHUCK AMESBURY, art director.  
ANNE HEMINGSSEN, business manager.  
RENEE BEAR, business manager.

### DIGEST OF RATE CARD NO. 11A—(Sept. 14, 1969)

Hour 30 Min. 15 Min. Min. 30 Sec. 20 Sec. 10 Sec.  
Class AA—6:31-9:59 p.m., daily.  
\$400.00 \$250.00 \$160.00 ..... \$100.00 \$60.00

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

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	ARIZONA			
	Apache	9,100	6,800	74
	Cochise	17,300	15,800	91
	Graham	4,800	4,200	88
	Pima East	103,200	98,300	95
	Pima West	4,600	4,400	95
	Santa Cruz	4,200	3,900	93
<b>Between 25-49%</b>	NEW MEXICO			
	Hidalgo	1,300	1,100	86
	ARIZONA			
<b>Between 5-24%</b>	Gila	8,500	7,600	90
	Greenlee	3,100	2,900	92
	Navajo	13,300	10,600	79
	NEW MEXICO			
<b>Between 5-24%</b>	Catron	500	400	76
	ARIZONA			
<b>Between 5-24%</b>	Coconino	15,100	12,500	83
	Pinal	17,000	15,700	92
<b>Between 5-24%</b>	NEW MEXICO			
	Grant	5,000	4,400	88
<b>Station Totals</b>		904,000	854,400	94
<b>Net Weekly Circulation (March 1969)</b>				141,937
<b>Average Daily Circulation (March 1969)</b>				97,118



# Arizona—Tucson



**KOLD-TV**

Ch. 13



Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 107-kw visual, 15.6-kw aural. Antenna: 3610-ft. above av. terrain, 202-ft. above ground, 8752-ft. above sea level.

Latitude 32° 24' 56.5"  
Longitude 110° 42' 48.5"

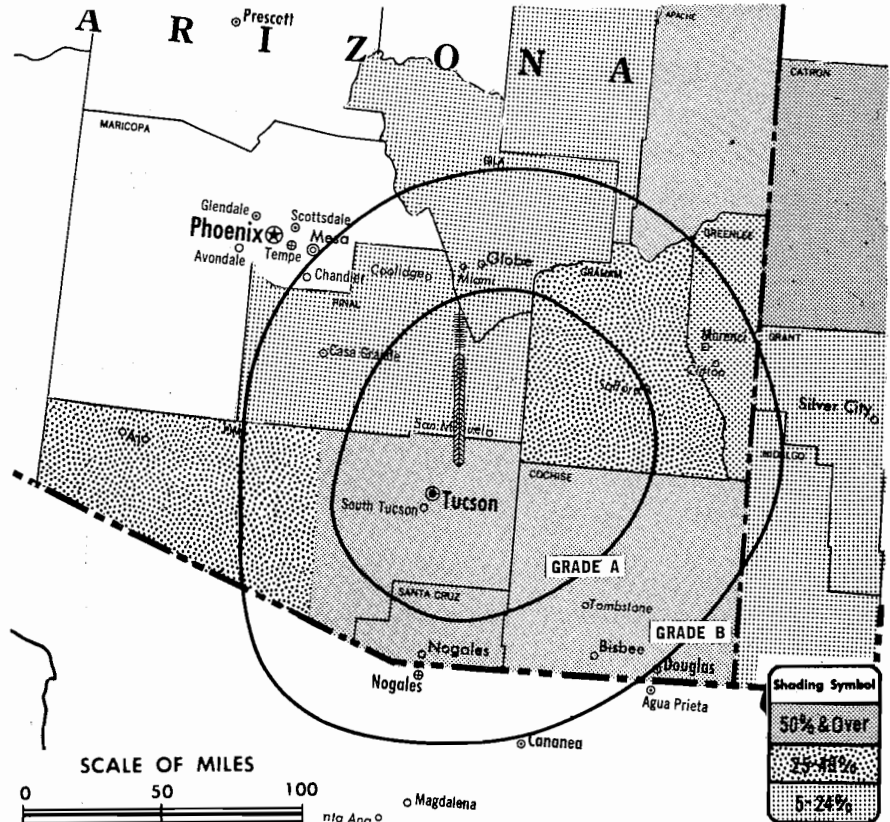
Transmitter: Mt. Bigelow, 18-mi. NE of Tucson.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.

News Film Service: CBS.



Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).

KOLD-TV Ref. FCC File No. BMPCT-5607 Granted 6/9/61

©American Map Co., Inc., N.Y., No. 14244

## KOLD-TV

Licensee: Universal Communications Corp., 115 W. Drachman St., Tucson, Ariz. (85705).

Studio: 115 W. Drachman.

Telephone: 602-624-2511. TWX No.: 910-952-1122.

Ownership: Universal Communications Corp. (Evening News Assn.). For other interests, see WWJ-TV, Detroit.

Began Operation: Jan. 13, 1953. Sale to present owner by Gene Autry & assoc. approved by FCC May 21, 1969 (Television Digest, Vol. 9:15, 20).

Represented (sales) by Peters, Griffin, Woodward Inc.

Represented (legal) by Pierson, Ball & Dowd.

Represented (engineering) by David L. Steel Sr.

### Personnel:

PETER B. CLARK, president.  
EDWIN K. WHEELER, executive vice president.  
PAUL PLUNKETT, v.p. & general manager.  
CHARLES OLSON, station manager.  
JESSIE SCHWARZ, comptroller.  
DAVE REABEN, operations manager.  
HOWARD SMITH, chief engineer.

### DIGEST OF RATE CARD NO. 12—(May 1, 1969)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.  
Class AA—6:30-10 p.m., Mon.-Fri.; 6-10 p.m., Sat. & Sun.  
\$425.00 \$275.00 \$200.00 \$100.00 \$120.00 \$90.00 \$60.00  
NETWORK BASE HOURLY RATE: \$300.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	ARIZONA			
	Apache	9,100	6,800	74
	Cochise	17,300	15,800	91
	Pima East	103,200	98,300	95
	Santa Cruz	4,200	3,900	93
	NEW MEXICO			
	Catron	500	400	76
<b>Between 25-49%</b>	ARIZONA			
	Graham	4,800	4,200	88
<b>Between 5-24%</b>	Pima West	4,600	4,400	95
	ARIZONA			
	Gila	8,500	7,600	90
	Greenlee	3,100	2,900	92
	Navajo	13,300	10,600	79
	Pinal	17,000	15,700	92
	NEW MEXICO			
	Grant	5,000	4,400	88
	Hidalgo	1,300	1,100	86
Station Totals		191,900	176,100	91
Net Weekly Circulation (March 1969)			130,247	
Average Daily Circulation (March 1969)			93,067	

For Other TV Station Group Owners,  
see Services Volume

# Arizona—Nogales

**KZAZ**

Ch. 11

(Also serves Tucson)

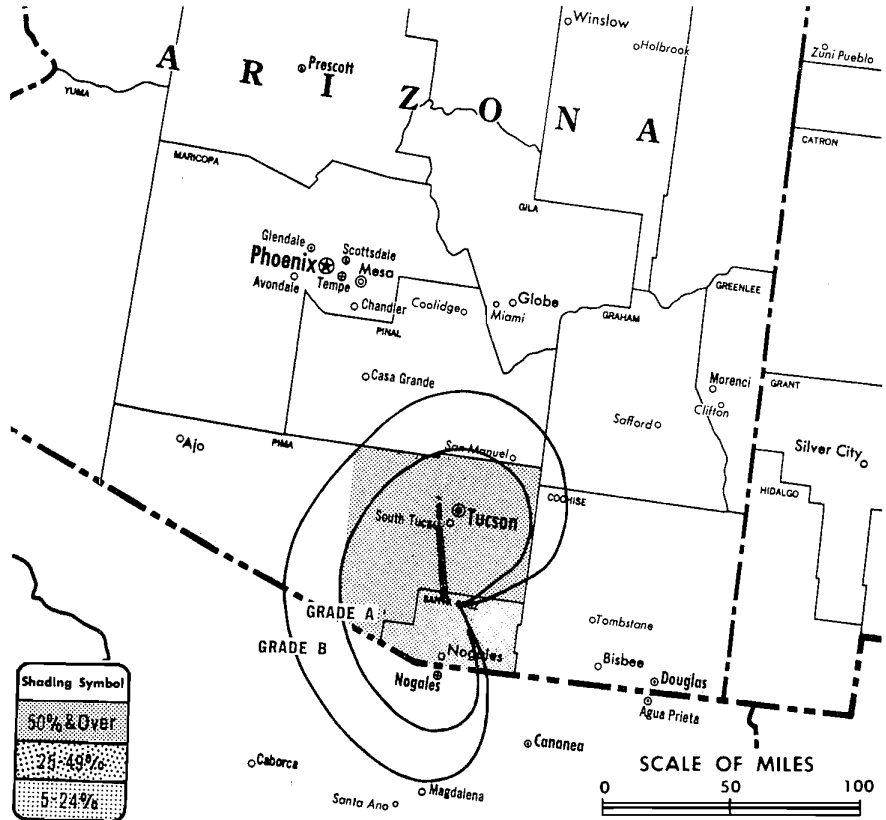
Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 150-kw visual, 15-kw aural. Antenna: 1570-ft. above av. terrain, 110-ft. above ground, 5980-ft. above sea level.

Latitude 31° 42' 18"  
Longitude 110° 55' 26"

Transmitter: Mt. Hopkins, 25.8-mi. NE of Nogales Post Office.

TV tape: Recording facilities.

Color: Live, film, slide & tape.



Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).

KZAZ Ref: FCC File No. BPCT-3533 Granted 4/13/66

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## KZAZ

Licensee: I. B. C., a limited partnership, 2445 N. Tucson Blvd., Tucson, Ariz. (85716).

Studios: 134 Grand Ave., Nogales, Ariz. (85621); 2445 N. Tucson Blvd., Tucson (85716).

Telephones: 602-287-4511 (Nogales); 602-795-0311 (Tucson).

Ownership: Danny Thomas, 52.5%; Ziffren & Ziffren #2, 17.5%; Mrs. Carlotta C. Kirkeby, 17.75%; Monty Hall, 5.625%; Stefan and Shirley Mildred Hatos, 5.625%; Walter Stiles, 1%.

Began operation: Feb. 1, 1967.

Represented (sales) by Adam Young Inc.; J. L. McGuire (Denver).

Represented (legal) by Mallyck & Bernton.

Represented (engineering) by Walter J. Stiles.

Personnel:

WALTER J. STILES, project manager.  
DONALD OGDON, business manager-controller.  
GENE ADELSTEIN, general manager.  
PAT BRYANT, program director.  
LARRY BURGOYNE, film director.  
CLYDE BUCHANAN, chief engineer.

### DIGEST OF RATE CARD NO. 5 (June 1, 1969)

Hour	30 Min.	15 Min.	5 Min.	Min.	10 Sec.
Class AA—6:30-10 p.m., daily.					
\$240.00	\$160.00	\$105.00	\$80.00	\$60.00	\$30.00

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	ARIZONA			
	Pima East	103,200	98,300	95
	Santa Cruz	4,200	3,900	93
Station Totals		151,100	142,300	94
Net Weekly Circulation (March 1969)				64,102
Average Daily Circulation (March 1969)				27,518

**When audience estimates will help TOMORROW,  
Call for ARB Overnights TODAY!**

# Arizona—Yuma



**KBLU-TV**

Ch. 13

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 126-kw visual, 19-kw aural. Antenna: 1420-ft. above av. terrain, 200-ft. above ground, 2364-ft. above sea level.

Latitude 33° 03' 18"  
Longitude 114° 49' 37"

Transmitter: Black Mt., 17.5-mi. N of Ogilby, Cal.

AM Affiliate: KBLU, 1-kw, 560 kHz.

TV tape: Recording facilities.

Color: Network & tape.

News Wire Service: AP.

Facsimile Service: AP.

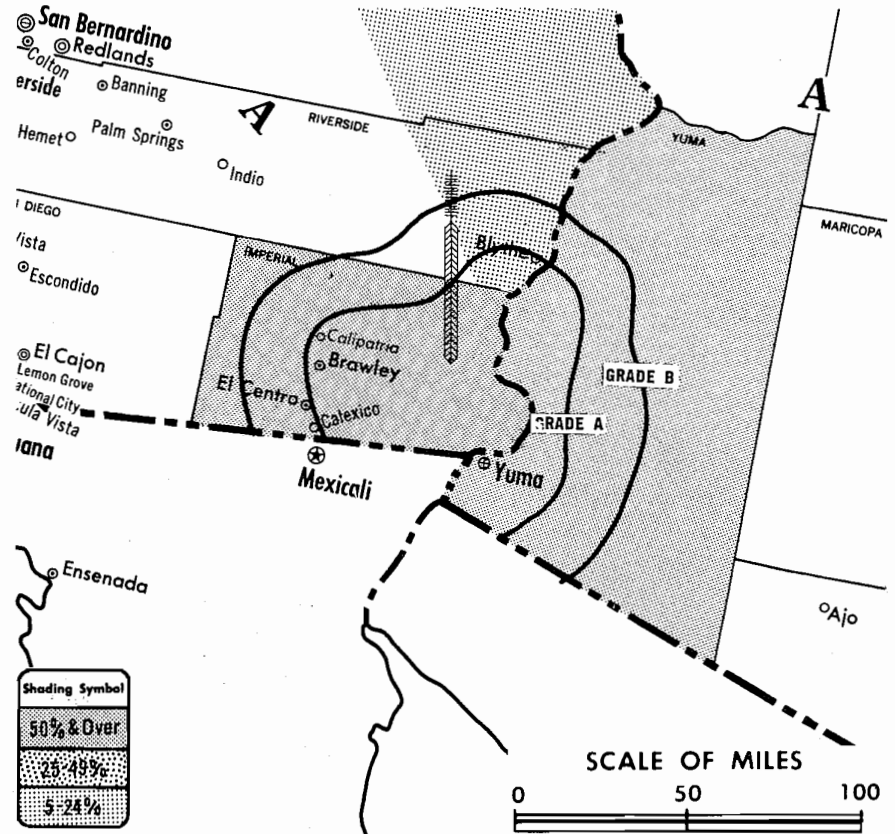
Total Households: © SRDS

Consumer Market Data as of 1/1/70.

TV Homes: TV% and Circulation

© 1969 American Research Bureau.

County coverage based on ARB study (see page 4-b).



KBLU-TV Ref: FCC File No. BPCT-3834 Granted 12/7/66

© American Map Co., Inc., N.Y., No. 14244

## KBLU-TV

Network Service: NBC.

Licensee: Eller Telecasting Co. of Arizona, P.O. Box 1501, Yuma, Ariz. (85364).

Studio: 1322 Fourth Ave.

Telephone: 602-782-3881.

Ownership: See KTAR-TV, Phoenix-Mesa.

Began Operation: Dec. 3, 1963. Merger with KTAR Bcstg. to form Combined Communications Corp. approved by FCC Oct. 22, 1969. Previous sale by Robert W. Crites and John & Helen Noga approved Jan. 19, 1967 by FCC.

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by Pierson, Ball & Dowd.

Personnel:

ROBERT W. CRITES, president & general manager.

AL LOBECK, sales manager.

RICHARD NIX, chief engineer.

DIGEST OF RATE CARD NO. 4A

(Feb. 1, 1970)

Hour 30 Min. 15 Min. 10 Min. 5 Min. 30 or  
Min. 20 Sec. 10 Sec.  
Class A—6-10 p.m., daily.

\$260.00 \$150.00 \$105.00 \$85.00 \$75.00 \$40.00 \$24.00 \$20.00

NETWORK BASE HOURLY RATE: \$140.

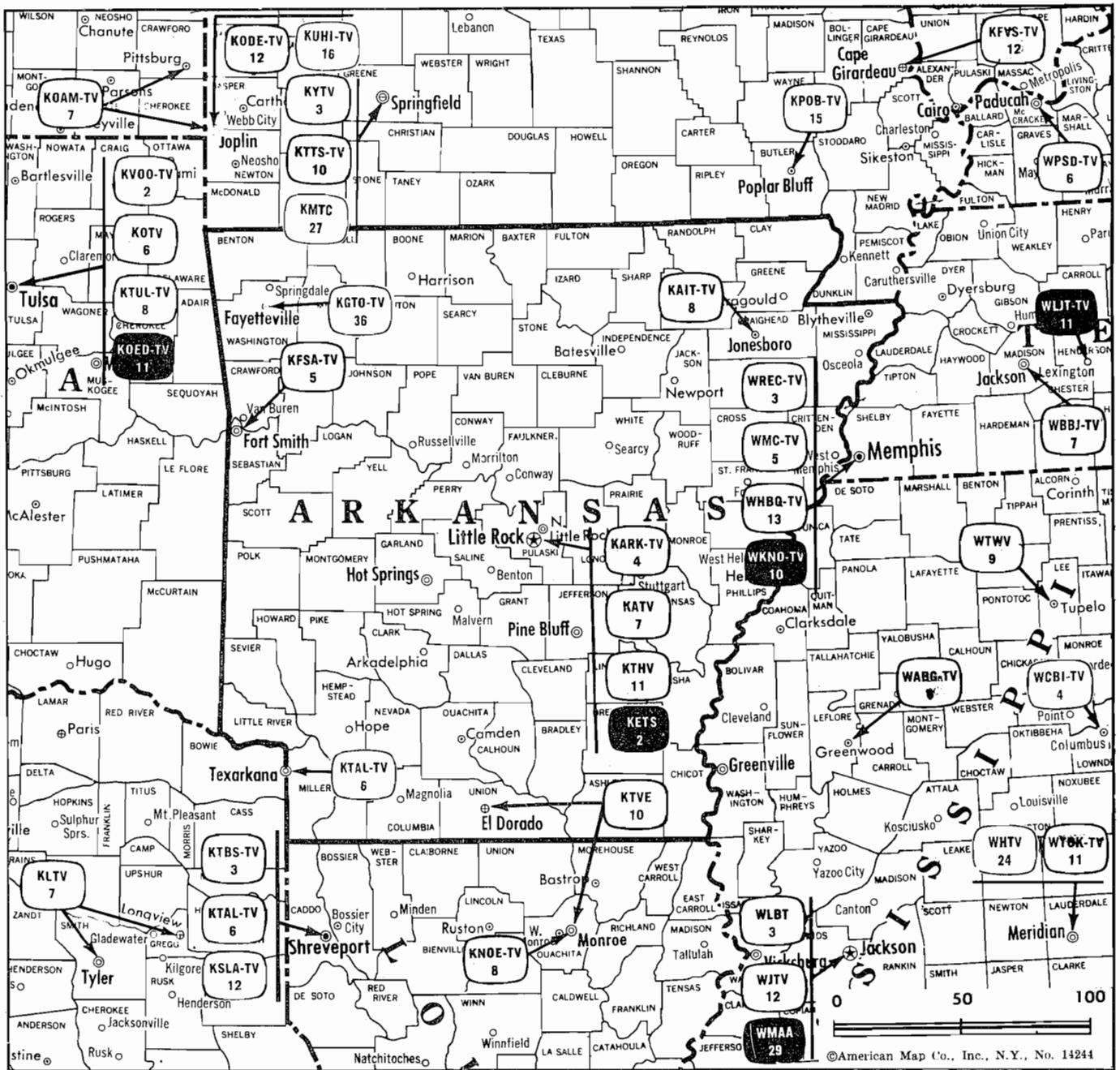
Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	ARIZONA Yuma	18,300	16,000	88
	CALIFORNIA Imperial	22,200	19,800	89
<b>Between 5-24%</b>	CALIFORNIA Riverside East	6,200	5,900	94
	San Bernardino East	2,800	2,700	95
Station Totals		755,900	718,800	95
Net Weekly Circulation (March 1969)			27,503	
Average Daily Circulation (March 1969)			17,813	

## BLACKBURN & COMPANY, INC.

RADIO • TV • CATV • NEWSPAPER BROKERS

Washington, D.C. 1725 K Street, N.W. (202) 333-9270  
Chicago 333 N. Michigan Ave. (312) 346-6460  
Atlanta 1655 Peachtree Rd., N.E. (404) 873-5626  
Beverly Hills 9645 Wilshire Blvd. (213) 274-8151

# Arkansas



Market	ARB Net Weekly Circulation	Rank	ARB ADI TV Households	Rank
Little Rock	308,788	68	292,700	55
Monroe-El Dorado	197,313	102	127,400	117
Fort Smith	100,034	163	52,000	163
Jonesboro	57,132	188	10,500	201

**HAMILTON-LANDIS & ASSOCIATES, INC.—NATIONWIDE MEDIA BROKERS**  
 THE OFFICE NEAREST YOU IS—1511 BRYAN ST., DALLAS, TEX. 75201 • (214) 748-0345

Arkansas Station Status as of March 1, 1970

	VHF	UHF	TOTAL
☐ Commercial Television Stations	5	1	6
● Educational Television Stations	1	0	1
			7

State Cross Reference List

Communities That Receive Programs of Stations That Are Located Elsewhere

**KNOE-TV & KTVE**

El Dorado  
(See Monroe, La.)

**KTAL**

Texarkana  
(See Shreveport, La.)

State Educational Technical Facilities  
(Complete Data in Educational Directory)

**KETS**  
Little Rock

Ch. 2

Non-Commercial Educational Station

Licensee: Arkansas ETV Commission, 350 S. Donaghey St., Conway, Ark.

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1780-ft. above av. terrain, 2000-ft. above ground, 2272-ft. above sea level.

Latitude	34°	28'	23"
Longitude	92°	12'	10"

**KTHV, Little Rock**  
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>50% &amp; Over</b>	ARKANSAS—(Continued)			
	Van Buren	3,900	3,500	90
	White	13,000	11,900	92
	Woodruff	4,300	3,800	87
	Yell	5,000	4,500	90
<b>Between 25-49%</b>	ARKANSAS			
	Baxter	3,500	3,100	88
	Boone	6,900	6,100	89
	Calhoun	1,900	1,700	89
	Fulton	1,600	1,300	79
	Hempstead	6,000	5,400	89
	Newton	1,200	900	79
	Ouachita	11,300	10,100	89
	Polk	4,200	3,600	87
	Searcy	2,100	1,800	85
	Sebastian	27,600	26,100	95
	Sharp	3,400	2,800	80
	<b>Between 5-24%</b>	ARKANSAS		
Chicot		5,900	4,900	83
Columbia		9,100	8,100	89
Craighead		16,100	15,200	94
Howard		3,500	3,200	92
Lee		6,000	5,000	84
Madison		2,500	2,000	81
Marion		1,400	1,200	90
St Francis		9,700	8,500	88
Scott		1,800	1,500	87
MISSISSIPPI				
Bolivar		14,400	11,600	81
MISSOURI				
Oregon	2,600	2,100	80	
OKLAHOMA				
Sequoyah	5,300	4,700	89	

**Arkansas**

**KARK-TV, Little Rock**  
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>50% &amp; Over</b>	ARKANSAS—(Continued)			
	Stone	2,400	2,000	85
	Van Buren	3,900	3,500	90
	White	13,000	11,900	92
	Woodruff	4,300	3,800	87
Yell	5,000	4,500	90	
<b>Between 25-49%</b>	ARKANSAS			
	Baxter	3,500	3,100	88
	Boone	6,900	6,100	89
	Fulton	1,600	1,300	79
	Jackson	7,500	6,800	90
	Polk	4,200	3,600	87
	Sebastian	27,600	26,100	95
	Sharp	3,400	2,800	80
<b>Between 5-24%</b>	ARKANSAS			
	Ashley	8,100	7,300	89
	Chicot	5,900	4,900	83
	Columbia	9,100	8,100	89
	Craighead	16,100	15,200	94
	Hempstead	6,000	5,400	89
	Howard	3,500	3,200	92
	Lawrence	5,100	4,500	88
	Madison	2,500	2,000	81
	Marion	1,400	1,200	90
	Randolph	3,700	3,200	87
	St Francis	9,700	8,500	88
	Scott	1,800	1,500	87
Sevier	3,400	3,100	92	
Union	18,400	17,000	92	
LOUISIANA				
Claiborne	4,500	4,000	88	
MISSISSIPPI				
Bolivar	14,400	11,600	81	
OKLAHOMA				
Sequoyah	5,300	4,700	89	

**KATV, Little Rock**  
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%	
<b>Between 25-49%</b>	ARKANSAS				
	Ashley	8,100	7,300	89	
	Chicot	5,900	4,900	83	
	Johnson	3,700	3,300	88	
	Lee	6,000	5,000	84	
	Phillips	14,100	12,100	86	
	Polk	4,200	3,600	87	
	Stone	2,400	2,000	85	
	Union	18,400	17,000	92	
	MISSISSIPPI				
	Bolivar	14,400	11,600	81	
	<b>Between 5-24%</b>	ARKANSAS			
		Boone	6,900	6,100	89
Columbia		9,100	8,100	89	
Craighead		16,100	15,200	94	
Franklin		3,300	3,000	89	
Hempstead		6,000	5,400	89	
Howard		3,500	3,200	92	
Marion		1,400	1,200	90	
St Francis		9,700	8,500	88	
Searcy		2,100	1,800	85	
Sebastian		27,600	26,100	95	
Sevier		3,400	3,100	92	
Sharp		3,400	2,800	80	
LOUISIANA					
Morehouse	10,000	9,100	91		
MISSISSIPPI					
Panola	7,900	7,000	89		
Washington	24,800	21,600	87		

# Arkansas—Fayetteville—Springdale



**KGTO-TV**

(Ch. 36)

**Technical Facilities:** Channel No. 36 (602-608 MHz). Authorized power: 1950-kw max. & 1450-kw horizontal visual, 200-kw max. & 148-kw horizontal aural with .5° electrical beam tilt. Antenna: 820-ft. above av. terrain, 405-ft. above sea level.

Latitude 36° 01' 02"  
Longitude 94° 05' 04"

**Transmitter:** Robinson Mtn., 5-mi. SE of Fayetteville.

**TV tape:** Recording facilities.

**Color:** Network, film & slide.

**News Wire Service:** AP.



Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).

KGTO-TV Ref: FCC File No. BMPCT-6843 Granted 7/31/68 © American Map Co., Inc., N.Y., No. 14244

## KGTO-TV

**Network Service:** NBC.  
**Licensee:** Noark Broadcasting Inc., P.O. Box 1128, Fayetteville, Ark. (72701).  
**Studio:** 200 W. Center St.  
**Telephone:** 501-521-4111.  
**Ownership:** Paul W. Milam Sr., pres., 42.8%; Paul W. Milam Jr., 46%; E. J. Ball, 11.2%.  
**Began Operation:** Feb. 8, 1969.  
**Represented (sales)** by Savalli/Gates Inc.  
**Personnel:**  
PAUL W. MILAM JR., program manager.  
LIN H. WRIGHT, account executive.  
BOB HARDY, chief engineer.

## DIGEST OF RATE CARD NO. 2 (Oct. 1, 1969)

Hour	30 Min.	15 Min.	5 Min.	Min.	30 or 20 Sec.	10 Sec.
Class A—6:30-9:59 p.m., daily.						
\$300.00	\$180.00	\$120.00	\$75.00	\$60.00	\$48.00	\$30.00

Net Weekly Circulation	State County	Total Households	TV Homes	%
5-24%	ARKANSAS			
	Benton	14,800	13,300	90
	Washington	24,000	21,500	89
Station Totals		41,300	36,800	89
Net Weekly Circulation (March 1969)				2,138
Average Daily Circulation (March 1969)				670

# Arkansas—Fort Smith

**abc** **©** **KFSA-TV**  
**NB** Ch. 5

**Technical Facilities:** Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 12.7-kw aural. Antenna: 1260-ft. above av. terrain, 1209-ft. above ground, 1986-ft. above sea level.

Latitude 35° 30' 43"  
 Longitude 94° 21' 38"

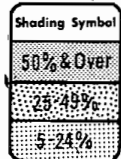
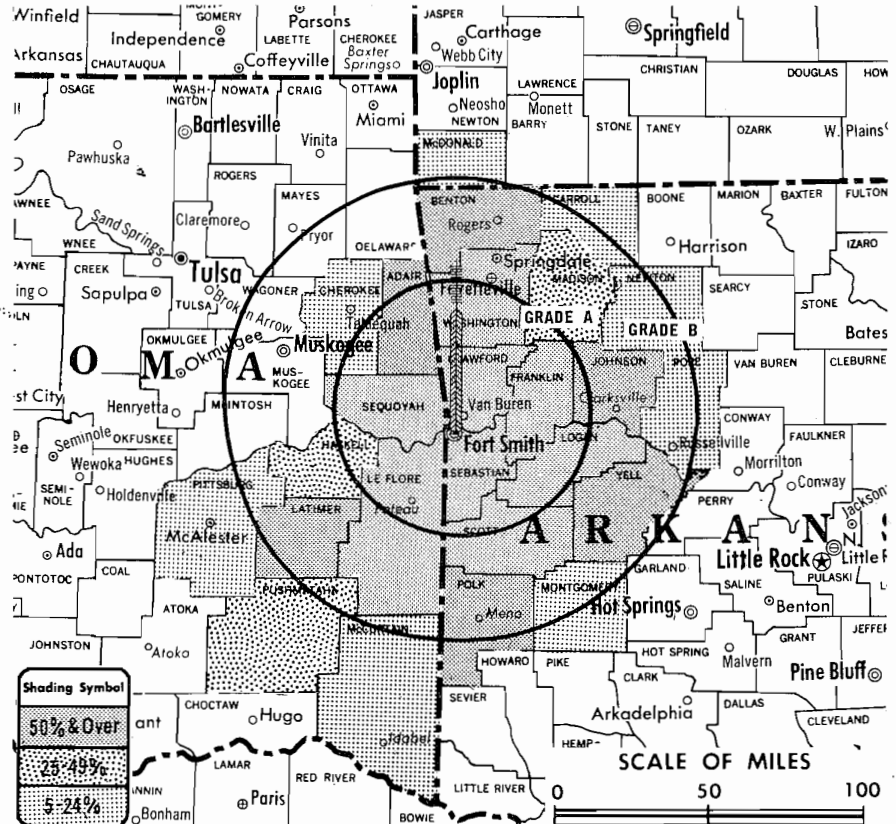
**AM Affiliate:** KFSA, 1-kw (.5-kw night), 950 kHz (ABC).

**Transmitter:** 9.5-mi. NNE of Fort Smith.

**TV tape:** Recording facilities.

**Color:** Network, live, film, slide & tape.

**News Wire Service:** AP.



**Total Households:** © SRDS  
**Consumer Market Data** as of 1/1/70.  
**TV Homes:** TV% and Circulation © 1969 American Research Bureau.  
 County coverage based on ARB study (see page 4-b).

KFSA-TV Ref: FCC File No. BPCT-2980 Granted 1/22/65 ©American Map Co., Inc., N.Y., No. 1424

## KFSA-TV

**Network Service:** CBS, NBC; also ABC.

**Licensee:** American Television Co. Inc., 318 N. 13th St., Fort Smith, Ark. (72901).

**Offices & Studios:** P.O. Box 369, 318 N. 13th St., Ft. Smith.

**Telephone:** 501-783-3131. TWX No.: 910-723-7672.

**Ownership:** Donald W. Reynolds, 100%. For other Reynolds interests see KORK-TV, Las Vegas, Nev.

**Began Operation:** Dec. 3, 1956. Sale to George T. Herreich and Harry Pollock-Harry Newton Co. by Salome Nakdimen as administratrix for husband's estate approved by FCC Feb. 27, 1957 and June 27, 1957 (Television Digest, Vol. 13:9, 26). Pollock's purchase of 50% from George T. Herreich approved by FCC March 5, 1958 (Vol. 14:6, 10). Sale of 51% by Harry Pollock to Donald Reynolds (who earlier had acquired 49%) approved by FCC Jan. 7, 1959 (Vols. 14:36, 52; 15:2).

**Represented (sales)** by The Meeker Co.; Busby, Finch & Woods.

**Represented (legal)** by Koteen & Burt.

**Personnel:**

JOHN WHITT, v.p., gen. mgr., sales mgr. & film buyer.  
 PAT PORTA, program director.  
 JAMES ANHALT, chief engineer.

**DIGEST OF RATE CARD NO. 7**  
 (March 1, 1969)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. 10 Sec.  
 Class A—6-10 p.m., daily.  
 \$350.00 \$210.00 \$150.00 \$97.50 \$65.00 \$65.00 \$50.00  
**NETWORK BASE HOURLY RATE:** \$425.

**For Newspaper Ownership of Television Stations**  
 See Services Volume

	Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	<b>ARKANSAS</b>				
		Benton	14,800	13,300	90
		Crawford	8,700	7,800	89
		Franklin	3,300	3,000	89
		Johnson	3,700	3,300	88
		Logan	4,700	4,200	90
		Polk	4,200	3,600	87
		Scott	1,800	1,500	87
		Sebastian	27,600	26,100	95
		Washington	24,000	21,500	89
	Yell	5,000	4,500	90	
<b>Between 25-49%</b>	<b>OKLAHOMA</b>				
		Adair	5,000	4,300	86
		Latimer	1,800	1,500	84
		Le Flore	10,400	9,400	90
<b>Between 5-24%</b>	<b>ARKANSAS</b>				
		Madison	2,500	2,000	81
	<b>OKLAHOMA</b>				
		Haskell	1,600	1,500	91
		Pushmataha	2,200	1,900	86
	<b>ARKANSAS</b>				
	Carroll	4,500	4,000	90	
	Montgomery	1,500	1,300	87	
	Newton	1,200	900	79	
	Pope	7,500	6,900	91	
<b>MISSOURI</b>					
	Mc Donald	3,800	3,600	94	
<b>OKLAHOMA</b>					
	Cherokee	5,400	4,900	91	
	Mc Curtain	6,800	6,000	87	
	Pittsburg	12,200	11,200	92	
<b>Station Totals</b>			376,900	351,000	93
<b>Net Weekly Circulation (March 1969)</b>					100,034
<b>Average Daily Circulation (March 1969)</b>					76,664

# Arkansas—Jonesboro



## KAIT-TV

Ch. 8

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 141-kw visual, 28.2-kw aural. Antenna: 420-ft. above av. terrain, 342-ft. above ground, 762-ft. above sea level.

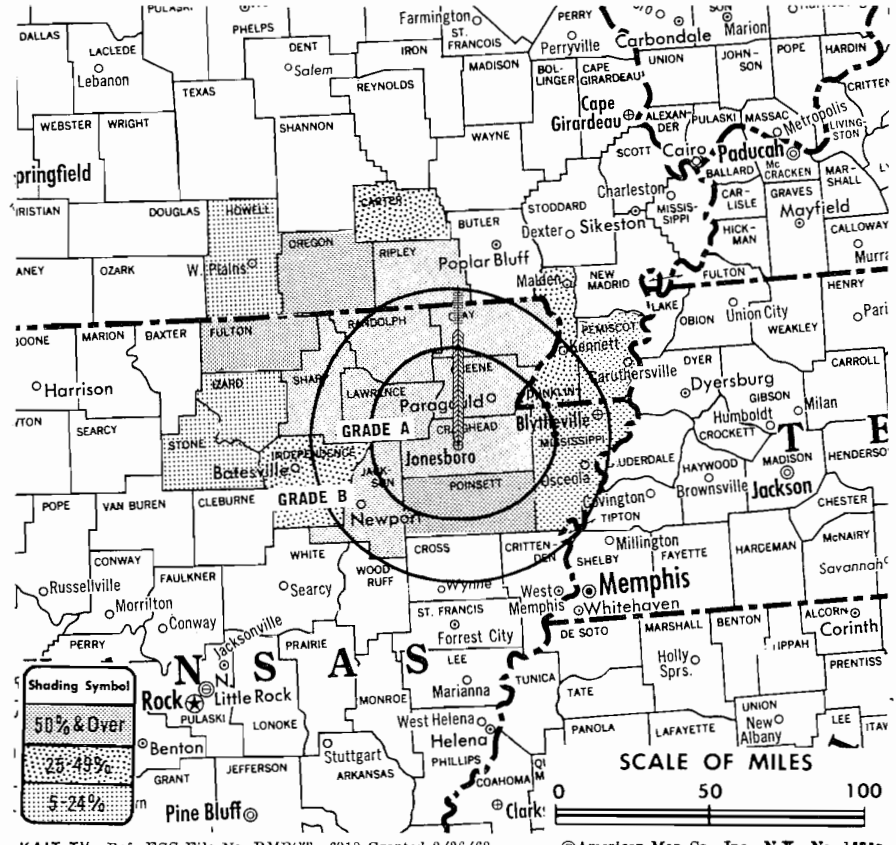
Latitude 35° 54' 23"  
Longitude 90° 41' 37"

Transmitter: 4.8-mi. N of center of Jonesboro.

Color: Network, live film, slide & tape.

News Wire Service: UPI.

TV tape: Recording facilities.



Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).

KAIT-TV Ref: FCC File No. BMPCT—6918 Granted 2/26/68

© American Map Co., Inc., N.Y., No. 1424#

## KAIT-TV

Network Service: ABC.

Licensee: George T. Hernreich, 601 Garrison Ave., Fort Smith, Ark. (72901).

Studio: P.O. Box 790, Jonesboro, Ark. (72401).

Telephone: 501-932-4288.

Ownership: George T. Hernreich, 100%; he also owns radios KFPW, Fort Smith, Ark. and KZNG, Hot Springs, Ark. and holds CP for Ch. 40, KFPW-TV, Fort Smith, Ark.

Began Operation: July 15, 1963.

Represented (sales) by Gill-Perna; Gene Gray (Kan. & Mo.); Mario Messina Co. (Dallas); Hugh Wallace (West Coast).

Represented (legal) by Arthur Stambler.

Personnel:

ROBERT HERNREICH, general manager.  
JIM PIERCE, program & production manager.  
L. C. MORRIS, chief engineer.

### DIGEST OF RATE CARD NO. 3 (Feb. 1, 1970)

Hour 30 Min. 15 Min. 5 Min. Min. 30 Sec. 20 Sec. 10 Sec.  
Class A—6-10:30 p.m., daily.  
\$250.00 \$165.00 \$120.00 \$75.00 . . . . . \$45.00 \$37.00 \$28.00

NETWORK BASE HOURLY RATE: \$125.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	ARKANSAS			
	Clay	6,600	5,900	90
	Craighead	16,100	15,200	94
	Fulton	1,600	1,300	79
	Greene	8,400	7,700	92
	Jackson	7,500	6,800	90
	Lawrence	5,100	4,500	88
	Poinsett	7,900	7,300	92
	Randolph	3,700	3,200	87
	Sharp	3,400	2,800	80
<b>Between 25-49%</b>	MISSOURI			
	Oregon	2,600	2,100	80
	Ripley	3,500	2,900	82
<b>Between 5-24%</b>	ARKANSAS			
	Independence	6,900	6,200	90
	MISSOURI			
	Carter	1,000	800	80
	Dunklin	10,200	9,400	92
	ARKANSAS			
Izard	1,600	1,300	81	
Mississippi	19,500	17,900	92	
Stone	2,400	2,000	85	
MISSOURI				
Howell	6,800	5,800	85	
Pemiscot	8,700	7,800	91	
<b>Station Totals</b>		<b>174,400</b>	<b>157,600</b>	<b>90</b>
Net Weekly Circulation (March 1969)				57,132
Average Daily Circulation (March 1969)				33,042



# Arkansas—Little Rock



**KARK-TV**



Ch. 4

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1693-ft. above av. terrain, 1175-ft. above ground, 2209-ft. above sea level.

Latitude 34° 47' 55"  
Longitude 92° 29' 58"

Transmitter: Shinall Mt. Studio: 1001 Spring St.

Telephone: 501-376-2481.

TWX No.: 910-722-7417.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP. Facsimile Service: AP. News Film Service: NBC.

AM Affiliate: KARK, 5-kw, 920 kHz (NBC). FM Affiliate: KARK-FM, 29.5-kw, 103.7 MHz (No. 279), 1510-ft. antenna height.

Total Households: © SRDS

Consumer Market Data as of 1/1/70.

TV Homes: TV% and Circulation

© 1969 American Research Bureau.

County coverage based on ARB study (see page 4-b).



KARK-TV Ref: FCC File No. BNPCT-1331 Granted 10/22/53

© American Map Co., Inc., N.Y., No. 14244

## KARK-TV

Licensee: Mullins Broadcasting Co., 1001 Spring St., Little Rock, Ark. (72203).

Ownership: Mullins Bcstg. Co., 100%; see KBTV, Denver, Colo.

Began Operation: April 15, 1954. Sale to present owner by T. K. Barton family approved Jan. 19, 1966 by FCC (Television Digest, 5:32, 6:4).

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Lohnes & Culver.

Represented (sales) by Blair TV.

### Personnel:

- ALVIN G. FLANAGAN, president (KBTV, Denver).
- ROBERT L. BROWN, vice president & general manager.
- JAMES F. EVERETT, business manager.
- DAVID J. JONES, general sales manager.
- JAMES E. TULEY, program director.
- DEAN HOWARD, chief engineer.
- CARL V. TIBBETTS, promotion director.
- JOHN REEDER, news director.
- LESLIE R. BOLTON, director of public affairs.
- BOB BUICE, farm director.

### DIGEST OF RATE CARD. NO. 16—(Feb. 1, 1970)

Hour	30 Min.	15 Min.	Min.	30 Sec.	10 Sec.	
Class AA—6:30-10 p.m., Mon.-Sat.; 6-10 p.m., Sun.	\$700.00	\$465.00	\$280.00	\$225.00	\$200.00	\$100.00
NETWORK BASE HOURLY RATE:	\$700.					

For Arkansas CATV Systems  
see Services Volume

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>ARKANSAS</b>				
	Arkansas	8,600	8,000	93
	Bradley	4,700	4,200	89
	Calhoun	1,900	1,700	89
	Clark	7,100	6,500	91
	Cleburne	2,600	2,300	90
	Cleveland	1,600	1,400	86
	Conway	4,800	4,400	91
	Crawford	8,700	7,800	89
	Dallas	3,300	2,900	90
	Desha	6,000	5,300	88
	Drew	4,600	4,000	86
	Faulkner	8,500	7,800	92
	Franklin	3,300	3,000	89
	Garland	20,400	18,700	92
	Grant	2,900	2,600	91
	Hot Spring	8,200	7,500	91
	Independence	6,900	6,200	90
	Izard	1,600	1,300	81
	Jefferson	28,500	26,200	92
	Johnson	3,700	3,300	88
	Lincoln	3,600	3,200	87
	Logan	4,700	4,200	90
	Lonoke	7,900	7,400	94
	Monroe	5,400	4,600	84
	Montgomery	1,500	1,300	87
	Nevada	2,900	2,500	87
	Newton	1,200	900	79
	Ouachita	11,300	10,100	89
	Perry	1,200	1,100	93
	Pike	2,100	1,900	89
	Pope	7,500	6,900	91
	Prairie	2,800	2,500	89
	Pulaski	96,600	91,800	95
	Saline	10,100	9,700	95
	Searcy	2,100	1,800	85

(Continued on page 51-b)

Station Totals	568,400	513,700	90
Net Weekly Circulation (March 1969)			308,788
Average Daily Circulation (March 1969)			217,966

# Arkansas—Little Rock



**KATV**



Ch. 7

**Technical Facilities:** Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 47.9-kw aural. Antenna: 2006-ft. above av. terrain, 2000-ft. above ground, 2272-ft. above sea level.

Latitude 34° 28' 22.6"  
Longitude 92° 12' 10.5"

**Transmitter:** U.S. Hwy. 65, 2-mi. N of Redfield, Ark.

**Color:** Network, live, film, slide & tape.

**News Wire Service:** AP, UPI.

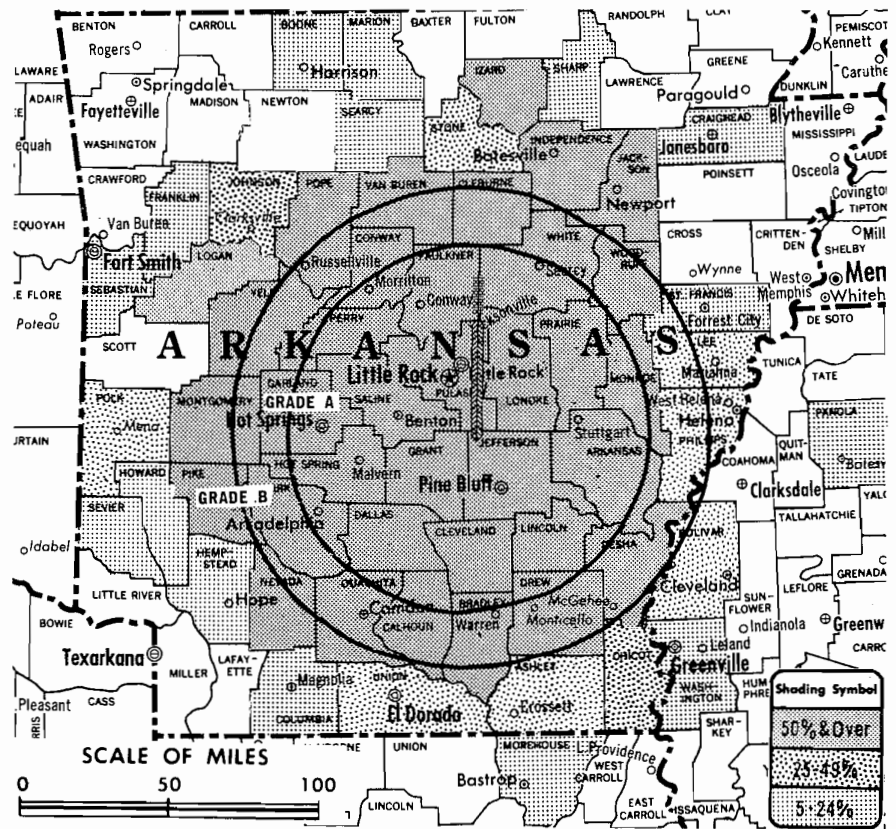
**News Film Service:** ABC.

**Facsimile Service:** AP.

**Studios:** 310 W. 3rd St., Little Rock; Jefferson Sq., Pine Bluff.

**Represented (engineering)** by Cohen & Dippell.

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV % and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).



KATV Ref: FCC File No. BMPCT-6071 Granted 6/9/65

©American Map Co., Inc., N.Y., No. 14244

## KATV

Licensee: Leake TV Inc., 310 West 3rd St., Little Rock, Ark. (72201).

Telephone: 501-374-1691. TWX No.: 501-721-8372.

Ownership: James Leake, chmn.; Robert Doubleday, pres.; Marjorie Leake, v.p., 86%; T. Rod Holliday, v.p. & secy.-treas. Same interests also own KTUL-TV, Tulsa & control CP for WSTE (Ch. 13), Fajardo, P.R.

Began Operation: Dec. 18, 1953. John T. Griffin and Leake increased holdings from 45% to 50% each when Bryan Mathes sold them his 10% stock (Television Digest, Vol. 16:45). Reorganization resulted in Griffin owning 55.81%. Transfer of control to Leakes approved by FCC Sept. 19, 1969 (Vol. 9:15).

Represented (sales) by Peters, Griffin, Woodward Inc.

Represented (legal) by Fletcher, Heald, Rowell, Kenehan & Hildreth.

Personnel:

- THOMAS GOODGAME, vice president & general manager.
- ROBERT SNIDER, v.p., engineering.
- JACK BOMAR, program manager.
- ROBERT HESS, general sales manager.
- A. R. GARRETT, chief engineer.
- WILLIAM R. RAGAN, promotion manager.

### DIGEST OF RATE CARD NO. 16 (May 4, 1969)

Hour	30 Min.	15 Min.	Min.	30 or 20 Sec.	10 Sec.
Class AA—6:30-10 p.m., daily.	\$800.00	\$500.00	\$350.00	\$230.00*	\$115.00*

\*Class AA—6:30-9:59 p.m., daily.

NETWORK BASE HOURLY RATE: \$750.

For Color Penetration by Market  
See Services Volume

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>				
<b>ARKANSAS</b>				
	Arkansas	8,600	8,000	93
	Bradley	4,700	4,200	89
	Calhoun	1,900	1,700	89
	Clark	7,100	6,500	91
	Cleburne	2,600	2,300	90
	Cleveland	1,600	1,400	86
	Conway	4,800	4,400	91
	Dallas	3,300	2,900	90
	Desha	6,000	5,300	88
	Drew	4,600	4,000	86
	Faulkner	8,500	7,800	92
	Garland	20,400	18,700	92
	Grant	2,900	2,600	91
	Hot Spring	8,200	7,500	91
	Independence	6,900	6,200	90
	Izard	1,600	1,300	81
	Jackson	7,500	6,800	90
	Jefferson	28,500	26,200	92
	Lincoln	3,600	3,200	87
	Logan	4,700	4,200	90
	Lonoke	7,900	7,400	94
	Monroe	5,400	4,600	84
	Montgomery	1,500	1,300	87
	Nevada	2,900	2,500	87
	Ouachita	11,300	10,100	89
	Perry	1,200	1,100	93
	Pike	2,100	1,900	89
	Pope	7,500	6,900	91
	Prairie	2,800	2,500	89
	Pulaski	96,600	91,800	95
	Saline	10,100	9,700	95
	Van Buren	3,900	3,500	90
	White	13,000	11,900	92
	Woodruff	4,300	3,800	87
	Yell	5,000	4,500	90

(Continued on page 51-b)

Station Totals	672,200	612,000	91
Net Weekly Circulation (March 1969)			305,737
Average Daily Circulation (March 1969)			209,531

# Arkansas—Little Rock



**KTHV**

Ch. 11



**Technical Facilities:** Channel No. 11 (198-204 MHz). Authorized power: 316-kw visual, 38-kw aural. Antenna: 1760-ft. above av. terrain, 1158-ft. above ground, 2205-ft. above sea level.

Latitude 34° 47' 55"  
Longitude 92° 29' 58"

**Transmitter:** Shinnel Mt.

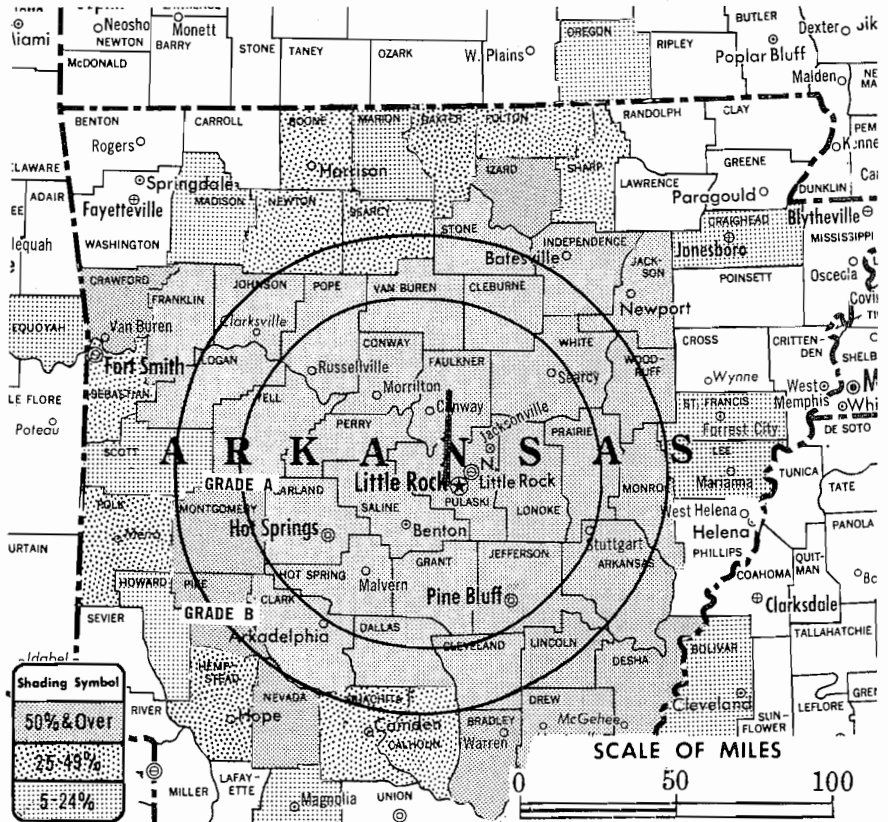
**TV tape:** Recording facilities.

**Color:** Network, live, film, slide & tape.

**News Wire Service:** AP.

**News Film Service:** CBS.

**Facsimile Service:** UPI.



**Total Households:** © SRDS  
Consumer Market Data as of 1/1/70.  
**TV Homes:** TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).

KTHV Ref: FCC File No. BPCT-1057 Granted 11/4/54

©American Map Co., Inc., N.Y., No. 14244

## KTHV

**Licensee:** Arkansas Television Co., Box 269, Little Rock, Ark. (72203).

**Studio:** 8th & Izard Sts. Telephone: 501-374-3764.

**Ownership:** Radio Bcstg. Inc., 42%; Arkansas Democrat, 32%; C. E. Lowry, 16%; Estate of K. August Engel, 10%. KTHV officers: William H. Bronson, chairman; Clyde E. Lowry, pres.; C. S. Berry, v.p. & treas.; Marcus George, v.p. & dir.; Robert Brown, v.p. & dir.; B. G. Robertson, v.p. & secy. Ownership interlocks with radio KWKH, Shreveport, La.

**Began Operation:** Nov. 27, 1955.

**Represented (sales) by:** H-R Television Inc.

**Represented (legal) by:** Dempsey & Koplovitz.

**Represented (engineering) by:** A. Earl Cullum Jr.

**Personnel:**

B. G. ROBERTSON, v.p. & general manager.  
MACK WALKER, sales manager.  
JOHN POUNDERS, operations manager.  
CURTIS THRELKELD, film director.  
CECIL SUITT, chief engineer.

DIGEST OF RATE CARD NO. G-6  
(Sept. 1, 1968)

Hour 30 Min. 15 min. Min. 30 Sec. 20 Sec. 10 Sec.  
Class AA—6:30-10 p.m., daily.  
\$725.00 \$450.00 \$240.00 Graded rates apply\*

\*Highest rate: \$360.

**NETWORK BASE HOURLY RATE:** \$725.

For ARB & Nielsen County-by-County Data  
See Services Volume

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>				
<b>ARKANSAS</b>				
	Arkansas	8,600	8,000	93
	Bradley	4,700	4,200	89
	Clark	7,100	6,500	91
	Cleburne	2,600	2,300	90
	Cleveland	1,600	1,400	86
	Conway	4,800	4,400	91
	Crawford	8,700	7,800	89
	Dallas	3,300	2,900	90
	Desha	6,000	5,300	88
	Drew	4,600	4,000	86
	Faulkner	8,500	7,800	92
	Franklin	3,300	3,000	89
	Garland	20,400	18,700	92
	Grant	2,900	2,600	91
	Hot Spring	8,200	7,500	91
	Independence	6,900	6,200	90
	Izard	1,600	1,300	81
	Jackson	7,500	6,800	90
	Jefferson	28,500	26,200	92
	Johnson	3,700	3,300	88
	Lincoln	3,600	3,200	87
	Logan	4,700	4,200	90
	Lonoke	7,900	7,400	94
	Monroe	5,400	4,600	84
	Montgomery	1,500	1,300	87
	Nevada	2,900	2,500	87
	Perry	1,200	1,100	93
	Pike	2,100	1,900	89
	Pope	7,500	6,900	91
	Prairie	2,800	2,500	89
	Pulaski	96,600	91,800	95
	Saline	10,100	9,700	95
	Stone	2,400	2,000	85

(Continued on page 51-b)

Station Totals	555,300	505,600	91
Net Weekly Circulation (March 1969)			295,526
Average Daily Circulation (March 1969)			207,965



Santa Barbara	123,621
Bakersfield	120,117
Eureka	45,521
Yuma-El Centro	27,503
Modesto	6,028

147	81,500	148
149	86,500	147
196	42,100	174
205	35,800	181
222	*	*

**State Educational Technical Facilities**  
(Complete Data in Educational Directory)

**KEET**

**Eureka**

Ch. 13

Non-Commercial Educational Station

Licensee: Redwood Empire ETV Inc., Eureka, Cal. (95502).

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 32.4-kw visual, 6.48-kw aural. Antenna: 1510-ft. above av. terrain, 107-ft. above ground, 2907-ft. above sea level.

Latitude	40°	43'	52"
Longitude	123°	57'	06"

**KCET**

**Los Angeles**

Ch. 28

Non-Commercial Educational Station

Licensee: Community TV of Southern California, 1313 N. Vine St.

Technical Facilities: Channel No. 28 (554-560 MHz). Authorized power: 1200-kw max. and 45.7 horizontal visual, 240-kw max. and 9.12 horizontal aural. Antenna: Directional, 3050-ft. above av. terrain, 363-ft. above ground, 6022-ft. above sea level.

Latitude	34°	13'	27"
Longitude	118°	03'	47"

**KIXE-TV**

**Redding**

Ch. 9

Non-Commercial Educational Station

Licensee: N. Cal. ETV Assn., Box 9.

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 31.19-kw visual, 5.89-kw aural. Antenna: 3590-ft. above av. terrain, 99-ft. above ground, 6308-ft. above sea level.

Latitude	40°	36'	08"
Longitude	122°	39'	00"

**KVIE**

**Sacramento**

Ch. 6

Non-Commercial Educational Station

Licensee: Central California Educational Television, Box 6.

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 89.1-kw visual, 17.8-kw aural. Antenna: 1020-ft. above av. terrain, 500-ft. above ground, 2523-ft. above sea level.

Latitude	38°	37'	49"
Longitude	120°	51'	20"

**KVCR-TV**

**San Bernardino**

Ch. 24

Non-Commercial Educational Station

Licensee: San Bernardino Junior College Dist., 701 S. Mt. Vernon Ave.

Technical Facilities: Channel No. 24 (530-536 MHz). Authorized power: 5.75-kw visual, 1.12-kw aural. Antenna: minus 290-ft. above av. terrain, 120-ft. above ground, 1178-ft. above sea level.

Latitude	35°	05'	20"
Longitude	117°	18'	44"

**KEBS-TV**

**San Diego**

Ch. 15

Non-Commercial Educational Station

Licensee: San Diego State College (92115).

Technical Facilities: Channel No. 15 (476-482 MHz). Authorized power: 1000-kw max. and 417-kw horizontal visual, 200-kw max. and 81.3-kw horizontal aural. Antenna: 1880-ft. above av. terrain, 161-ft. above ground, 2693-ft. above sea level.

Latitude	32°	41'	48"
Longitude	116°	56'	10"

**KQED**

**San Francisco**

Ch. 9

Non-Commercial Educational Station

Licensee: Bay Area Educational Television Assn., 525 Fourth St.

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 316-kw visual, 63.2-kw aural. Antenna: 1210-ft. above av. terrain, 190-ft. above ground, 1415-ft. above sea level.

Latitude	37°	41'	22"
Longitude	122°	26'	10"

**KTEH**

**San Jose**

Ch. 54

Non-Commercial Educational Station

Grantee: Office of Education, a Dept. of the County of Santa Clara, 70 W. Hedding St., San Jose, Cal. (95110).

Technical Facilities: Channel No. 54 (710-716 MHz). Authorized power: 22.9-kw visual, 4.68-kw aural. Antenna: minus 30-ft. above av. terrain, 89-ft. above ground, 506-ft. above sea level.

Latitude	37°	17'	18"
Longitude	121°	51'	50"

**KCSM-TV**

**San Mateo**

Ch. 14

Non-Commercial Educational Station

Licensee: San Mateo Jr. College Dist., 1700 West Hillside Blvd.

Technical Facilities: Channel No. 14 (470-476 MHz). Authorized power: 13.8-kw visual, 2.75-kw aural. Antenna: 380-ft. above av. terrain, 143-ft. above ground, 748-ft. above sea level.

Latitude	37°	32'	12"
Longitude	122°	20'	02"

# California

California Station Status as of March 1, 1970

	VHF	UHF	TOTAL
☐ Commercial Television Stations	26	22	48
● Educational Television Stations	4	5	9
			57

## State Cross Reference List

Communities That Receive Programs of  
Stations That Are Located Elsewhere

### KRCR-TV

Chico

(See Redding, Cal.)

### KMTW

Corona

(See Los Angeles, Cal.)

### KLXA-TV

Fontana

(See Los Angeles, Cal.)

### KICU-TV

Fresno

(See Visalia, Cal.)

### KSBW-TV

Monterey

(See Salinas, Cal.)

### KTVU

Oakland

(See San Francisco, Cal.)

### KMST

Salinas

(See Monterey, Cal.)

### KNTV

Salinas-Monterey

(See San Jose, Cal.)

### KHSL-TV

Redding

(See Chico, Cal.)

### KHOF-TV

San Bernardino

(See Los Angeles, Cal.)

### KMST

San Jose

(See Monterey, Cal.)

### KSBW-TV

San Jose

(See Salinas-Monterey, Cal.)

### KOVR

Stockton

(See Sacramento, Cal.)

### KTXL

Stockton

(See Sacramento, Cal.)

### XHBC-TV

El Centro, Cal. (Mexicali, Mexico)

Ch. 3

Licensee: Televisora de Mexicali S.A., P.O. Box F, Calexico, Cal.  
Studio & Transmitter: Mexicali, Mexico.

Telephone: P.O. 2-28-55.

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power:  
15-kw visual, 7.5-kw aural. Antenna: 678-ft. above av. terrain,  
600-ft. above ground, 20-ft. above sea level.

Latitude	32°	37'	21"
Longitude	115°	34'	54"

TV tape: Recording facilities.

Color: Live, film & slide.

Ownership: Affiliated with Telesistema Mexicano, S.A. (Emilio Azcarraga Sr.-Romulo O'Farrill interests). For other interests of Telesistema Mexicano, see Foreign Station Directory.

Began Operation: Oct. 6, 1957.

Represented (sales) by Spanish International Network Sales Inc.

Represented (legal) by Fly, Shuebruk, Blume & Gaguine.

Personnel:

RAUL SANCHEZ de APARICIO, station manager & film buyer.  
HENRY BEZIES, chief engineer.

DIGEST OF RATE CARD NO. 6—(Oct. 1, 1967)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class A—5-11 p.m., daily.	\$344.00	\$172.00	\$116.00	\$87.00	\$72.00	\$54.00
	\$36.00					

# California—Bakersfield



## KBAK-TV

Ch. 29

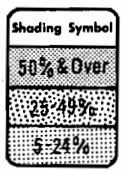
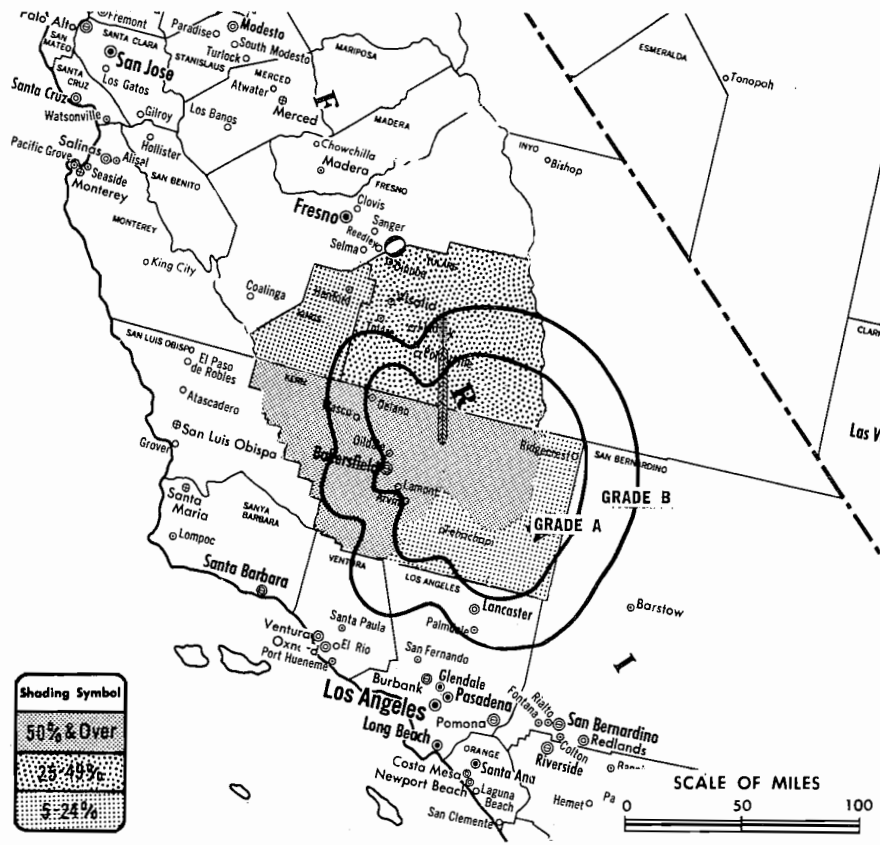
**Technical Facilities:** Channel No. 29 (560-566 MHz). Authorized power: 1720-kw max. & 77.6-kw horizontal visual, 298-kw max. & 13.5-kw horizontal aural. Antenna: 3730-ft. above av. terrain, 230-ft. above ground, 7775-ft. above sea level.

Latitude 35° 27' 11"  
Longitude 118° 35' 25"

**Transmitter:** Breckenridge Mt., 24-mi. ENE of Bakersfield.

**Color:** Network, live, film, slide & tape.

**News Wire Service:** AP.



**Total Households:** © SRDS  
Consumer Market Data as of 1/1/70.  
**TV Homes:** TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).

KBAK-TV Ref: FCC File No. B1CT-4248 Granted 9/23/69

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## KBAK-TV

**Licensee:** HarriScope Broadcasting Corp., Box 2929, Bakersfield, Cal. (93303).

**Studio:** 2210 Chester Ave. (93301).

**Telephone:** 805-327-7955.

**TWX No.:** 510-843-2146.

**Ownership:** Burt I. Harris, pres., 15%; Irving B. Harris, 40%; Donald P. Nathanson, 30%. 16 others, none with as much as 5%. HarriScope owns KTWO-TV & KTWO, Casper, Wyo.; KFBB-TV, Great Falls, Mont.; KULR-TV, Billings, Mont.; 27.5% of KGGM-TV & KGGM, Albuquerque & KVSF, Santa Fe, N.M. Three principals control HarriScope of Chicago Inc. which owns 50% of WSNS-TV, Chicago. For other holdings, see CATV Group Ownership.

**Began Operation:** Aug. 20, 1953. Sale to present owner by Reeves Broadcasting Corp. approved May 12, 1964 by FCC (Television Digest, Vols. 3:52, 4:18). Sale to Reeves Broadcasting Corp. by San Francisco Chronicle approved Oct. 12, 1960 by FCC (Vol. 16:36, 42).

**Represented (sales)** by H-R Television Inc.

**Represented (legal)** by Cohn & Marks.

**Represented (engineering)** by Hammett & Edison.

### Personnel:

BURT I. HARRIS, president & film buyer (Los Angeles).  
GENE DENARI, vice president & general manager.  
AL RUCH, chief engineer.  
ROBERT CURRY, general sales manager.  
BETTY BORUCH, office manager.  
LYLE MURPHY, operations director.

### DIGEST OF RATE CARD NO. 20—(Jan. 15, 1970)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.	
Class AA—7:30-11 p.m., daily.	\$450.00	\$275.00	\$175.00	.....	\$90.00	\$80.00	\$45.00

**NETWORK BASE HOURLY RATE: \$275.**

Net Weekly Circulation	State County	Total Households	TV Homes	Homes %
<b>50% &amp; Over</b>	CALIFORNIA	91,500	86,500	95
	Kern West			
<b>Between 25-49%</b>	CALIFORNIA	60,400	56,500	94
	Tulare			
<b>Between 5-24%</b>	CALIFORNIA	15,500	14,700	95
	Kern East			
	Kings	20,700	19,200	93
<b>Station Totals</b>		3,092,600	2,955,100	95
Net Weekly Circulation (March 1969)				120,117
Average Daily Circulation (March 1969)				61,324

**For UHF Penetration by Markets**  
See Services Volume

# California—Bakersfield



**KERO-TV**

Ch. 23

Technical Facilities: Channel No. 23 (524-530 MHz). Authorized power: 1760-kw max. and 323-kw horizontal visual, 64.6-kw max. and 14.4-kw horizontal aural. Antenna: Directional, 3700-ft. above av. terrain, 183-ft. above ground, 7668-ft. above sea level.

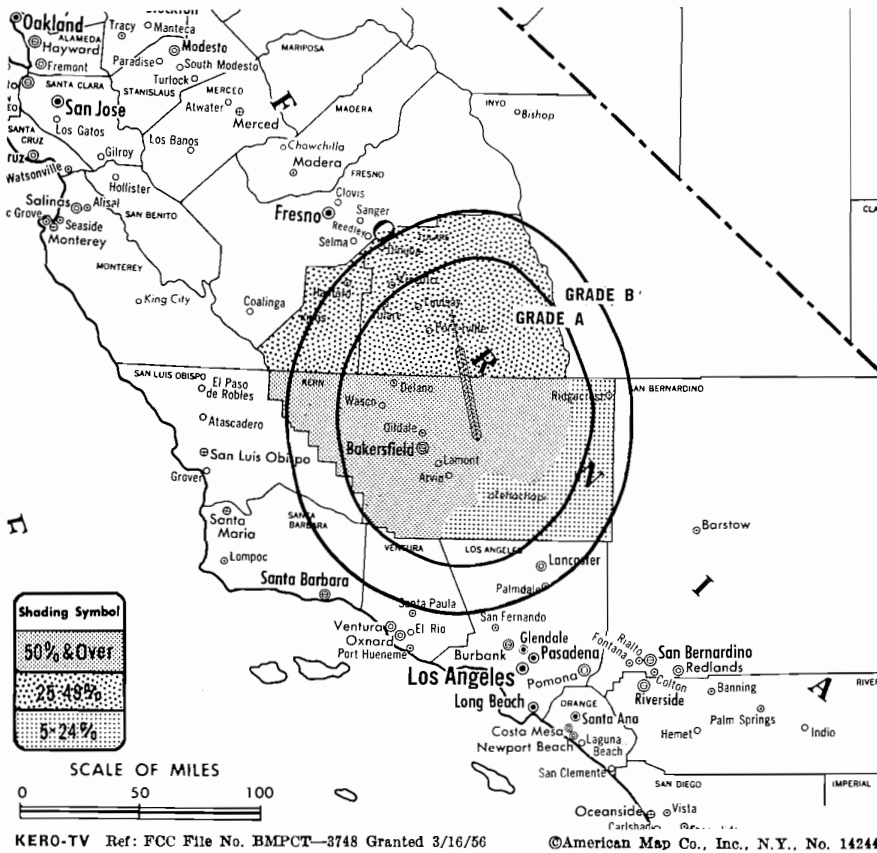
Latitude 35° 27' 14"  
Longitude 118° 35' 37"

Note: This station operated simultaneously on Chs. 10 & 23 from July 1 to Sept. 1, 1963, and thereafter only on Ch. 23.

Transmitter: Breckenridge Mt., 22-mi. E of Bakersfield.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.



Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV % and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).

## KERO-TV

Licensee: Time-Life Broadcast Inc., 321 21st St., Bakersfield.  
Studio: Television Center, P.O. Box 2367, Bakersfield, Cal. (93301).  
Telephone: 805-327-1441. TWX No.: 510-843-2113.  
Ownership: Time Life Bcst. Inc., 100%. For other interests see Time under Group Ownership.  
Began Operation: Sept. 26, 1953. Sale to present owners by Transcontinent Television Corp. approved Feb. 19, 1964 by FCC (Television Digest, Vols. 3:15-16, 31, 48). Merger of Marietta Bcstg. Inc. (including KFMB-TV & KFMB, San Diego) into Transcontinent Television Corp. approved May 13, 1959 by FCC (Vol. 15:7, 12, 20).

Represented (sales) by Edward Petry & Co. Inc.

Represented (legal) by Pierson, Ball & Dowd.

Represented (engineering) by Jansky & Bailey.

### Personnel:

HUGH B. TERRY, president.  
KENNETH R. GROES, vice president & general manager.  
DAVE MAXWELL, national sales manager.  
RODERICK O'HARRA, local sales manager.  
CLIFF COX, program director & film buyer.  
LARRY EDWARDS, production manager.  
NORMAN E. HALL, engineering director.  
BURLEIGH SMITH, news director.

## DIGEST OF RATE CARD NO. 17 (Sept. 15, 1969)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.  
Class A—7-10 p.m., daily.  
\$450.00 \$300.00 \$200.00 \$150.00 Graded rates apply\*

\*Highest rate: \$130.

NETWORK BASE HOURLY RATE: \$450.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	CALIFORNIA Kern West	91,500	86,500	95
<b>Between 25-49%</b>	CALIFORNIA Kings	20,700	19,200	93
	Tulare	60,400	56,500	94
<b>Between 5-24%</b>	CALIFORNIA Kern East	15,500	14,700	95
Station Totals		3,112,500	2,973,900	95
Net Weekly Circulation (March 1969)				117,251
Average Daily Circulation (March 1969)				75,440



PLACE: CALIFORNIA'S SOUTHERN SAN JOAQUIN VALLEY  
TIME: YESTERDAY • TODAY • TOMORROW



\*DOMINANCE means command, power—1,760,000 watts from 7,600 ft. Mt. Breckenridge.



\*DOMINANCE means influence, authority—the largest news team in the Southern San Joaquin Valley.



\*DOMINANCE means wide acceptance—for over 15 years, KERO-TV has served the rich growing Valley. It has the best known personalities with the largest coverage in the Valley. KERO-TV influences the vast community it serves. And, that makes it AN EFFECTIVE WAY FOR YOU TO PRESENT IDEAS.

# KERO-TV 23

TELEVISION CENTER • BAKERSFIELD, CALIFORNIA

Contact:

Dave Maxwell  
National Sales Manager

Call your  
PETRY man!



# California—Bakersfield



**KJTV**

Ch. 17

(formerly KLYD-TV)

Technical Facilities: Channel No. 17 (488-494 MHz). Authorized power: 1150-kw max. & 316-kw horizontal visual, 230-kw max. & 62.8-kw horizontal aural. Antenna: 1391-ft. above av. terrain, 270-ft. above ground, 3795-ft. above sea level.

Latitude 35° 26' 20"  
Longitude 118° 44' 23"

Transmitter: Mt. Adelaide, 16-mi. E of Bakersfield.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Studio: 29th & Eye Sts.



KJTV Ref: FCC File No. BMPCT—6968 Granted 1/14/69

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Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).

## KJTV

Licensee: Kern County Broadcasting Co., 2831 Eye St., Bakersfield, Cal. (93301).

Telephone: 805-327-7511. TWX No.: 805-831-7052.

Ownership: Atlantic States Industries Inc., Ralph C. Guild, pres., 37.1%; Daren F. McGavren, chmn., 14%; George R. Fritzinger, exec. v.p.-asst. secy.-treas., 10%; Burke-Stuart Co. Inc., 9%; others, none with as much as 2%. Atlantic States also owns WLOB AM&FM, Portland, Me.; WRYT, Boston; WNVY, Pensacola; KMAK, Fresno; KROY, Sacramento; WERE, Cleveland & KFAC AM&FM, Los Angeles.

Began Operation: Nov. 8, 1959. Transfer to Atlantic States Industries from Lincoln Dellar & wife approved by FCC Sept. 11, 1969 (Television Digest, Vol. 8:49; 9:37). Previous sale to Dellar by group which included Dellar as 41.2% stockholder approved by FCC Dec. 31, 1962 (TV Addenda 32-KKKK).

Represented (sales) by Peters, Griffin, Woodward Inc.

Represented (legal) by Haley, Bader & Potts.

Represented (engineering) by A. E. Towne & Associates.

Personnel:

BRIAN LOUGHRAN, general manager.  
DICK McINTYRE, chief engineer.  
TED WARNER, director of operations.  
VIC FERGIE, news director.

DIGEST OF RATE CARD NO. 6C  
(May 3, 1968)

Hour 30 Min. 15 Min. 10 Min. 5 Min. Min. 30 Sec. ID  
Class AA—7:30-10:30 p.m., Mon.-Sat.; 7-10:30 p.m., Sun.  
\$350.00 \$210.00 \$140.00 \$125.00 \$90.00 Graded rates apply\*

\*Highest rate: \$80.

NETWORK BASE HOURLY RATE: \$300.

Net Weekly Circulation	State County	Total Households	TV Homes	%
50% & Over	CALIFORNIA			
	Kern West	91,500	86,500	95
Between 5-24%	CALIFORNIA			
	Kings	20,700	19,200	93
	Tulare	60,400	56,500	94
Station Totals		2,950,900	2,821,800	95
Net Weekly Circulation (March 1969)				90,532
Average Daily Circulation (March 1969)				52,273

## La Rue Media Brokers Inc.

Radio Television CATV

Completed Sales

Radio: Richmond, Virginia \$210,000  
Radio: California AM \$400,000

116 Central Park South  
New York, N.Y. 10019

President  
Hugh Ben LaRue

Area Code 212  
265-3430

# California—Redding

**NBC abc KRCR-TV**

Ch. 7

(Also serves Chico, Cal.)

**Technical Facilities:** Channel No. 7 (174-180 MHz). Authorized power: 115-kw visual, 22.4-kw aural. Antenna: 3620-ft. above av. terrain, 126-ft. above ground, 6335-ft. above sea level.

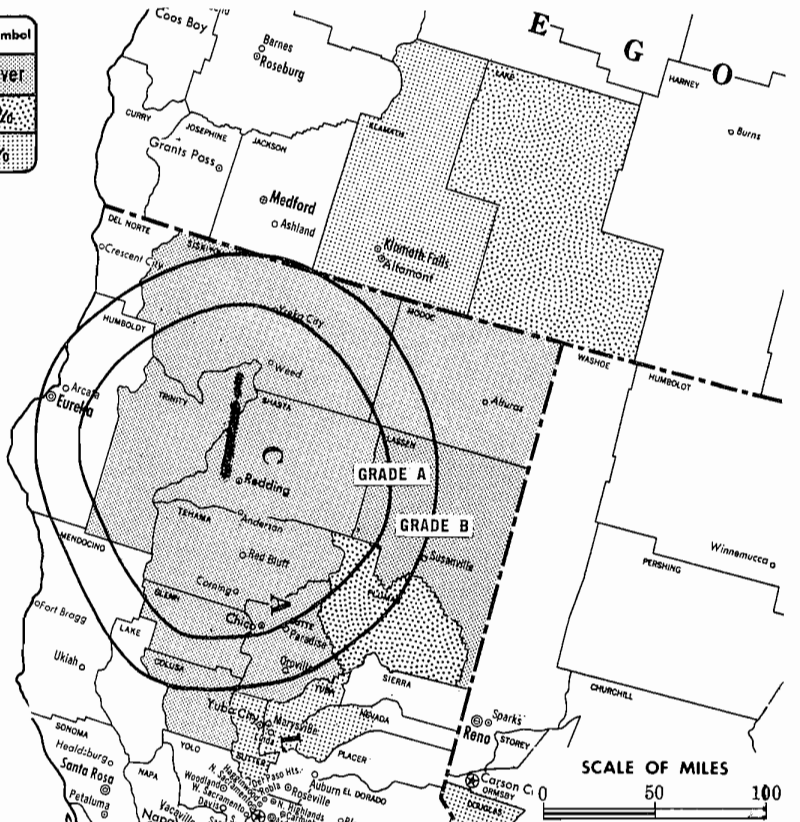
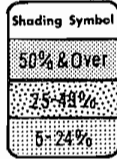
Latitude 40° 36' 10"  
Longitude 122° 39' 00"

**Transmitter:** Mt. Shasta-Bally, 13-mi. W of Redding.

**Color:** Network, live, film, slide & tape.

**News Wire Service:** UPI.

**Total Households:** © SRDS  
Consumer Market Data as of 1/1/70.  
**TV Homes:** TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).



KRCR-TV Ref: FCC File No. BMPCT-4100 Granted 8/22/56

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## KRCR-TV

**Network Service:** NBC, ABC.

**Licensee:** Sacramento Valley TV Inc., 2770 Pioneer Dr., Redding, Cal. (96001).

**Studio:** Pioneer Dr.

**Telephone** 916-243-7777. **TWX No.:** 916-243-6721.

**Ownership:** Southern Oregon Bcstg. (100% owned by Cal.-Ore. Bcstg.), 92.88%; John A. & Thelma M. Spann, 7.12%. For Southern Ore. Bcstg. ownership & other interests, see KOB1 (TV), Medford, Ore.

**Began Operation:** Aug. 1, 1956. Acquisition of positive control by Cal.-Ore. Bcstg. approved by FCC Feb. 9, 1968. Previously sale to Sacramento Valley TV Inc. by George C. Fleharty, Carl R. McConnell and associates approved June 5, 1963, by FCC (Television Digest, Vol. 3:11, 23).

**Represented (sales)** by Adam Young Inc.; Art Moore & Assoc. (regional).

**Represented (legal)** by Dempsey & Koplovitz.

**Represented (engineering)** by Lohnes & Culver.

**Personnel:**

RICHARD GREEN, president & general manager.  
WILLIAM B. SMULLIN, vice president.  
DEL CANTRALL, technical director.  
DOREETA DOMKE, program director.

DIGEST OF RATE CARD NO. 11  
(March 1, 1970)

Hour	30 Min.	15 Min.	Min.	30 or 20 Sec.	10 Sec.
Class AA—7-10 p.m., daily.					
\$400.00	\$240.00	\$160.00	\$150.00	\$90.00	\$50.00
NETWORK BASE HOURLY RATE: \$375 (ABC), \$375 (NBC).					

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	CALIFORNIA			
	Butte	36,700	34,100	93
	Colusa	4,100	3,800	93
	Glenn	5,900	5,500	94
	Lassen	2,900	2,600	90
	Modoc	2,500	2,200	89
	Shasta	26,900	25,600	95
	Siskiyou	12,000	10,800	90
	Tehama	9,900	9,500	96
Trinity	3,800	3,400	88	
<b>Between 25-49%</b>	CALIFORNIA			
	Plumas	4,400	3,900	90
	OREGON			
Lake	1,800	1,600	89	
<b>Between 5-24%</b>	CALIFORNIA			
	Nevada West	9,000	8,300	92
	Sutter	13,100	12,500	95
	Yuba	13,200	12,500	95
	NEVADA			
	Douglas	1,700	1,500	91
OREGON				
Klamath	17,200	16,300	95	
<b>Station Totals</b>		<b>667,600</b>	<b>630,200</b>	<b>94</b>
<b>Net Weekly Circulation (March 1969)</b>				<b>95,252</b>
<b>Average Daily Circulation (March 1969)</b>				<b>66,061</b>

For Color Set Penetration by Market  
see Services Volume

# California—Chico



**KHSL-TV**



Ch. 12

**Technical Facilities:** Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 38-kw aural. Antenna: 1290-ft. above av. terrain, 284-ft. above ground, 3779-ft. above sea level.

Latitude 39° 57' 30"  
Longitude 121° 42' 48"

**Transmitter:** Cohasset Road.

**Studio:** 180 E. 4th St.

**AM Affiliate:** KHSL, 5-kw, 1290 kHz (CBS).

**Color:** Network, live, film, slide & tape.

**News Wire Service:** UPI.

**Represented (engineering)** by Kear & Kennedy.

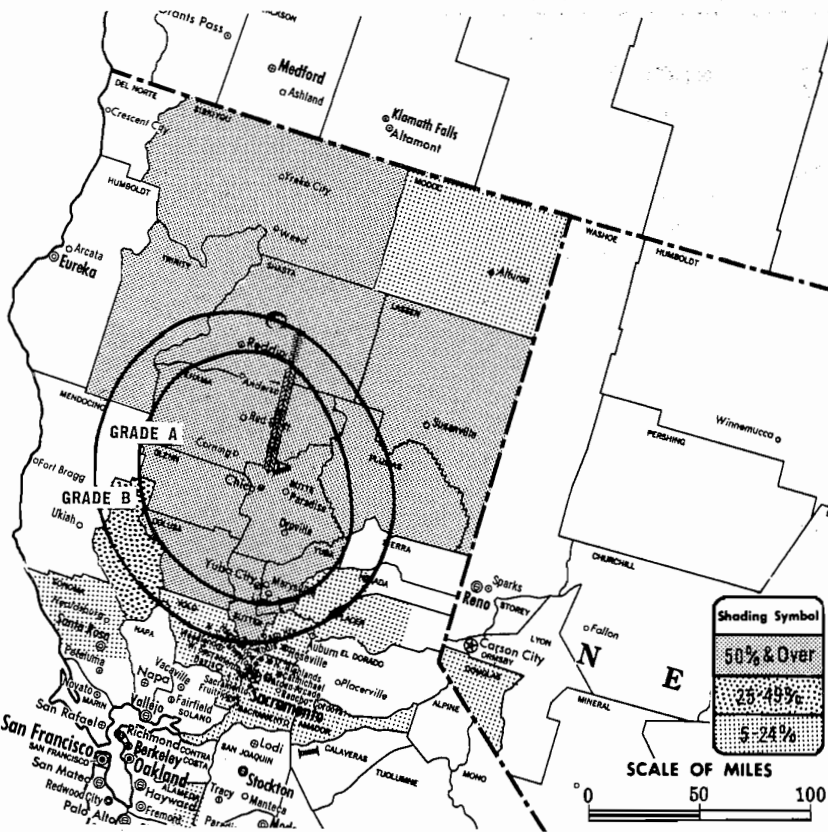
Total Households: © SRDS

Consumer Market Data as of 1/1/70.

TV Homes: TV% and Circulation

© 1969 American Research Bureau.

County coverage based on ARB study (see page 4-b).



KHSL-TV Ref: FCC File No. BMPCT-6764 Granted 5/9/68

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## KHSL-TV

Licensee: Golden Empire Bcstg. Co., Box 489, Chico, Cal. (95927).

Telephone: 916-342-0141. TWX No.: 916-348-2134.

Ownership: Mrs. Hugh McClung, pres., 95%; Hugh McClung Jr., v.p., 5%; Dorothy Locke, secy.-treas. Also operates KVCV, Redding, Cal. (AM).

Began Operation: Aug. 22, 1953.

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by Haley, Bader & Potts.

### Personnel:

C. H. KINSLEY JR., executive vice president.

M. F. WOODLING, manager.

GEORGE ROSS, national sales manager.

FRED M. STEULPNAGEL, program & production director.

RUSSEL POPE, director of engineering.

GEORGE WUSSOW, chief engineer.

### DIGEST OF RATE CARD NO. 13—(Jan. 1, 1970)

Hour	30 Min.	15 Min.	5 Min.	Min.	30 or 20 Sec.	ID
Class AA—6:30-11 p.m., daily.	\$450.00	\$240.00	\$170.00	\$125.00	\$150.00*	\$90.00* \$75.00*

\*Class AA—6-11 p.m., daily.

NETWORK BASE HOURLY RATE: \$350.

For Studio & Mobile Equipment  
see Services Volume

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	CALIFORNIA			
	Butte	36,700	34,100	93
	Colusa	4,100	3,800	93
	Glenn	5,900	5,500	94
	Lassen	2,900	2,600	90
	Plumas	4,400	3,900	90
	Shasta	26,900	25,600	95
	Siskiyou	12,000	10,800	90
	Sutter	13,100	12,500	95
	Tehama	9,900	9,500	96
	Trinity	3,800	3,400	88
Yuba	13,200	12,500	95	
<b>Between 25-49%</b>	CALIFORNIA			
	Lake	6,500	5,800	89
<b>Between 5-24%</b>	CALIFORNIA			
	Alameda East	12,800	12,100	95
	Amador	3,600	3,300	92
	El Dorado West	12,300	11,600	94
	Modoc	2,500	2,200	89
	Nevada West	9,000	8,300	92
	Placer West	24,200	22,800	94
	Sacramento	206,700	198,100	96
	Sonoma North	43,300	40,400	93
	Yolo	30,400	28,600	94
NEVADA				
Douglas	1,700	1,500	91	
Station Totals		1,636,000	1,537,800	94
Net Weekly Circulation (March 1969)				137,632
Average Daily Circulation (March 1969)				80,782

# California—El Centro



**KECC-TV**

Ch. 9

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 120-kw visual, 24-kw aural. Antenna: 1720-ft. above av. terrain, 503-ft. above ground, 2667-ft. above sea level.

Latitude 33° 03' 18"  
Longitude 114° 49' 37"

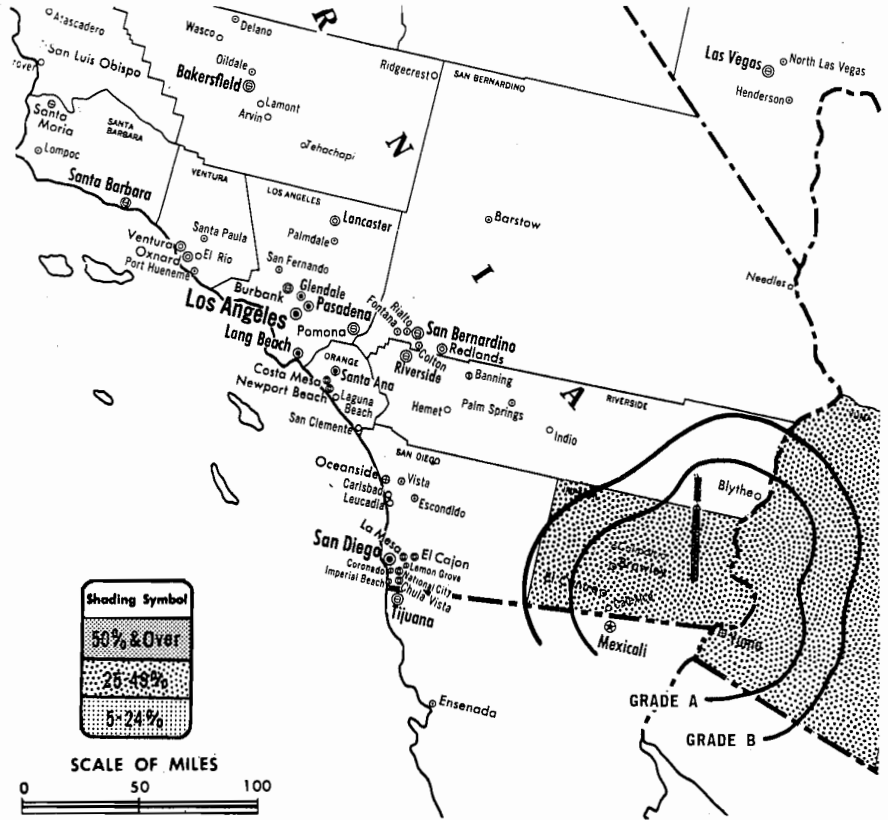
Requests change to 164-kw visual, 32.8-kw aural. BMPCT—6959.

Transmitter: Top of Black Mtn.

TV tape: Recording facilities.

Color: Network.

News Wire Service: AP.



Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).

KECC-TV Ref: FCC File No. BMPCT-3079 Granted 4/15/68

© American Map Co., Inc., N.Y. No. 14244

## KECC-TV

Network Service: CBS.

Grantee: Telebroadcasters of California Inc., 778 State St., El Centro.

Studio: 778 State St. (92243).

Telephone: 714-352-9670.

Ownership: United Broadcasting, 100%. For other interests, see WFAN-TV, Washington, D.C.

Began Operation: Dec. 6, 1968.

Represented (sales) by UBC Sales.

Represented (legal) by Cohn & Marks.

Personnel:

RICHARD EATON, president.

HAROLD ARMENT, general manager & chief engineer.

### DIGEST OF RATE CARD NO. 1 (Oct. 1, 1968)

Hour	30 Min.	15 Min.	Min.	30 or 20 Sec.	ID
Class A—6:59-9:59, p.m., daily.					
\$300.00	\$180.00	\$125.00	\$55.00	\$37.50	\$27.50

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Between 25-49%</b>	ARIZONA Yuma	18,300	16,000	88
	CALIFORNIA Imperial	22,200	19,800	89
Station Totals		459,200	436,300	95
Net Weekly Circulation (March 1969)			11,555	
Average Daily Circulation (March 1969)			5,691	

*Hogan-Feldmann, Inc.*  
MEDIA BROKERS · CONSULTANTS  
4404 Riverside Drive, Box 1545  
Burbank, California 91505  
Area Code 213 849-3201

# California—Eureka



**KIEM-TV**

Ch. 3

**Technical Facilities:** Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1650-ft. above av. terrain, 249-ft. above ground, 3025-ft. above sea level.

Latitude 40° 43' 52"  
Longitude 123° 57' 06"

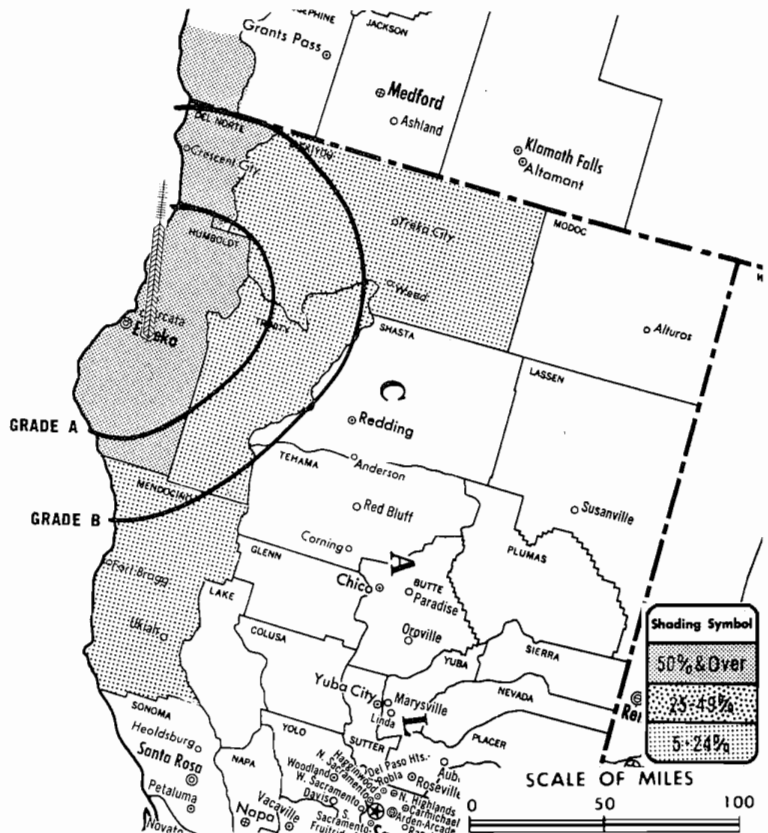
**Transmitter:** Redwood Peak, 12-mi. SE of Eureka.

**AM Affiliate:** KRED, 5-kw, 1480 kHz (MBS).

**TV tape:** Recording facilities.

**Color:** Network, live, film, slide & tape.

**News Wire Service:** UPI.



**Total Households:** © SRDS  
Consumer Market Data as of 1/1/70.  
**TV Homes:** TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).

KIEM-TV Ref: FCC File No. BMPCT—3432 Granted 12/1/55 ©American Map Co., Inc., N.Y., No. 14244

## KIEM-TV

**Network Service:** CBS, ABC on per program basis.

**Licensee:** California Oregon Radio Co., Box 1021, Eureka, Cal. (95501).

**Studio:** 6th & D Sts.

**Telephone:** 707-443-3123. **TWX No.:** 707-577-0627.

**Ownership:** California Oregon Radio Co. Wayne Vickers, pres., 5%; 19 other stockholders, each with 5%.

**Began Operation:** Oct. 25, 1953. Sale by William B. Smullin to present owner approved by FCC Oct. 25, 1961 (BAPCT).

**Represented (sales)** by Adam Young Inc.; Art Moore & Assoc., Pacific Northwest.

**Represented (legal)** by Dempsey & Koplovitz.

**Represented (engineering)** by Lohnes & Culver.

**Personnel:**

PAUL HOFF, v.p. & general manager.  
NEWTON L. STEWARD, v.p., public affairs & news.  
DONALD R. KING, chief engineer.  
ROBERT R. MILLER, operations manager.  
ELMER G. HASKIN JR., regional sales manager.  
WILLIAM B. SMULLIN, film buyer.

## DIGEST OF RATE CARD (Sept. 1968)

Hour	30 Min.	15 Min.	Min.	30 Sec.	20 Sec.
Class AA—7-10 p.m., daily.					
\$250.00	\$150.00	\$100.00	\$90.00	\$54.00	\$54.00
Combination rates available with KOBI, Medford, Ore.; KOTI-TV, Klamath Falls, Ore. & KRCR-TV, Redding, Cal.					
<b>NETWORK BASE HOURLY RATE: \$225.</b>					

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	CALIFORNIA			
	Del Norte	6,500	5,800	90
	Humboldt	35,200	32,900	94
<b>Between 5-24%</b>	OREGON			
	Curry	3,800	3,400	88
	CALIFORNIA			
	Mendocino	16,200	14,400	88
	Siskiyou	12,000	10,800	90
	Trinity	3,800	3,400	88
<b>Station Totals</b>		<b>100,800</b>	<b>92,400</b>	<b>91</b>
<b>Net Weekly Circulation (March 1969)</b>				<b>45,521</b>
<b>Average Daily Circulation (March 1969)</b>				<b>37,200</b>



**no  
other  
way**

There's no other way to reach the 61,700 homes on California's great North Coast. There's no other way to display your product to the North Coast's approximately 60,000 housewives . . . nor to bid for your share of their \$10,000-per-family annual spending power. There's no other way to tap this \$500 million market's pot of gold — with a single advertising medium. Let KIEM 3 carry your sales message throughout the entire California North Coast.

Source: ARB Eureka TV Market Report Nov. '69. / Consumer Spendable Income, SRDS Jan. 1, '69. All data cited is submitted as estimates only, subject to qualifications stated by reporting services.

**KIEM 3  
EUREKA, CAL.**



**KRCR 7 Redding, Calif. / KIEM 3 Eureka, Calif.  
KOB1 5 Medford, Ore. / KOTI 2 Klamath Falls, Ore.**

National Sales Office: 500 Sansome St., San Francisco, Calif. 94111.

Phone (415) 781-6124

or call ADAM YOUNG-VTM

In the Pacific Northwest ART MOORE & ASSOCIATES

# California—Eureka

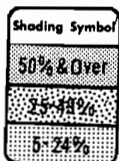
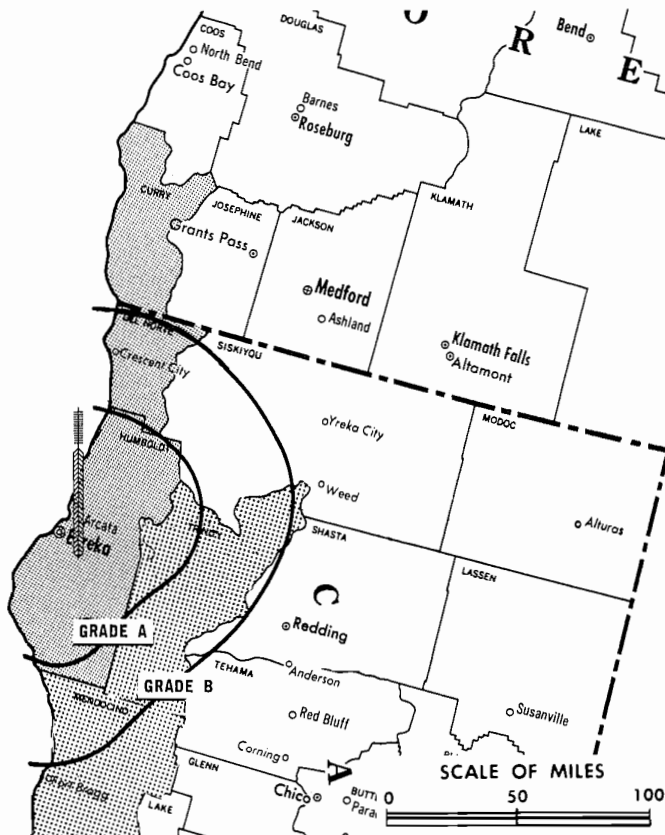
abc **NB KVIQ-TV**

Ch. 6

**Technical Facilities:** Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 12-kw aural. Antenna: 1740-ft. above av. terrain, 377-ft. above ground, 3049-ft. above sea level.

Latitude 40° 43' 36"  
Longitude 123° 58' 18"

Transmitter: 10.8-mi. SE of Eureka.  
Color: Network, live, film & slide.  
News Wire Service: AP.



Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).

KVIQ-TV Ref: FCC File No. BMPCT-4844 Granted 10/9/57  
Authorized: FCC File No. BPCT-2784 Granted 9/30/60

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## KVIQ-TV

Network Service: NBC & ABC.  
Licensee: California Northwest Broadcasting Co., Box 1019.  
Studio: Humboldt Hill Rd.  
Telephone: 707-443-3061.  
TWX No.: 707-577-0636.  
Ownership: Carl & Leah McConnell, 100%. Carl & Leah McConnell also own radio KAHR, Redding, Cal.  
Began Operation: April 1, 1958. Sale to present owners by Carroll R. Hauser (50%) and Shasta Telecasting Corp. (50%), approved May 16, 1960 by FCC (Television Digest, Vol. 16:22, 24).  
Represented (sales) by H-R Television Inc.; Charles Burrow (Portland, Seattle).  
Represented (legal) by Wilner, Scheiner & Greeley.  
Represented (engineering) by Hammett & Edison.  
Personnel:  
CARL R. McCONNELL, president  
ALLEN JONES, station & national sales manager.  
BOB TURNER, program director.  
AMOS HARGRAVE, chief engineer.

### DIGEST OF RATE CARD NO. 3

(July 1, 1969)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. 10 Sec.  
Class AA—7-10:59 p.m., daily.  
\$275.00 \$165.00 \$110.00 \$83.00 \$50.00 \$50.00 \$25.00  
NETWORK BASE HOURLY RATE: \$225 (NBC).

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	CALIFORNIA			
	Del Norte	6,500	5,800	90
	Humboldt	35,200	32,900	94
	OREGON			
	Curry	3,800	3,400	88
<b>Between 5-24%</b>	CALIFORNIA			
	Mendocino	16,200	14,400	88
	Trinity	3,800	3,400	88
Station Totals		77,500	70,700	91
Net Weekly Circulation (March 1969)				44,146
Average Daily Circulation (March 1969)				32,851



# California—Fresno

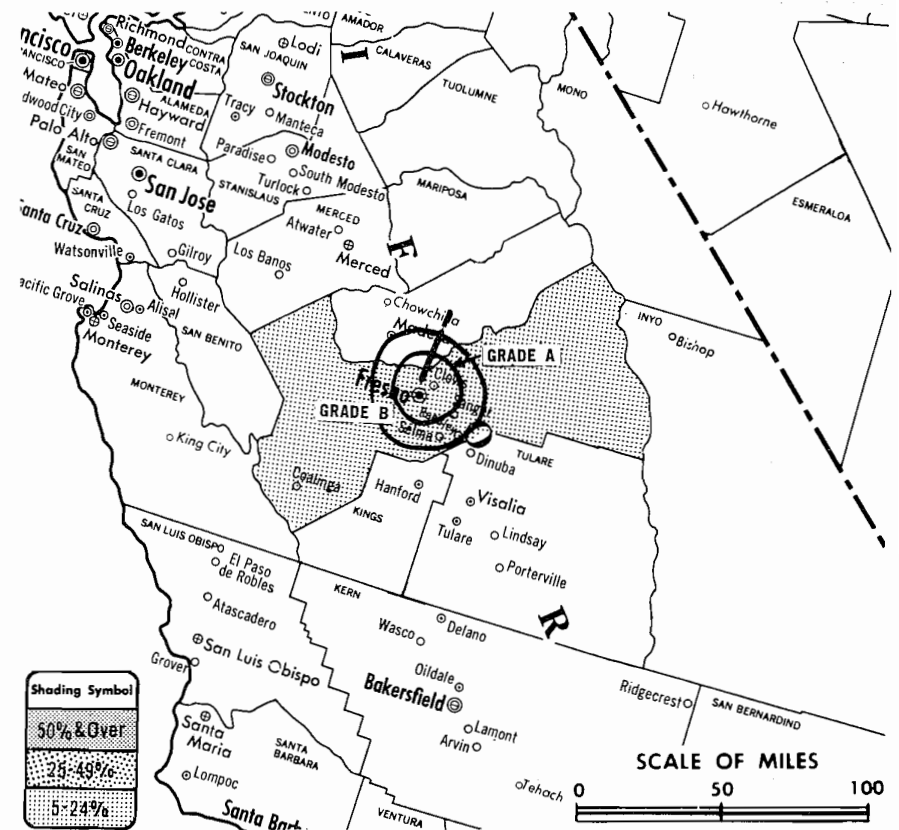
## KAIL

Ch. 53

Technical Facilities: Channel No. 53  
(704-710 MHz). Authorized power:  
16.1-kw visual, 2.14-kw aural.  
Antenna: 350-ft. above av. terrain,  
395-ft. above ground, 960-ft.  
above sea level.

Latitude 36° 50' 38"  
Longitude 119° 41' 13"

Transmitter: 5255 E. Alluvial, Fresno.  
News Wire Service: AP.



Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see  
page 4-b).

KAIL Ref: FCC File No. BMPCT—5578 Granted 7/26/61

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## KAIL

Network Service: None, independent.  
Licensee: Tel-America Corp., P.O. Box 5160, Fresno, Cal. (93755).  
Studio: 5253 Alluvial Ave.  
Telephone: 209-299-2104.  
Ownership: Albert John Williams, 100%.  
Began Operation: December 18, 1961. Sale to present owner by  
B. L. Golden & L. W. Fawns approved Dec. 21, 1966 by FCC  
(Television Digest, Vol. 6:52).  
Represented (legal) by Samuel Miller.  
Personnel:  
VICTOR D. SANDERS, general manager.  
CHARLES GRIGGS, operations director.  
JOHN LOCKHART, technical director.

## DIGEST OF RATE CARD NO. 2 (June 14, 1967)

Hour	30 Min.	15 Min.	5 Min.	Min.	30 Sec.	ID	
Class AA—6-10:30 p.m., daily.	\$200.00	\$120.00	\$85.00	\$65.00	\$40.00	\$35.00	\$22.00

Net Weekly Circulation	State County	Total Households	TV Homes	%
Between 5-24%	CALIFORNIA Fresno	132,900	125,200	94
Station Totals		214,000	200,900	93
Net Weekly Circulation (March 1969)				6,692
Average Daily Circulation (March 1969)				1,302

# California—Fresno



**KFRE-TV**



Ch. 30

Technical Facilities: Channel No. 30 (566-572 MHz). Authorized power: 1660-kw max. & 862-kw horizontal visual, 340-kw max. & 171-kw horizontal aural. Antenna: 2080-ft. above av. terrain, 276-ft. above ground, 4755-ft. above sea level.

Latitude 37° 04' 39"  
Longitude 119° 26' 01"

Transmitter: Meadow Lake, Cal.

Color: Network, live, film, slide & tape.

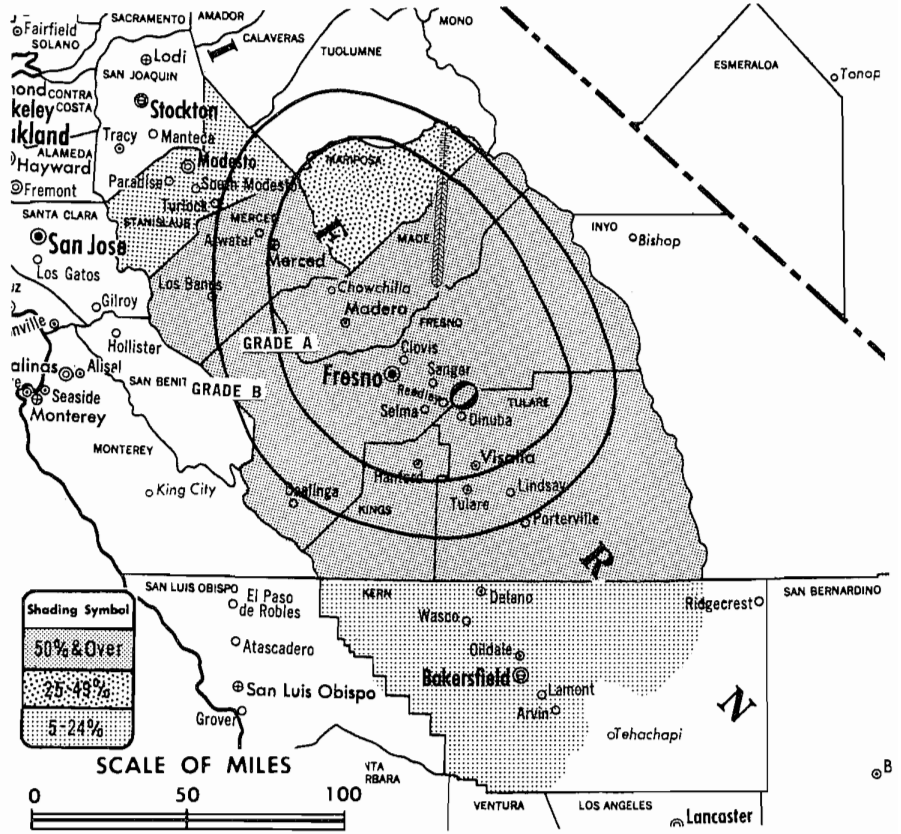
AM Affiliate: KFRE, 50-kw, 940 kHz.

FM Affiliate: KFRE-FM, 68-kw, 93.7 MHz (No. 229), 1880-ft.

TV tape: Recording facilities.

News Wire Service: UPI.

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).



KFRE-TV Ref: FCC File No. BPC-4226 Granted 6/6/69 ©American Map Co., Inc., N.Y., No. 14244

## KFRE-TV

Network Service: CBS.

Licensee: Triangle Publications Inc. (Radio & TV Div.), 4100 City Line Ave., Philadelphia, Pa. (19131).

Studio: 733 L St., Fresno, Cal. (93721).

Telephone: 209-268-6444. TWX No.: 209-481-1362.

Ownership: Triangle Publications, Inc. See WFIL-TV, Philadelphia. Note: Sale to Capital Cities Bcstg. pends.

Began Operation: May 10, 1956. Sale to present owner by Paul R. Bartlett and associates approved Dec. 30, 1958 by FCC (Television Digest, Vols. 14:47; 15:1). Note: Operated on Ch. 12 until Feb. 17, 1961, when it switched to uhf Ch. 30 (Vol. 17:8).

Represented (sales) by Blair TV.

Represented (legal) by Wilner, Scheiner & Greeley.

Represented (engineering) by Lohnes & Culver.

Personnel:

- JAY SONDHEIM, general manager.
- RICHARD F. APPLETON, general sales manager.
- WILLIAM POWER, local sales manager.
- ELLIOTT FOUTS, promotion manager.
- STEPHEN WEBER, director of engineering.
- LEE JASON, program director.
- NORVAL STOCKNESS, business manager.

## DIGEST OF RATE CARD NO. 11

(Aug. 1, 1969)

Hour	30 Min.	15 Min.	Min.	20 Sec.	ID
Class AA—7:30-11 p.m., daily.					
\$900.00	\$600.00	.....	.....	\$200.00	\$140.00

NETWORK BASE HOURLY RATE: \$600.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	CALIFORNIA			
	Fresno	132,900	125,200	94
	Kings	20,700	19,200	93
	Madera	13,400	12,500	93
	Merced	33,300	31,300	94
Tulare	60,400	56,500	94	
<b>Between 25-49%</b>	CALIFORNIA			
	Mariposa	2,100	1,800	88
<b>Between 5-24%</b>	CALIFORNIA			
	Kern West	91,500	86,500	95
	Stanislaus	59,100	54,800	93
Station Totals		506,800	475,200	93
Net Weekly Circulation (March 1969)				241,586
Average Daily Circulation (March 1969)				162,620

# California—Fresno



**KJEO**



Ch. 47

Technical Facilities: Channel No. 47 (668-674 MHz). Authorized power: 440-kw max. visual with directional antenna & tilt, 269-kw max. horizontal & 200-kw average horizontal visual, 20-kw max. aural. Antenna: 1790-ft. above av. terrain, 138-ft. above ground, 4596-ft. above sea level.

Latitude 37° 04' 13"  
Longitude 119° 25' 31"

Transmitter: Bald Mt.

Studio: Shaw at Cedar.

Telephone: 209-222-2411.

TWX No.: 910-362-3181.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

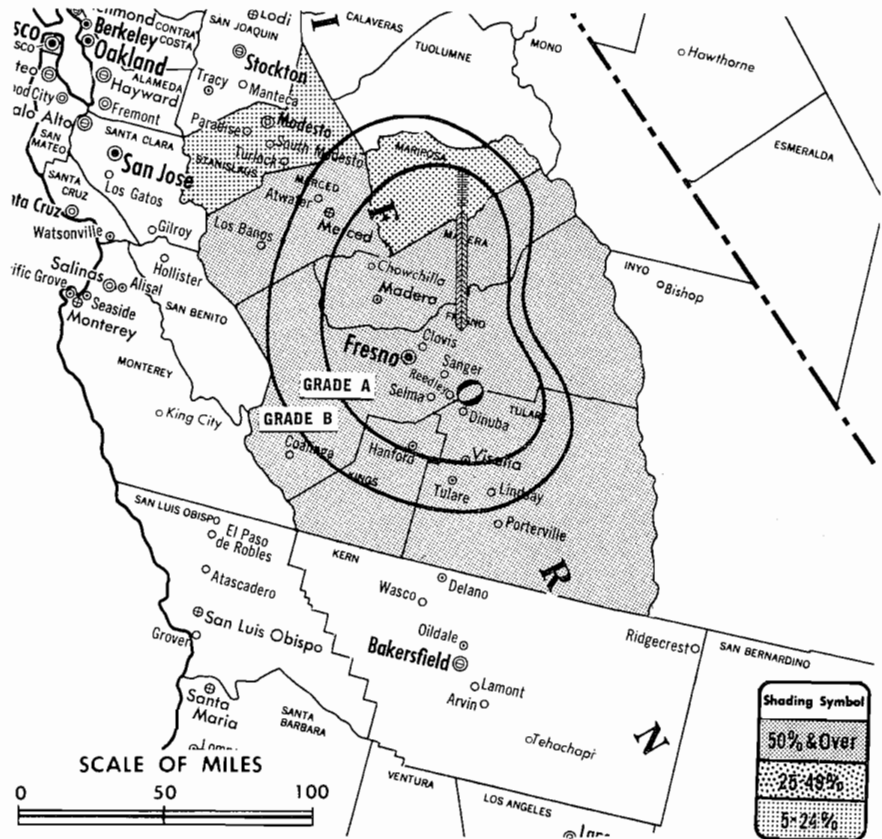
Total Households: © SRDS

Consumer Market Data as of 1/1/70.

TV Homes: TV% and Circulation

© 1969 American Research Bureau.

County coverage based on ARB study (see page 4-b).



KJEO Ref: FCC File No. BPCT-2285 Granted 6/25/57

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## KJEO

Licensee: Retlaw Enterprises Inc., P.O. Box 1708, Fresno, Cal. (93717).

Ownership: Retlaw Enterprises Inc. Mrs. Walter E. Disney, chmn., 20%; William D. Cottrell, pres.; Sharon Disney Lund, v.p., 40%; Diane Disney Miller, v.p., 24% (holds additional 16% as custodian for Christopher & Joanna Miller); Ronald W. Miller, vice chmn.; Royal Clark, v.p.-secy.-treas.; Joseph C. Drilling, v.p. bcstg.; Frederick Lyte, v.p., corporate development; Charles Romero, asst. secy.-treas. Retlaw Enterprises operates 2 major amusement park attractions at Disneyland; has minority interests in certain motion pictures produced by Walt Disney Productions; also owner & licensor of rights to Walt Disney name.

Began Operation: Sept. 20, 1953. Sale to Retlaw Enterprises by Shasta Telecasting Corp. (George C. Fleharty, Laurence W. Carr, Morris K. Cohen, Robert L. Hammett, Carl R. McConnell & Russell K. Olsen) approved by FCC April 17, 1968 (Television Digest, Vol. 8:17).

Represented (sales) by Edward Petry & Co.

Represented (engineering) by Hammett & Edison.

Represented (legal) by McKenna & Wilkinson.

Personnel:

JOSEPH C. DRILLING, vice president & general manager.

BILL SAWYERS, assistant manager.

CHARLES GINGOLD, program director.

JAY HILL, chief engineer.

MARY KRAUSE, traffic manager.

RICHARD ESTEL, promotion & creative director.

## DIGEST OF RATE CARD NO. IV

(June 1, 1969)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AA—7:30-10:30 p.m., daily.	\$800.00	\$480.00	\$290.00			
					Graded rates apply*	

\*Highest rate: \$275.

NETWORK BASE HOURLY RATE: \$575.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	CALIFORNIA			
	Fresno	132,900	125,200	94
	Kings	20,700	19,200	93
	Madera	13,400	12,500	93
	Tulare	60,400	56,500	94
<b>Between 5-24%</b>	CALIFORNIA			
	Mariposa	2,100	1,800	88
	Stanislaus	59,100	54,800	93
Station Totals		510,400	478,600	93
Net Weekly Circulation (March 1969)				230,265
Average Daily Circulation (March 1969)				140,291

# California—Fresno



**KMJ-TV**



Ch. 24

**Technical Facilities:** Channel No. 24 (530-536 MHz). Authorized power: 1600-kw max. and 191-kw horizontal visual, 153-kw max. and 38-kw horizontal aural. Antenna: Directional, 2350-ft. above av. terrain, 321-ft. above ground, 3713-ft. above sea level.

Latitude 36° 44' 45"  
Longitude 119° 16' 53"

**Transmitter:** Bear Mt.

**Studio:** 1544 Van Ness.

**AM & FM Affiliates:** See below.

**Color:** Network, live, film, slide & tape.

**News Wire Service:** AP, UPI.

**Facsimile Service:** AP.

**News Film Service:** NBC.

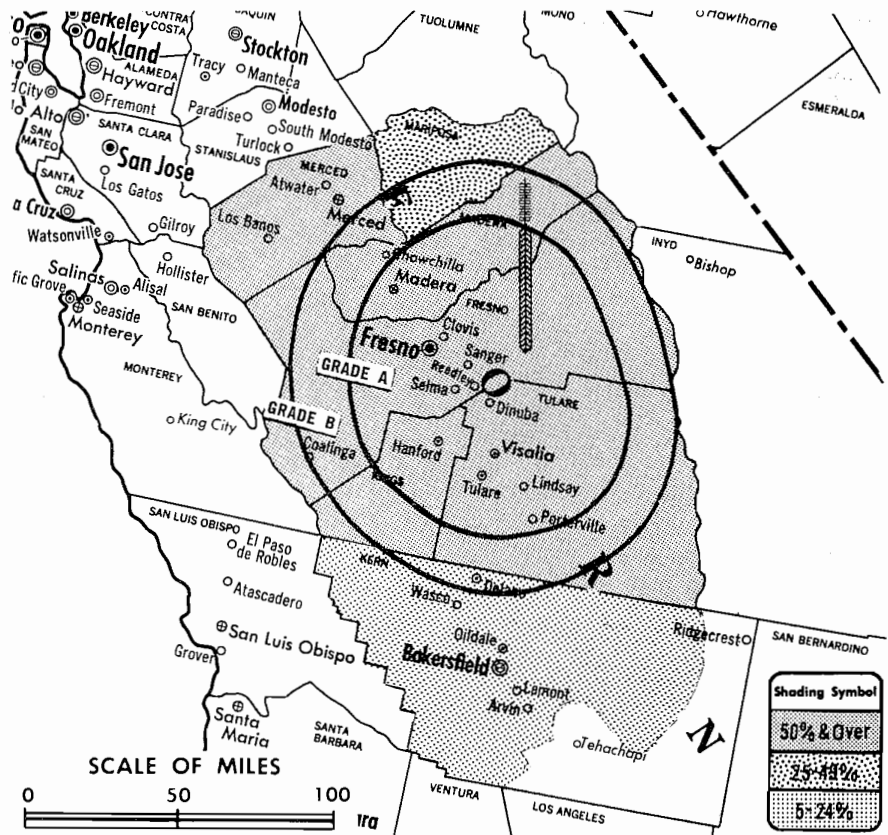
Total Households: © SRDS

Consumer Market Data as of 1/1/70.

TV Homes: TV % and Circulation

© 1969 American Research Bureau.

County coverage based on ARB study (see page 4-b).



KMJ-TV Ref: FCC File No. BMPCT-2211 Granted 9/15/54  
Also CP BPCT-2859 Granted 7/12/61

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## KMJ-TV

**Licensee:** McClatchy Newspapers, 1544 Van Ness, Fresno, Cal. (93721).

**Telephone:** 209-268-6666.

**TWX No.:** 910-362-2403.

**AM Affiliate:** KMJ, 5-kw, 580 kHz (NBC).

**FM Affiliate:** KMJ-FM, 7.3-kw, 97.9 MHz (No. 250), 630-ft. antenna height.

**Ownership:** Eleanor McClatchy, pres.; Charles K. McClatchy, v.p.; L. R. Matushak, secy.-treas.; John J. Hamlyn, asst. secy.-treas.; Walter P. Jones & Myron Depew, directors. Also own KFBK & FM, Sacramento; KBEE & FM, Modesto; KOH, Reno, Nev. McClatchy Newspapers publish Fresno Bee, Sacramento Bee, Modesto Bee. McClatchy also owns KOVR, Stockton-Sacramento, Cal.

**Began Operation:** June 1, 1953.

**Represented (sales) by** Katz Television.

**Represented (legal) by** Dow, Lohnes & Albertson.

**Represented (engineering) by** Cohen & Dippell.

### Personnel:

JOHN I. EDWARDS, manager & film buyer.  
EDGAR L. DEATHERAGE, sales manager.  
WILLIAM DAVIDSON, program manager.  
MARG DICK, traffic manager.  
WILLIAM TRETTIN, film editor.  
GORDON LEE, chief engineer.

## DIGEST OF RATE CARD NO. A29

(Aug. 1, 1969)

Hour	30 Min.	15 Min.	30 Sec.	20 Sec.	10 Sec.
Class AA—7-10:30 p.m., daily.					
\$900.00	\$575.00	\$400.00			

Graded rates apply\*

\*Highest rate: \$330.

NETWORK BASE HOURLY RATE: \$750.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	CALIFORNIA			
	Fresno	132,900	125,200	94
	Kings	20,700	19,200	93
	Madera	13,400	12,500	93
	Merced	33,300	31,300	94
Tulare	60,400	56,500	94	
<b>Between 25-49%</b>	CALIFORNIA			
	Mariposa	2,100	1,800	88
<b>Between 5-24%</b>	CALIFORNIA			
	Kern West	91,500	86,500	95
Station Totals		506,800	475,200	93
Net Weekly Circulation (March 1969)				246,862
Average Daily Circulation (March 1969)				189,685

# California—Los Angeles



**KABC-TV**



Ch. 7

**Technical Facilities:** Channel No. 7 (174-180 MHz). Authorized power: 166-kw visual, 25.7-kw aural. Antenna: electrically tilted 3°, 2970-ft. above av. terrain, 234-ft. above ground, 5940-ft. above sea level.  
 Latitude 34° 13' 36"  
 Longitude 118° 03' 59"

**Transmitter:** Mt. Wilson.

**Studio:** Prospect & Talmadge Sts., Hollywood (90027).

**TV tape:** Recording facilities.

**AM Affiliate:** KABC, 5-kw, 790 kHz (ABC).

**FM Affiliate:** KABC-FM, 10-kw, 95.5 MHz (No. 238), 196-ft. antenna height.

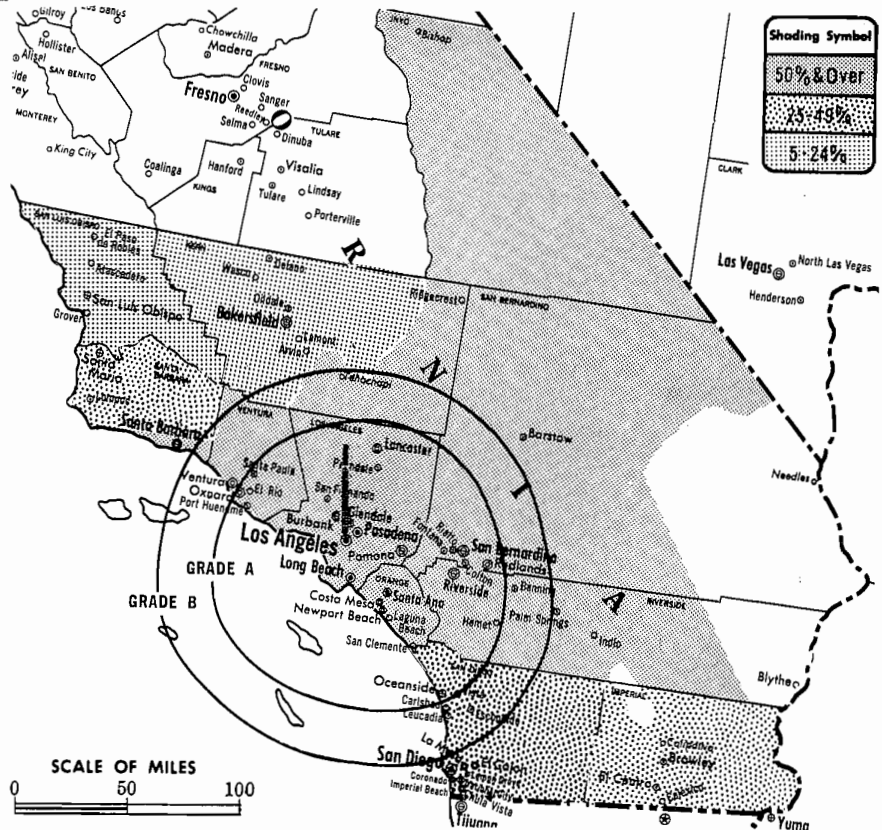
**Color:** Network, live, film, slide & tape.

**News Wire Service:** AP, UPI.

**Facsimile Service:** AP, UPI.

**News Film Service:** ABC.

**Total Households:** © SRDS  
 Consumer Market Data as of 1/1/70.  
**TV Homes:** TV% and Circulation  
 © 1969 American Research Bureau.  
 County coverage based on ARB study (see page 4-b).



KABC-TV Ref: FCC File No. BPCT-1424 Granted 4/10/53

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## KABC-TV

**Licensee:** American Broadcasting Companies Inc., 1330 Ave. of the Americas, New York, N.Y. (10020).

**Telephone:** 213-663-3311. TWX No.: 213-666-1240.

**Ownership:** See WABC-TV, New York.

**Began Operation:** Sept. 16, 1949 as KECA-TV.

**Represented (sales)** by ABC-TV Television Spot Sales Inc.

**Represented (legal)** by McKenna & Wilkinson.

**Represented (engineering)** by Kear & Kennedy.

### Personnel:

JOHN J. McMAHON, vice president & general manager.  
 LIONEL SCHAEN, general sales manager.  
 WALTER FLYNN, sales manager.  
 ROBERT I. GUY, program director.  
 BILL McPHIE, assistant program director.  
 NORMAN H. SLOANE, business manager.  
 GEORGE L. PIERCE, sales service manager.  
 NORMA OLSEN, director of program operations.  
 JACK F. BREMBECK, promotion manager.  
 WILLIAM F. DRYER, chief engineer.

DIGEST OF RATE CARD FALL 69/70—(June 22, 1969)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. 10 Sec.

Class A—7-11 p.m., Mon.-Fri.; 6-11 p.m. Sat. & Sun.

On request \$3000 \$2600 \$1600

**NETWORK BASE HOURLY RATE:** \$4650.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	CALIFORNIA			
	Inyo	6,700	5,600	84
	Kern East	15,500	14,700	95
	Los Angeles	2,542,200	2,435,100	96
	Orange North	349,500	340,000	97
	Orange South	80,400	78,200	97
	Riverside West	145,400	137,000	94
	San Bernardino West	216,000	205,400	95
	Santa Barbara South	47,800	45,000	94
	Ventura	103,200	99,300	96
<b>Between 25-49%</b>	CALIFORNIA			
	Imperial	22,200	19,800	89
	San Diego	412,500	394,600	96
Santa Barbara North	38,800	36,500	94	
<b>Between 5-24%</b>	CALIFORNIA			
	Kern West	91,500	86,500	95
San Luis Obispo	36,200	33,700	93	
Station Totals		4,294,400	4,112,400	95
Net Weekly Circulation (March 1969)			3,216,455	
Average Daily Circulation (March 1969)			1,817,468	

# California—Los Angeles

## KCOP

Ch. 13

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 170-kw visual, 32.4-kw aural. Antenna: 2920-ft. above av. terrain, 200-ft. above ground, 5880-ft. above sea level.

Latitude 34° 13' 42"  
Longitude 118° 04' 02"

Transmitter: Mt. Wilson

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.

Total Households: © SRDS

Consumer Market Data as of 1/1/70.

TV Homes: TV% and Circulation

© 1969 American Research Bureau.

County coverage based on ARB study (see page 4-b).



KCOP Ref: FCC File No. BNPCT-240 Granted 6/23/48

©American Map Co., INC., N. Y. No. 14244

## KCOP

Network Service: None, independent.

Licensee: KCOP Television Inc., 915 N. La Brea, Hollywood, Cal. (90038).

Studio: 915 N. La Brea.

Telephone: 213-656-6050. TWX No.: 910-321-4197.

Ownership: Chris-Craft Industries Inc., 100%. For officers and principal stockholders, see KPTV, Portland, Ore.

Began Operation: Sept. 17, 1948. Sale to Chris-Craft (formerly NAFI Corp.) by Bing Crosby, Kenyon Brown, George L. Coleman & Joseph A. Thomas (25% each) approved Jan. 27, 1960 by FCC (Television Digest, Vols. 15:33, 36, 43, 16:5). Previous sale to Crosby et al by Copley Press approved Dec. 11, 1957 by FCC (Vol. 13:16, 22, 34, 50). Copley acquired station operating as KLAC-TV, from Mrs. Dorothy Schiff Sonneborn Dec. 23, 1953 (Vol. 9:49, 32).

Represented (sales) by Tele-Rep Inc.

Represented (legal) by Hogan & Hartson.

Personnel:

JOHN HOPKINS, president & general manager.  
BILL ANDREWS, general sales manager.  
DAN MILLER, western sales manager.  
GARY WALLER, program director & film buyer.  
JOHN L. GRASSE, director of engineering.  
WANDA CARRIKER, promotion coordinator.  
EARL BACON, business manager.

DIGEST OF RATE CARD NO. 4  
(July 1, 1968)

Hour	30 Min.	15 Min.	Min.	30 or 20 Sec.	10 Sec.
Class A—6-11 p.m., daily.					
\$3300	\$2000	\$1200	\$1020	\$612	\$510

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	<b>CALIFORNIA</b>			
	Inyo	6,700	5,600	84
	Kern East	15,500	14,700	95
	Los Angeles	2,542,200	2,435,100	96
	Orange North	349,500	340,000	97
	Orange South	80,400	78,200	97
	Riverside West	145,400	137,000	94
	San Bernardino West	216,000	205,400	95
	Ventura	103,200	99,300	96
	<b>Between 25-49%</b>	<b>ARIZONA</b>		
Yuma		18,300	16,000	88
<b>CALIFORNIA</b>				
Imperial		22,200	19,800	89
Kern West		91,500	86,500	95
<b>Between 5-24%</b>	<b>CALIFORNIA</b>			
	San Diego	412,500	394,600	96
	Santa Barbara North	38,800	36,500	94
Santa Barbara South	47,800	45,000	94	
<b>Between 5-24%</b>	<b>CALIFORNIA</b>			
	San Luis Obispo	36,200	33,700	93
<b>Between 5-24%</b>	<b>NEW MEXICO</b>			
	Grant	5,000	4,400	88
Station Totals		4,137,400	3,957,700	95
Net Weekly Circulation (March 1969)			2,149,033	
Average Daily Circulation (March 1969)			892,670	

For Index to Contents  
See Services Volume

# California—Los Angeles

## KHJ-TV

Ch. 9

**Technical Facilities:** Channel No. 9 (186-192 MHz). Authorized power: 162-kw visual, 22.9-kw aural. Antenna: 2960-ft. above av. terrain, 199-ft. above ground, 5929-ft. above sea level.

Latitude 34° 13' 38"  
Longitude 118° 04' 00"

**Transmitter:** Mt. Wilson.

**TV tape:** Recording facilities.

**Color:** Network, live, film, slide & tape.

**News Wire Service:** UPI, City News.

**Facsimile Service:** UPI.

**AM Affiliate:** KHJ, 5-kw, 930 kHz.

**FM Affiliate:** KHJ-FM, 58-kw, 101.1 MHz (No. 266), 2950-ft. antenna height.

Total Households: © SRDS

Consumer Market Data as of 1/1/70.

TV Homes: TV% and Circulation

© 1969 American Research Bureau.

County coverage based on ARB study (see page 4-b).



## KHJ-TV

**Network Service:** None, independent.

**Licensee:** RKO General Inc., 5515 Melrose Ave., Hollywood, Cal. (90038).

**Studio:** 5515 Melrose Ave.

**Telephone:** 213-462-2133.

**TWX No.:** 910-321-2345.

**Ownership:** See WOR-TV, New York.

**Began Operation:** Aug. 25, 1948, as KFI-TV. Sold to present licensee Aug. 1951 (Television Digest, Vol. 7:23, 32, 36).

**Represented (sales)** by RKO General Television Sales Representatives.

**Represented (legal)** by Pierson, Ball & Dowd.

**Personnel:**

THOMAS F. O'NEIL, president RKO General Inc.  
CHUCK DWYER, general manager.  
ED HAWKINS, general sales manager.  
LAWRENCE EINHORN, program director.  
WALT BAKER, operations & production facilities mgr.  
GEORGE TOKAR, chief engineer.  
LARRY GLEASON, film supervisor.  
ROBERT NASHICK, advertising, publicity & promotion director.

### DIGEST OF RATE CARD NO. 19

(Sept. 29, 1969)

Hour	30 Min.	15 Min.	5 Min.	Min., 30 or 20 Sec.	10 Sec.	
Class A—5-11 p.m., Mon.-Fri.; 4-11 p.m., Sat.-Sun.	\$3000.00	\$1800.00	\$1200.00	\$800.00	\$700.00	\$350.00

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	CALIFORNIA			
	Kern East	15,500	14,700	95
	Los Angeles	2,542,200	2,435,100	96
	Orange North	349,500	340,000	97
	Orange South	80,400	78,200	97
	Riverside West	145,400	137,000	94
	San Bernardino West	216,000	205,400	95
Ventura	103,200	99,300	96	
<b>Between 25-49%</b>	CALIFORNIA			
	Imperial	22,200	19,800	89
	Inyo	6,700	5,600	84
	Kern West	91,500	86,500	95
	Santa Barbara North	38,800	36,500	94
Santa Barbara South	47,800	45,000	94	
ARIZONA				
Yuma	18,300	16,000	88	
CALIFORNIA				
San Diego	412,500	394,600	96	
San Luis Obispo	36,200	33,700	93	
NEW MEXICO				
Grant	5,000	4,400	88	
<b>Station Totals</b>		<b>4,137,400</b>	<b>3,957,700</b>	<b>95</b>
<b>Net Weekly Circulation (March 1969)</b>				<b>2,150,068</b>
<b>Average Daily Circulation (March 1969)</b>				<b>758,199</b>

**For Studio & Mobile Equipment in Detail,  
See Services Volume**

# California—Los Angeles

## KMEX-TV

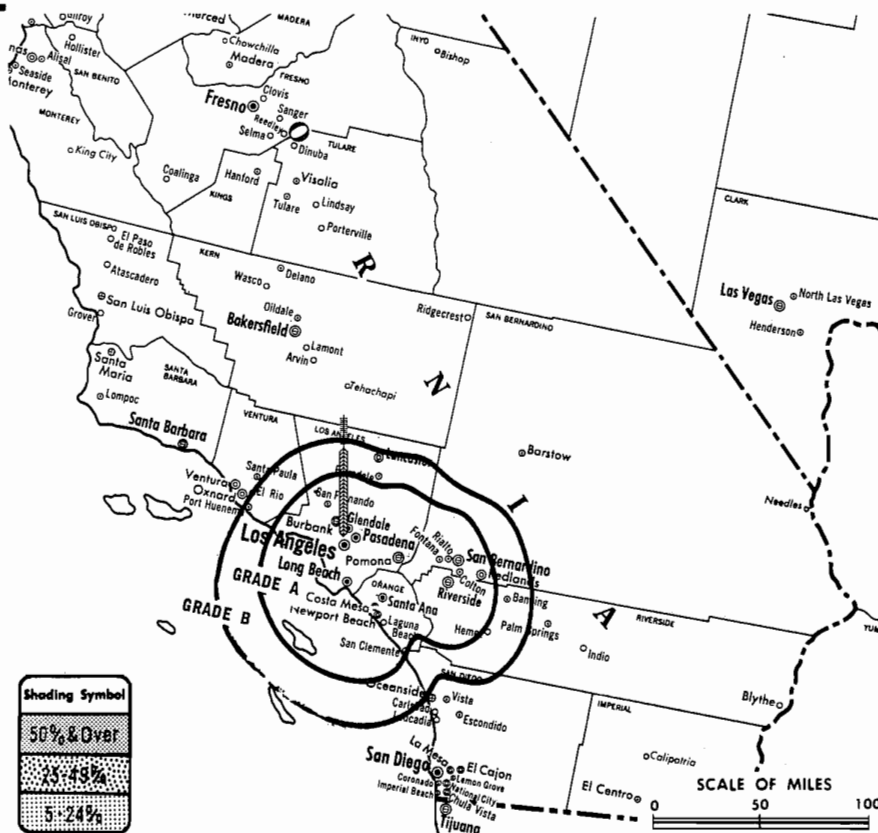
Ch. 34

(Spanish Language)

Technical Facilities: Channel No. 34 (590-596 MHz). Authorized power: 810-kw max. and 182-kw horizontal visual, 160-kw max. and 36.3-kw horizontal aural. Antenna: 2930-ft. above av. terrain, 170-ft. above ground, 5876-ft. above sea level.

Latitude 34° 13' 35"  
Longitude 118° 03' 56"

Transmitter: Mt. Wilson.  
TV tape: Recording facilities.  
Color: Live, film, slide & tape.  
News Wire Service: AP, UPI.  
Facsimile Service: UPI.  
ARB Data: Not Available.



KMEX-TV Ref: FCC File No. BMPCT-8192 Granted 2/18/66

©American Map Co., Inc., N.Y., No. 14244

## KMEX-TV

Network Service: None. independent Spanish language outlet.

Licensee: Spanish International Bcstg. Co., 721 N. Bronson, Los Angeles, Cal. (90038).

Studio: 721 North Bronson Ave., Hollywood, Cal. (90038).

Telephone: 213-466-8131.

Ownership: Fouce Amusement Corp., 35%; Julian M. Kaufman, v.p., 10%; Edward J. Noble, 15%; Emilio Azcarraga, 20%; Rene Anselmo, v.p., 15%; Joseph S. Rank, v.p., 5%. Same interests also operate KWEX-TV, San Antonio, Tex. and Azcarraga, Anselmo, Kaufman & Fouce Amusement Corp. have interest in WXTV, Paterson, N.J.

Began Operation: September 30, 1962.

Represented (sales) by Spanish International Network Sales Inc.

Represented (legal) by McKenna & Wilkinson.

Represented (engineering) by Jules Cohen & Associates.

Personnel:

FRANK L. FOUCE, president.  
RENE ANSELMO, executive vice president.  
JULIAN M. KAUFMAN, vice president.  
JOSEPH S. RANK, vice president & general manager.  
DANNY VILLANUEVA, station manager.  
ROBERT PORTER, director of engineering.  
RUBEN SALAZAR, news director.

### DIGEST OF RATE CARD NO. 8 (Feb. 17, 1970)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 or 30 Sec.	10 Sec.
Class A—6-11 p.m., daily.	\$1600	\$1000	\$600	\$350	\$250	\$170
					\$170	\$130

## La Rue Media Brokers Inc.

### Radio Television CATV

#### Completed Sales

Radio: California \$220,000

Radio: St. Louis, Missouri \$3,500,000

116 Central Park South  
New York, N.Y. 10019

President  
Hugh Ben LaRue

Area Code 212  
265-3430



# California—Los Angeles



**KNBC**

Ch. 4



Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 42.7-kw visual, 7.41-kw aural. Antenna: non-directional, electrically tilted 2.5°, 3200-ft. above av. terrain, 490-ft. above ground, 6170-ft. above sea level.

Latitude 34° 13' 33"  
Longitude 118° 03' 55"

Transmitter: Mt. Wilson.

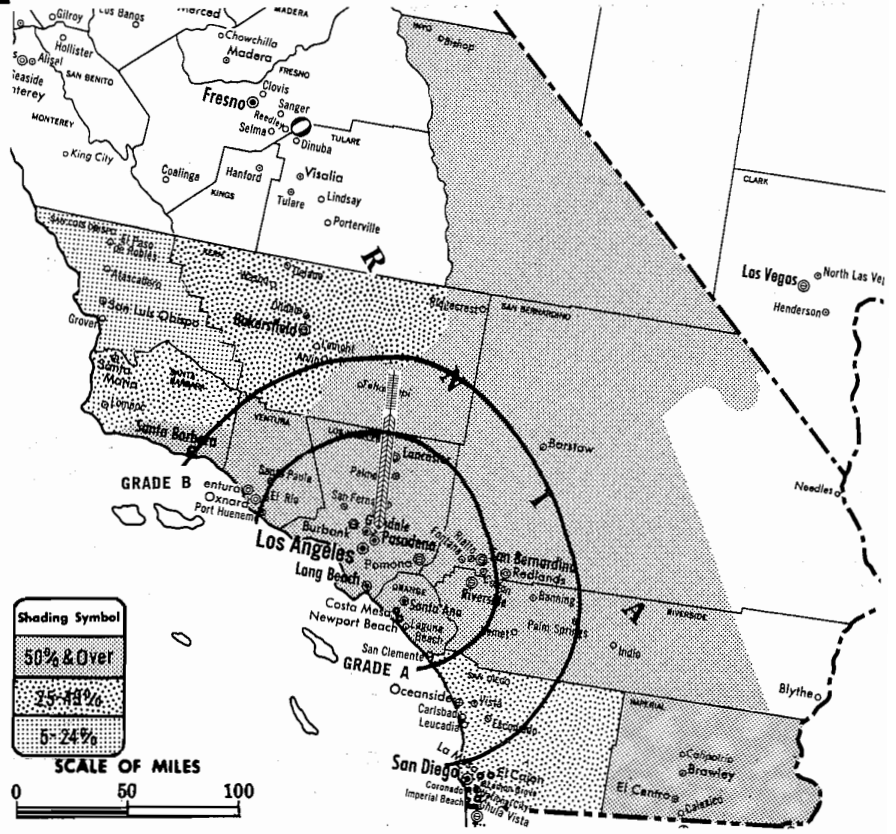
TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI, City News.

News Film Service: NBC.

Facsimile Service: AP.



Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).

KNBC Ref: FCC File No. BRCT-81 Granted 3/15/63

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## KNBC

Licensee: National Broadcasting Co. Inc., 3000 W. Alameda Ave., Burbank, Cal. (91503).

Studio: 3000 W. Alameda Ave., Burbank.

Telephones: 213-849-3911 & 213-845-7000.

TWX No.: 213-846-6408. Telex: 67-7237.

Ownership: See WNBC-TV, New York.

Began Operation: Jan. 16, 1949.

Represented (sales) by NBC Spot Sales.

### Personnel:

- ROBERT T. HOWARD, NBC v.p. & KNBC general manager.
- EDMOND R. CHAVANETTE, station manager.
- GARY L. ASH, manager, business affairs.
- ROBERT KENNEDY, manager, advertising & promotion.
- THOMAS M. STRASZEWSKI, general sales manager.
- JOHN ROHRBECK, Western sales manager.
- LEE SCHULMAN, program manager.
- PAUL DE'AK, manager, production & operations.
- HOWARD D. STURM, manager, public affairs.
- JOHN KNIGHT, manager, technical operations.

### DIGEST OF RATE CARD NO. 30—(Sept. 14, 1969)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.	
Class A—5 p.m.-midnight, daily.	\$5000	\$3000	\$1900	\$1250	\$5500**	\$3200*	\$1900*

\*Class I—7:29-11:01 p.m., daily.

\*\*Prime movie minutes.

NETWORK BASE HOURLY RATE: \$5000.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	CALIFORNIA			
	Imperial	22,200	19,800	89
	Inyo	6,700	5,600	84
	Kern East	15,500	14,700	95
	Los Angeles	2,542,200	2,435,100	96
	Orange North	349,500	340,000	97
	Orange South	80,400	78,200	97
	Riverside West	145,400	137,000	94
	San Bernardino West	216,000	205,400	95
	Santa Barbara South	47,800	45,000	94
Ventura	103,200	99,300	96	
<b>Between 25-49%</b>	CALIFORNIA			
	Kern West	91,500	86,500	95
	San Diego	412,500	394,600	96
<b>Between 5-24%</b>	Santa Barbara North	38,800	36,500	94
	CALIFORNIA			
	San Luis Obispo	36,200	33,700	93
Station Totals		4,288,200	4,106,500	95
Net Weekly Circulation (March 1969)			3,372,755	
Average Daily Circulation (March 1969)			2,047,861	

# California—Los Angeles



**KNXT**

Ch. 2



Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 46.8-kw visual, 9.33-kw aural. Antenna: 3140-ft. above av. terrain, 466-ft. above ground, 6126-ft. above sea level.

Latitude 34° 13' 57"  
Longitude 118° 04' 18"

Transmitter: Mt. Wilson.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

AM Affiliate: KNX, 50-kw, 1070 kHz (CBS).

FM Affiliate: KNX-FM, 67-kw, 93.1 MHz (No. 226), 2870-ft. antenna height.

News Wire Service: AP, UPI, City News.

Facsimile Service: AP.

News Film Service: CBS.

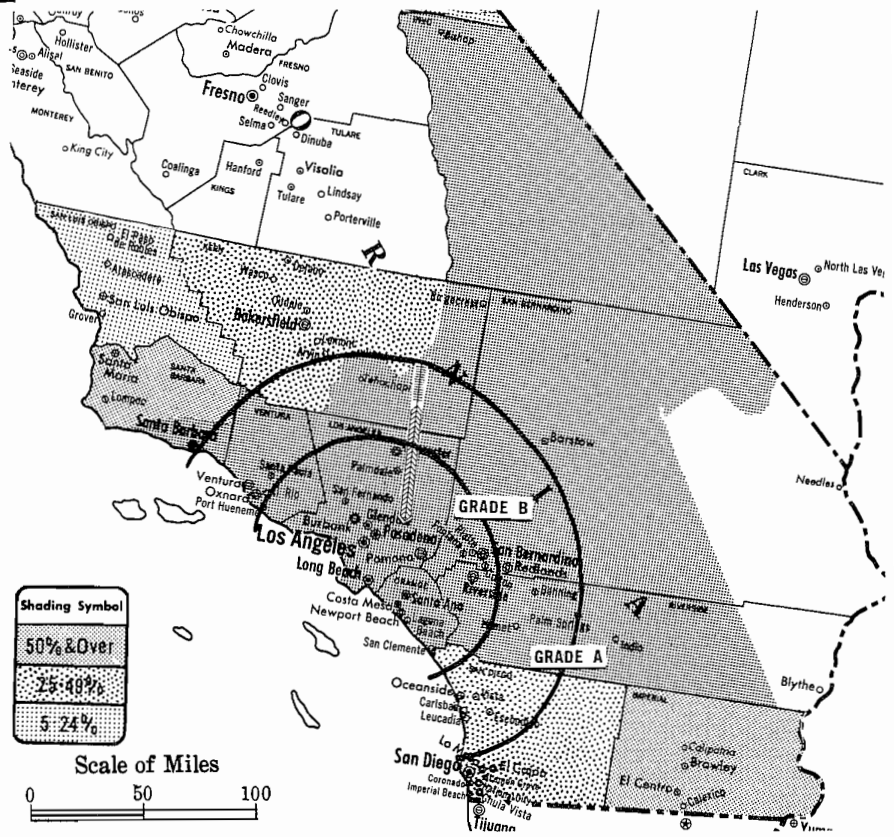
Total Households: © SRDS

Consumer Market Data as of 1/1/70.

TV Homes: TV% and Circulation

© 1969 American Research Bureau.

County coverage based on ARB study (see page 4-b).



KNXT Ref: FCC File No. BPCT-2585 Granted 9/12/58

© American Map Co., Inc., N.Y., No. 14244

## KNXT

Licensee: Columbia Broadcasting System Inc., 6121 Sunset Blvd., Los Angeles (90028).

Studio: 6121 W. Sunset Blvd.

Telephone: 213-469-1212.

Ownership: See WCBS-TV, New York.

Began Operation: May 6, 1948 as KTSB. Sold to present owner December 1950 (Television Digest, Vol. 6:46, 52).

Represented (sales) by CBS Television Stations National Sales.

Represented (engineering) by CBS Engineering Dept., N.Y.

Personnel:

RAY L. BEINDORF, vice president & general manager.

ROBERT M. FAIRBANKS, general sales manager.

MARSHALL LICHTERMAN, national sales manager.

CARL CAREY, retail sales manager.

ALBERTA HACKETT, business manager.

ROBERT L. NELSON, dir. of promotion & information services.

JOE SANDS, program director.

NORMAN COBB, director of technical operation.

GRANT HOLCOMB, director of news & special events.

RICHARD MARSH, director, broadcast operations.

### DIGEST OF RATE CARD NO. 27

(Sept. 7, 1969)

Hour	30 Min.	15 Min.	Min.	30 Sec.	20 Sec.	10 Sec.
Class A—7-11 p.m., daily.	\$5250	\$3150	\$2100	\$3800*	\$3000*	\$2400*
				\$2400*	\$1400*	

\*5A—Spot announcement rate.

NETWORK BASE HOURLY RATE: \$5200.

Net Weekly Circulation	State	County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	CALIFORNIA				
		Imperial	22,200	19,800	89
		Inyo	6,700	5,600	84
		Kern East	15,500	14,700	95
		Los Angeles	2,542,200	2,435,100	96
		Orange North	349,500	340,000	97
		Orange South	80,400	78,200	97
		Riverside West	145,400	137,000	94
		San Bernardino West	216,000	205,400	95
		Santa Barbara North	38,800	36,500	94
		Santa Barbara South	47,800	45,000	94
		Ventura	103,200	99,300	96
<b>Between 25-49%</b>	CALIFORNIA				
		Kern West	91,500	86,500	95
	San Diego	412,500	394,600	96	
<b>Between 5-24%</b>	CALIFORNIA				
		Mono	2,000	1,600	79
	San Luis Obispo	36,200	33,700	93	
Station Totals			4,155,100	3,975,600	95
Net Weekly Circulation (March 1969)				3,404,933	
Average Daily Circulation (March 1969)				2,197,234	

For CATV Systems  
See Services Volume

# California—Los Angeles

**KTLA**  
Ch. 5

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 50.1-kw visual, 10-kw aural. Antenna: 2990-ft. above av. terrain, 240-ft. above ground, 5936-ft. above sea level.

Latitude 34° 13' 35"  
Longitude 118° 03' 56"

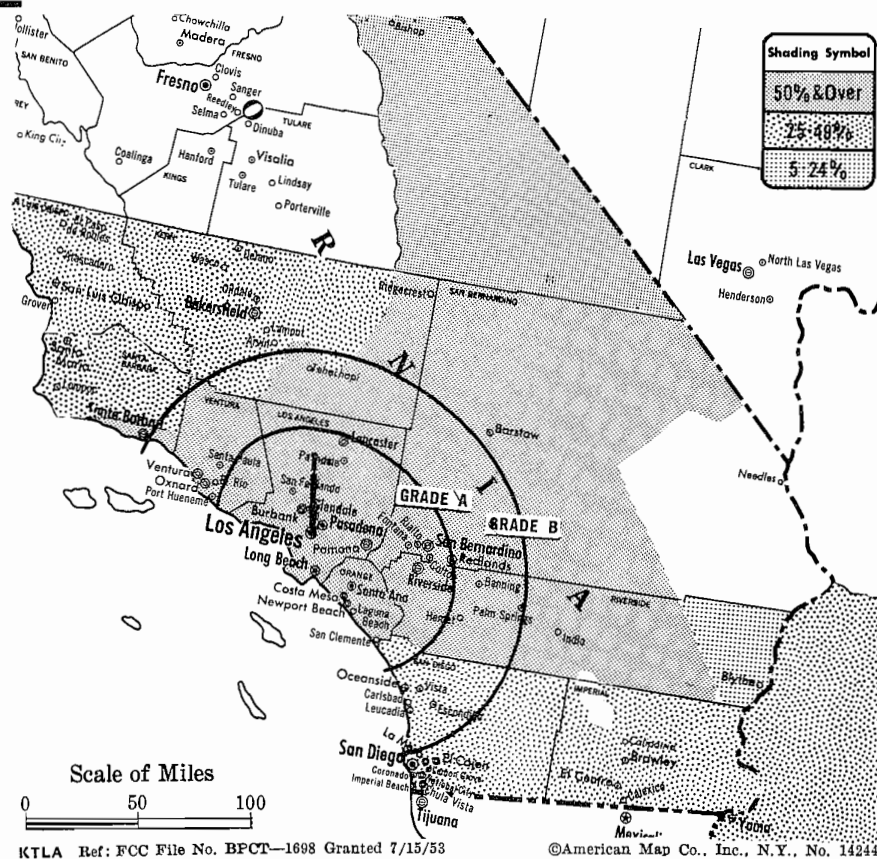
Transmitter: Mt. Wilson.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

New Wire Service: UPI, City News.

Facsimile Service: UPI.



Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).

## KTLA

Network Service: None, independent.

Licensee: Golden West Broadcasters Inc., 5800 Sunset Blvd., Los Angeles, Cal. (90028).

Studio: 5800 Sunset Blvd.

Telephone: 213-469-3181.

TWX No.: 910-321-2417.

Ownership: Golden West Broadcasters, 50.1% (Gene & Ina Mae Autry owners); Signal Industries Inc., 49.9%. Officers: Gene Autry, chmn. of board & pres.; William D. Shaw, exec. v.p.; Clair L. Stout, secy. & treas.; Doug Finley, v.p. & gen. mgr.; KTLA; Thomas C. Crosnoe, v.p. in charge of engineering; Hal Dasbach, asst. to gen. mgr., KTLA. Golden West is licensee of radios KMPC, Los Angeles; KEX, Portland, Ore., and KVI, Seattle. For other interests, see KOOL-TV, Phoenix, Ariz.

Began Operation: Jan. 22, 1947. Sale to present owner by Paramount Television Productions approved May 13, 1964 by FCC (Television Digest, Vols. 3:44, 4:20).

Represented (sales) by Blair Television.

Represented (legal) by Dow, Lohnes & Albertson.

### Personnel:

DOUG FINLEY, vice president & general manager.  
JAMES R. STERLING, general sales manager.  
E. ABBOTT LAWRENCE, national sales manager.  
RICHARD KRAUSHAAR, local sales manager.  
J. W. BIRDWELL, director of advertising & promotion.  
MOLLIE GAGE, traffic manager.  
LORING d'USSEAU, program director.  
HEC HIGHTON, production manager.  
VICTOR EPSTEIN, business manager.  
HARRY WARNER, resident counsel.  
JOHN SILVA, chief engineer.  
STAN CHAMBERS, news director.  
DON PATTON, mgr., video production sales.  
BILL WATKINS, mgr., film production sales.

## DIGEST OF RATE CARD NO. 14 (Sept. 15, 1968)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.  
Class A—5-Midnight, daily.  
\$3200.00 \$1900.00 ..... Graded rates apply\*

\*Highest rate: \$1500.

	Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	<b>CALIFORNIA</b>				
		Inyo	6,700	5,600	84
		Kern East	15,500	14,700	95
		Los Angeles	2,542,200	2,435,100	96
		Orange North	349,500	340,000	97
		Orange South	80,400	78,200	97
		Riverside West	145,400	137,000	94
		San Bernardino West	216,000	205,400	95
		Santa Barbara South	47,800	45,000	94
		Ventura	103,200	99,300	96
<b>Between 25-49%</b>	<b>ARIZONA</b>				
		Yuma	18,300	16,000	88
	<b>CALIFORNIA</b>				
		Imperial	22,200	19,800	89
		Kern West	91,500	86,500	95
<b>Between 5-24%</b>	<b>CALIFORNIA</b>				
		Riverside East	6,200	5,900	94
	<b>NEW MEXICO</b>				
	Grant	5,000	4,400	88	
Station Totals			4,510,300	4,297,100	95
Net Weekly Circulation (March 1969)				2,609,679	
Average Daily Circulation (March 1969)				985,720	

# California—Los Angeles

**KTTV**

Ch. 11

**Technical Facilities:** Channel No. 11 (198-204 MHz). Authorized power: 135-kw visual, 20-kw aural. Antenna: 2940-ft. above av. terrain, 237-ft. above ground, 5907-ft. above sea level.

Latitude 34° 13' 29.0"  
Longitude 118° 03' 47.1"

Transmitter: Mt. Wilson.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: UPI, City News.

Facsimile Service: UPI.

News Film Service: UPI.

AM Affiliate: KLAC, 5-kw, 570 kHz.

FM Affiliate: KMET, 58-kw, 94.7 MHz (No. 234), 2835-ft. antenna height.

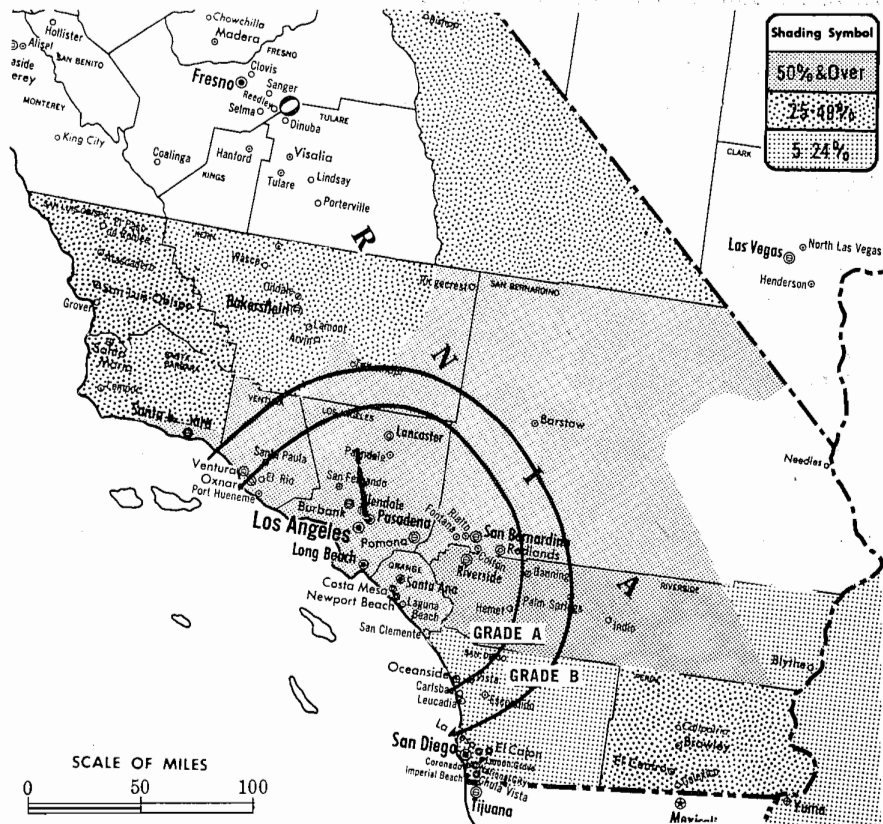
Total Households: © SRDS

Consumer Market Data as of 1/1/70.

TV Homes: TV% and Circulation

© 1969 American Research Bureau.

County coverage based on ARB study (see page 4-b).



KTTV Ref: FCC File No. BPCT-1756 Granted 9/3/53

©American Map Co., Inc., N.Y., No. 14244

## KTTV

Network Service: None, independent.

Licensee: Metromedia Inc., 5746 Sunset Blvd., Los Angeles, Cal. (90028).

Studio: 5746 Sunset Blvd.

Telephone: 213-462-7111.

Telex: 674-918.

Ownership: For other interests of Metromedia Inc. & Metromedia Television officers, see WNEW-TV, New York, N.Y.

Began Operation: Jan. 7, 1949. Sale to present owner by Los Angeles Times and Mirror approved May 28, 1963 by FCC (Television Digest, Vol. 3:3, 22).

Represented (sales) by Metro TV Sales.

Represented (engineering) by Lohnes & Culver.

Personnel:

- CHARLES D. YOUNG, v.p. & general manager.
- MARTIN CONNELLY, v.p. & station manager.
- S. JAMES COPPERSMITH, v.p. & general sales manager.
- MARTIN BERGMAN, v.p. & sales manager.
- MIKE VOLPE, national sales manager.
- VAL CONTE, v.p. & commercial operations director.
- ALAN J. BELL, v.p., dir. of programming & station operations.
- JACK KENASTON, promotion & public relations director.
- RICHARD DAVID, business manager.
- RICHARD ANDERSON, v.p. & chief engineer.
- DON SEARLE JR., sales promotion manager.
- AL BOWEN, production manager.

DIGEST OF RATE CARD NO. 28  
(Feb. 1, 1970)

Hour	30 Min.	15 Min. or less	Min.*	20 Sec.*	10 Sec.*	
Class A—5 p.m.-1 a.m., daily.	\$3000.00	\$1800.00	\$1200.00	1700.00	\$1360.00	\$680.00

\*4:30 p.m.-midnight, Mon.-Fri.; noon-midnight, Sat. & Sun.

	Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	CALIFORNIA				
		Kern East	15,500	14,700	95
		Los Angeles	2,542,200	2,435,100	96
		Orange North	349,500	340,000	97
		Orange South	80,400	78,200	97
		Riverside West	145,400	137,000	94
		San Bernardino West	216,000	205,400	95
		Santa Barbara South	47,800	45,000	94
		Ventura	103,200	99,300	96
	<b>Between 25-49%</b>	CALIFORNIA			
		Imperial	22,200	19,800	89
		Inyo	6,700	5,600	84
		Kern West	91,500	86,500	95
		San Luis Obispo	36,200	33,700	93
<b>Between 5-24%</b>	ARIZONA				
		Yuma	18,300	16,000	88
	CALIFORNIA				
	Riverside East	6,200	5,900	94	
	San Diego	412,500	394,600	96	
Station Totals			4,136,000	3,956,700	95
Net Weekly Circulation (March 1969)				2,467,162	
Average Daily Circulation (March 1969)				1,113,301	

For Color & UHF Penetration by Markets  
See Services Volume

# California—Los Angeles

## KWHY-TV

Ch. 22

(Off air March 1, 1970)

Technical Facilities: Channel No. 22 (518-524 MHz). Authorized power: 64.6-kw visual, 9.12-kw aural. Antenna: 2930-ft. above av. terrain, 146-ft. above ground, 5846-ft. above sea level.

Latitude 34° 13' 36"  
Longitude 118° 03' 59"

Transmitter: Mt. Wilson.

Color: Tape.

News Wire Service: AP, UPI, Dow Jones, SEI.

Facsimile Service: AP.

ARB Data: Not available.



KWHY-TV Ref: FCC File No. BMPCT-5796 Granted 1/23/63

©American Map Co., Inc., N.Y., No. 14244

## KWHY-TV

Network Service: None, independent.

Licensee: Coast TV Broadcasting Corp., 5565 Sunset Blvd., Los Angeles, Cal. (90028).

Studio: 5565 Sunset Blvd., Los Angeles, Cal. (90028).

Telephone: 213-466-7757.

Ownership: Fredrick D. Custer, 15%; Straub Family Foundation Inc., 10.908%; Hugh R. Murchison Jr., 10%; Thomas S. Bunn Jr., Wiley E. & Robert W. Bunn, 8.333% each; Edna M. Jones, 7.5%; Thomas S. Bunn Estate, 7.341%; Robertson C. Scott, 5%; Harry E. Straub, 4.141%; 17 others, none with as much as 2%. Murchison controls Far West Bcstg. which owns KARL-FM, Carlsbad, Cal.

Began Operation: March 25, 1963, but left the air March 9, 1964 (Television Digest, Vol. 4:11). Sale to present owner by Central Broadcasting Corp. approved July 29, 1964 by FCC (Vol. 4:11, 31). Resumed operation May 2, 1965 (Vol. 5:20).

Represented (sales) by Coast TV Spot Sales.

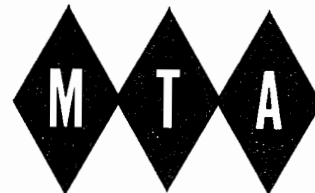
Represented (legal) by Fletcher, Heald, Rowell, Kenahan & Hildreth.

### Personnel:

FREDRICK D. CUSTER, general manager.  
JIM NEWMAN, news director.  
JERRY QUINN, analyst-commentator.  
EUGENE A. HARRIS, chief engineer, transmitter.  
DAVID J. ZULLI, chief engineer, studio.

### DIGEST OF RATE CARD NO. 5 (March 1, 1969)

Hour	30 Min.	15 Min.	5 Min.	Min.	30 Sec.	
Class A—7-11 p.m., daily.	\$230.00	\$140.00	\$92.00	\$50.00	\$40.00	\$31.00



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# California—Corona-Los Angeles

**KBSC-TV**



Ch. 52

Technical Facilities: Channel No. 52 (698-704 MHz). Authorized power: 69.2-kw visual, 9.33-kw aural. Antenna: 2790-ft. above av. terrain, 82-ft. above ground, 5752-ft. above sea level.

Latitude 34° 13' 27"  
Longitude 118° 03' 45"

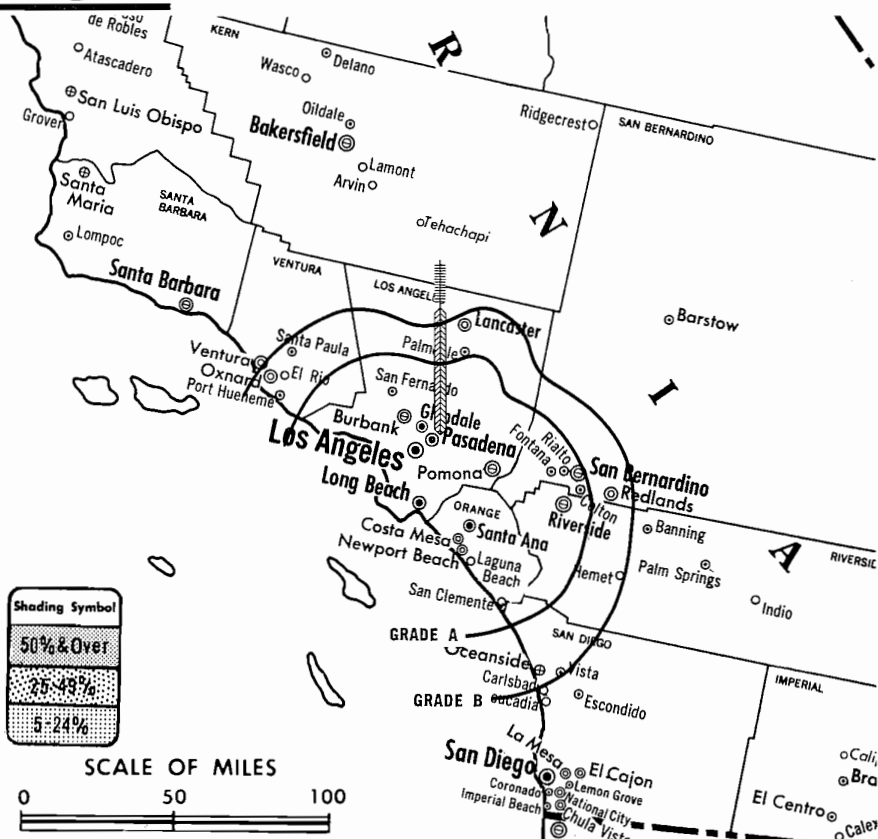
Holds CP for change to 1450-kw visual, 240-kw aural, 2945-ft. above av. terrain, 250-ft. above ground, 5920-ft. above sea level. BPCT-4195.

Requests change to 2570-kw visual, 385.5-kw aural, 2937-ft. above av. terrain, 250-ft. above ground, 5920-ft. above sea level. BMPCT—7145.

Transmitter: Mt. Wilson.

Color: Film, slide & tape.

ARB Data: Not available.



KBSC-TV Ref: FCC File No. BMPCT-6108 Granted 8/17/65  
CP: BPCT-4195 Granted 4/25/69

©American Map Co., Inc., N.Y., No. 14244

## KBSC-TV

Network Service: None, independent.

Licensee: Kaiser Broadcasting Corp., Kaiser Center, 300 Lakeside Dr., Oakland, Cal. (94604).

Studio: Box 52, Mt. Wilson (91023).

Telephone: 213-461-9273.

Ownership: Subsidiary of Kaiser Industries Corp.; Richard C. Block, v.p. & gen. mgr., Kaiser Bcstg. Corp. Kaiser also owns WKBS-TV, Burlington-Philadelphia; WKBD-TV, Detroit; WKBG-TV, WCAS, Cambridge & WJIB (FM), Boston (90%); KBHK-TV, San Francisco and WKBF-TV, Cleveland (50%).

Began Operation: June 29, 1966.

Represented (sales) by Avco Radio Television Sales Inc.

Represented (legal) by Wilmer, Cutler & Pickering.

Represented (engineering) by Gautney & Jones.

Personnel:

RICHARD W. JOLLIFFE, general manager.

JAMES T. PARENT, chief engineer.

ROBERT T. QUINLAN, production & remote sales manager.

### DIGEST OF RATE CARD NO. 1

(June 29, 1966)

Hour	30 Min.	15 Min.	5 Min.	Min.
Class A—7:30-11 p.m., daily.				
\$500.00	\$350.00	\$200.00	\$150.00	\$68.00

# California—Fontana (Los Angeles)

## KLXA-TV

Ch. 40

Technical Facilities: Channel No. 40 (626-632 MHz). Authorized power: 622-kw max. & 260-kw horizontal visual, 123-kw max. & 52-kw horizontal aural. Antenna: 2890-ft. above av. terrain, 200-ft. above ground, 5863-ft. above sea level.

Latitude 34° 13' 42.5"  
Longitude 118° 04' 01"

Transmitter: Mt. Wilson.

TV tape: Recording facilities.

Color: Live, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.



KLXA-TV Ref: FCC File No. BMPCT-6303 Granted 8/1/66

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## KLXA-TV

Network Service: None, independent outlet.

Licensee: International Panorama TV Inc., 816 N. Highland Ave., Hollywood, Cal. (90038).

Studios: 816 North Highland Ave., Hollywood; 16861 Foothill Blvd., Fontana, Cal.

Telephone: Hollywood 7-7111.

Ownership: Angel Lerma Maler, pres., 75%; Alma Clara Maler, v.p., 25%; James A. Gammon, asst. secy.

Began Operation: Jan. 5, 1967.

Represented (legal) by Molnar & Gammon.

Represented (sales) by Savalli/Gates Inc.

### Personnel:

ANGEL LERMA, president & general sales manager.  
ALMA C. MALER, vice president.  
EDWARD HEROYAN, chief engineer.  
HUMBERTO ESQUIVEL, program manager.  
DOROTHEA GORDON, foreign language coordinator & public relations.

### DIGEST OF RATE CARD NO. 2 (Feb. 1968)

Hour	30 Min.	15 Min.	Min.	20 Sec.	
Class A—5:30-sign off, Mon.-Fri.; 9 a.m.-sign-off, Sat. & Sun.	\$525.00	\$290.00	\$175.00	\$125.00	\$55.00

ARB Data Not Available

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# California—San Bernardino (Los Angeles)

## KHOF-TV

Ch. 30

Technical Facilities: Channel No. 30 (566-572 MHz). Authorized power: 1120-kw max. & 269-kw horizontal visual, 224-kw max. & 53.7-kw horizontal aural. Antenna: 2340-ft. above av. terrain, 143-ft. above ground, 5533-ft. above sea level.

Latitude 34° 11' 15"  
Longitude 117° 41' 58"

Transmitter: Sunset Ridge, 5.5-mi. N of Claremont, Cal.

TV tape: Recording facilities.

Color: Live, film, slide & tape.

FM Affiliate: KHOF-FM, 100-kw, 99.5 MHz (No. 258), 240-ft.

ARB Data: Not available.



KHOF-TV Ref: FCC File No. BMPCT-6656 Granted 5/10/65

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## KHOF-TV

Grantee: Faith Center, 1615 S. Glendale Ave., Glendale, Cal. (91205).

Studio: Sunset Ridge.

Telephone: 213-245-0246.

Ownership: A church corporation, Raymond Arthur Schoch, pres.; Howard Allen Skeans, secy.-treas.

Began Operation: Oct. 12, 1969.

Represented (legal) by Cohen & Berfield.

Personnel:

RAYMOND A. SCHOCH, president.

WALTER B. MARSTON, director of engineering & operations manager.

JAMES BOERSMA, general sales manager.

PAUL CALENTINE, program manager.

### DIGEST OF RATE CARD NO. 1

(Oct. 10, 1969)

Hour	30 Min.	15 Min.	Min.	20 Sec.	10 Sec.
Class A—6-11 p.m., daily.					
\$800.00	\$500.00	\$300.00	\$160.00	\$100.00	\$80.00

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# California—Modesto

## KLOC-TV

Ch. 19

Technical Facilities: Channel No. 19 (500-506 MHz). Authorized power: 41.7-kw max. and 24-kw horizontal visual, 3.47-kw max. and 1.17-kw horizontal aural. Antenna: 1300-ft. above av. terrain, 160-ft. above ground, 2840-ft. above sea level.

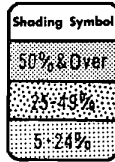
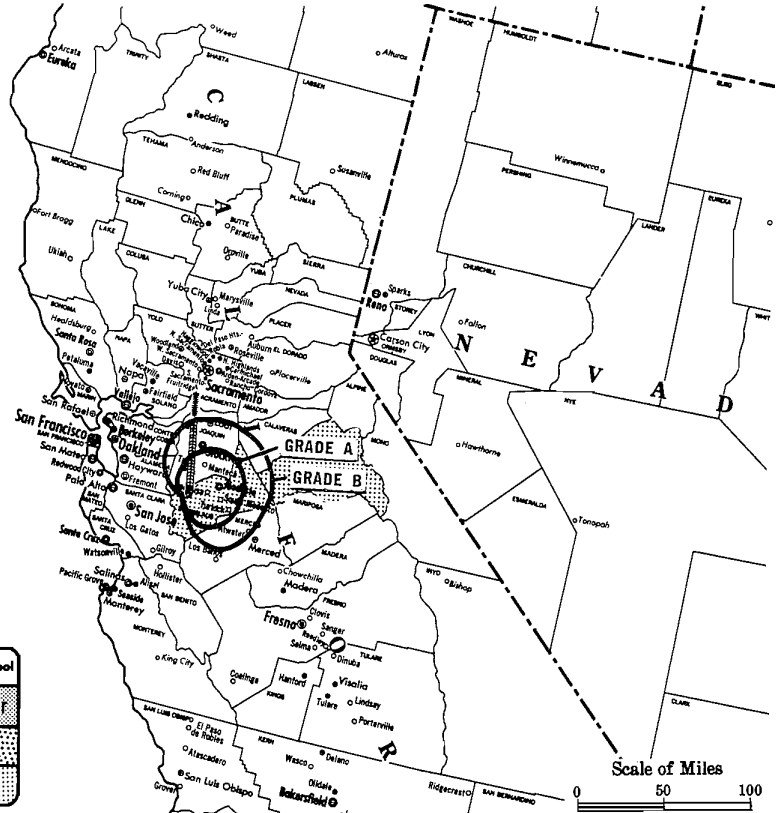
Latitude 37° 28' 48"  
Longitude 121° 21' 02"

Transmitter: Mt. Oso, Patterson, Cal.

TV tape: Recording facilities.

News Wire Service: AP.

AM Affiliate: KLOC, Ceres, .5-kw, 920 kHz.



Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).

KLOC-TV Ref: FCC File No. BMPCT-6126 Granted 4/29/66

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## KLOC-TV

Network Service: None, independent.  
Licensee: KLOC Broadcasting Co., Box 3689, Modesto (95352).  
Studio: 2842 Iowa Ave., Modesto.  
Telephone: 209-529-2024.  
Ownership: Chester Smith, pres., 51%; Melvin Querio, v.p., 12%; Charles Val Pittman, 10%; Lucian F. Davis, 8%; several others with 5% or less.  
Began Operation: Aug. 26, 1966.  
Represented (sales) by Radio Times Sales International.  
Represented (legal) by Fletcher, Heald, Rowell, Kenehan & Hildreth.  
Personnel:  
CHESTER SMITH, president & general manager.

### DIGEST OF RATE CARD NO. 1—(July 1, 1966)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	ID
Class A—6-10 p.m., daily.	\$200.00	\$120.00	\$80.00	\$60.00	\$34.00	\$27.20 \$17.00

Net Weekly Circulation	State County	Total Households	TV Homes	%
Between 5-24%	CALIFORNIA			
	Stanislaus	59,100	54,800	93
	Tuolumne	6,100	5,600	92
Station Totals		191,900	179,100	93
Net Weekly Circulation (March 1969)				6,028
Average Daily Circulation (March 1969)				1,546

# California—Monterey-Salinas



**KMST**

Ch. 46



Technical Facilities: Channel No. 46 (662-668 MHz). Authorized power: 1065-kw max. & 443-kw horizontal visual, 269-kw max. & 88.6-kw horizontal aural. Antenna: 2530-ft. above av. terrain, 222-ft. above ground, 3612-ft. above sea level. Latitude 36° 32' 05" Longitude 121° 37' 14"

Transmitter: Mt. Toro (Baldy Peak), 700 San Benancio Rd., Salinas.

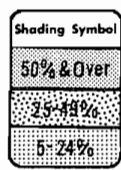
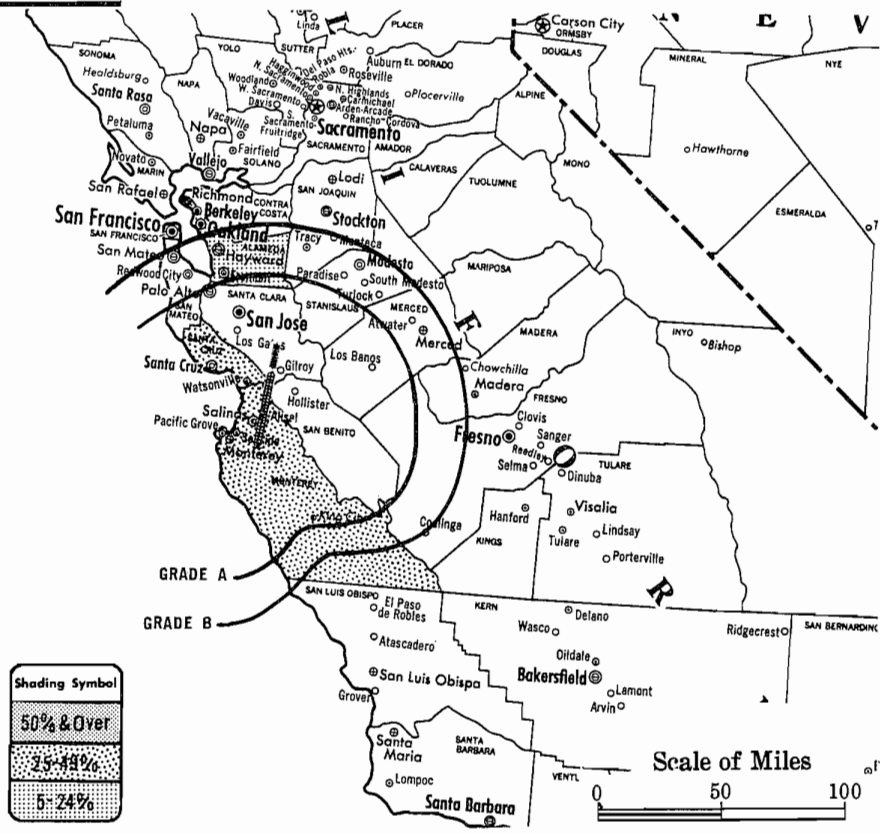
TV tape: Recording facilities.

Color: Network, film, slide & tape.

News Wire Service: AP.

News Film Service: CBS.

FM Affiliate: KWAV, 18-kw, 96.9 MHz (No. 245), 2570-ft.



Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).

KMST Ref: FCC File No. BMPCT—6926 Granted 10/17/68

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## KMST

Network Service: CBS.

Grantee: Monterey-Salinas Television, Box 1271, Monterey, Cal. (93940).

Studio: 46 Garden Court, Monterey.

Telephone: 408-373-4326. TWX No.: 910-360-7106.

Ownership: Monterey-Salinas Television Inc. (Stoddard P. Johnston, 91%; William H. Schuyler, 9%), 55%; Ward D. Ingram, 22.5%; William D. Pabst, 22.5%.

Began Operation: Feb. 2, 1969.

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by Cohn & Marks.

### Personnel:

STODDARD P. JOHNSTON, president.  
WILLIAM H. SCHUYLER, vice president & general manager.  
FRED W. OPPENHEIMER, director of operations.  
KENNETH F. WARREN, chief engineer.

### DIGEST OF RATE CARD NO. 2 (Sept. 15, 1969)

Hour	30 Min.	15 Min.	5 Min.	30 Sec.	20 Sec.	10 Sec.
Class AA—7-11 p.m., daily.	\$600.00	\$360.00	\$240.00	\$170.00	\$65.00*	\$65.00*
*Class AA—6-11 p.m., daily.					\$33.00*	

NETWORK BASE HOURLY RATE: \$85.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Between 25-49%</b>	CALIFORNIA			
	Monterey West	37,000	34,900	94
	Monterey East	30,900	29,100	94
	Santa Cruz	45,000	42,100	94
<b>Between 5-24%</b>	CALIFORNIA			
	Alameda East	12,800	12,100	95
Station Totals		802,300	764,500	95
Net Weekly Circulation (March 1969)				31,015
Average Daily Circulation (March 1969)				16,594

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# California—Palm Springs



**KMIR-TV**

Ch. 36



Technical Facilities: Channel No. 36 (602-608 MHz). Authorized power: 547-kw max. & 164-kw horizontal visual, 109-kw max. & 32.8-kw horizontal aural. Antenna: 680-ft. above av. terrain, 124-ft. above ground, 1703-ft. above sea level.

Latitude 33° 52' 00"  
Longitude 116° 25' 56"

Transmitter: 7-mi. ENE of center of Palm Springs.

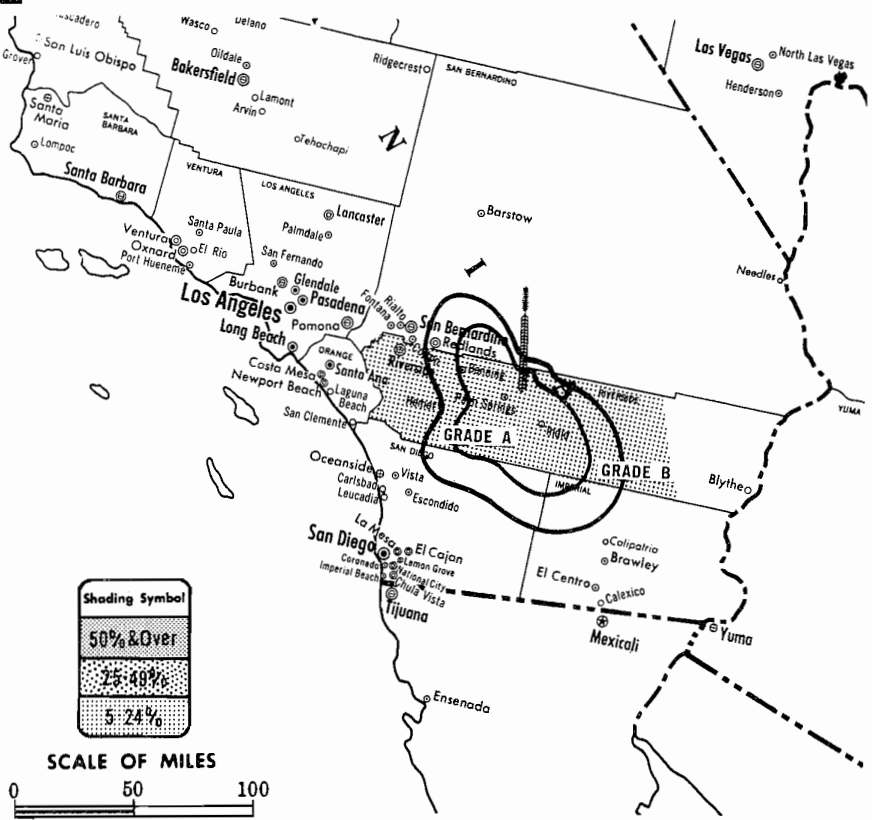
TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).



KMIR-TV Ref: FCC File No. BMPCT-6880 Granted 8/30/68

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## KMIR-TV

Grantee: Desert Empire TV Corp., El Mirador Hotel, Palm Springs, Cal. (92262).

Studio: El Mirador Hilton Hotel.

Telephone: 714-325-7121.

Ownership: John Conte, pres.; Sirpuhe Philibosian Conte, secy.-treas. Mr. & Mrs. Conte hold 100% jointly.

Began Operation: Oct. 26, 1968.

Represented (sales) by The Meeker Co.

Represented (legal) by Koteen & Burt.

Represented (engineering) by Jules Cohen & Associates.

Personnel:

JOHN CONTE, president & general manager.  
DENNIS KING JR., general sales manager.  
THOMAS W. MOORE, local sales manager.  
WILLIAM SECRIST, program manager.  
ROBERT G. MARTINS, chief engineer.  
DON WILSON, assistant to the president.

### DIGEST OF RATE CARD NO. 2 (Dec. 1969)

Hour	30 Min	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class A—7:30-11 p.m., daily.						
\$200.00	\$120.00	\$80.00	\$60.00	\$80.00	\$70.00	\$60.00
NETWORK BASE HOURLY RATE: Not available.						

Circulation Net Weekly	County State	Households Total	Homes TV Homes	%
<b>Between 5-24%</b>	CALIFORNIA			
	Riverside West	145,400	137,000	94
Station Totals		167,600	156,800	93
Net Weekly Circulation (March 1969)				7,252
Average Daily Circulation (March 1969)				3,976

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# California—Palm Springs



**KPLM-TV**

Ch. 42

Technical Facilities: Channel No. 42 (638-644 MHz). Authorized power: 309-kw max. & 154-kw horizontal visual, 61.8-kw max. & 23.1-kw horizontal aural. Antenna: 630-ft. above av. terrain, 130-ft. above ground, 1650-ft. above sea level.

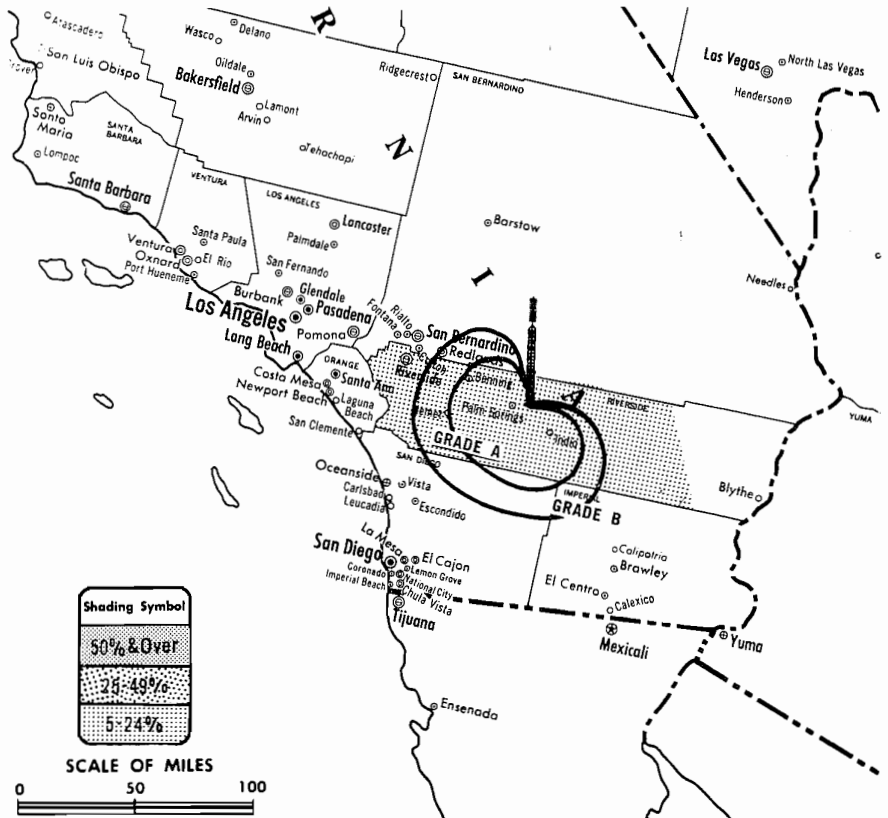
Latitude 33° 51' 58"  
Longitude 116° 26' 02"

Transmitter: Edom Hill.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP.



Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).

KPLM-TV Ref: FCC File No. BMPCT-6668 Granted 5/1/68

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## KPLM-TV

Licensee: Pacific Media Corp., 1775 E. Palm Canyon Dr., Palm Springs, Cal. (92262).

Studio: 1775 E. Palm Canyon Dr., Palm Springs, Cal. (92262).

Telephone: 714-327-1431.

Ownership: Robert E. Leonard, pres.-treas., 40%; Paul E. Morgan, v.p., 25%; Edgar L. McCoubrey, v.p., 10%; Norman H. Bolstad, v.p., 10%; Gerald M. Schwartz, v.p. & dir., 10%; John Nelson, v.p., 5%. Paul E. Morgan also owns 10% of KBLU-TV, Yuma, Ariz.

Began Operation: Oct. 5, 1968.

Represented (sales) by Adam Young Inc.

Represented (legal) by Keller & Heckman.

Personnel:

ROBERT E. LEONARD, president.  
JOHN W. NELSON, executive vice president & general manager.  
ANTHONY WELCH, general sales manager.  
FRANK L. ANDERSON, chief engineer.  
MICHAEL W. ROLLENS, program & news director.

DIGEST OF RATE CARD NO. 2  
(June 1, 1969)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	30 Sec.	20 Sec.
Class AA—7:30-11 p.m., daily.	\$200.00	\$120.00	\$70.00	\$60.00	\$55.00	\$50.00

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Between 5-24%</b>	CALIFORNIA	145,400	137,000	94
	Riverside West			
Station Totals		167,600	156,800	93
Net Weekly Circulation (March 1969)				12,017
Average Daily Circulation (March 1969)				6,060



**MALARKEY, TAYLOR and ASSOCIATES**

CATV

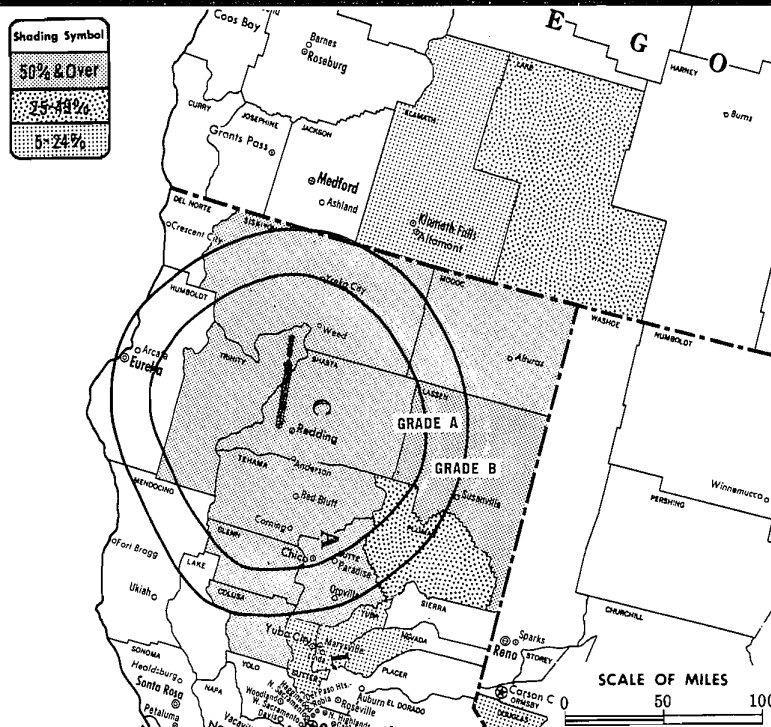
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In the Pacific Northwest ART MOORE & ASSOCIATES

# California—Sacramento



**KCRA-TV**



Ch. 3

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1294-ft. above av. terrain, 1466-ft. above ground, 1516-ft. above sea level.

Latitude 38° 14' 48"  
Longitude 121° 29' 59"

Transmitter: .7-mi. NE of Walnut Grove.

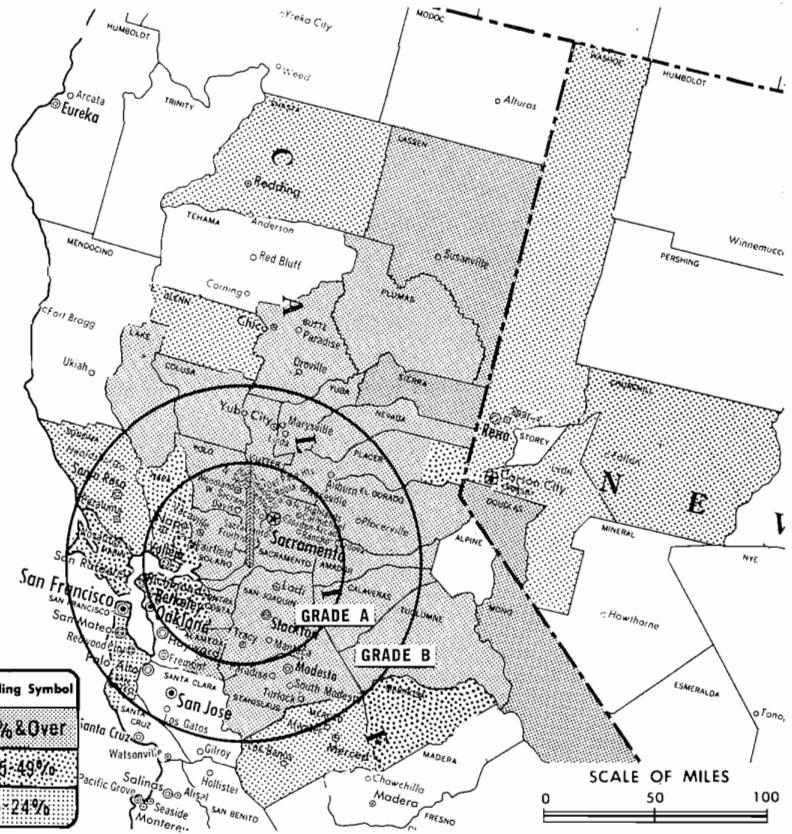
TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.

AM & FM Affiliates: See below.



Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).

KCRA-TV Ref: FCC File No. BPCT-669 Granted 4/13/55  
Authorized: FCC File No. BPCT-2600 Granted 7/27/60

©American Map Co., Inc., N.Y., No. 14244

## KCRA-TV

Licensee: Kelly Broadcasting Co., 310 10th St., Sacramento, Cal. (95814).

Studio: 310 10th St.

Telephone: 916-444-7300. TWX No.: 910-367-3557.

AM Affiliate: KCRA, 5-kw (1-kw night), 1320 kHz (NBC).

FM Affiliate: KCTC, 50-kw, 96.1 MHz (No. 241), 430-ft.

Ownership: Nina N. Kelly, 33 1/3%; Robert E. Kelly, 33 1/3%; Jon S. Kelly, 33 1/3%.

Began Operation: Sept. 3, 1955. Sale of 50% by Gerald Kenneth & Vernon Hansen to other 1/2 owners, Kelly's, approved April 18, 1962 by FCC (Television Digest, Vol. 2:17).

Represented (sales) by Edward Petry & Co. Inc.

Represented (legal) by Koteen & Burt.

Represented (engineering) by Jansky & Bailey.

Personnel:

- ROBERT E. KELLY, partner & film buyer.
- JON S. KELLY, partner & general manager.
- JAMES BIRMINGHAM, co-manager & natl. sales (New York).
- ROGER COOPER, co-manager & natl. sales (Chicago & Los Angeles).
- DON QUIST, national sales (San Francisco).
- JOHN DADIW, retail sales manager.
- BILL KARPISEK, chief engineer.
- PHIL BOYER, program manager & promotion director.
- GALEN DAILY, production manager.
- DAVE HUME, news & public affairs manager.
- BOB GRANT, merchandising director.
- DUANE BOROVIK, sports editor.

### DIGEST OF RATE CARD NO. IX (Sept. 1, 1969)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.  
Class AA—6:30-11:00 p.m., daily.  
\$1750.00 \$1450.00 \$650.00 \$550.00 Graded rates apply\*

\*Highest rate: \$1500.

NETWORK BASE HOURLY RATE: \$1400.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	<b>CALIFORNIA</b>			
	Alameda East	12,800	12,100	95
	Amador	3,600	3,300	92
	Butte	36,700	34,100	93
	Calaveras	3,600	3,400	93
	Colusa	4,100	3,800	93
	Contra Costa			
	East	46,600	45,000	97
	El Dorado West	12,300	11,600	94
	El Dorado East	4,500	4,300	94
	Lake	6,500	5,800	89
	Lassen	2,900	2,600	90
	Mono	2,000	1,600	79
	Nevada West	9,000	8,300	92
	Nevada East	1,000	900	91
	Placer West	24,200	22,800	94
	Plumas	4,400	3,900	90
	Sacramento	206,700	198,100	96
	San Joaquin	93,400	87,400	94
	Sierra	800	700	89
	Solano East	22,300	21,500	96
Stanislaus	59,100	54,800	93	
Sutter	13,100	12,500	95	
Tuolumne	6,100	5,600	92	
Yolo	30,400	28,600	94	
Yuba	13,200	12,500	95	
<b>NEVADA</b>				
Douglas	1,700	1,500	91	
<b>Between 25-49%</b>	<b>CALIFORNIA</b>			
	Contra Costa			
	West	125,300	121,000	97
	Marin	64,600	61,500	95
	Mariposa	2,100	1,800	88
	Napa North	4,100	3,900	95
Placer East	1,500	1,400	94	
Solano West	29,400	28,400	96	
<b>NEVADA</b>				
Ormsby	3,600	3,400	94	
(Continued on page 111-b)				
Station Totals		2,519,500	2,380,000	94
Net Weekly Circulation (March 1969)			659,328	
Average Daily Circulation (March 1969)			431,421	

# California—Sacramento-Stockton



**KXTV**

Ch. 10



**Technical Facilities:** Channel No. 10 (192-198 MHz). Authorized power: 309-kw visual, 61.7-kw aural. Antenna: 1491-ft. above av. terrain, 1546-ft. above ground, 1546-ft. above sea level.

Latitude 38° 14' 48"

Longitude 121° 29' 59"

**Transmitter:** .7-mi. NE of Walnut Grove.

**Studio:** 400 Broadway.

**TV tape:** Recording facilities.

**Color:** Network, live, film, slide & tape.

**News Wire Service:** AP, UPI.

**Facsimile Service:** AP.

**News Film Service:** CBS.

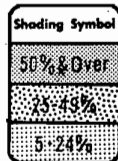
**Total Households:** © SRDS

Consumer Market Data as of 1/1/70.

**TV Homes:** TV % and Circulation

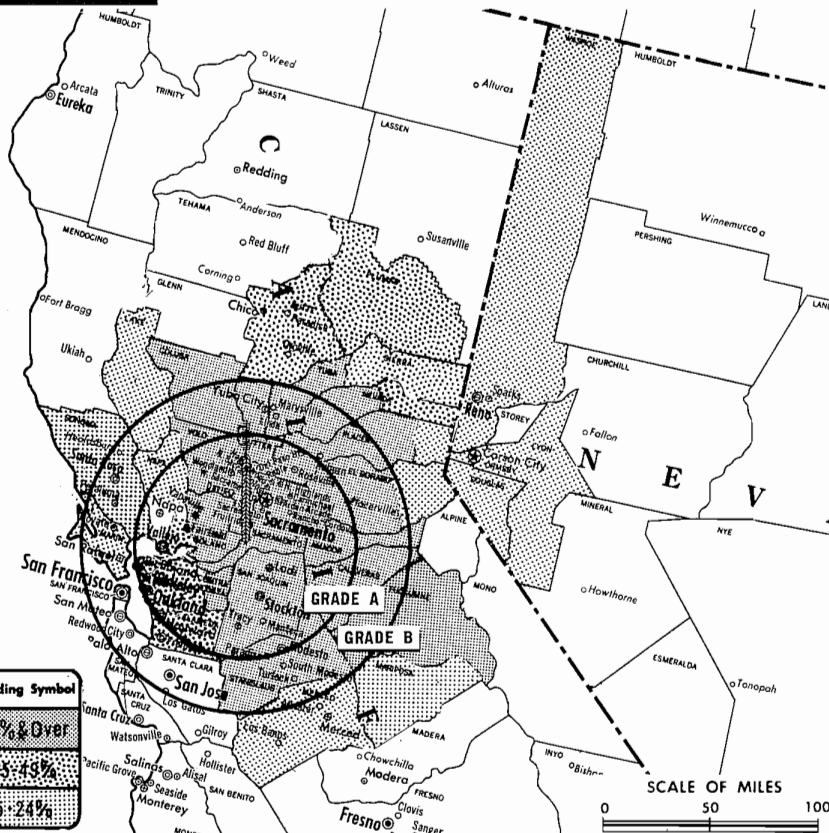
© 1969 American Research Bureau.

County coverage based on ARB study (see page 4-b).



KXTV Ref: FCC File No. BPCT—2706 Granted 7/27/60

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## KXTV

**Licensee:** Great Western Broadcasting Corp., 400 Broadway, Sacramento, Cal. (95818).

**Telephone:** 916-441-4041.

**Ownership:** Wholly-owned subsidiary of Corinthian Broadcasting Corp. For other interests, see KOTV, Tulsa, Okla.

**Began Operation:** March 20, 1955. Sale to present owner by John H. Schacht and associates approved by FCC Dec. 23, 1958 (Television Digest, Vol. 14:42, 49).

**Represented (sales) by** Blair Television.

**Represented (legal) by** Covington & Burling.

**Personnel:**

JAMES C. RICHDALE JR., pres., Corinthian Stations Division.

JOSEPH E. LAKE, v.p. & general manager.

JUSTIN A. (JUD) CASSIDY, general sales manager.

JACK MEDINA, sales manager.

CAL BOLLWINKEL, program manager.

FRANKLIN E. RAYMOND, promotion manager.

DONALD FERGUSON, chief engineer

### DIGEST OF RATE CARD NO. 12—(Jan. 15, 1970)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.

Class AA—7-11 p.m., daily.

\$1750.00 \$1200.00 \$500.00

Graded rates apply\*

\*Highest rate: \$850.

**NETWORK BASE HOURLY RATE:** \$1050.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	CALIFORNIA			
	Amador	3,600	3,300	92
	Calaveras	3,600	3,400	93
	Colusa	4,100	3,800	93
	Contra Costa East	46,600	45,000	97

### Net Weekly Circulation

### State County

### Total Households

### TV Homes %

### 50% & Over

#### CALIFORNIA—(Continued)

El Dorado West	12,300	11,600	94
Nevada West	9,000	8,300	92
Placer West	24,200	22,800	94
Sacramento	206,700	198,100	96
San Joaquin	93,400	87,400	94
Solano East	22,300	21,500	96
Stanislaus	59,100	54,800	93
Sutter	13,100	12,500	95
Tuolumne	6,100	5,600	92
Yolo	30,400	28,600	94
Yuba	13,200	12,500	95

### Between 25-49%

#### CALIFORNIA

Alameda East	12,800	12,100	95
Butte	36,700	34,100	93
Contra Costa West	125,300	121,000	97
Nevada East	1,000	900	91
Plumas	4,400	3,900	90
Sierra	800	700	89
Solano West	29,400	28,400	96

### Between 5-24%

#### CALIFORNIA

El Dorado East	4,500	4,300	94
Marin	64,600	61,500	95
Mariposa	2,100	1,800	88
Merced	33,300	31,300	94
Napa North	4,100	3,900	95
Placer East	1,500	1,400	94
Sonoma North	43,300	40,400	93
Sonoma South	20,200	18,800	93

#### NEVADA

Douglas	1,700	1,500	91
Lyon	2,500	2,300	90
Ormsby	3,600	3,400	94
Washoe	45,200	42,600	94

Station Totals	2,574,200	2,433,200	95
Net Weekly Circulation (March 1969)			567,966
Average Daily Circulation (March 1969)			335,556

# California—Sacramento-Stockton

**KTXL**

Ch. 40

Technical Facilities: Channel No. 40 (626-632 MHz). Authorized power: 1738-kw max. & 622-kw horizontal visual, 374-kw max. & 124.5-kw horizontal aural. Antenna: 970-ft. above av. terrain, 996-ft. above ground, 998-ft. above sea level.

Latitude 38° 16' 25"  
Longitude 121° 30' 11"

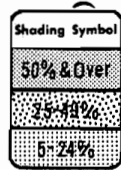
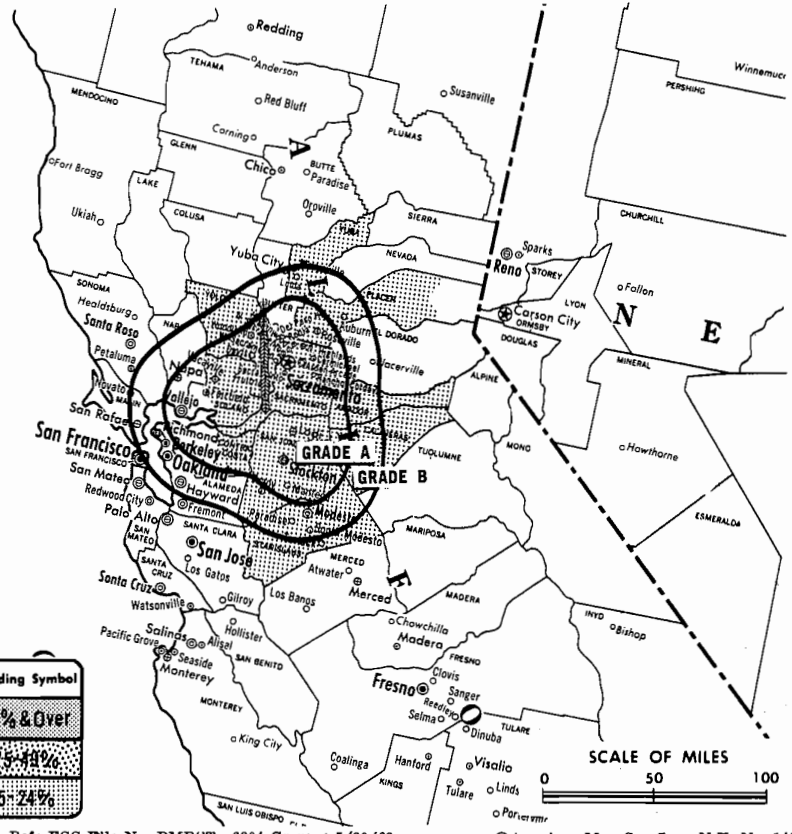
Transmitter: Twin Cities Blvd., 2.2-mi. N of Walnut Grove, Cal.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.



Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).

KTXL Ref: FCC File No. BMPCT-8804 Granted 5/20/68

© American Map Co., Inc., N.Y. No. 14244

## KTXL

Grantee: Camellia City Telecasters Inc., P.O. Box 40, Sacramento, Cal. (95801).

Studio: 1911 F St., Sacramento (95814).

Telephone: 916-447-2943.

Ownership: Cypress Bcstg. Corp., 60%; Jack F. Matranga, 20%; Business Men's Assurance Co. of America, 20%. Cypress Bcstg. ownership: Electronics Capital Corp., 45%; W. Randolph Tucker, 6.3%; Leon Papernow, 6.1%. Cypress Bcstg. is buying Dynamic Bcstg. Co., group radio owner. For other interests, see Cypress under CATV Group Ownership.

Began Operation: Oct. 26, 1968.

Represented (sales) by Avco Radio TV Sales.

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

Represented (engineering) by A. E. Towne.

Personnel:

JACK F. MATRANGA, general manager & film buyer.  
WILLIAM A. MORRISON, general sales manager.  
JAY BARRINGTON, local sales manager.  
WILLIAM KLINE, program manager.  
ROBERT NELSON, chief engineer.  
MELVIN J. QUERIO, operations manager.

### DIGEST OF RATE CARD NO. 1—(Oct. 4, 1968)

Hour 30 Min. 15 Min. 5 Min. Min. 30 Sec. 20 Sec. 10 Sec.  
..... Graded rates apply\*

\*Highest rate: \$200.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Between 5-24%	CALIFORNIA			
	Amador	3,600	3,300	92
	Calaveras	3,600	3,400	93
	Contra Costa			
	East	46,600	45,000	97
	Placer West	24,200	22,800	94
	Sacramento	206,700	198,100	96
	San Joaquin	93,400	87,400	94
	Solano East	22,300	21,500	96
	Stanislaus	59,100	54,800	93
	Yolo	30,400	28,600	94
Yuba	13,200	12,500	95	
Station Totals		1,461,000	1,376,000	94
Net Weekly Circulation (March 1969)				62,753
Average Daily Circulation (March 1969)				23,831



# California—Stockton-Sacramento



**KOVR**



Ch. 13

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 281-kw visual, 42.7-kw aural. Antenna: 1490-ft. above av. terrain, 1548-ft. above ground, 1544-ft. above sea level.

Latitude 38° 14' 48"  
Longitude 121° 29' 59"

Transmitter: .7-mi. NE of Walnut Grove, Cal.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

Facsimile Service: AP.

Represented (legal) by Dow, Lohnes & Albertson.

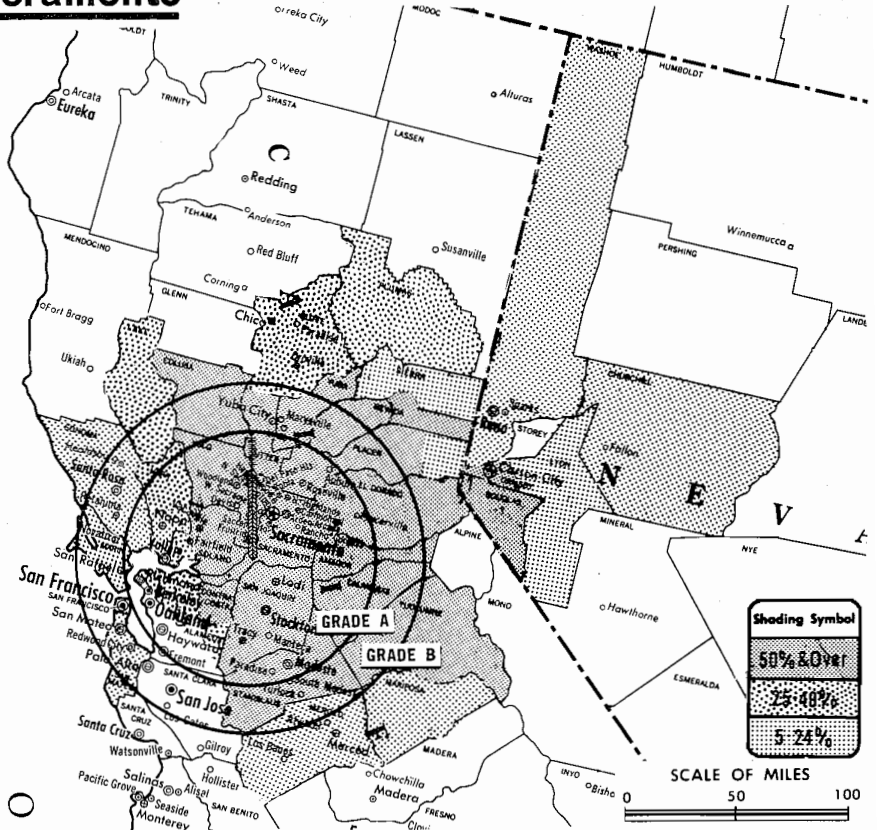
Total Households: © SRDS

Consumer Market Data as of 1/1/70.

TV Homes: TV% and Circulation

© 1969 American Research Bureau.

County coverage based on ARB study (see page 4-b).



KOVR Ref: FCC File No. BPCT-2187 Granted 5/29/57  
Authorized: FCC File No. BPCT-2654 Granted 7/27/60

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## KOVR

Licensee: McClatchy Newspapers, 225 East Miner Ave., Stockton, Cal. (95202).

Studios: 225 E. Miner Ave., Stockton; 1216 Arden Way, Sacramento (95815).

Telephones: 209-466-6981, Stockton; 916-927-1313, Sacramento.

TXW No.: 209-942-1007, Stockton; 916-444-7999, Sacramento.

Ownership: McClatchy Newspapers, 100%. For other interests see KMJ-TV, Fresno, Cal.

Began Operation: Sept. 5, 1954. Sale to present owner by Metropolitan Bcstg. Corp. was approved July 29, 1964 by FCC (Television Digest, Vols. 3:40, 3:41). Sale to Metropolitan Bcstg. by Gannett Co. approved Dec. 12, 1959 by FCC, (Vols. 15:47-48, 16:1). Sale to Gannett by H. L. Hoffman and associates, approved Jan. 8, 1958 by FCC (Vol. 13:47, 14:2).

Represented (sales) by Katz Television.

Personnel:

- RAMSEY ELLIOTT, manager.
- WILSON LEFLER, sales manager.
- BEL LANGE, program manager.
- JOSEPH TOMES, production manager.

### DIGEST OF RATE CARD NO. P23—(Sept. 1, 1969)

Hour 30 Min. 15 Min. Min. 20 Sec. 10 Sec.

Class AAA—7-11 p.m., daily.

\$2000.00 \$1200.00 \$600.00 Graded rates apply\*

\*Highest rate: \$640.

NETWORK BASE HOURLY RATE: \$1150.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	CALIFORNIA			
	Amador	3,600	3,300	92
	Calaveras	3,600	3,400	93
	Colusa	4,100	3,800	93

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	Contra Costa			
	East	46,600	45,000	97
	El Dorado West	12,300	11,600	94
	El Dorado East	4,500	4,300	94
	Nevada West	9,000	8,300	92
	Nevada East	1,000	900	91
	Placer West	24,200	22,800	94
	Sacramento	206,700	198,100	96
	San Joaquin	93,400	87,400	94
	Solano East	22,300	21,500	96
	Stanislaus	59,100	54,800	93
	Sutter	13,100	12,500	95
	Toulumne	6,100	5,600	92
	Yolo	30,400	28,600	94
Yuba	13,200	12,500	95	
NEVADA				
Douglas	1,700	1,500	91	
<b>Between 25-49%</b>	CALIFORNIA			
	Alameda East	12,800	12,100	95
	Butte	36,700	34,100	93
	Contra Costa West	125,300	121,000	97
	Lake	6,500	5,800	89
	Napa North	4,100	3,900	95
	Plumas	4,400	3,900	90
Solano West	29,400	28,400	96	
<b>Between 5-24%</b>	CALIFORNIA			
	Marin	64,600	61,500	95
	Mariposa	2,100	1,800	88
	Merced	33,300	31,300	94
	Napa South	20,000	18,900	95
	Placer East	1,500	1,400	94
	San Mateo	180,300	175,100	97
	Sierra	800	700	89
Sonoma North	43,300	40,400	93	
Sonoma South	20,200	18,800	93	

(Continued on page 111-b)

Station Totals	2,475,600	2,340,400	94
Net Weekly Circulation (March 1969)			622,266
Average Daily Circulation (March 1969)			390,537

# California—Salinas-Monterey



**KSBW-TV**

Ch. 8

[Also operates satellite  
KSBY-TV, San Luis Obispo]

Technical Facilities: Channel No. 8  
(180-186 MHz). Authorized power:  
240-kw visual, 44.7-kw aural. An-  
tenna: 2330-ft. above av. terrain,  
248-ft. above ground, 3328-ft.  
above sea level using .5° electri-  
cal beam tilt.

Latitude 36° 45' 20"  
Longitude 121° 30' 00"

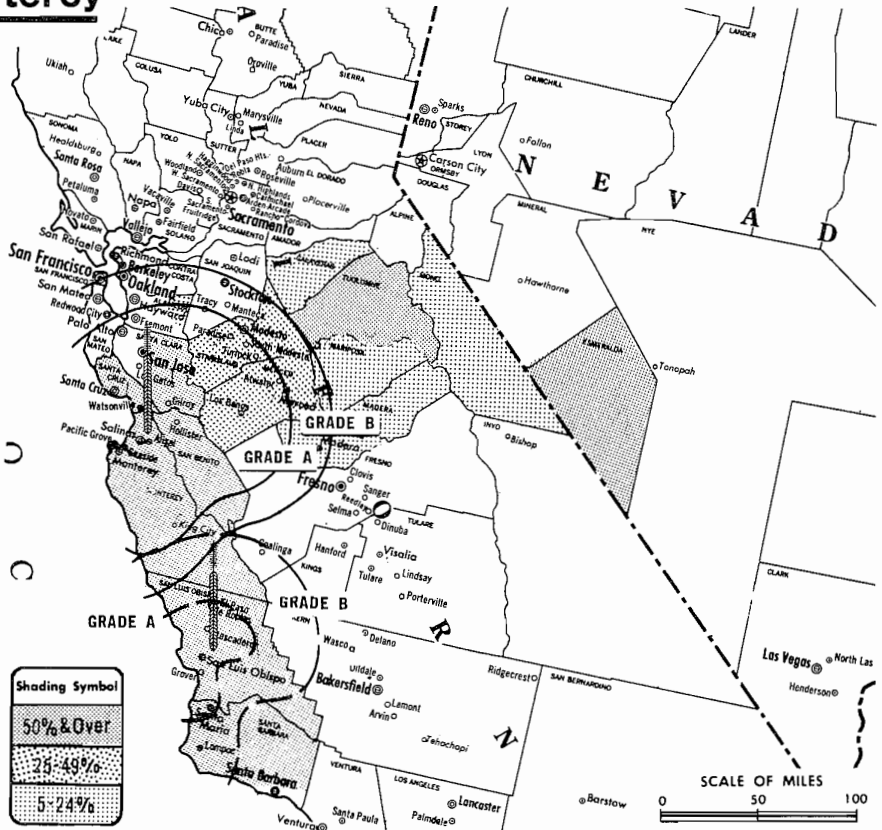
Transmitter: Fremont Peak, 10-mi.  
NE of Salinas.

Color: Network, film, slide & tape.

News Wire Service: UPI. Facsimile  
Service: UPI.

FM Affiliate: KSBW-FM, 18.5-kw,  
102.5 MHz (No. 273), 2270-ft.  
antenna height.

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see  
page 4-b).



KSBW-TV Ref: FCC File No. BMPCT—3913 Granted 6/13/58  
KSBY-TV Ref: FCC File No. BMPCT—1066 Granted 4/29/53

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## KSBW-TV

Licensee: Central California Communications Corp., P.O. Box 1651,  
Salinas, Cal. (93901).

Studio: 238 John St., Salinas, Cal. (93901).

Telephone: 408-422-6422. TWX No.: 910-368-7058.

Ownership: John C. Cohan, pres., 70%; estate of Edward Shattuck,  
13.2%; 8 others, none owning more than 4%. Also owns semi-  
satellite KSBY-TV, San Luis Obispo, Cal.; radios KSBW-FM,  
Salinas; KSBY-FM, San Luis Obispo & KNGS, Hanford-Fresno,  
Cal., Central Cal. Communications Corp. (formerly Salinas Val-  
ley Bcstg.).

Began Operation: Sept. 11, 1953 as share-time outlet with KMBY-  
TV, Monterey; on Feb. 2, 1955 FCC approved deal whereby it  
bought and merged KMBY-TV (Television Digest, Vol. 10:45 &  
11:6).

Represented (sales) by Katz Television.

Represented (legal) by Sells & Gregory.

Represented (engineering) by Hammett & Edison.

Personnel:

JOHN C. COHAN, president.  
BOYD LAWLOR, v.p. broadcasting, marketing & sales.  
ROWENA COHAN, finance & procedure.  
LLOYD CHAPPEL, director of personnel.  
RICHARD C. MEEKER, director of programming.  
DWIGHT WHEELER, operations manager.  
WES CHANEY, engineering administrator.  
EARL CORBLI, chief engineer.

ARB Data for this Station Includes Satellite

KSBY-TV, San Luis Obispo

## DIGEST OF RATE CARD (PEBBLE BEACH MARK IV) (Sept. 1, 1969)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.  
Class AAA—6-11 p.m., daily.  
\$900.00 \$540.00 \$360.00 \$270.00 Graded rates apply\*

\*Highest rate: \$300.

Note: This is combined rate for KSBW-TV and KSBY-TV, San  
Luis Obispo.

NETWORK BASE HOURLY RATE: \$800.

Net Weekly Circulation	State County	Total Households	TV Homes	%	
50% & Over	<b>CALIFORNIA</b>				
		Monterey West	37,000	34,900	94
		Monterey East	30,900	29,100	94
		San Benito	6,300	5,900	93
		San Luis Obispo	36,200	33,700	93
		Santa Barbara			
		North	38,800	36,500	94
		Santa Clara East	11,000	10,500	96
		Santa Cruz	45,000	42,100	94
		Tuolumne	6,100	5,600	92
Between 5-24%	<b>NEVADA</b>				
		Esmeralda	100	100	72
	<b>CALIFORNIA</b>				
		Alameda East	12,800	12,100	95
		Calaveras	3,600	3,400	93
		Madera	13,400	12,500	93
		Mariposa	2,100	1,800	88
		Merced	33,300	31,300	94
		Mono	2,000	1,600	79
		Stanislaus	59,100	54,800	93
Station Totals		2,527,600	2,387,500	94	
Net Weekly Circulation (March 1969)				214,422	
Average Daily Circulation (March 1969)				129,736	

# California—San Diego

**KCST**

Ch. 39

Technical Facilities: Channel No. 39 (620-626 MHz). Authorized power: 2140-kw max. and 363-kw horizontal visual, 427-kw max. and 72.4-kw horizontal aural. Antenna: 1900-ft. above av. terrain, 156-ft. above ground, 2706-ft. above sea level.

Latitude 32° 41' 49"  
Longitude 116° 56' 03"

Holds CP for change to 4263-kw max. & 2238-kw horizontal visual, 853-kw max. & 447-kw horizontal aural. BPCT-4294.

Transmitter: San Miguel Mt., 13-mi. E of San Diego center.

TV tape: Recording facilities.

Color: Live, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.

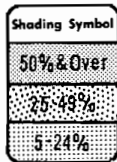
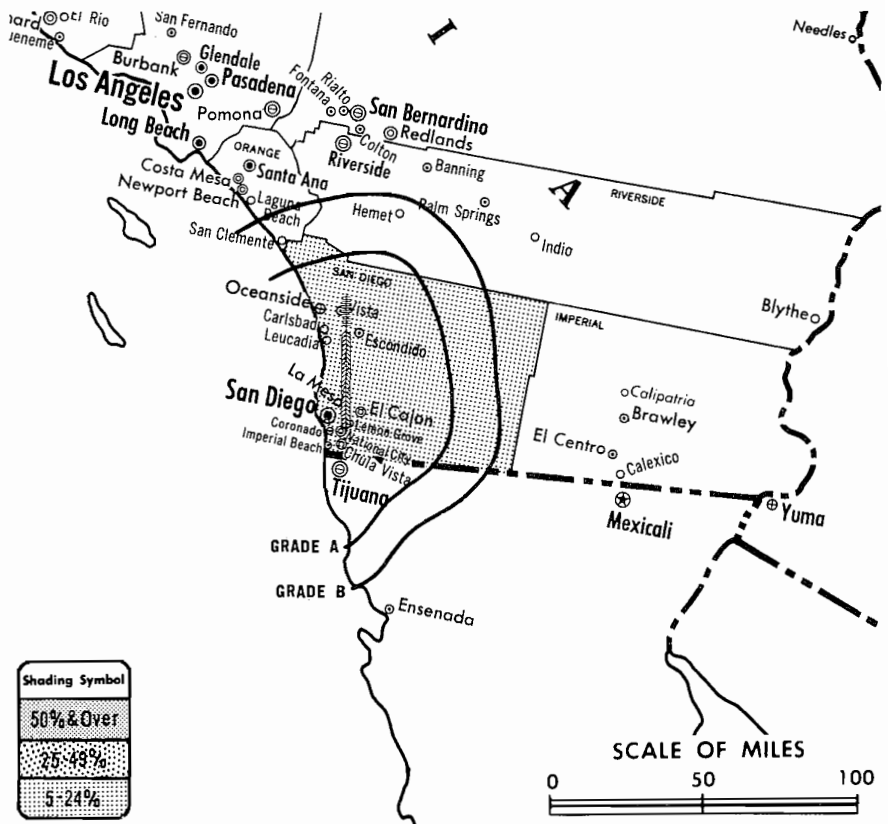
Total Households: © SRDS

Consumer Market Data as of 1/1/70.

TV Homes: TV% and Circulation

© 1969 American Research Bureau.

County coverage based on ARB study (see page 4-b).



KCST Ref: FCC File No. BPCT-4011 Granted 9/11/67  
CP: BPCT-4294 Granted 1/28/70.

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## KCST

Network Service: None, independent.

Grantee: Western Telecasters Inc., 1317 Ft. Worth National Bank Bldg., Fort Worth, Tex.

Studio: 8330 Engineer Rd., San Diego (92111).

Telephone: 714-279-3939.

Ownership: Perry R. Bass, chmn.; Mel Wheeler, pres.; Mrs. Perry R. Bass, Howard W. Jennings, E. W. Sampson, Phil Griffin & C. W. Walts, v.p.s.; M. E. Chappell, secy.-asst. treas.; J. C. Gunter, treas.; Marguerite Wright, asst. secy.; Sid R. Bass, Edward P. Bass, Robert M. Bass Trust & Lee M. Bass Trust, 25% each. Bass Bros. Enterprises has 25% of Bass Bcstg., licensee of KFDA-TV, Amarillo; KFDW-TV, Clovis, N.M.; KFDO-TV, Sayre, Okla.; KAUZ-TV, Wichita Falls, Tex. Mel Wheeler is pres. & chief executive officer of Bass stations. Perry Bass owns 51.58% of Bass Bcstg.

Began Operation: Nov. 14, 1965. Sale to present owners by San Diego Telecasters Inc. (Lawrence Shushan, Paul Corriere, Sample-Brown Enterprises and Town & Country Development) approved by FCC Aug. 31, 1967.

Represented (sales) by H-R Television Inc.

Represented (legal) by Miller, Schroeder & Bankson.

Represented (engineering) by Commercial Radio Equipment Co.

Personnel:

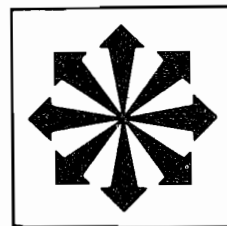
MEL WHEELER, president & general manager.  
BILL E. HOBBS, vice president.  
EARLE H. RAST JR., sales manager.  
HAL THOMPSON, program director.  
PHIL ARENSEN, production director.  
T. F. (BUCK) EVANS, chief engineer.  
BOB CHANDLER, sports director.  
BILL FOUCH, news director.

DIGEST OF RATE CARD NO. 68-1  
(Jan. 1, 1968)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	ID
Class AA—7-10:30 p.m., daily.	\$350.00	\$225.00	\$140.00	\$100.00	\$70.00	\$60.00 \$40.00

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Between 5-24%</b>	CALIFORNIA San Diego	412,500	394,600	96
Station Totals		434,700	414,400	95
Net Weekly Circulation (March 1969)				65,451
Average Daily Circulation (March 1969)				19,893

## BLACKBURN & COMPANY, INC.



**RADIO • TV • CATV • NEWSPAPER BROKERS  
NEGOTIATIONS • FINANCING • APPRAISALS**

WASHINGTON, D.C.	1725 K Street, N.W.	(202) 333-9270
CHICAGO	333 N. Michigan Ave.	(312) 346-6460
ATLANTA	1655 Peachtree Rd., N.E.	(404) 873-5626
BEVERLY HILLS	9645 Wilshire Blvd.	(213) 274-8151

# California—San Diego



Ch. 10

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 316-kw max. and 124-kw horizontal visual, 31.6-kw aural, 750-ft. above av. terrain, 252-ft. above ground, 1049-ft. above sea level.

Latitude 32° 50' 20.5"  
Longitude 117° 14' 56.5"

Transmitter: Mt. Soledad.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

Facsimile Service: UPI.

News Film Service: NBC.

AM Affiliate: KOGO, 5-kw, 600 kHz (NBC).

FM Affiliate: KOGO-FM, 100-kw, 94.1 MHz (No. 231), 640-ft.

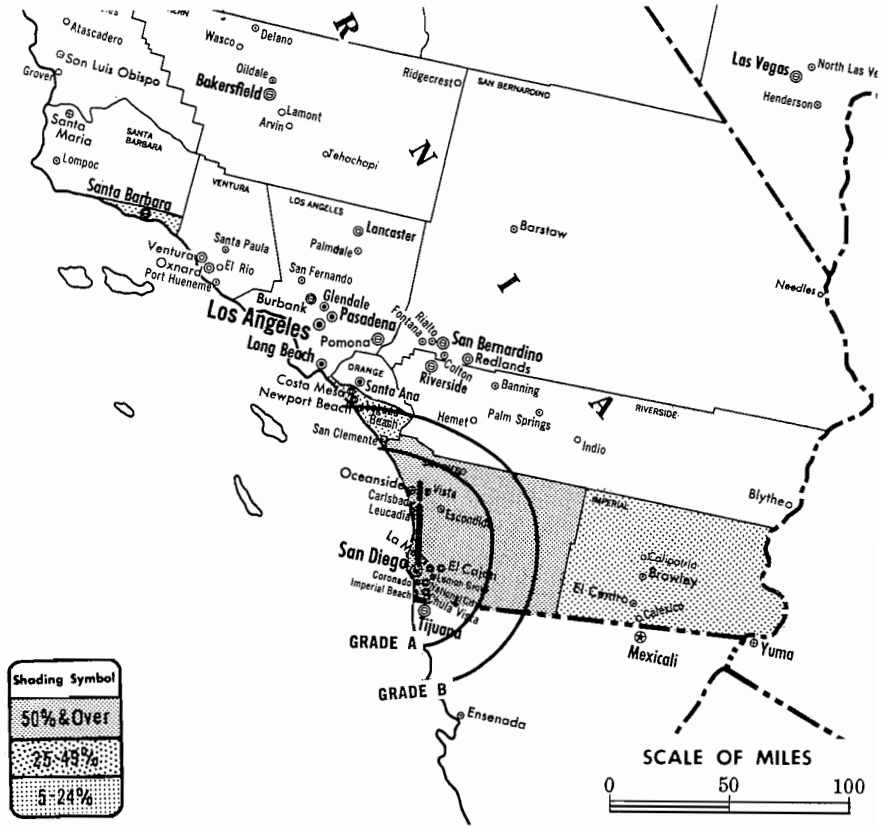
Total Households: © SRDS

Consumer Market Data as of 1/1/70.

TV Homes: TV% and Circulation

© 1969 American Research Bureau.

County coverage based on ARB study (see page 4-b).



KOGO-TV Ref: FCC File No. BMPCT-3170 Granted 7/1/55

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## KOGO-TV

Licensee: Time-Life Broadcast Inc., P.O. Box 628, San Diego (92112).

Studio: 47th St. & Freeway 94.

Telephone: 714-262-2421. TWX No.: 910-335-1247.

Ownership: Time-Life Broadcast Inc., 100%. For other interests, see Time under Group Ownership.

Began Operation: Sept. 13, 1953. Sale of control to Fox, Wells & Co. by Tom Sharp, Charles E. Salik and TBC group approved by FCC Oct. 13, 1954 (Television Digest, Vol. 13:31-32, 34, 38, 42). Sale of 46.22% to Newsweek by Fox, Wells & Co. interests approved Aug. 7, 1957 (Vol. 13:30, 33). Sale to Time-Life approved by FCC March 21, 1962 (Vol. 2:13).

Represented (sales) by Katz Television.

Represented (legal) by Pierson, Ball & Dowd.

Represented (engineering) by A. Earl Cullum Jr., Consulting Engineers.

### Personnel:

CLAYTON H. BRACE, v.p. & general manager.  
JAY GRILL, station manager & director of sales.  
LEROY BELLWOOD, director of engineering.  
RAYMOND WATSON, controller.  
BURKE ORMSBY, program director & film buyer.  
KEITH NICHOLSON, advertising & promotion manager.  
BRUCE FLEMING, local sales manager.  
BILL STEVENS, manager, production center.  
BOB MYERS, production manager.  
DEAN TURNER, manager of operations & traffic.  
SALLY BANKS, continuity manager.  
CARL SISSKIND, news director.  
MARCIA VYBIRAL, sales service.

## DIGEST OF RATE CARD NO. A17 & P9

(Aug. 15, 1969)

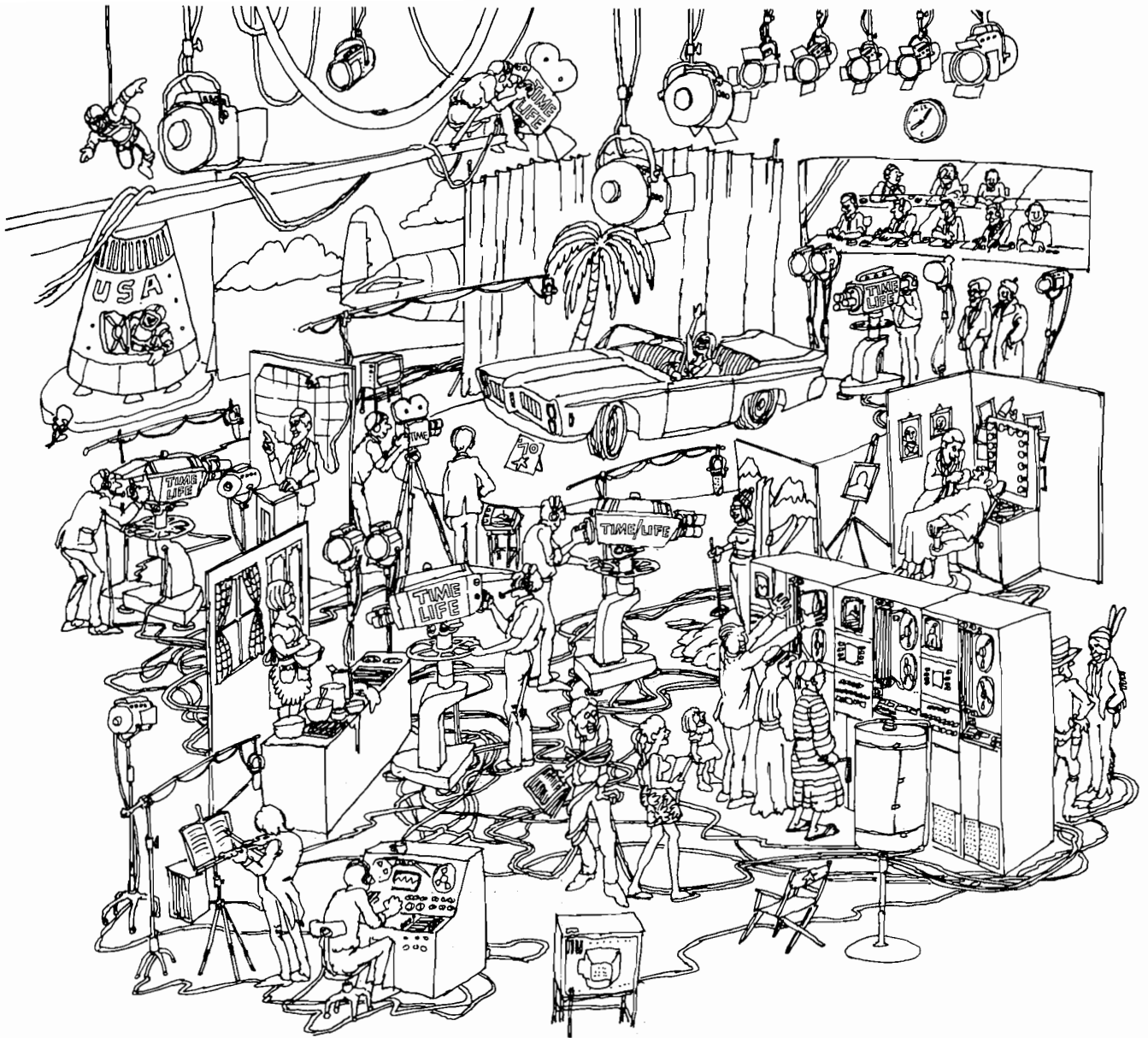
Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.  
Class AAA—7:30-11 p.m., daily.  
\$1300.00 \$800.00 \$480.00 \$390.00 Graded rates apply\*

\*Highest rate: \$495.

NETWORK BASE HOURLY RATE: \$1100.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	CALIFORNIA			
	San Diego	412,500	394,600	96
<b>Between 5-24%</b>	CALIFORNIA			
	Imperial	22,200	19,800	89
	Orange South	80,400	78,200	97
	Santa Barbara South	47,800	45,000	94
Station Totals		1,507,300	1,442,300	96
Net Weekly Circulation (March 1969)			391,737	
Average Daily Circulation (March 1969)			271,025	

For Group Ownership  
See Services Volume



## Dial (714) 262-2421 or (213) 385-8151 and ask about our Playroom.

We can play any game you want; film, videotape or live, inside or out, with our Time-Life Productions facility.

Using KOGO Broadcast City, one of the nation's finest facilities, and through expansion of our production capability, we provide national and regional clients and agencies flexibility and services not heretofore available in San Diego.

Time-Life Productions/Pacific has two sound stages, each completely enclosed with cycloramas, central lighting flexibility including Century lighting boards, Chroma-key and other special effects, outdoor stages and a 20' turntable.

Other equipment includes five color and three monochrome cameras, one 16 to 1 and five 10 to 1 varitol lenses.

For location assignments, Time-Life Productions/Pacific provides San Diego's first fully equipped color TV remote unit. The air-conditioned mobile unit is equipped with full special effects capability, slide projector, audio cartridge playback machines, Ampex 2000 B Video Tape Recorder, and a portable generator. As many as three RCA TK 44 color cameras can be utilized.

If you're interested in commercials, programs, industrial presentations, training films or

sporting events, etc., we can solve your problem faster and more economically. Check Doyle Dane & Bernbach, Post Keyes Gardner, or Albert Frank Gunther Law.

We handle the full spectrum of production needs.

Call us or write :

Time-Life Productions/Pacific  
Box 628  
San Diego, California 92112

You'll be glad you did.

**TIME-LIFE  
PRODUCTIONS/PACIFIC  
SAN DIEGO**



# California—San Diego



**KFMB-TV**



Ch. 8

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 316-kw maximum and 245-kw horizontal visual, 37.5-kw aural. Antenna: directional, 760-ft. above av. terrain, 284-ft. above ground, 1049-ft. above sea level.

Latitude 32° 50' 17"  
Longitude 117° 14' 56"

Transmitter: Mt. Soledad.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

News Film Service: CBS.

Facsimile Service: UPI.

AM Affiliate: KFMB, 5-kw, 760 kHz (CBS).

FM Affiliate: KFMB-FM, 30-kw, 100.7 MHz (No. 264), 630-ft.

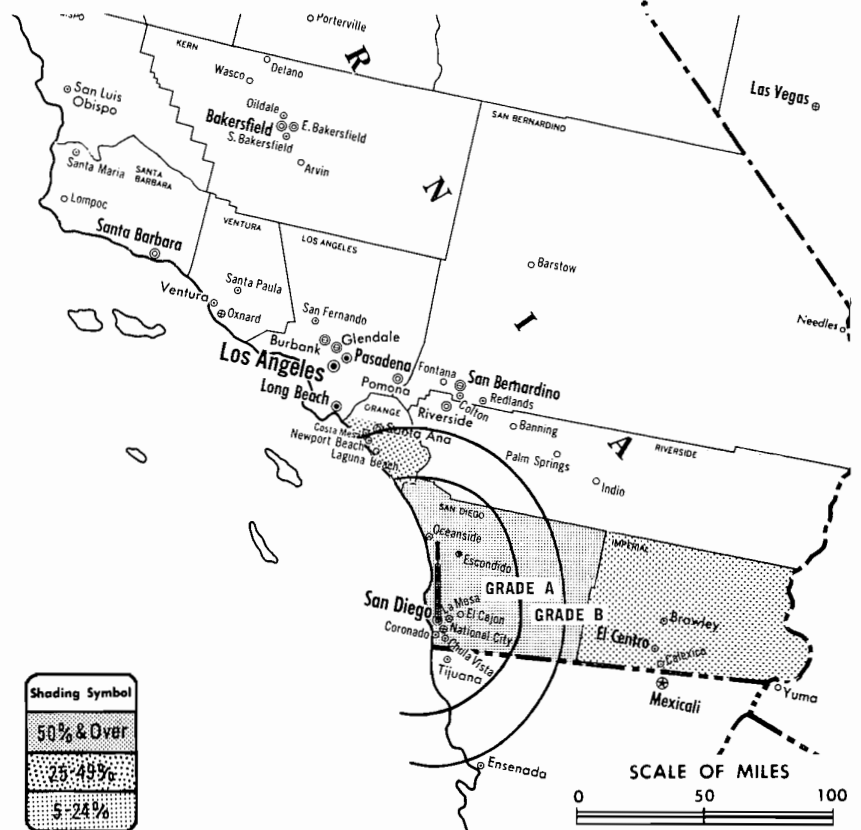
Total Households: © SRDS

Consumer Market Data as of 1/1/70.

TV Homes: TV% and Circulation

© 1969 American Research Bureau.

County coverage based on ARB study (see page 4-b).



KFMB-TV Ref: FCC File No. BMPCT-3015 Granted 5/12/55

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## KFMB-TV

Licensee: Midwest Television Inc., 5th & Ash St., San Diego, Cal. (92101).

Studio: Fifth and Ash.

Telephone: 714-232-2114. TWX No.: 910-335-1245.

Ownership: Midwest Television Inc., 100%. For other interests, see WCIA, Champaign, Ill.

Began Operation: May 16, 1949. Sold to Kennedy Bcstg. Co. April 25, 1951 (Television Digest, Vol. 7:18); sold to Wrather-Alvarez Broadcasting March 25, 1953 (Vol. 9:5, 13). Sale of 38.89% interest by Maria Helen Alvarez to Marietta Investment Corp. approved July 2, 1958 by FCC (Vol. 14:24, 27). Merger of Marietta Bcstg. Inc. into Transcontinent Television Corp. approved May 13, 1959 by FCC (Vol. 15:7, 12, 20).

Represented (sales) by Peters, Griffin, Woodward Inc.

Represented (legal) by Covington & Burling.

Represented (engineering) by Hammett & Edison.

Personnel:

AUGUST C. MEYER, president, Midwest Television Inc.  
ROBERT MYERS, v.p. & general manager.  
BILL FOX, station manager & film buyer.  
BOB RICHARDS, sales manager.  
DICK HERZOG, operations manager.  
RALPH HODGES, production manager.  
CHARLES ABEL, manager of engineering.  
JACK BRADLEY, chief accountant.

### DIGEST OF RATE CARD NO. 25

(Sept. 22, 1969)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	ID
Class AA—8:00-11:00 p.m., daily.	\$1200.00	\$720.00	\$480.00	\$384.00	\$408.00	\$326.00

NETWORK BASE HOURLY RATE: \$1150.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	CALIFORNIA			
	San Diego	412,500	394,600	96
<b>Between 5-24%</b>	CALIFORNIA			
	Imperial	22,200	19,800	89
	Orange South	80,400	78,200	97
Station Totals		1,054,600	1,003,000	95
Net Weekly Circulation (March 1969)				378,531
Average Daily Circulation (March 1969)				248,817



**MALARKEY, TAYLOR and ASSOCIATES**

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1225 Connecticut Ave. N.W. • Washington, D.C. • Phone (202) 223-2345

# California—Tijuana-San Diego



**XETV**

Ch. 6

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 50-kw aural. Antenna: 1000-ft. above av. terrain, 550-ft. above ground, 1423-ft. above sea level.

Latitude 32° 30' 49"  
Longitude 117° 01' 08"

Transmitter: Mount San Antonio, Tijuana, B.C., Mexico.

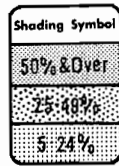
TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

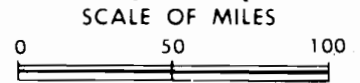
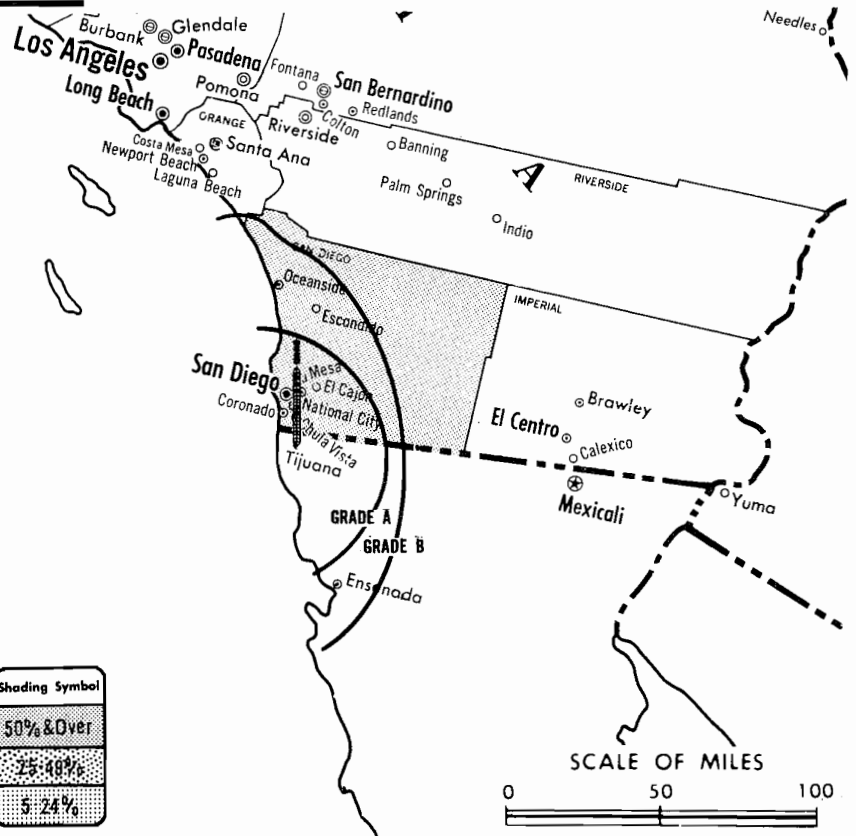
News Wire Service: UPI.

Facsimile Service: UPI.

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).



Predicted contours supplied by station.



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## XETV

Licensee: Radio-Television, S.A.

Studio: Mount San Antonio, Tijuana, B.C., Mexico.

Business Address: 7th & Ash Street, San Diego, Cal. (92101).

Telephone: 714-234-8431.

TWX No.: 910-335-2017.

Ownership: Emilio Azcarraga, principal stockholder. For other interests see XEW-TV, Mexico City in the International Station Directory.

Began Operation: Feb. 18, 1953.

Represented (sales) by Blair Television.

Represented (legal) by Haley, Bader & Potts.

Personnel:

JULIAN M. KAUFMAN, v.p., general manager & film buyer.  
LOU MEIERS, business manager.  
TED MILLAN, general sales manager & film buyer.  
PHIL FERNANDEZ, exec. dir., operations & engineering.  
TONY FRIAS, chief engineer.  
RUSS TILFORD, program manager & promotion director.

## DIGEST OF RATE CARD NO. 21

(Aug. 4, 1969)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. ID  
Class AA—7:30-11 p.m., daily.  
\$1300.00 \$800.00 \$500.00 \$400.00 \$345.00\* \$225.00\* \$115.00\*

\*Class AAA-1—7:30-11 p.m., daily; 1-6:30 p.m., Sat.

NETWORK BASE HOURLY RATE: \$800.

Net Weekly Circulation	State County	Total Households	TV Homes	%
50% & Over	CALIFORNIA			
	San Diego	412,500	394,600	96
Between 5-24%	CALIFORNIA			
	Santa Barbara South	47,800	45,000	94
Station Totals		2,028,600	1,938,200	96
Net Weekly Circulation (March 1969)				362,142
Average Daily Circulation (March 1969)				204,426

# California—Tijuana-San Diego

## XEWT-TV

Ch. 12

[Spanish language outlet.]

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 64-kw visual, 32-kw aural. Antenna: 1000-ft. above av. terrain, 200-ft. above ground, 1250-ft. above sea level.

Latitude 32° 30' 25"  
Longitude 117° 01' 46"

Transmitter: Monte San Antonio, Tijuana, Baja California, Mexico.

TV tape: Recording facilities.

News Wire Service: UPI.

Facsimile Service: UPI.



Predicted contours supplied by station.

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## XEWT-TV

Network Service: None, independent Spanish language outlet.

Licensee: Televisora de Calimex, S.A., P.O. Box 996, San Ysidro, Cal. (92073)

Studio: Monte San Antonio, P.O. Box 12, Tijuana, Baja California, Mexico.

Telephones: 5-9201; 5-9202, Tijuana. Telex: 056633.

Ownership: Televisora de Calimex S.A.

Began Operation: July 12, 1960.

Represented (sales) by Spanish International Network Sales Inc.

### Personnel:

JOSE MARQUEZ, general manager.  
CARLOS H. LUNA, program promotion manager.  
DORA MARTINEZ, business manager.  
MARIO ACOSTA, traffic manager.  
MAX DUENAS, chief engineer.

### DIGEST OF RATE CARD NO. 5 (March 1, 1970)

Hour	30 Min.	Min.	30 Sec.	20 Sec.	10 Sec.
Class A—5-11 p.m., daily.					
\$300.00	\$160.00	\$80.00	\$60.00	\$49.00	\$32.00

ARB Data Not Available

For Other Mexican Stations,

See International Directory

beginning on page 1028-b



# California—San Francisco

**KBHK-TV**



Ch. 44

Technical Facilities: Channel No. 44  
(650-656 MHz). Authorized power:  
1435-kw max. & 1030-kw horizontal  
visual, 216-kw max. & 155-kw  
horizontal aural. Antenna: 1260-  
ft. above av. terrain, 220-ft. above  
ground, 1480-ft. above sea level.  
Latitude 37° 41' 07"  
Longitude 122° 26' 01"

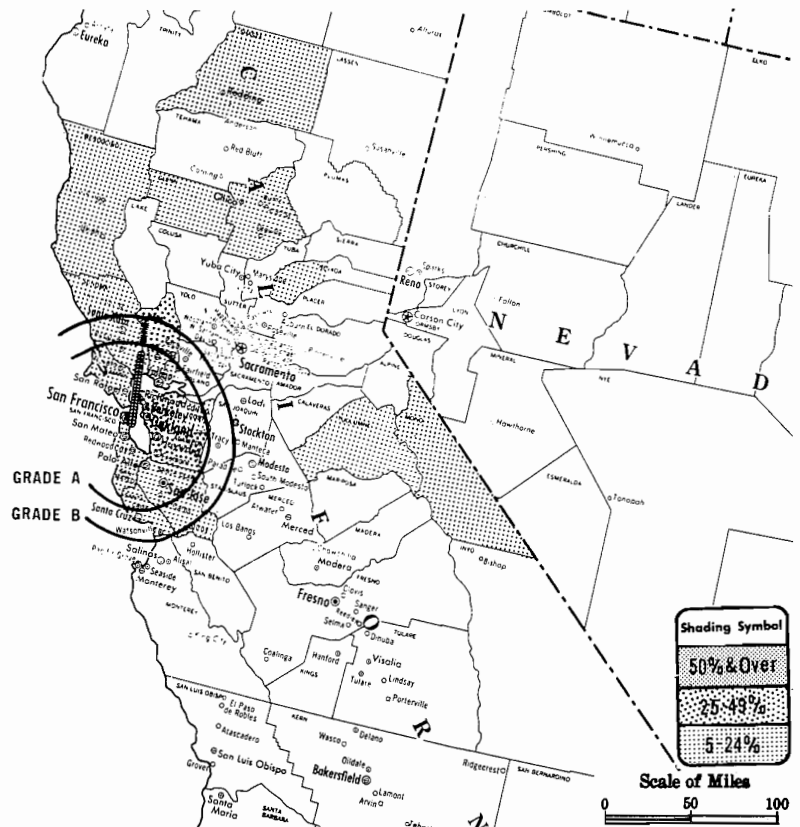
Transmitter: San Bruno Mtn.

TV tape: Recording facilities.

Color: Network, live, film, slide &  
tape.

News Wire Service: UPI.

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see  
page 4-b).



KBHK-TV Ref: FCC File No. BPCT-4079 Granted 3/28/68

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## KBHK-TV

Network Service: None, independent.

Licensee: Kaiser Broadcasting Corp., Kaiser Center, 300 Lakeside  
Dr., Oakland, Cal. (94604).

Studio: 420 Taylor St., San Francisco, Cal. (94102).

Telephone: 415-771-5115.

TWX No.: 910-372-8440.

Ownership: Kaiser Broadcasting Corp. For other interests, see  
WKBD-TV, Detroit, Mich.

Began Operation: Jan. 2, 1968.

Represented (sales) by Avco Radio Television Sales Inc.

Represented (legal) by Wilmer, Cutler & Pickering.

Represented (engineering) by Gautney & Jones.

Personnel:

ROBERT J. SOMERVILLE, general manager.  
WILLIAM L. McGEE, general sales manager.  
HAROLD D. LIPTZ, local sales manager.  
SHERMAN BAZELL, news manager.  
GERALDINE B. LANGE, public affairs director.  
J. LAWRENCE POZZI, engineering manager.  
MARTYN S. WEINBERG, manager.  
ALBERT B. STURGES, program manager.  
WILLIAM R. FURNELL, production manager.

DIGEST OF RATE CARD NO. 3  
(May 1, 1969)

Hour 30 Min. 15 Min. Min. 30 Sec. 10 Sec.  
\$800.00 \$500.00 \$300.00 \$200.00 \$150.00 Graded rates apply\*

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Between 25-49 %</b>	CALIFORNIA			
	Alameda East	12,800	12,100	95
	Alameda West	373,600	355,700	95
	Contra Costa West	125,300	121,000	97
	Napa North	4,100	3,900	95
<b>Between 5-24 %</b>	CALIFORNIA			
	Butte	36,700	34,100	93
	Contra Costa East	46,600	45,000	97
	Glenn	5,900	5,500	94
	Marin	64,600	61,500	95
	Mendocino	16,200	14,400	88
	Mono	2,000	1,600	79
	Napa South	20,000	18,900	95
	Nevada West	9,000	8,300	92
	San Francisco	312,500	282,900	91
	San Mateo	180,300	175,100	97
	Santa Clara West	303,000	290,600	96
	Santa Clara East	11,000	10,500	96
	Santa Cruz	45,000	42,100	94
Shasta	26,900	25,600	95	
Solano West	29,400	28,400	96	
Sonoma North	43,300	40,400	93	
Sonoma South	20,200	18,800	93	
Tuolumne	6,100	5,600	92	
Station Totals		2,178,600	2,060,200	94
Net Weekly Circulation (March 1969)				312,245
Average Daily Circulation (March 1969)				105,550

# California—San Francisco

## KEMO-TV

Ch. 20

Technical Facilities: Channel No. 20 (506-512 MHz). Authorized power: 5000-kw max. & 1700-kw horizontal visual, 692-kw max. & 257-kw horizontal aural. Antenna: 1266-ft. above av. terrain, 251-ft. above ground, 1481-ft. above sea level.

Latitude 37° 41' 17"  
Longitude 122° 26' 07"

Requests change to 4864-kw max. & 3148-kw horizontal visual, 730-kw max. & 472-kw horizontal aural, 1591-ft. above av. terrain, 576-ft. above ground, 1806-ft. above sea level. BPCT-4323.

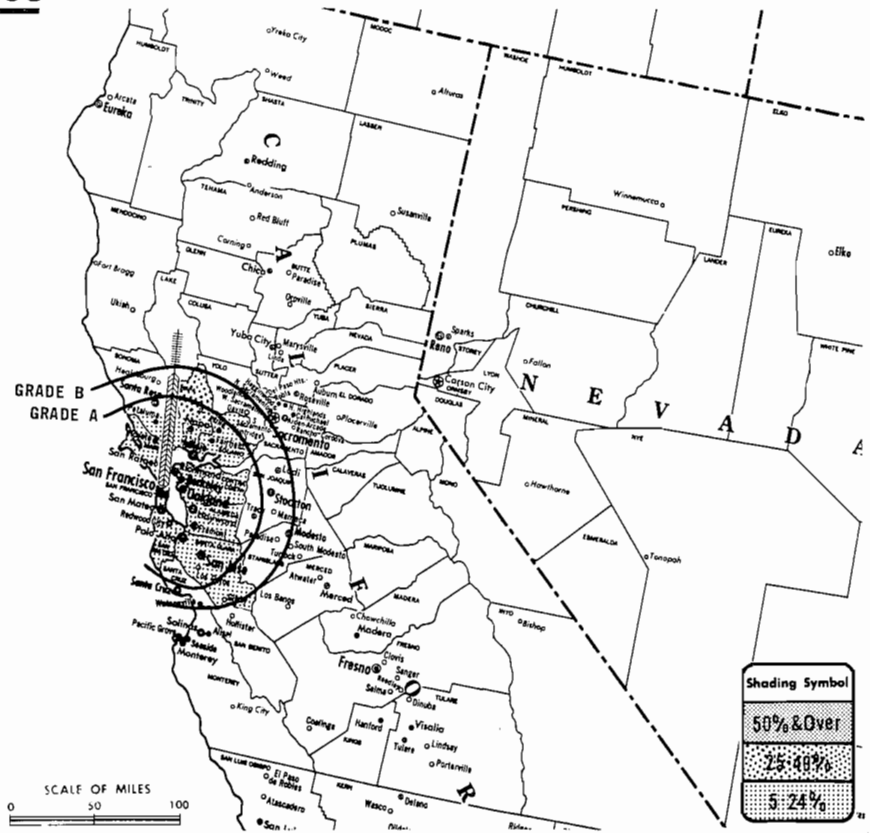
Transmitter: San Bruno Mt.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).



KEMO-TV Ref: FCC File No. BMPCT-7035 Granted 7/25/69

©American Map Co., Inc., N.Y., No. 14844

## KEMO-TV

Network Service: None, independent.

Licensee: U.S. Communications Corp. of Cal. Inc., 1500 Walnut St., Philadelphia, Pa. (19102).

Studio: 2500 Marin St., San Francisco, Cal. (94124).

Telephone: 415-285-6220. TWX No.: 910-372-7894.

Ownership: U.S. Communications Corp., 80%; D. H. Overmyer Communications Co., 20%. For U.S. Communications officers & ownership see WPHL-TV, Philadelphia. For other Overmyer interests, see WDHO-TV, Toledo, O.

Began Operation: April 1, 1968.

Represented (sales) by Edward Pety & Co. Inc.; Bill Creed Associates Inc. (Boston & New England).

Represented (legal) by Pierson, Ball and Dowd.

Represented (engineering) by Cohen & Dippell.

Personnel:

MARTIN S. POLLINS, general manager.  
NORMAN TAYLOR, general sales manager.  
ROBERT BURRIS, sales manager.  
CHRIS McGRORY, business manager.  
RUSS ARTZ, chief engineer.  
CHUCK OLSON, director of operations.  
DON FEIL, promotion director.  
KAYRN NICODEMUS, traffic manager.

DIGEST OF RATE CARD NO. 2  
(Jan. 1, 1970)

Hour 30 Min. 15 Min. 10 Min. 5 Min. Min.  
Class A—6-11 p.m., Mon.-Fri.; noon-11 p.m., Sat. & Sun.  
\$800.00 \$500.00 \$300.00 \$200.00 \$150.00 Graded rates apply\*

\*Highest rate: \$80.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Between 25-49%	CALIFORNIA			
	Napa North	4,100	3,900	95
Between 5-24%	CALIFORNIA			
	Alameda East	12,800	12,100	95
	Alameda West	373,600	355,700	95
	Contra Costa East	46,600	45,000	97
	Contra Costa West	125,300	121,000	97
	Marin	64,600	61,500	95
	Napa South	20,000	18,900	95
	San Francisco	312,500	282,900	91
	San Mateo	180,300	175,100	97
	Santa Clara West	303,000	290,600	96
	Santa Clara East	11,000	10,500	96
	Solano West	29,400	28,400	96
Sonoma South	20,200	18,800	93	
Station Totals		1,726,000	1,631,700	94
Net Weekly Circulation (March 1969)				219,581
Average Daily Circulation (March 1969)				63,646

*Hogan-Feldmann, Inc.*  
MEDIA BROKERS · CONSULTANTS  
4404 Riverside Drive, Box 1545  
Burbank, California 91505  
Area Code 213 849-3201

# California—San Francisco



**KGO-TV**



Ch. 7

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 63.2-kw aural. Antenna: 1210-ft. above av. terrain, 517-ft. above ground, 1348-ft. above sea level.

Latitude 37° 45' 20"  
Longitude 122° 27' 05"

Holds CP for change to 1670-ft. above av. terrain, 980-ft. above ground, 1811-ft. above sea level.

Transmitter: Mt. Sutro.

Studio: 277 Golden Gate Ave.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

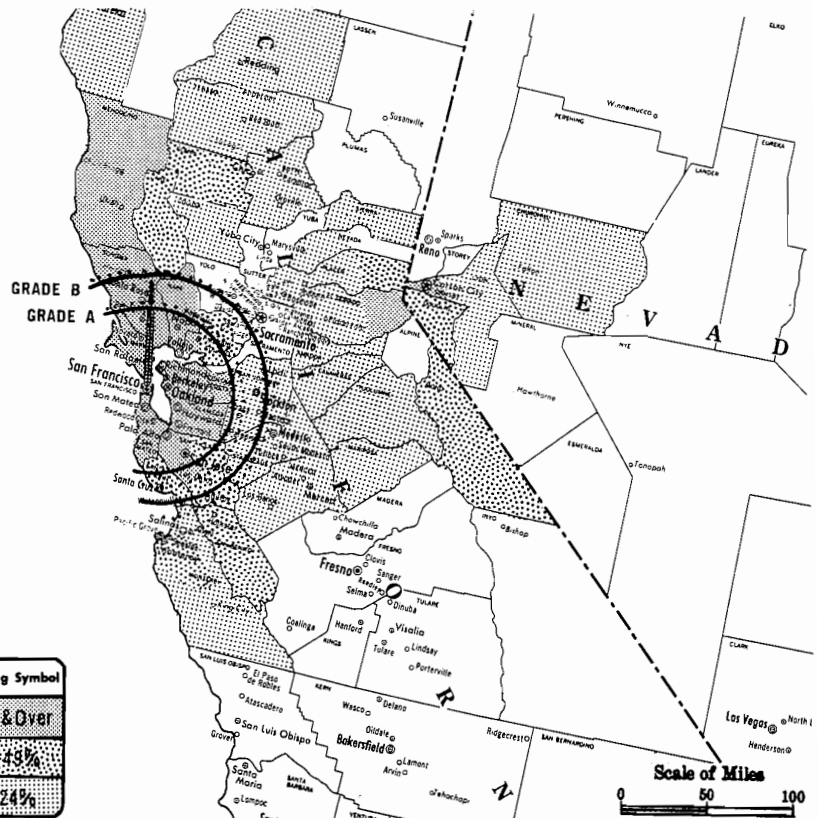
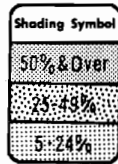
News Wire Service: AP, UPI.

Facsimile Service: UPI.

AM Affiliate: KGO, 50-kw, 810 kHz (ABC).

FM Affiliate: KGO-FM, 23.6-kw, 103.7 MHz (No. 279), 1180-ft.

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).



KGO-TV Ref: FCC File No. BPC1-1514 Granted 5/8/63  
CP: BPC1-2401 Granted 2/10/65

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## KGO-TV

Licensee: American Broadcasting Companies Inc., 277 Golden Gate Ave., San Francisco, Cal. (94102).

Telephone: 415-863-0077. TWX No.: 415-393-7317.

Ownership: See WABC-TV, New York.

Began Operation: May 5, 1949.

Represented (sales) by ABC Television Spot Sales, Inc.

Represented (legal) by McKenna & Wilkinson.

Represented (engineering) by Kear & Kennedy.

Personnel:

- DON B. CURRAN, general manager.
- JAMES R. OSBORN, general sales manager.
- BENJAMIN OKULSKI, sales manager.
- BOB NOVAK, program director.
- STEVEN MURPHY, research director.
- JACK SAMPSON, promotion & publicity director.
- ROBERT MITCHELL, film department director.
- JIM VON STRIVER, chief engineer.
- CALVIN THOMAS, production manager.
- ELLIOTT BERNSTEIN, director of news.

DIGEST OF RATE CARD FALL—(Sept. 1, 1969)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.  
Class AAA—7:29-11 p.m., daily.  
\$2500.00 \$1500.00 \$1000.00 \$665.00 Graded rates apply\*

\*Highest rate: \$1300.

NETWORK BASE HOURLY RATE: \$2600.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	CALIFORNIA			
	Alameda East	12,800	12,100	95
	Alameda West	373,600	355,700	95
	Contra Costa East	46,600	45,000	97
	Contra Costa West	125,300	121,000	97

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	El Dorado East	4,500	4,300	94
	Marin	64,600	61,500	95
	Mendocino	16,200	14,400	88
	Napa North	4,100	3,900	95
	Napa South	20,000	18,900	95
	San Francisco	312,500	282,900	91
	San Mateo	180,300	175,100	97
	Santa Clara West	303,000	290,600	96
	Solano West	29,400	28,400	96
	Sonoma North	43,300	40,400	93
Sonoma South	20,200	18,800	93	

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Between 25-49%</b>	CALIFORNIA			
	Glenn	5,900	5,500	94
	Lake	6,500	5,800	89
	Mono	2,000	1,600	79
	Monterey West	37,000	34,900	94
	Placer East	1,500	1,400	94
	San Benito	6,300	5,900	93
Santa Clara East	11,000	10,500	96	
Santa Cruz	45,000	42,100	94	
Solano East	22,300	21,500	96	
NEVADA	Douglas	1,700	1,500	91
	Ormsby	3,600	3,400	94

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Between 5-24%</b>	CALIFORNIA			
	Amador	3,600	3,300	92
	Butte	36,700	34,100	93
	Calaveras	3,600	3,400	93
	Colusa	4,100	3,800	93
	El Dorado West	12,300	11,600	94
Humboldt	35,200	32,900	94	
Mariposa	2,100	1,800	88	

(Continued on page 111-b)

Station Totals	2,414,300	2,281,800	94
Net Weekly Circulation (March 1969)			1,412,644
Average Daily Circulation (March 1969)			779,433

# California—San Francisco

## KNEW-TV

Ch. 32

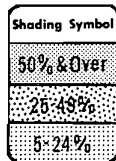
Technical Facilities: Channel No. 32 (578-584 MHz). Authorized power: 1402-kw max. & 1016-kw horizontal visual, 280-kw max. & 203-kw horizontal aural. Antenna: 1090-ft. above av. terrain, 372-ft. above ground, 1203-ft. above sea level.

Latitude 37° 45' 30"  
Longitude 122° 27' 05"

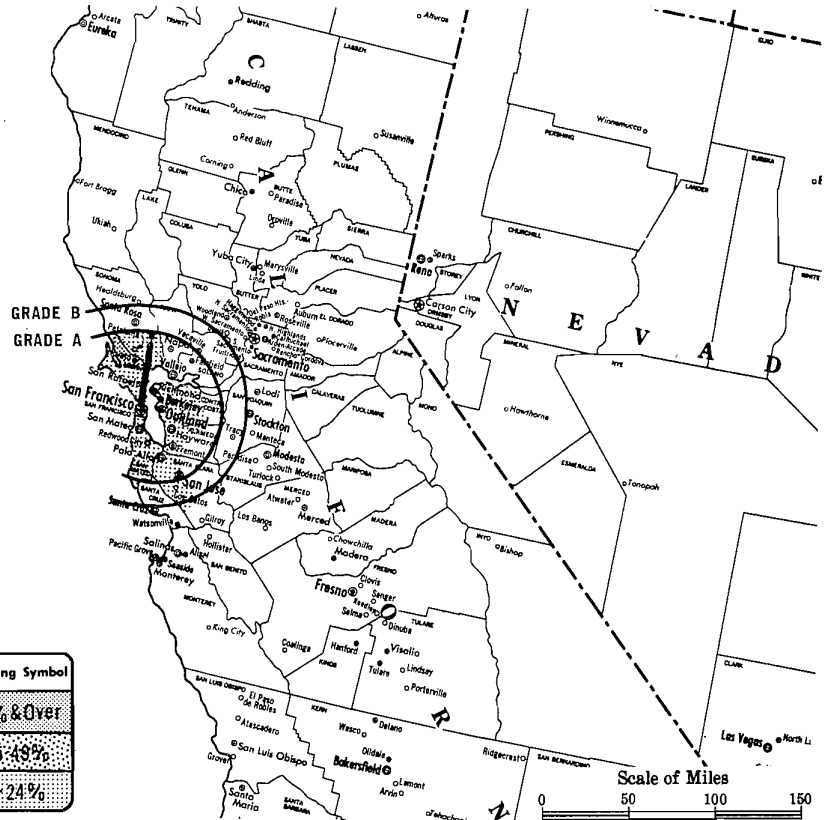
Transmitter: Claradon Heights, between Mt. Sutro & Twin Peaks.

Color: Live, film, slide & tape.

News Wire Service: UPI.



Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).



KNEW-TV Ref: FCC File No. BPCT-4218 Granted 5/14/69

© American Map Co., Inc., N.Y., No. 14244

## KNEW-TV

Licensee: Metromedia Inc.

Studio: 1011 Bryant St. (94103).

Telephone: 415-863-6680. Telex: 34-0573.

Ownership: Metromedia Inc., 100%. For other interests, see WNEW-TV, New York.

Began Operation: March 9, 1954, but quit air June 21, 1958. Resumed operation Feb. 16, 1966. Left air again after sale to Metromedia, resumed operation July 1, 1968.

Represented (Sales) by Metro TV Sales.

### Personnel:

GRAHAM MOORE, vice president & general manager.  
BUDD WIENER, operations manager.  
FRED WEST, chief engineer.  
TIM McDONALD, promotion manager.  
KRYSS HUNT, business manager.  
CHARLIE SMITH, technical supervisor.

### DIGEST OF RATE CARD NO. 3—(Aug. 1, 1969)

Hour	30 Min.	15 Min.	Min.	30 or 20 Sec.	10 Sec.
Class A—6:30-10:30 p.m., daily.					
\$600.00	\$420.00	\$270.00	\$125.00	\$75.00	\$45.00

Net Weekly Circulation	State County	Total Households	TV Homes	%
Between 5-24%	<b>CALIFORNIA</b>			
	Alameda West	373,600	355,700	95
	Contra Costa			
	West	125,300	121,000	97
	Marin	64,600	61,500	95
	San Francisco	312,500	282,900	91
	San Mateo	180,300	175,100	97
	Santa Clara			
	West	303,000	290,600	96
	Sonoma South	20,200	18,800	93
<b>Station Totals</b>		<b>1,635,600</b>	<b>1,548,100</b>	<b>94</b>
Net Weekly Circulation (March 1969)				<b>96,375</b>
Average Daily Circulation (March 1969)				<b>25,023</b>

# California—San Francisco



**KPIX**

Ch. 5

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1140-ft. above av. terrain, 400-ft. above ground, 1231-ft. above sea level.

Latitude 37° 45' 20"  
Longitude 122° 27' 05"

Holds CP for change to 1660-ft. above av. terrain, 978-ft. above ground, 1808-ft. above sea level. BPCT-4230.

Transmitter: Mt. Sutro Television Center.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

Facsimile Service: UPI.

News Film Service: CBS.

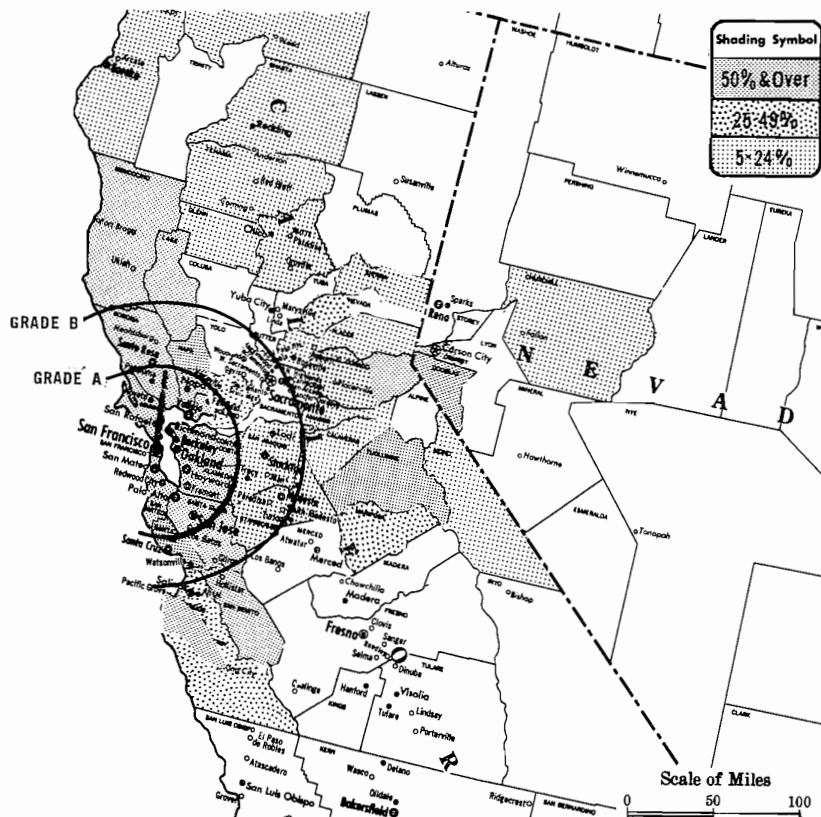
Total Households: © SRDS

Consumer Market Data as of 1/1/70.

TV Homes: TV% and Circulation

© 1969 American Research Bureau.

County coverage based on ARB study (see page 4-b).



KPIX Ref: FCC File No. BNPCT-912 Granted 1/2/53  
CP: BPCT-4230 Granted 6/24/69

©American Map Co., Inc., N.Y., No. 14244

## KPIX

Licensee: Westinghouse Broadcasting Co. Inc., 2655 Van Ness Ave., San Francisco, Cal. (94109).

Studio: 2655 Van Ness.

Telephone: 415-776-5100. TWX No.: 415-393-7334.

Ownership: Subsidiary of Westinghouse Electric Corp. Officers: Donald H. McGannon, chairman & pres.; Marvin L. Shapiro, pres., station group. Also operates TV stations WBZ-TV, Boston; KYW-TV, Philadelphia; KDKA-TV, Pittsburgh; WJZ-TV, Baltimore; & 7 radio stations. For Group W Corporate Data see listing under Group Ownership.

Began Operation: Dec. 22, 1948. Sold to present owner by Associated Bcstrs. Inc. (Television Digest, Vol. 9:45, 10:11, 15, 19, 27).

Represented (sales) by Television Advertising Representatives Inc.

Personnel:

DONALD H. MCGANNON, president & chairman.  
MARVIN L. SHAPIRO, president, station group.  
LOUIS S. SIMON, area v.p., West Coast.  
WILLIAM E. OSTERHAUS, general manager.  
BERNARD W. SCHNAPP, business manager.  
AUBREY HOLMAN, general sales manager.  
LAWRENCE E. FEENEY, sales manager.  
ROBERT P. RIMES, creative services manager.  
CHARLES C. COANE, public relations director.  
JACK GARCIA, research director.  
DAVID ULRICKSON, sales service director.  
WILLIAM M. JACKSON, program manager & film buyer.  
LEN SCHLOSSER, public affairs director.  
RONALD MIREs, news director.  
RAY HOLTZ, chief engineer.

DIGEST OF RATE CARD NO. 30—(Aug. 1, 1969)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. 10 Sec.

Class AA—6 p.m.-midnight, daily.

\$2450 \$1470 \$980 \$800 \$1300\* \$1175\* \$650\*

\*Prime Time—7:30-11 p.m., daily.

NETWORK BASE HOURLY RATE: \$2500.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	CALIFORNIA			
	Alameda East	12,800	12,100	95
	Alameda West	373,600	355,700	95
	Contra Costa East	46,600	45,000	97
	Contra Costa West	125,300	121,000	97
	El Dorado East	4,500	4,300	94
	Lake	6,500	5,800	89
	Marin	64,600	61,500	95
	Mendocino	16,200	14,400	88
	Monterey West	37,000	34,900	94
	Napa North	4,100	3,900	95
	Napa South	20,000	18,900	95
	San Benito	6,300	5,900	93
	San Francisco	312,500	282,900	91
	San Mateo	180,300	175,100	97
	Santa Clara West	303,000	290,600	96
	Santa Clara East	11,000	10,500	96
	Santa Cruz	45,000	42,100	94
	Solano West	29,400	28,400	96
	Sonoma North	43,300	40,400	93
Sonoma South	20,200	18,800	93	
Tuolumne	6,100	5,600	92	
NEVADA				
Douglas	1,700	1,500	91	
<b>Between 25-49%</b>	CALIFORNIA			
	Mariposa	2,100	1,800	88
	Monterey East	30,900	29,100	94
	Nevada West	9,000	8,300	92
Solano East	22,300	21,500	96	
NEVADA				
Ormsby	3,600	3,400	94	
(Continued on page 111-b)				
Station Totals		2,460,800	2,325,200	94
Net Weekly Circulation (March 1969)			1,515,167	
Average Daily Circulation (March 1969)			999,354	

# California—San Francisco



**KRON-TV**



Ch. 4

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 12.3-kw aural. Antenna: 1310-ft. above av. terrain, 200-ft. above ground, 1480-ft. above sea level.

Latitude 37° 41' 12"  
Longitude 122° 26' 03"

Holds CP for change to 15-kw aural, 1660-ft. above av. terrain, 980-ft. above ground, 1810-ft. above sea level, lat. 37° 45' 20", long. 122° 27' 05", transmitter to Clarendon Hts. between Mt. Sutro & Twin Peaks. BPCT-4236.

Transmitter: TV Peak, San Bruno Mt.  
TV tape: Recording facilities.  
Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

News Film Service: NBC.

Facsimile Service: AP.

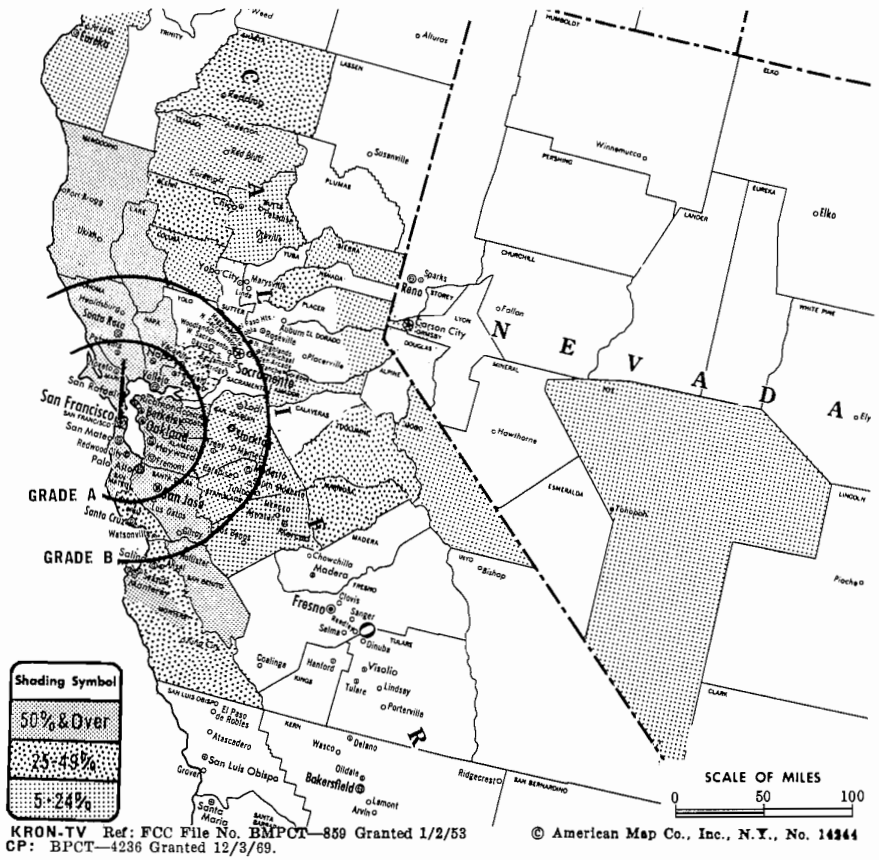
FM Affiliate: KRON-FM, 50-kw, 96.5 MHz (No. 243), 1220-ft.

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.

TV Homes: TV% and Circulation

© 1969 American Research Bureau.

County coverage based on ARB study (see page 4-b).



## KRON-TV

Licensee: Chronicle Broadcasting Co., 1001 Van Ness Ave. (94119).

Studio: 1001 Van Ness Ave. (94119).

Telephone: 415-441-4444. TWX No.: 415-393-7632.

Ownership: The Chronicle Publishing Co., publisher of San Francisco Chronicle, 100%; Charles DeYoung Thieriot, pres.

Began Operation: Nov. 15, 1949.

Represented (sales) by Peters, Griffin, Woodward Inc.

Represented (legal) by Lester W. Spillane (San Francisco).

Represented (engineering) by Hammett & Edison.

### Personnel:

- HAROLD P. SEE, president.
- ALDO H. CONSTANT, v.p. & general manager.
- E. PACK PHILIPS, station manager.
- C. E. COONEY, general sales manager.
- MICHAEL KEATING, sales manager.
- A. RICHARD ROBERTSON, promotion manager.
- J. L. BERRYHILL, chief engineer.
- RICHARD BEHRENDT, program manager.
- VIC W. BURTON, news director.
- THOMAS MULLAHEY, public affairs director.

DIGEST OF RATE CARD NO. 25  
(Aug. 4, 1969)

Hour 30 Min. 15 Min. 5 Min. Min.\* 20 Sec.\* ID\*  
Class AAA—7:30-11 p.m., daily.  
\$2800.00 \$1680.00 ..... \$1250.00 \$1100.00 \$550.00

\*Class AAA—7:30-10:59 p.m., daily.

NETWORK BASE HOURLY RATE: \$2750.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	CALIFORNIA			
	Alameda East	12,800	12,100	95
	Alameda West	373,600	355,700	95
	Contra Costa East	46,600	45,000	97

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	CALIFORNIA—(Continued)			
	Contra Costa West	125,300	121,000	97
	Lake	6,500	5,800	89
	Marin	64,600	61,500	95
	Mendocino	16,200	14,400	88
	Monterey West	37,000	34,900	94
	Napa North	4,100	3,900	95
	Napa South	20,000	18,900	95
	San Benito	6,300	5,900	93
	San Francisco	312,500	282,900	91
	San Mateo	180,300	175,100	97
	Santa Clara West	303,000	290,600	96
	Santa Clara East	11,000	10,500	96
	Solano West	29,400	28,400	96
Sonoma North	43,300	40,400	93	
Sonoma South	20,200	18,800	93	
<b>Between 25-49%</b>	CALIFORNIA			
	Glenn	5,900	5,500	94
	Mariposa	2,100	1,800	88
	Monterey East	30,900	29,100	94
	Nevada West	9,000	8,300	92
	Santa Cruz	45,000	42,100	94
	Shasta	26,900	25,600	95
Solano East	22,300	21,500	96	
Tuolumne	6,100	5,600	92	
<b>Between 5-24%</b>	CALIFORNIA			
	Amador	3,600	3,300	92
	Butte	36,700	34,100	93
	Colusa	4,100	3,800	93
	El Dorado East	4,500	4,300	94
	Humboldt	35,200	32,900	94
	Merced	33,300	31,300	94
Mono	2,000	1,600	79	
(Continued on page 111-b)				
Station Totals		2,473,300	2,338,800	94
Net Weekly Circulation (March 1969)			1,494,823	
Average Daily Circulation (March 1969)			960,319	

# California—San Francisco

## KUDO

Ch. 38

Technical Facilities: Channel No. 38 (614-620 MHz). Authorized power: 2590-kw max. & 895-kw horizontal visual, 417-kw max. & 145-kw horizontal aural. Antenna: 1310-ft. above av. terrain, 184-ft. above ground, 1499-ft. above sea level.

Latitude 37° 41' 15"  
Longitude 122° 26' 04"

Transmitter: San Bruno Park.

TV tape: Recording facilities.

Color: Live, film, slide & tape.

ARB Data: Not available.



KUDO Ref: FCC File No. BMPCT—6964 Granted 1/16/69

©American Map Co., Inc., N.Y. No. 14244

## KUDO

Grantee: Bay Broadcasting Co., 760 Harrison St., San Francisco, Cal. (94107).

Studio: 760 Harrison St.

Telephone: 415-433-3800.

Ownership: Edward D. Keil, chmn., 23.1% (with wife); Richard C. Price, pres.; Reuben A. Isberg, v.p.; David V. Keil, secy., 10%; Kathleen K. Rawlings, treas., 7.3%; Richard C. Price Companies Inc., 18.8%; Wilson K. Foster, 16.3%; Patricia Mitchell, 5.7%; others, none with as much as 4%.

Began Operation: Dec. 28, 1968.

Represented (sales) by Adam Young Inc.

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

Represented (engineering) by R. A. Isberg.

### Personnel:

CYRUS WEISS, general manager.  
RICHARD S. KURE, controller.  
EDWARD IVORY, sales manager.  
RICHARD O'HEARN, chief engineer.

### DIGEST OF RATE CARD NO. 2 (June 9, 1969)

Hour	30 Min.	15 Min.	5 Min.	Min.	30 or 20 Sec.	10 Sec.
\$500.00	\$350.00	\$225.00	\$175.00	\$70.00	\$40.00	\$25.00

## La Rue Media Brokers Inc.

### Radio Television CATV

#### Completed Sales

TV: Portland, Maine \$4,800,000  
Radio: Honolulu AM \$800,000

116 Central Park South

New York, N.Y. 10019

President

Hugh Ben LaRue

Area Code 212

265-3430

# California—Oakland-San Francisco

**KTVU**



Ch. 2

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 14.1-kw aural. Antenna: 1186-ft. above av. terrain, 188-ft. above ground, 1408-ft. above sea level.

Latitude 37° 41' 20"  
Longitude 122° 26' 07"

Holds CP for change to 20-kw aural, 1571-ft. above av. terrain, 977-ft. above ground, 1808-ft. above sea level, lat. 37° 45' 20", long. 122° 27' 05", transmitter to Mt. Sutro, San Francisco. BPCT-4257.

Transmitter: San Bruno Mt.

TV tape: Recording facilities.

Color. Network, live, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.

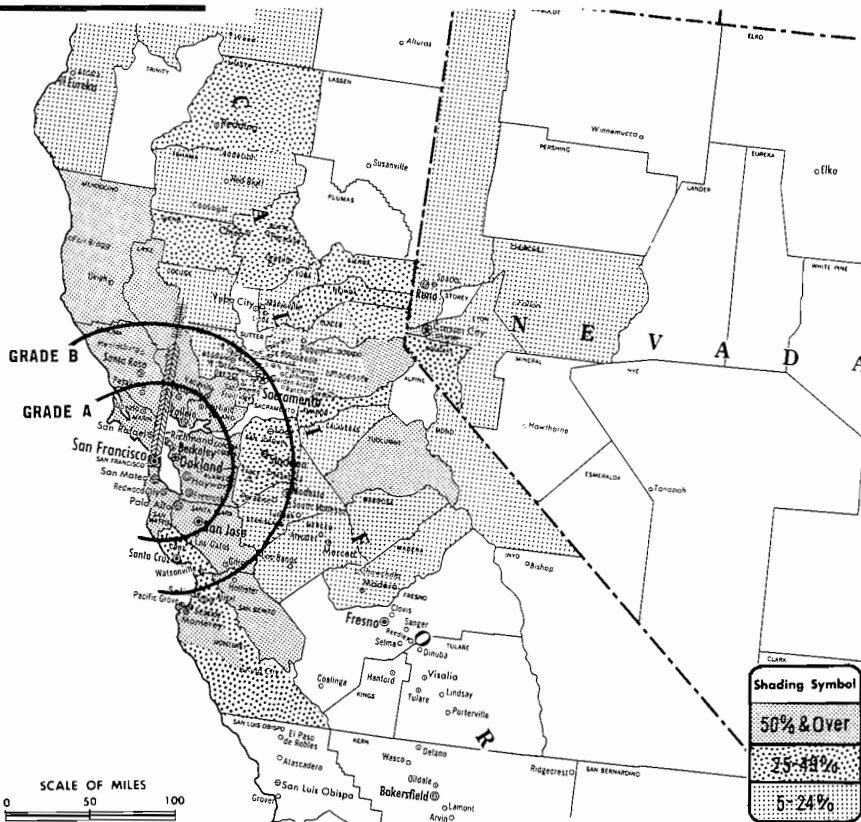
Total Households: © SRDS

Consumer Market Data as of 1/1/70.

TV Homes: TV% and Circulation

© 1969 American Research Bureau.

County coverage based on ARB study (see page 4-b).



KTVU Ref: FCC File No. BPCT-1842 Granted 9/16/57  
CP: BPCT-4257 Granted 8/8/69

©American Map Co., Inc., N.Y., No. 14244

## KTVU

Network Service: None, independent.

Grantee: San Francisco-Oakland Television, One Jack London Square, Oakland, Cal. (94607).

Studio: Jack London Square, Oakland.

Telephone: 415-834-2000.

Telex: 336-426.

Ownership: San Francisco-Oakland Television, wholly owned by Cox Broadcasting Corp., James M. Cox Jr., chmn.; J. Leonard Reinsch, pres.; Frank Gaither, exec. v.p. For other Cox radio-TV interests, see WHIO-TV, Dayton, O.

Began Operation: March 3, 1958. Sale to present owner approved Oct. 16, 1963 by FCC (Television Digest, Vol. 3:32, 42).

Represented (sales) by Tele-Rep.

Represented (legal) by Dow, Lohnes & Albertson.

Personnel:

ROGER D. RICE, vice president & general manager.

GLENN W. MAEHL, general sales manager.

ROBERT I. MART, national sales manager.

THOMAS A. BREEN, program director.

WILLIAM MUELLER, business manager.

IVAN LADIZINSKY, promotion manager.

GEORGE GREAVES, director of public affairs.

WARREN CEREGHINO, news director.

ROBERT ARNE, chief engineer.

DIGEST OF RATE CARD NO. 12  
(June 1, 1968)

Hour	30 Min.	15 Min.	Min.	20 Sec.	ID
Class AA—7-10 p.m., Mon.-Sat.; 6-10 p.m., Sun.	\$2200.00	\$1320.00	\$858.00		Graded rates apply*

\*Highest rate: \$1200.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	<b>CALIFORNIA</b>			
	Alameda East	12,800	12,100	95
	Alameda West	373,600	355,700	95
	Contra Costa East	46,600	45,000	97
	Contra Costa West	125,300	121,000	97
	El Dorado East	4,500	4,300	94
	Lake	6,500	5,800	89
	Marin	64,600	61,500	95
	Mendocino	16,200	14,400	88
	Monterey West	37,000	34,900	94
	Napa North	4,100	3,900	95
	Napa South	20,000	18,900	95
	San Benito	6,300	5,900	93
	San Francisco	312,500	282,900	91
	San Mateo	180,300	175,100	97
	Santa Clara West	303,000	290,600	96
	Santa Clara East	11,000	10,500	96
	Solano East	22,300	21,500	96
	Solano West	29,400	28,400	96
	Sonoma North	43,300	40,400	93
Sonoma South	20,200	18,800	93	
Tuolumne	6,100	5,600	92	
<b>NEVADA</b>	Ormsby	3,600	3,400	94
	<b>CALIFORNIA</b>			
<b>Between 25-49%</b>	Amador	3,600	3,300	92
	Butte	36,700	34,100	93
	Glenn	5,900	5,500	94
	Monterey East	30,900	29,100	94
	Nevada West	9,000	8,300	92
	Nevada East	1,000	900	91
	Placer East	1,500	1,400	94
	San Joaquin	93,400	87,400	94
(Continued on next page)				
Station Totals		2,640,800	2,495,500	94
Net Weekly Circulation (March 1969)			1,295,787	
Average Daily Circulation (March 1969)			607,858	



## KCRA-TV, Sacramento

(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
	CALIFORNIA			
	Glenn	5,900	5,500	94
	Merced	33,300	31,300	94
	Napa South	20,000	18,900	95
<b>Between 5-24 %</b>	San Mateo	180,300	175,100	97
	Shasta	26,900	25,600	95
	Sonoma North	43,300	40,400	93
	Sonoma South	20,200	18,800	93
	NEVADA			
	Churchill	3,900	3,700	96
	Lyon	2,500	2,300	90
	Washoe	45,200	42,600	94

## KTVU, Oakland-San Francisco

(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%	
<b>Between 25-49 %</b>	CALIFORNIA—(Continued)				
	Santa Cruz	45,000	42,100	94	
	Shasta	26,900	25,600	95	
	Sierra	800	700	89	
	NEVADA				
	Douglas	1,700	1,500	91	
<b>Between 5-24 %</b>	CALIFORNIA				
	Calaveras	3,600	3,400	93	
	Colusa	4,100	3,800	93	
	El Dorado West	12,300	11,600	94	
	Humboldt	35,200	32,900	94	
	Madera	13,400	12,500	93	
	Mariposa	2,100	1,800	88	
	Merced	33,300	31,300	94	
	Mono	2,000	1,600	79	
	Placer West	24,200	22,800	94	
	Siskiyou	12,000	10,800	90	
	Stanislaus	59,100	54,800	93	
	Tehama	9,900	9,500	96	
	Yolo	30,400	28,600	94	
	Yuba	13,200	12,500	95	
		NEVADA			
		Churchill	3,900	3,700	96
		Lyon	2,500	2,300	90
		Washoe	45,200	42,600	94
		OREGON			
	Josephine	13,400	12,200	91	
	Klamath	17,200	16,300	95	

## KRON-TV, San Francisco

(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>Between 5-24 %</b>	CALIFORNIA—(Continued)			
	Placer East	1,500	1,400	94
	San Joaquin	93,400	87,400	94
	Sierra	800	700	89
	Stanislaus	59,100	54,800	93
	Tehama	9,900	9,500	96
	NEVADA			
	Nye	2,100	1,700	81
	Ormsby	3,600	3,400	94

## California

### KPIX, San Francisco

(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%	
<b>Between 5-24 %</b>	CALIFORNIA				
	Amador	3,600	3,300	92	
	Butte	36,700	34,100	93	
	Calaveras	3,600	3,400	93	
	El Dorado West	12,300	11,600	94	
	Glenn	5,900	5,500	94	
	Humboldt	35,200	32,900	94	
	Mono	2,000	1,600	79	
	Placer West	24,200	22,800	94	
	Placer East	1,500	1,400	94	
	San Joaquin	93,400	87,400	94	
	Shasta	26,900	25,600	95	
	Sierra	800	700	89	
	Siskiyou	12,000	10,800	90	
	Stanislaus	59,100	54,800	93	
	Tehama	9,900	9,500	96	
	NEVADA				
		Churchill	3,900	3,700	96

### KGO-TV, San Francisco

(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%	
<b>Between 5-24 %</b>	CALIFORNIA—(Continued)				
	Merced	33,300	31,300	94	
	Monterey East	30,900	29,100	94	
	Nevada West	9,000	8,300	92	
	Placer West	24,200	22,800	94	
	San Joaquin	93,400	87,400	94	
	Shasta	26,900	25,600	95	
	Sierra	800	700	89	
	Stanislaus	59,100	54,800	93	
	Tehama	9,900	9,500	96	
	Tuolumne	6,100	5,600	92	
	NEVADA				
		Churchill	3,900	3,700	96
		Lyon	2,500	2,300	90

### KOVR, Stockton-Sacramento

(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>Between 5-24 %</b>	NEVADA			
	Churchill	3,900	3,700	96
	Lyon	2,500	2,300	90
	Ormsby	3,600	3,400	94
	Washoe	45,200	42,600	94

For Explanation of ARB Survey Methods

See page 4-b

# California—San Jose

## KGSC-TV

Ch. 36

Technical Facilities: Channel No. 36 (602-608 MHz). Authorized power: 2735-kw max. & 406-kw horizontal visual, 273.5-kw max. & 40.6-kw horizontal aural. Antenna: 2000-ft. above av. terrain, 202-ft. above ground, 2794-ft. above sea level.

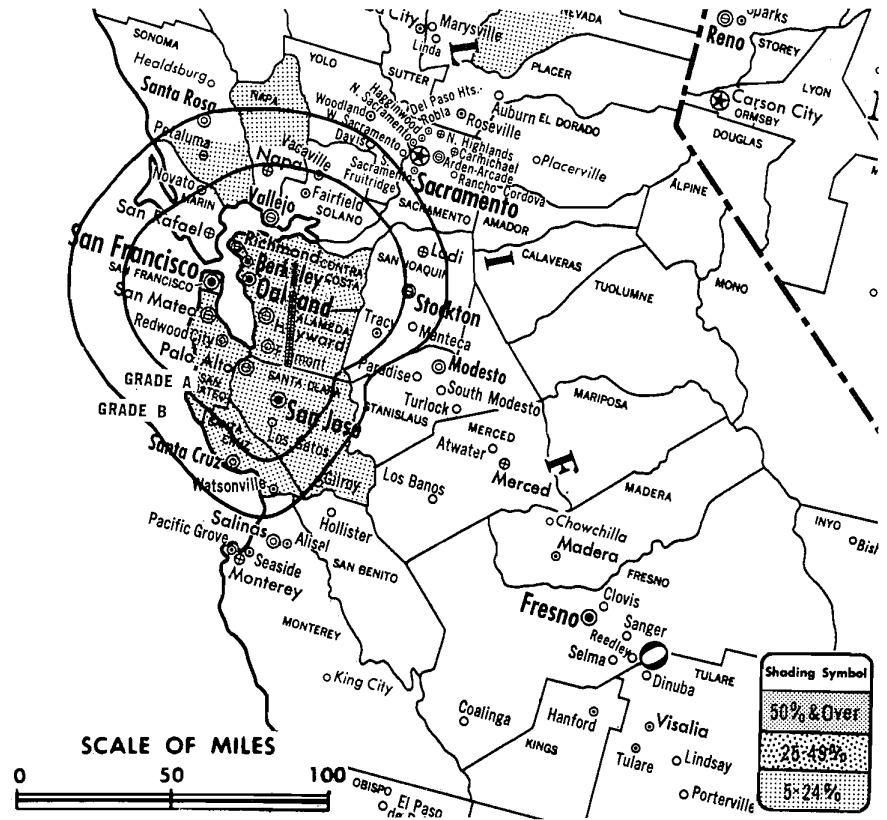
Latitude 37° 29' 05"  
Longitude 121° 51' 53"

Transmitter: Monument Peak, 4.5-mi. SE of Mission San Jose.

TV tape: Recording facilities.

Color: Film, slide & tape.

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).



KGSC-TV Ref: FCC File No. BPC-4080 Granted 4/17/68

© American Map Co., Inc., N.Y., No. 14244

## KGSC-TV

Network Service: None, independent.

Licensee: Continental Urban TV Corp., c/o Vincent B. Welch, 300 Farragut Bldg., 900 17th St. NW, Washington, D.C. (20006).

Studio: 1536 Kerley Dr., San Jose (95112).

Ownership: Urban TV Corp., 53.350%; others. Urban TV Corp. ownership: Vincent B. Welch, pres., 31.54%; Edward P. Morgan, v.p., 30.69%; Richard E. Curtis, secy.-treas., 20.61%; H. Leslie Atlass Jr., 17.16%. Welch & Morgan each own 8% of WMMJ, Lancaster, N.Y. Ownership interlocks with CPs for KGSL-TV, St. Louis & WGTC-TV, St. Paul.

Began Operation: Oct. 1, 1967.

Represented (sales) by Walton Bcstg. Sales Corp.

Represented (legal) by Welch & Morgan.

Represented (engineering) by David L. Steel Sr.

### Personnel:

VINCENT B. WELCH, chairman of the board.  
DONALD B. THOMSON, president & general manager.  
SID CONNOLLY, vice president, sales.  
FRED LUECK, production manager.  
ROBERT A. JEU DEVINE, chief engineer.  
THOMAS MAGUIRE, local sales manager.  
MARY JANE HECKSHER, business manager.

### DIGEST OF RATE CARD NO. 5A—(Feb. 1, 1969)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.	
Class AA—6-10:30 p.m., daily.	\$350.00	\$255.00	\$165.00	\$115.00	\$95.00	\$75.00	\$60.00

Net Weekly Circulation	State County	Total Households	TV Homes	%
Between 5-24%	CALIFORNIA			
	Alameda East	12,800	12,100	95
	Alameda West	373,600	355,700	95
	Contra Costa East	46,600	45,000	97
	Contra Costa West	125,300	121,000	97
	Napa North	4,100	3,900	95
	Nevada West	9,000	8,300	92
	San Mateo	180,300	175,100	97
	Santa Clara West	303,000	290,600	96
	Santa Clara East	11,000	10,500	96
	Santa Cruz	45,000	42,100	94
	Sonoma South	20,200	18,800	93
	Station Totals		1,942,900	1,840,300
Net Weekly Circulation (March 1969)				123,372
Average Daily Circulation (March 1969)				27,745

# California—San Jose



**KNTV**



Ch. 11

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 26.8-kw visual, 2.95-kw aural. Antenna: directional, 2769-ft. above av. terrain, 291-ft. above ground, 4079-ft. above sea level.

Latitude 37° 06' 40"  
Longitude 121° 50' 34"

Holds CP for change to 24.1-kw visual, 2.7-kw aural. BPCT-4265.

Transmitter: 4.6-mi. SSW of New Almaden, Peak Loma Prieta.

TV tape: Recording facilities.

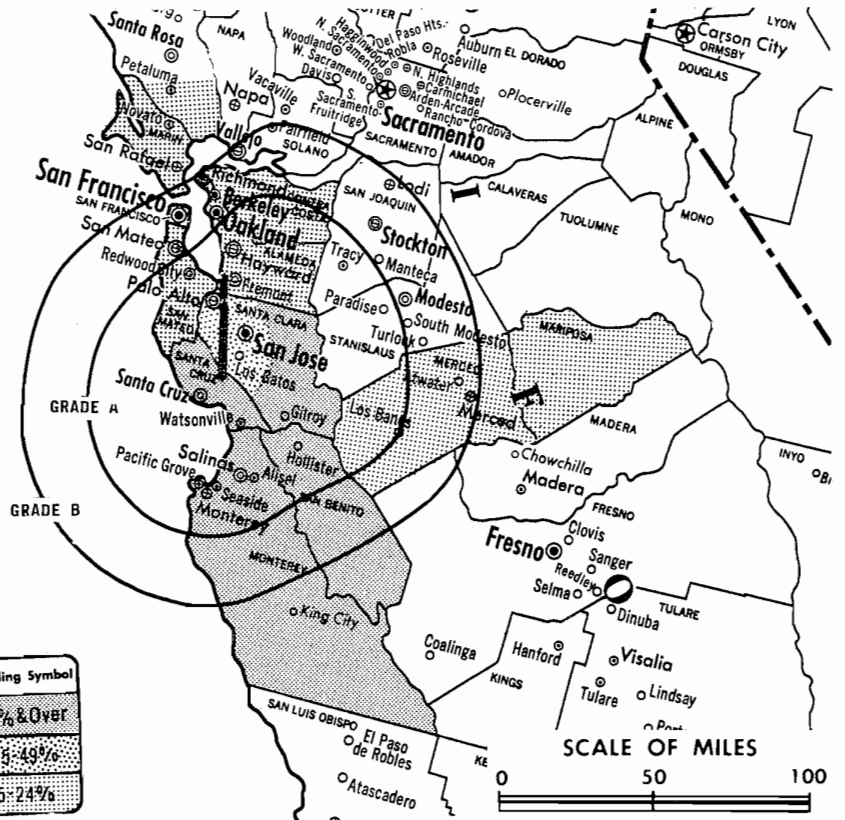
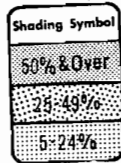
Color: Network, live, film, slide & tape.

News Wire Service: AP.

News Film Service: ABC.

Facsimile Service: AP.

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).



KNTV Ref: FCC File No. BPCT-2281 Granted 5/17/57  
CP: BPCT-4265 Granted 8/18/69

## KNTV

Licensee: Gill Industries, 645 Park Ave., San Jose, Cal. (95110).  
Studio: 645 Park Ave.  
Telephone: 408-286-1111.  
Ownership: Allen T. Gilliland, 73.18%; in trust for the children of A. T. Gilliland, 26.82%.  
Began Operation: Sept. 12, 1955.  
Represented (sales) by Blair TV.  
Represented (legal) by Fletcher, Heald, Rowell, Kenehan & Hildreth.  
Represented (engineering) by George P. Adair Engineering Co.  
Personnel:  
ROBERT HOSFELDT, gen. manager, program dir. & film buyer.  
JOHN VERA, general sales manager.  
FRED LA COSSE, news director.  
DEL GORE, manager, business development.

### DIGEST OF RATE CARD NO. 14 (Nov. 1, 1969)

Hour	30 Min.	15 Min.	20 Sec.	ID
Class AA—7-11 p.m., daily.				
\$800.00	\$480.00	\$320.00	\$130.00	\$91.00

NETWORK BASE HOURLY RATE: \$600.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	CALIFORNIA			
	Monterey West	37,000	34,900	94
	Monterey East	30,900	29,100	94
	San Benito	6,300	5,900	93
	Santa Clara East	11,000	10,500	96
Santa Cruz	45,000	42,100	94	
<b>Between 25-49%</b>	CALIFORNIA			
	Santa Clara West	303,000	290,600	96
<b>Between 5-24%</b>	CALIFORNIA			
	Alameda East	12,800	12,100	95
	Alameda West	373,600	355,700	95
	Contra Costa East	46,600	45,000	97
	Contra Costa West	125,300	121,000	97
	Marin	64,600	61,500	95
	Mariposa	2,100	1,800	88
	Merced	33,300	31,300	94
San Mateo	180,300	175,100	97	
Sonoma South	20,200	18,800	93	
Station Totals		2,216,500	2,094,000	94
Net Weekly Circulation (March 1969)				338,906
Average Daily Circulation (March 1969)				150,441

# California—San Luis Obispo



**KSBY-TV**

Ch. 6

[Satellite of KSBW-TV,  
Salinas-Monterey]

Technical Facilities: Channel No. 6  
(82-88 MHz). Authorized power:  
100-kw visual, 12-kw aural. An-  
tenna: 1780-ft. above av. terrain,  
459-ft. above ground, 2904-ft.  
above sea level.

Latitude 35° 21' 37.0"  
Longitude 120° 39' 17.5"

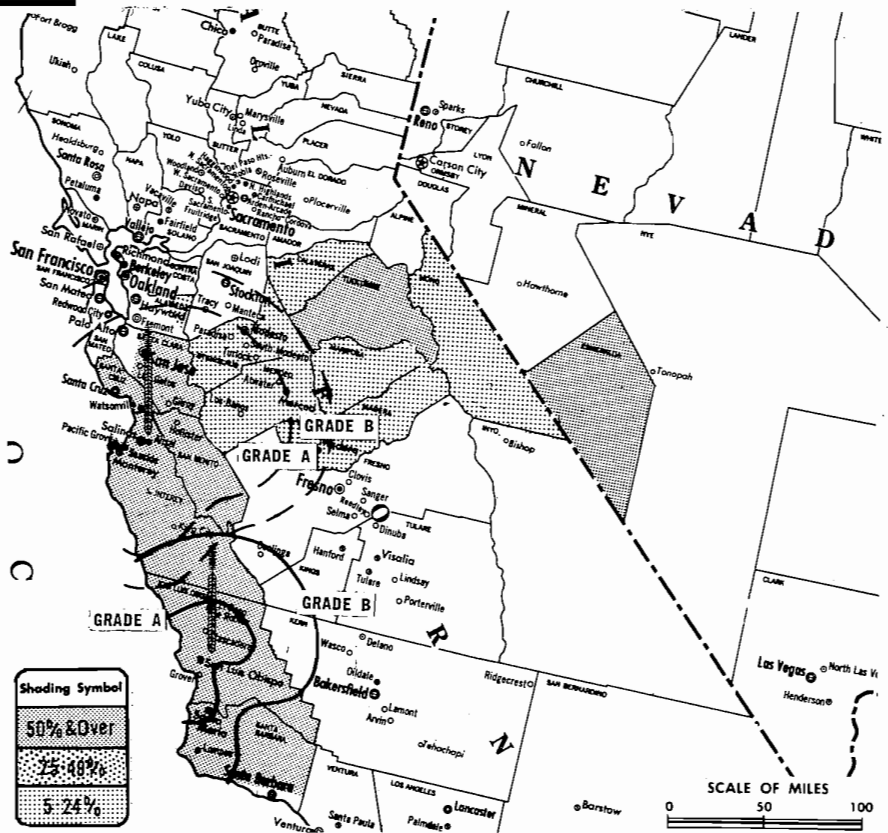
Transmitter: Los Padres Forest, 5.5-  
mi. N of town.

Color: Network, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.

FM Affiliate: KSBY-FM, 30-kw, 93.3  
MHz (No. 227), 1220-ft. antenna  
height.



County coverage based on ARB study (see  
page 4-b).

KSBY-TV Ref: FCC File No. BMPCT—1066 Granted 4/29/53

©American Map Co., Inc., N.Y., No. 14244

## KSBY-TV

Network Service: NBC, same as KSBW-TV.

Licensee: Central California Communications Corp., Box 1368, San  
Luis Obispo, Cal. (93402).

Studio: Mt. View & Hill Sts.

Telephone: 805-543-0920. TWX No.: 910-368-7058.

Ownership: Same as KSBW-TV, Salinas-Monterey.

Began Operation: May 25, 1953. Sale to Central California Com-  
munications Corp. (formerly Salinas Valley Bcstg. Corp.) by co-  
owners John C. Cohan and Jerome Kantro approved July  
18, 1957 by FCC. Cohan and Kantro's purchase of TV and  
radio KVEC from Christina M. Jacobson & Leslie H. Hacker ap-  
proved June 13, 1956 (Television Digest, Vol. 12:24; 13:22, 29).

Represented (sales) by Katz Television.

Represented (legal) by Sells & Gregory.

Represented (engineering) by Hammett & Edison.

Personnel:

JOHN C. COHAN, president.  
BOYD LAWLOR, v.p. broadcasting, marketing & sales.  
RICHARD C. MEEKER, national sales manager.  
ART HAPGOOD, station manager.  
WES CHANEY, technical manager.  
KENNETH REID, chief engineer.

Rates: KSBY-TV is sold in combination with KSBW-TV, Salinas,  
Cal.

ARB Data for this Station Included With  
Report for Parent KSBW-TV, Salinas, Cal.

Above Map Reflects Coverage of both  
Parent and Satellite.

## BLACKBURN & COMPANY, INC.

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NEGOTIATIONS • FINANCING • APPRAISALS

WASHINGTON, D.C.	1725 K Street, N.W.	(202) 333-9270
CHICAGO	333 N. Michigan Ave.	(312) 346-6460
ATLANTA	1655 Peachtree Rd., N.E.	(404) 873-5626
BEVERLY HILLS	9645 Wilshire Blvd.	(213) 274-8151

# California—Santa Barbara



**KEYT**



Ch. 3

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 50-kw visual, 5.89-kw aural. Antenna: 3010-ft. above av. terrain, 201-ft. above ground, 4201-ft. above sea level.

Latitude 34° 31' 32"  
Longitude 119° 57' 08"

Transmitter: TV Peak, Santa Ynez Mts.

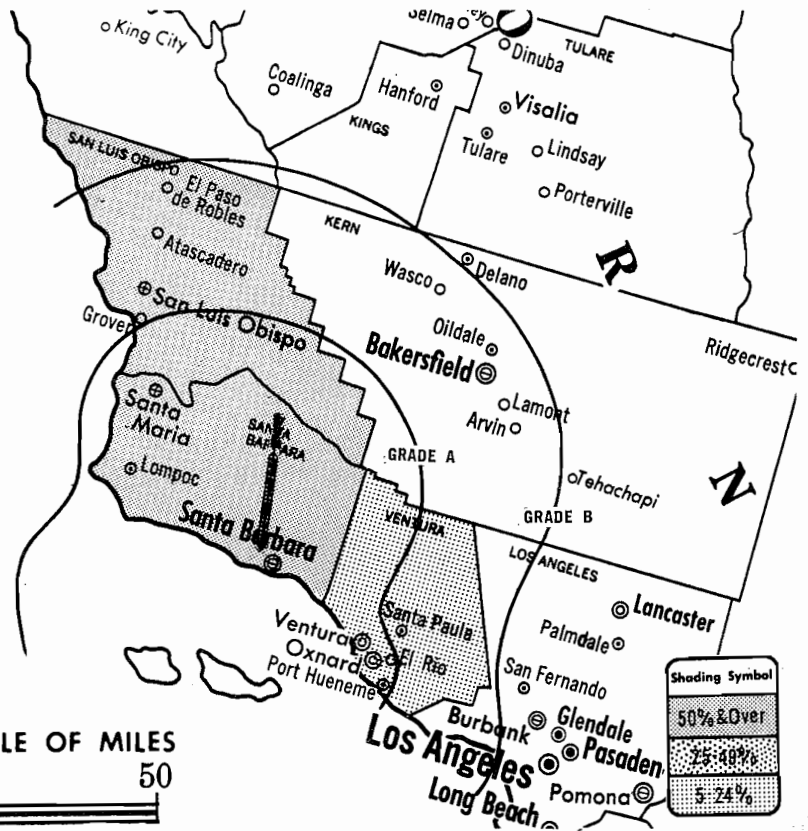
Color: Network, live, film, slide & tape.

News Wire Service: UPI.

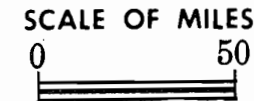
Facsimile Service: UPI.

Studio: 730 Miramonte Dr. (93105).

Represented (engineering) by A. E. Towne Associates Inc.



Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).



KEYT Ref: FCC File No. BPCT-1122 Granted 11/12/52

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## KEYT

Network Service: ABC.

Licensee: Key Television Inc., P.O. Drawer "X", Santa Barbara, Cal. (93102).

Telephone: 805-965-8533. TWX No.: 805-449-7237.

Ownership: Key Television Inc. William F. Luton, pres., 29.8%; Mrs. W. F. Luton, v.p., 31.61%; Crocker-Anglo, trustee for six Luton children, each with .67%; Leslie H. Norins, .67%; P.N.B. Co., nominee of Richard B. Bell under trust agreement, 32.89%.

Began Operation: July 24, 1953. Sale to present owners by Harry C. Butcher-Colin M. Selph group approved March 27, 1957 by FCC (Television Digest, Vols. 12:52; 13:9, 13).

Represented (sales) by Adam Young Inc.; Art Moore & Assoc. (Seattle & Portland).

Represented (legal) by Fly, Shuebruk, Blume & Gaguine.

Personnel:

WILLIAM F. LUTON, president & treasurer.  
LESLIE H. NORINS, v.p. & general manager.  
HAROLD C. O'DONNELL, program director & film buyer.  
GENE FORSELL, promotion manager.  
RICHARD ALVARI, production manager.  
BILL HUDDY, v.p., director of news & public affairs.  
TED FROMING, chief engineer.

## DIGEST OF RATE CARD NO. 13A

(Sept. 1, 1969)

Hour	30 Min.	15 Min.	20 Sec.	10 Sec.
Class AA—7:30-10:30 p.m., daily.				
\$450.00	\$270.00	\$225.00	\$93.00	\$55.00

NETWORK BASE HOURLY RATE: \$330 (ABC).

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	CALIFORNIA			
	San Luis Obispo	36,200	33,700	93
	Santa Barbara North	38,800	36,500	94
	Santa Barbara South	47,800	45,000	94
<b>Between 5-24%</b>	CALIFORNIA			
	Ventura	103,200	99,300	96
Station Totals		3,831,300	3,668,100	95
Net Weekly Circulation (March 1969)				123,621
Average Daily Circulation (March 1969)				66,535

# California—Santa Maria



**KCOY-TV**



Ch. 12

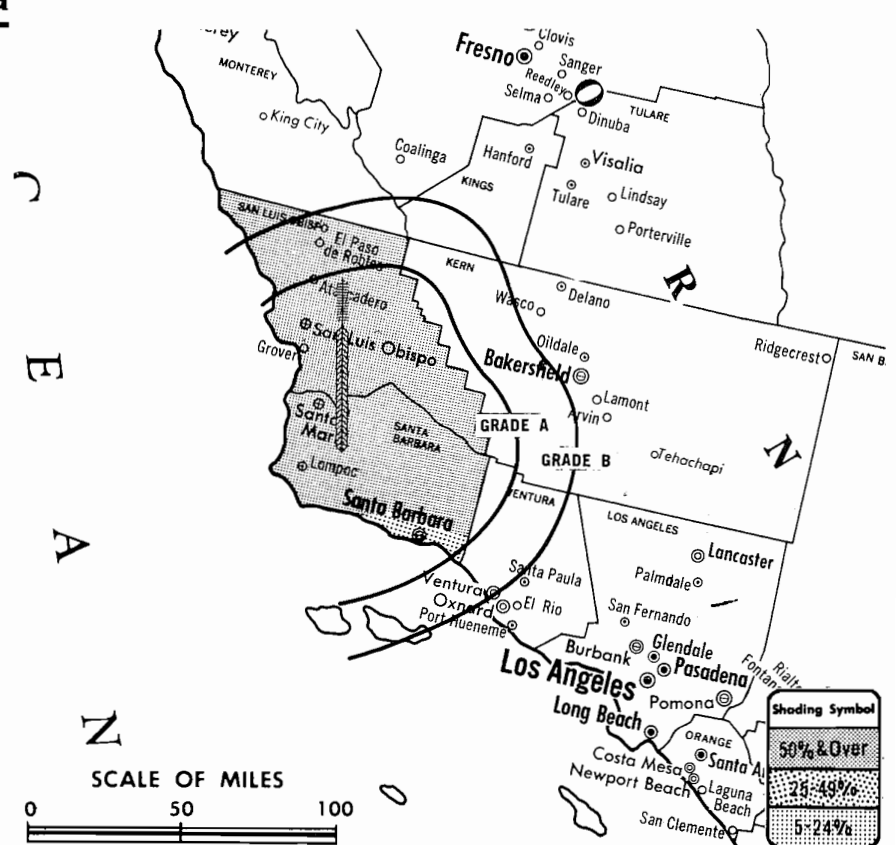
Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 64.6-kw visual, 9.77-kw aural. Antenna: 1941-ft. above av. terrain, 137-ft. above ground, 3385-ft. above sea level.

Latitude 34° 54' 37"  
Longitude 120° 11' 08"

Transmitter: Tepusquet Peak.

Color: Network, live, film, slide & tape.

News Wire Service: AP.



Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).

KCOY-TV Ref: FCC File No. BPCT-2903 Granted 9/11/63

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## KCOY-TV

Network Service: CBS.

Licensee: Central Coast Broadcasters Inc., Box 1299 (93454).

Studio: 1503 N. McClelland, Santa Maria, Cal. (93454).

Telephone: 805-922-1943.

TWX No.: 805-455-7283.

Ownership: Dale G. Moore, pres., 50%; Helen Pedotti, v.p., 33.68%; Mili Acquistapace, v.p., 10.08%; Earl E. Morgenroth, v.p.-treas.; Stanley C. Hatch, secy.; Burns Rick, 3.425%; Marion A. Smith, 2.815%. For other Moore interests, see KGVO-TV, Missoula, Mont.

Began Operation: March 16, 1964.

Represented (sales) by The Meeker Co.

Represented (legal) by Fletcher, Heald, Rowell, Kenenhan & Hildreth.

Represented (engineering) by A. E. Towne Associates Inc.

Personnel:

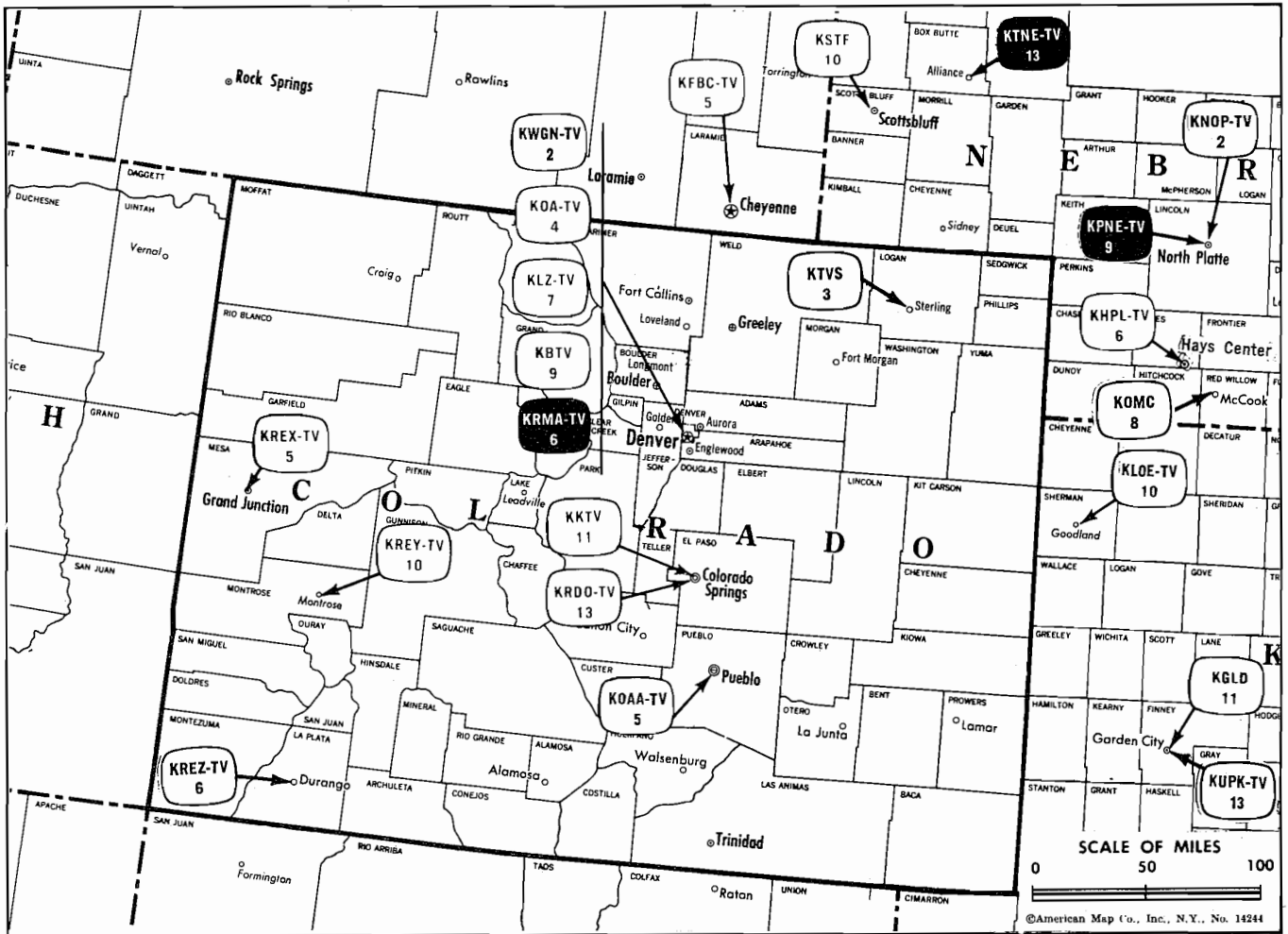
PAUL LESLIE, general manager.  
ROD FUNSTON, operations manager & chief engineer.  
JIM WILLIS, program director.  
BOB EMERY, news director.

## DIGEST OF RATE CARD NO. 1

(Jan. 1, 1964)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	ID
Class AA—7:30-10:30 p.m., Mon.-Fri.; 7-11 p.m., Sat. & Sun.	\$375.00	\$225.00	\$150.00	\$113.00	\$94.00	\$46.00 \$23.00
NETWORK BASE HOURLY RATE: \$200.						

Net Weekly Circulation	State County	Total Households	TV Homes	Homes %
<b>50% &amp; Over</b>	CALIFORNIA			
	San Luis Obispo	36,200	33,700	93
	Santa Barbara North	38,800	36,500	94
<b>Between 5-24%</b>	CALIFORNIA			
	Santa Barbara South	47,800	45,000	94
Station Totals		156,100	146,500	93
Net Weekly Circulation (March 1969)				67,449
Average Daily Circulation (March 1969)				43,536



Market	ARB Net Weekly Circulation	Rank	ARB ADI TV Households	Rank
Denver	491,282	38	445,700	32
Colorado Springs-Pueblo	126,004	145	130,400	110
Grand Junction	34,722	199	31,500	186

### Colorado Station Status as of March 1, 1970

	VHF	UHF	TOTAL
Commercial Television Stations	11	0	11
Educational Television Stations	1	0	1
			<hr/> 12

**HAMILTON-LANDIS & ASSOCIATES, INC.—NATIONWIDE MEDIA BROKERS**  
 THE OFFICE NEAREST YOU IS—1511 BRYAN ST., DALLAS, TEX. 75201 • (214) 748-0345

## Colorado

### State Cross Reference List

Communities That Receive Programs of Stations That Are Located Elsewhere

**KOAA-TV**  
**Colorado Springs**  
 (See Pueblo, Colo.)

**KKTV & KRDO-TV**  
**Pueblo**  
 (See Colorado Springs, Colo.)

**State Educational Technical Facilities**  
 (Complete Data in Educational Directory)

**KRMA-TV**  
**Denver**  
 Ch. 6

Non-Commercial Educational Station

Licensee: School District No. 1, City & County of Denver and State of Colorado School District, 414 14th St., Denver (80202).

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 15-kw aural. Antenna: 880-ft. above av. terrain, 210-ft. above ground, 7676-ft. above sea level.

Latitude 39° 43' 47"  
 Longitude 105° 14' 59"

**KOA-TV, Denver**  
 (ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>Between 25-49 %</b>	NEBRASKA			
	Box Butte	3,600	3,400	94
	Cheyenne	5,200	4,800	94
	Dawes	2,800	2,500	91
	Keith	2,400	2,300	97
	Kimball	3,200	3,200	98
	Scotts Bluff	10,600	10,000	94
	WYOMING			
	Natrona	19,500	18,500	95
	Platte	1,800	1,600	88
<b>Between 5-24 %</b>	COLORADO			
	Alamosa	3,000	2,700	89
	Delta	5,000	4,500	90
	Gunnison	1,400	1,200	85
	Montrose	6,600	6,100	92
	Prowers	3,700	3,200	86
	Rio Grande	3,800	3,300	87
	Yuma	2,300	2,100	91
	NEBRASKA			
	Morrill	1,800	1,600	91
Sheridan	2,600	2,500	94	
SOUTH DAKOTA				
Pennington	20,900	20,000	96	
WYOMING				
Goshen	3,300	3,100	94	

**KBTV, Denver**  
 (ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>Between 25-49 %</b>	NEBRASKA			
	Box Butte	3,600	3,400	94
	Cheyenne	5,200	4,800	94
	Dawes	2,800	2,500	91
	Keith	2,400	2,300	97
	Kimball	3,200	3,200	98
	Scotts Bluff	10,600	10,000	94
	Sheridan	2,600	2,500	94
	WYOMING			
	Carbon	4,000	3,600	89
Natrona	19,500	18,500	95	
Platte	1,800	1,600	88	
<b>Between 5-24 %</b>	COLORADO			
	Alamosa	3,000	2,700	89
	Delta	5,000	4,500	90
	Jackson	300	300	92
	Montrose	6,600	6,100	92
	Rio Grande	3,800	3,300	87
	NEBRASKA			
	Morrill	1,800	1,600	91
	SOUTH DAKOTA			
	Pennington	20,900	20,000	96
Shannon	1,100	900	77	
WYOMING				
Goshen	3,300	3,100	94	

**KLZ-TV, Denver**  
 (ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>Between 25-49 %</b>	NEBRASKA			
	Box Butte	3,600	3,400	94
	Cheyenne	5,200	4,800	94
	Keith	2,400	2,300	97
	Kimball	3,200	3,200	98
	Scotts Bluff	10,600	10,000	94
	WYOMING			
	Carbon	4,000	3,600	89
	Natrona	19,500	18,500	95
	Platte	1,800	1,600	88
<b>Between 5-24 %</b>	COLORADO			
	Alamosa	3,000	2,700	89
	Delta	5,000	4,500	90
	Gunnison	1,400	1,200	85
	Huerfano	1,800	1,600	87
	Mesa	16,100	15,200	94
	Rio Grande	3,800	3,300	87
	NEBRASKA			
	Dawes	2,800	2,500	91
	Morrill	1,800	1,600	91
WYOMING				
Goshen	3,300	3,100	94	

**KWGN-TV, Denver**  
 (ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>Between 5-24 %</b>	COLORADO—(Continued)			
	Montrose	6,600	6,100	92
	Prowers	3,700	3,200	86
	Summit	900	800	90
	Teller	700	700	95
	NEBRASKA			
	Morrill	1,800	1,600	91
	WYOMING			
	Goshen	3,300	3,100	94
	Platte	1,800	1,600	88



# Colorado—Colorado Springs—Pueblo



**KKTV**

Ch. 11



Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 232.6-kw visual, 46.5-kw aural. Antenna: 2380-ft. above av. terrain, 351-ft. above ground, 9786-ft. above sea level.

Latitude 38° 44' 41"  
Longitude 104° 51' 41"

Requests 229-kw visual, 45.8-kw aural.

Transmitter: Cheyenne Mt.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI. Facsimile Service: UPI.

News Film Service: CBS.

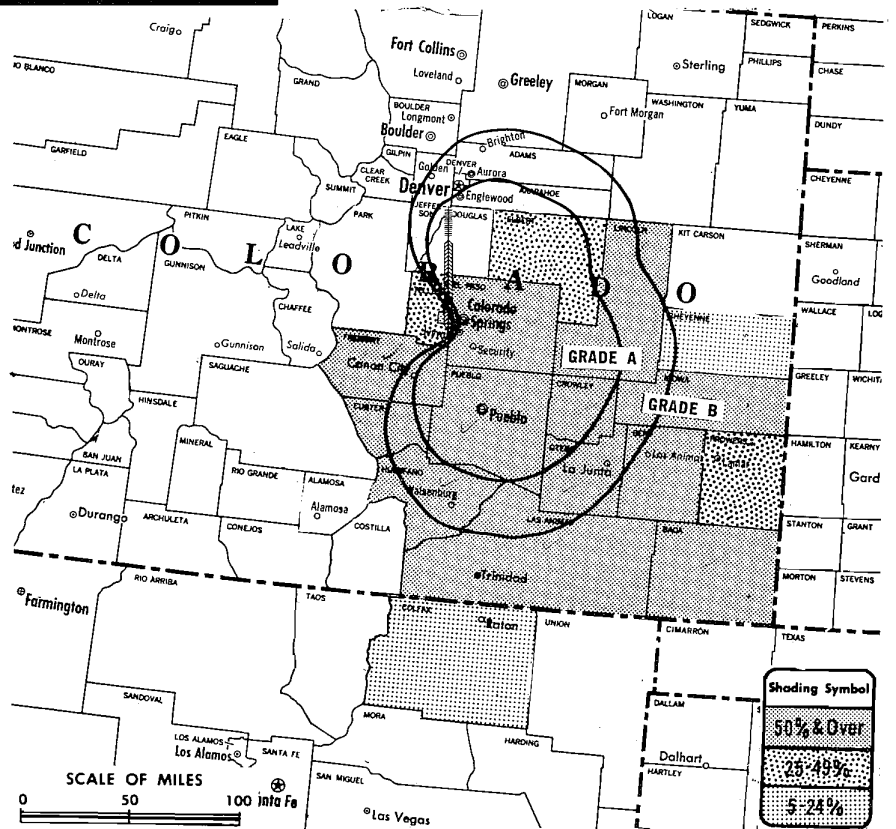
Total Households: © SRDS

Consumer Market Data as of 1/1/70.

TV Homes: TV% and Circulation

© 1969 American Research Bureau.

County coverage based on ARB study (see page 4-b).



KKTV Ref: FCC File No. BFC7-2759 Granted 4/27/60

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## KKTV

Network Service: CBS.

Licensee: Capitol of Colorado Corp., Box 2110, Colorado Springs, Colo. (80901).

Studio: P.O. Box 2110, 3100 N. Nevada Ave., Colorado Springs.

Telephone: 303-634-2844.

Ownership: Capitol Bcstg. Co. Inc. For other interests, see WJTV, Jackson, Miss.

Began Operation: Dec. 7, 1952. Sale to present owner by Willard W. Garvey approved by FCC June 4, 1969 (Television Digest, Vol. 9:23). Previous sale by James D. & Betty Z. Russell and Gifford Phillips approved by FCC July 31, 1963 (Vol. 3:31).

Represented (sales) by Katz Television; Bob Hix Co. Inc. (Mountain States).

Represented (legal) by Kirkland, Ellis, Hodson, Chaffetz, Masters & Rowe.

Represented (engineering) by Edward F. Lorentz.

Personnel:

GEORGE W. JEFFREY, vice president & general manager.

HAL KENNEDY, assistant manager & news director.

ROBERT BLAUVELT, operations director.

H. COZINE STRANG, chief engineer.

DIGEST OF RATE CARD NO. 15—(June 1, 1969)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. 10 Sec.

Class A—6-10 p.m., daily.

\$330.00 \$198.00 \$132.00 \$99.00 \$85.00\* \$60.00\* \$42.00\*

\*Class A—6:30-10 p.m., Mon.-Sat.; 6-9 p.m., Sun.

NETWORK BASE HOURLY RATE: \$350.

Net Weekly Circulation	State County	Total Households	TV Homes	%
	<b>COLORADO</b>			
	Baca	2,200	1,700	77
	Bent	2,000	1,900	92
	Crowley	1,200	1,100	95
	Custer	400	400	87
<b>50% &amp; Over</b>	El Paso	64,200	62,000	97
	Fremont	6,900	6,300	91
	Huerfano	1,800	1,600	87
	Kiowa	500	400	87
	Las Animas	4,600	3,900	86
	Lincoln	1,600	1,500	92
	Otero	7,300	6,800	93
	Pueblo	39,600	38,100	96
	<b>COLORADO</b>			
<b>Between 25-49%</b>	Elbert	700	700	91
	Prowers	3,700	3,200	86
	Teller	700	700	95
	<b>COLORADO</b>			
<b>Between 5-24%</b>	Cheyenne	600	500	87
	<b>NEW MEXICO</b>			
	Colfax	3,400	2,900	87
<b>Station Totals</b>		<b>226,900</b>	<b>215,500</b>	<b>95</b>
<b>Net Weekly Circulation (March 1969)</b>				<b>125,628</b>
<b>Average Daily Circulation (March 1969)</b>				<b>95,488</b>

For Station-Owned Translators  
See Services Volume

# Colorado—Colorado Springs-Pueblo



**KRDO-TV**



Ch. 13

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 225-kw visual, 11.2-kw aural. Antenna: 2080-ft. above av. terrain, 150-ft. above ground, 9470-ft. above sea level.

Latitude 38° 44' 47"  
Longitude 104° 51' 37"

Transmitter: Cheyenne Mt.

AM Affiliate: KRDO, 1-kw (.25-kw night), 1240 kHz (ABC).

FM Affiliate: KRDO, 96-kw, 95.1 MHz (No. 236), 2010-ft.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

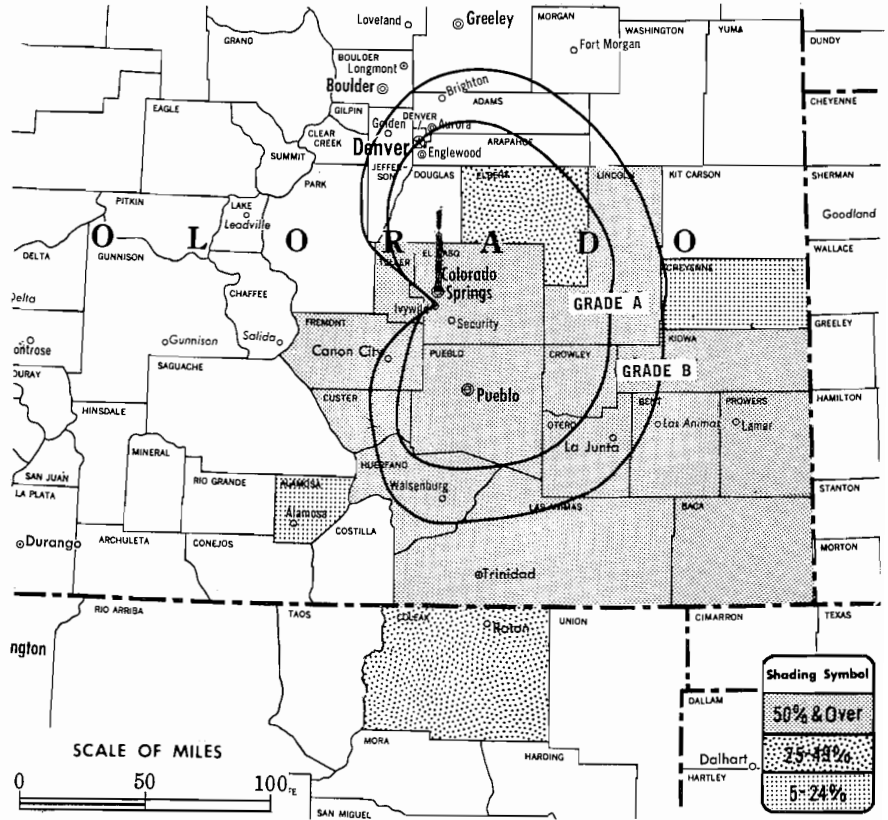
Total Households: © SRDS

Consumer Market Data as of 1/1/70.

TV Homes: TV% and Circulation

© 1969 American Research Bureau.

County coverage based on ARB study (see page 4-b).



KRDO-TV Ref: FCC File No. BPCT-2608 Granted 5/6/59

©American Map Co., Inc., N.Y., No. 14244

## KRDO-TV

Licensee: Pikes Peak Broadcasting Co., 399 S. 8th St., P.O. Box 1457, Colorado Springs, Colo. (80901).

Studio: 399 S. 8th St. (80905). Telephone: 303-632-1515.

Ownership: Harry W. Hoth Jr., 75.65%; estate of Wm. J. Gregory, 21.09%. For changes from original stockholders, see Sales & Transfers.

Began Operation: Sept. 21, 1953. Sale to present owners by Joseph H. Rohrer approved by FCC Dec. 1, 1954 (Television Digest, Vol. 10:44, 49).

Represented (sales) by Peters, Griffin, Woodward Inc.

Represented (legal) by Fletcher, Heald, Rowell, Kenehan & Hildreth.

Personnel:

HARRY W. HOTH JR., president.  
JAY GARDNER, general manager.  
DAVE SCHEETZ, national sales manager.  
DICK BROWN, business manager.  
CHARLES UPTON, chief engineer.

DIGEST OF RATE CARD NO. 15—(Aug. 1, 1969)

Hour 30 Min. 15 Min. 10 Min. Min. 20 Sec. 10 Sec.

Class A—6-10:00 p.m., daily.

\$400.00 \$240.00 \$170.00 \$145.00 \$115.00\* \$100.00\* \$58.00\*

\*Class A—6:30-10 p.m.

NETWORK BASE HOURLY RATE: \$350.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	COLORADO			
	Baca	2,200	1,700	77
	Bent	2,000	1,900	92
	Crowley	1,200	11,00	95
	Custer	400	400	87
	El Paso	64,200	62,000	97
	Fremont	6,900	6,300	91
	Huerfano	1,800	1,600	87
	Kiowa	500	400	87
	Las Animas	4,600	3,900	86
	Lincoln	1,600	1,500	92
	Otero	7,300	6,800	93
	Prowers	3,700	3,200	86
Pueblo	39,600	38,100	96	
Teller	700	700	95	
<b>Between 25-49%</b>	COLORADO			
	Elbert	700	700	91
<b>Between 5-24%</b>	NEW MEXICO			
	Colfax	3,400	2,900	87
<b>Between 5-24%</b>	COLORADO			
	Alamosa	3,000	2,700	89
	Cheyenne	600	500	87
Station Totals		439,600	419,400	95
Net Weekly Circulation (March 1969)				126,004
Average Daily Circulation (March 1969)				88,155

# Colorado—Denver



**KBTV**



Ch. 9

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 316-kw visual, 45.3-kw aural. Antenna: 950-ft. above av. terrain, 273-ft. above ground, 7643-ft. above sea level.

Latitude 39° 43' 46"  
Longitude 105° 14' 08"

Transmitter: Lookout Mountain.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

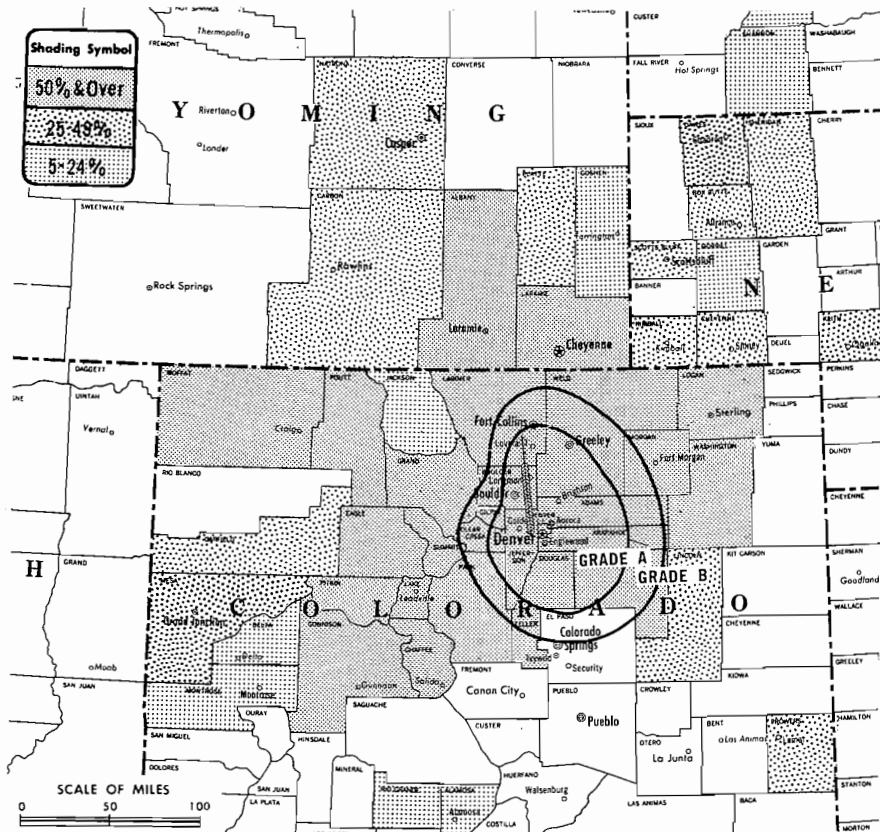
News Wire Service: AP, UPI.

News Film Service: ABC.

Facsimile Service: AP.

AM Affiliate: KBTR, 5-kw, 710 kHz (ABC).

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).



KBTV Ref: FCC File No. BMPCT-1265 Granted 8/14/63

©American Map Co., Inc., N.Y., No. 14244

## KBTV

Licensee: Mullins Broadcasting Co., 1089 Bannock St., Denver (80217).

Studio: 1089 Bannock St.

Telephone: 303-266-3601. TWX No.: 910-931-2648.

Ownership: Alvin G. Flanagan, Charles A. Haskell & Max G. Brooks, co-executors of the Estate of John C. Mullins. Mullins Bcstg. also owns KARK-TV, KARK & FM, Little Rock, Ark., Mullins Outdoor Advertising Co., Denver; Mullins Neon Co.; Barbre Productions, Denver; Electrical Products Signs Inc., Albuquerque, N.M.

Began Operation: Oct. 12, 1952. Sale to John C. Mullins and Frank Leu by local businessmen headed by W. D. Pyle approved March 23, 1955; transfer of Leu's 50% to Webb & Knapp approved March 28, 1956 (Television Digest, Vol. 11:7, 13, 50 & 12:13). Transfer of Webb & Knapp's 50% to John C. Mullins approved Oct. 1, 1961 (Vol. 17:33; BALCT-165).

Represented (sales) by Peters, Griffin, Woodward Inc.

Represented (legal) by Dow, Lohnes & Albertson.

### Personnel:

- ALVIN G. FLANAGAN, president & general manager.
- JAMES MOORE, vice president & secretary-treasurer.
- CHARLES T. LEASURE, program director.
- KENNETH W. KING, station manager.
- JOE FRANZGROTE, local sales manager.
- KEN HARMON, sales development director.
- DON E. WHITELEY, director of promotion & advertising.
- TONY CANINO, production manager.
- HERB SCHUBARTH, chief engineer.

### DIGEST OF RATE CARD NO. 20 (May 15, 1969)

Hour	30 Min.	15 Min.	5 Min.	30 or 20 Sec.	10 Sec.	
Class A—6-10 p.m., daily.	\$1000.00	\$600.00	\$400.00	\$200.00	\$350.00*	\$175.00*

\*Class AAA—6:30-9:59 p.m., Mon.-Fri.; 5:59-9:59 p.m., Sat.-Sun.  
NETWORK BASE HOURLY RATE: \$1100.

1970-71 Edition

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>				
<b>COLORADO</b>				
	Adams	45,400	44,600	98
	Arapahoe	43,100	42,000	97
	Boulder	39,000	36,800	94
	Chaffee	3,000	2,700	90
	Clear Creek	1,100	1,000	92
	Denver	179,800	171,200	95
	Douglas	2,100	2,000	98
	Eagle	1,500	1,300	87
	Elbert	700	700	91
	Gilpin	300	300	94
	Grand	900	800	86
	Gunnison	1,400	1,200	85
	Jefferson	68,700	67,300	98
	Lake	2,400	2,200	90
	Larimer	26,600	25,300	95
	Logan	5,000	4,600	92
	Moffat	1,500	1,300	85
	Morgan	7,500	7,200	96
	Park	400	300	91
	Pitkin	1,100	900	80
	Routt	1,200	1,000	84
	Summit	900	800	90
	Teller	700	700	95
	Washington	1,700	1,500	90
	Weld	26,000	25,000	96
<b>SOUTH DAKOTA</b>				
	Hughes	4,300	4,100	96
<b>WYOMING</b>				
	Albany	7,800	7,000	89
	Laramie	22,800	21,800	96
<b>Between 25-49%</b>				
<b>COLORADO</b>				
	Garfield	4,400	3,900	89
	Lincoln	1,600	1,500	92
	Mesa	16,100	15,200	94
	Prowers	3,700	3,200	86
(Continued on page 118-b)				
Station Totals		695,600	662,600	95
Net Weekly Circulation (March 1969)				475,163
Average Daily Circulation (March 1969)				279,690

121-b

# Colorado—Denver



**KLZ-TV**



Ch. 7

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 50-kw aural. Antenna: 1010-ft. above av. terrain, 285-ft. above ground, 7695-ft. above sea level.

Latitude 39° 43' 46"  
Longitude 105° 14' 12"

Transmitter: Buffalo Bill Hwy., Lookout Mt.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.

AM Affiliate: KLZ, 5-kw, 560 kHz (CBS).

Represented (engineering) by Jansky & Bailey.

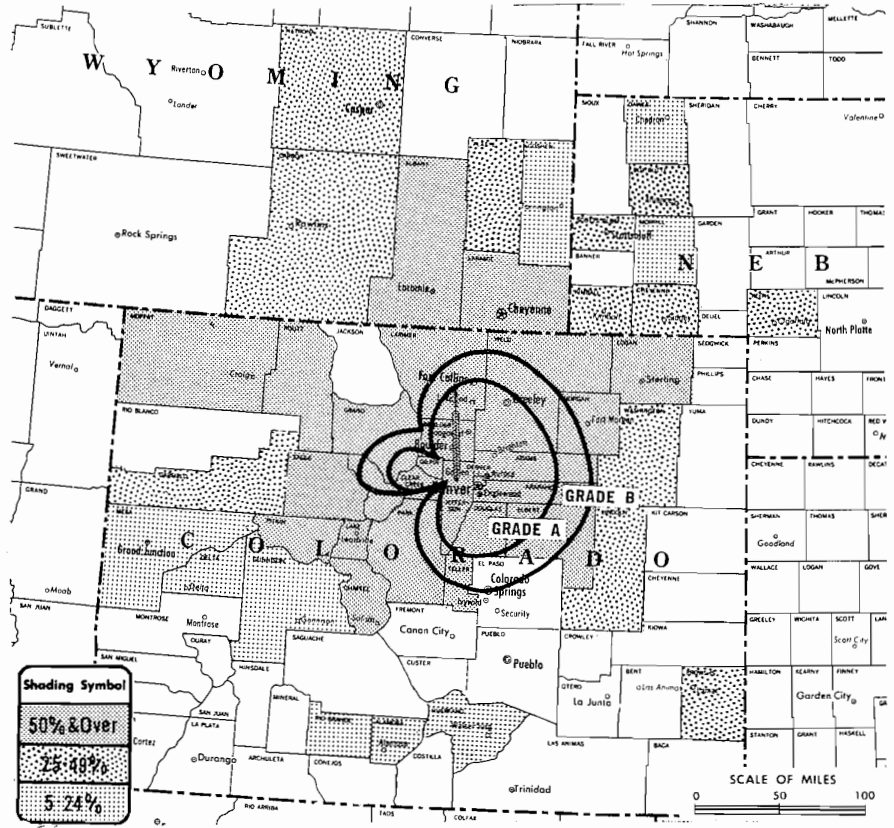
Total Households: © SRDS

Consumer Market Data as of 1/1/70.

TV Homes: TV% and Circulation

© 1969 American Research Bureau.

County coverage based on ARB study (see page 4-b).



KLZ-TV Ref: FCC File No. BNPCT-1362 Granted 9/15/53

©American Map Co., Inc., N.Y., No. 14244

## KLZ-TV

Licensee: Time-Life Broadcast Inc., 131 Speer Blvd., Denver, Colo. (80217).

Studio: 123 Speer Blvd.

Telephone: 303-292-3456. TWX No.: 303-292-0268.

Ownership: Time-Life Broadcast Inc. (wholly-owned by Time Inc.), 100%. For other interests, see Time under Group Ownership.

Began Operation: Nov. 1, 1953. Sale to Time Inc. by Aladdin Radio & TV approved by FCC June 23, 1954 (Television Digest, Vol. 10:11, 15, 25, 26).

Represented (sales) by Katz Television.

Represented (legal) by Pierson, Ball & Dowd.

Personnel:

HUGH B. TERRY, president & general manager.

PAUL BLUE, asst. to president.

JACK TIPTON, manager & director of sales.

BOB HART, local sales manager.

JACK SHAFER, program manager.

JOHN CONNORS, promotion & publicity director.

RUTH WILLHIDE, traffic manager.

STARR YELLAND, sports & special projects director.

EUGENE JENKINS, chief engineer.

### DIGEST OF RATE CARD NO. A22 (Sept. 15, 1969)

Hour	30 Min.	Min.	30 Sec.	20 Sec.	10 Sec.	
Class A—6-10:30 p.m., daily.	\$1000.00	\$600.00	\$320.00*	\$300.00*	\$270.00*	\$160.00*

\*Class A—6:30-10:35 p.m., daily.

NETWORK BASE HOURLY RATE: \$1050.

For Color Set Penetration by Markets  
see Services Volume

Net Weekly  
Circulation

State  
County

Total  
Households

TV Homes  
Homes %

#### COLORADO

Adams	45,400	44,600	98
Arapahoe	43,100	42,000	97
Boulder	39,000	36,800	94
Chaffee	3,000	2,700	90
Clear Creek	1,100	1,000	92
Denver	179,800	171,200	95
Douglas	2,100	2,000	98
Eagle	1,500	1,300	87
Elbert	700	700	91
Gilpin	300	300	94
Grand	900	800	86
Jefferson	68,700	67,300	98
Lake	2,400	2,200	90
Larimer	26,600	25,300	95
Logan	5,000	4,600	92
Moffat	1,500	1,300	85
Morgan	7,500	7,200	96
Park	400	300	91
Pitkin	1,100	900	80
Routt	1,200	1,000	84
Summit	900	800	90
Teller	700	700	95
Weld	26,000	25,000	96

#### WYOMING

Albany	7,800	7,000	89
Laramie	22,800	21,800	96

#### 50% & Over

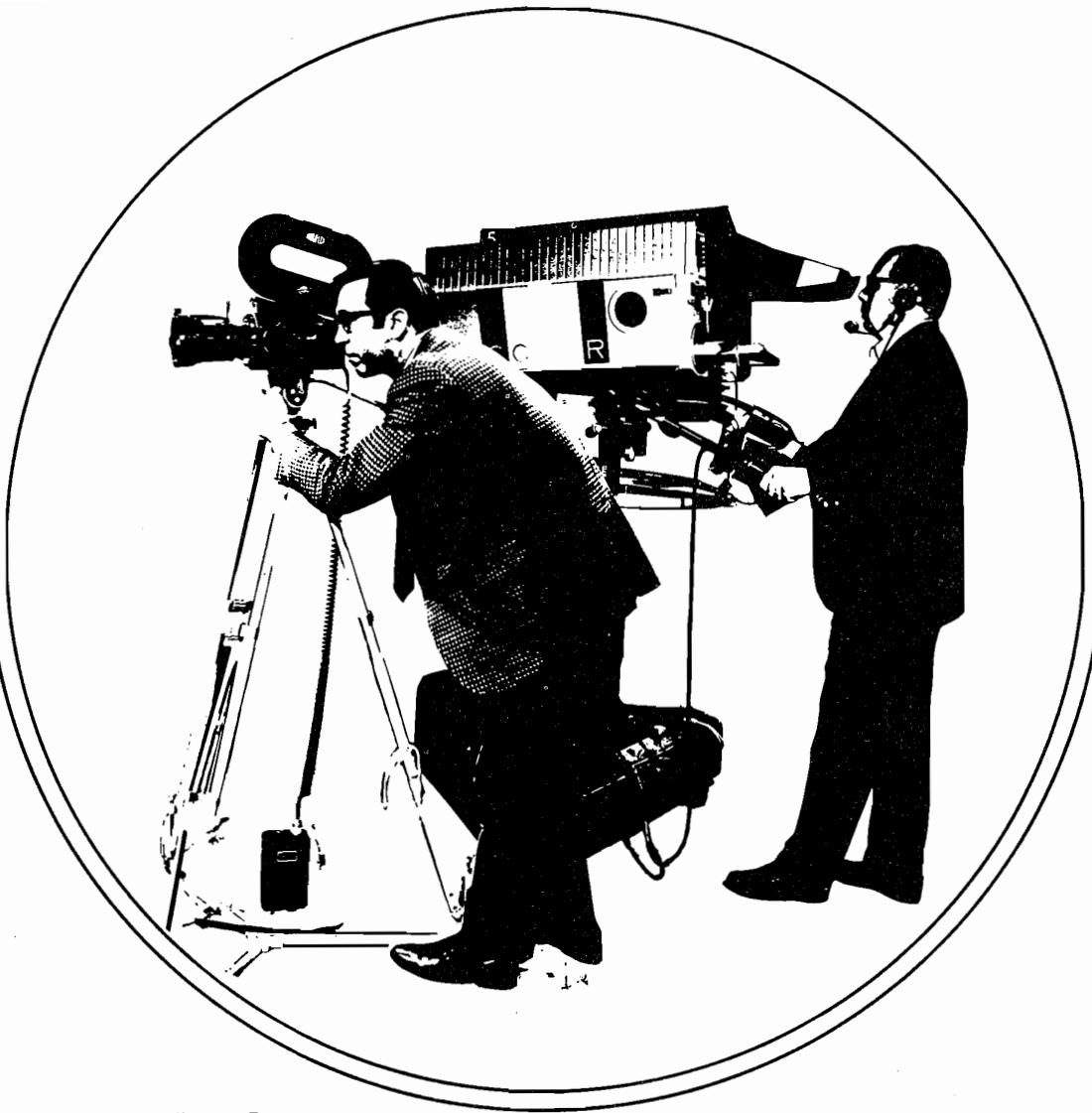
#### COLORADO

Garfield	4,400	3,900	89
Lincoln	1,600	1,500	92
Prowers	3,700	3,200	86
Washington	1,700	1,500	90

#### Between 25-49%

(Continued on page 118-b)

Station Totals	681,000	649,000	95
Net Weekly Circulation (March 1969)			473,163
Average Daily Circulation (March 1969)			329,827



shouldn't  
you make  
your next  
tv film or  
vtr series  
in Denver?

Time-Life 7 Productions – now in its second year – has an imposing list of clients already to its credit including Chevron Oil, Martin-Marietta, Aqua Pik, the American Lamb Council, Master Charge, Plymouth-Chrysler Dealers, Art Linkletter Tours, Rocky Mountain News, Life Magazine, Time-Life Books, Continental Airlines to list a few.

Colorado's matchless scenery and background provides unbelievable settings. Time-Life 7 studios are equipped with the very finest in photography, videotape and sound equipment.



**TIME-LIFE 7 PRODUCTIONS**

located in the beautiful new KLZ Communications Center,  
123 Speer Boulevard, Denver, Colorado



# Colorado—Denver



**KOA-TV**



Ch. 4

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 15.1-kw aural. Antenna: 1477-ft. above av. terrain, 833-ft. above ground, 8147-ft. above sea level.

Latitude 39° 43' 50"  
Longitude 105° 14' 07"

Transmitter: Lookout Mt.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

Facsimile Service: AP, UPI.

News Film Service: NBC.

AM Affiliate: KOA, 50-kw, 850 kHz (NBC). FM Affiliate: KOA-FM, 57-kw, 103.5 MHz, 1060-ft.

Represented (engineering) by Kear & Kennedy.

Represented (legal) by McKenna & Wilkinson.

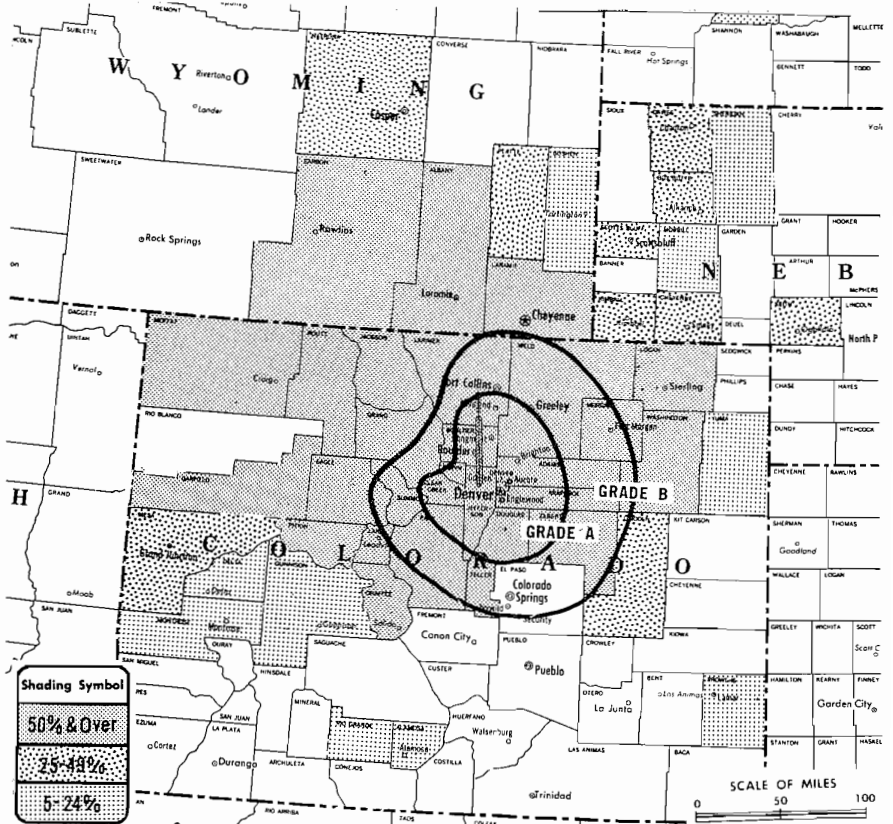
Total Households: © SRDS

Consumer Market Data as of 1/1/70.

TV Homes: TV% and Circulation

© 1969 American Research Bureau.

County coverage based on ARB study (see page 4-b).



KOA-TV Ref: FCC File No. BMPCT-3330 Granted 9/1/55

©American Map Co., Inc., N.Y. No. 14244

## KOA-TV

Licensee: General Electric Bcstg. Co. of Colorado Inc., 1044 Lincoln St., Denver, Colo. (80217).

Studio: 1044 Lincoln St.

Telephone: 303-244-4141. TWX No.: 303-292-3784.

Ownership: General Electric Bcstg. Co. For other interests, see WRGB (TV), Schenectady, N.Y.

Began Operation: Dec. 24, 1953. Sale to General Electric Bcstg. by Metropolitan Television Co. approved by FCC June 5, 1968 (Television Digest, Vol. 8:24). Previous ownership lineup resulted when on Nov. 12, 1964 FCC approved sale back to Metropolitan TV Co. of the 52.5% of stock held by Bob Hope and associates.

Represented (sales) by Blair TV.

Personnel:

ROBERT L. MAYNARD, vice president & general manager.

E. L. CARTWRIGHT, manager, sales.

JIM WILEY, manager, local sales.

JAMES D. McCLINTOCK, manager, promotion.

ALAN GOLDSTEIN, manager, news.

RONALD A. DEERE, manager, programs.

GENE LINDER, manager, production.

SID DAVIDSON, manager, operations.

SAM HOUSTON, manager, film.

BOB MARTIN, manager, sports programs.

CHUCK MULLER, manager, farm programs.

### DIGEST OF RATE CARD NO. 70-1—(Feb. 9, 1970)

Hour	30 Min.	20/30 Sec.	ID
Class A—7-10 p.m., daily.			
\$1150.00	\$750.00	\$375.00*	\$225.00*

\*Class AAA—6:30-10 p.m., Mon.-Sat.; 5:30-10 p.m., Sun.

NETWORK BASE HOURLY RATE: \$1025.

Net Weekly Circulation	State County	Total Households	TV Homes	%
	<b>COLORADO</b>			
	Adams	45,400	44,600	98
	Arapahoe	43,100	42,000	97
	Boulder	39,000	36,800	94
	Chaffee	3,000	2,700	90
	Clear Creek	1,100	1,000	92
	Denver	179,800	171,200	95
	Douglas	2,100	2,000	98
	Eagle	1,500	1,300	87
	Elbert	700	700	91
	Garfield	4,400	3,900	89
	Gilpin	300	300	94
	Grand	900	800	86
	Jackson	300	300	92
	Jefferson	68,700	67,300	98
	Lake	2,400	2,200	90
<b>50% &amp; Over</b>	Larimer	26,600	25,300	95
	Logan	5,000	4,600	92
	Moffat	1,500	1,300	85
	Morgan	7,500	7,200	96
	Park	400	300	91
	Pitkin	1,100	900	80
	Routt	1,200	1,000	84
	Summit	900	800	90
	Teller	700	700	95
	Washington	1,700	1,500	90
	Weld	26,000	25,000	96
	<b>SOUTH DAKOTA</b>			
	Hughes	4,300	4,100	96
	<b>WYOMING</b>			
	Albany	7,800	7,000	89
	Carbon	4,000	3,600	89
	Laramie	22,800	21,800	96

Between	State County	Total Households	TV Homes	%
<b>25-49%</b>	<b>COLORADO</b>			
	Lincoln	1,600	1,500	92
	Mesa	16,100	15,200	94

(Continued on page 118-b)

Station Totals	735,900	701,500	95
Net Weekly Circulation (March 1969)			491,282
Average Daily Circulation (March 1969)			329,512

# Colorado—Denver

**KWGN-TV**



Ch. 2

Network Service: None, independent.

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 780-ft. above av. terrain, 201-ft. above ground, 7471-ft. above sea level.

Latitude 39° 43' 59"  
Longitude 105° 14' 11"

Transmitter: Buffalo Bill Hwy., Look-out Mt.

Studio: 550 Lincoln St.

Telephone: 303-222-9525.

TWX No.: 910-931-2544.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

Facsimile Service: UPI.

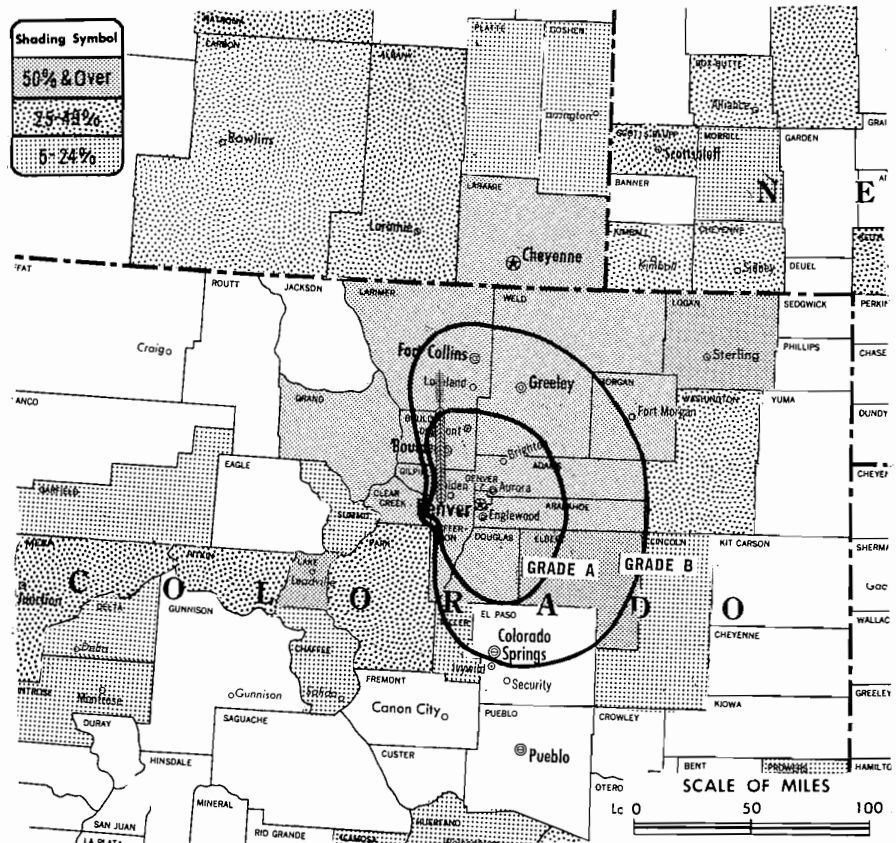
Total Households: © SRDS

Consumer Market Data as of 1/1/70.

TV Homes: TV % and Circulation

© 1969 American Research Bureau.

County coverage based on ARB study (see page 4-b).



KWGN-TV Ref: FCC File No. BMPCT-1182 Granted 7/3/53

©American Map Co., Inc., N.Y., No. 14244

## KWGN-TV

Licensee: WGN of Colorado Inc., 550 Lincoln St., Denver, Colo. (80203).

Ownership: See WGN-TV, Chicago, Ill.

Began Operation: July 18, 1952 as KFEL-TV. Sale to J. Elroy McCaw's Gotham Bcstg. Co. by Eugene P. O'Fallon approved July 27, 1955; transfer of 50% to Radio Hawaii approved Nov. 16, 1955 (Television Digest, Vol. 11:25, 28, 31, 39, 47). Repurchase of 50% by Gotham from Radio Hawaii approved March 27, 1959 by FCC (Vol. 15:33). Sale to present owner by Channel 2 Corp. (formerly Gotham Bcstg.) approved March 4, 1966 by FCC (Vols. 5:36, 6:10).

Represented (sales) by WGN Continental Sales Co.

Represented (legal) by Kirkland, Ellis, Hodson, Chaffetz, Masters & Rowe.

Personnel:

RICHARD E. JUNGERS, exec. vice president & general manager.  
E. LEROY OLLIGER, program & promotion manager.  
DON RAYDON, chief engineer.  
DONALD LEE, sales manager.  
JOE COPE, operations manager.

### DIGEST OF RATE CARD NO. 7 (Sept. 1, 1969)

Hour 30 Min. 15 Min. Min. 30 Sec. 20 Sec. 10 Sec.  
Class A—6-10 p.m., daily.

\$1000.00 \$600.00 \$300.00 \$235.00\* \$140.00\* \$140.00\* \$86.00\*

\*Section I.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	<b>COLORADO</b>			
	Adams	45,400	44,600	98
	Arapahoe	43,100	42,000	97
	Boulder	39,000	36,800	94
	Clear Creek	1,100	1,000	92
	Denver	179,800	171,200	95
	Douglas	2,100	2,000	98
	Elbert	700	700	91
	Gilpin	300	300	94

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	<b>COLORADO—(Continued)</b>			
	Grand	900	800	86
	Jefferson	68,700	67,300	98
	Lake	2,400	2,200	90
	Larimer	26,600	25,300	95
	Logan	5,000	4,600	92
	Morgan	7,500	7,200	96
	Weld	26,000	25,000	96
	<b>SOUTH DAKOTA</b>			
	Hughes	4,300	4,100	96
	<b>WYOMING</b>			
	Laramie	22,800	21,800	96
<b>Between 25-49%</b>	<b>COLORADO</b>			
	Las Animas	4,600	3,900	86
	Mesa	16,100	15,200	94
	Park	400	300	91
	Pitkin	1,100	900	80
	Washington	1,700	1,500	90
	<b>NEBRASKA</b>			
	Box Butte	3,600	3,400	94
	Cheyenne	5,200	4,800	94
	Keith	2,400	2,300	97
	Kimball	3,200	3,200	98
	Scotts Bluff	10,600	10,000	94
Sheridan	2,600	2,500	94	
<b>WYOMING</b>				
Albany	7,800	7,000	89	
Carbon	4,000	3,600	89	
Natrona	19,500	18,500	95	
<b>Between 5-24%</b>	<b>COLORADO</b>			
	Alamosa	3,000	2,700	89
	Chaffee	3,000	2,700	90
	Delta	5,000	4,500	90
	Garfield	4,400	3,900	89
	Huerfano	1,800	1,600	87
Lincoln	1,600	1,500	92	
(Continued on page 118-b)				
<b>Station Totals</b>		<b>661,000</b>	<b>630,700</b>	<b>95</b>
Net Weekly Circulation (March 1969)				393,670
Average Daily Circulation (March 1969)				204,732

# Colorado—Durango



**KREZ-TV**



NB

Ch. 6

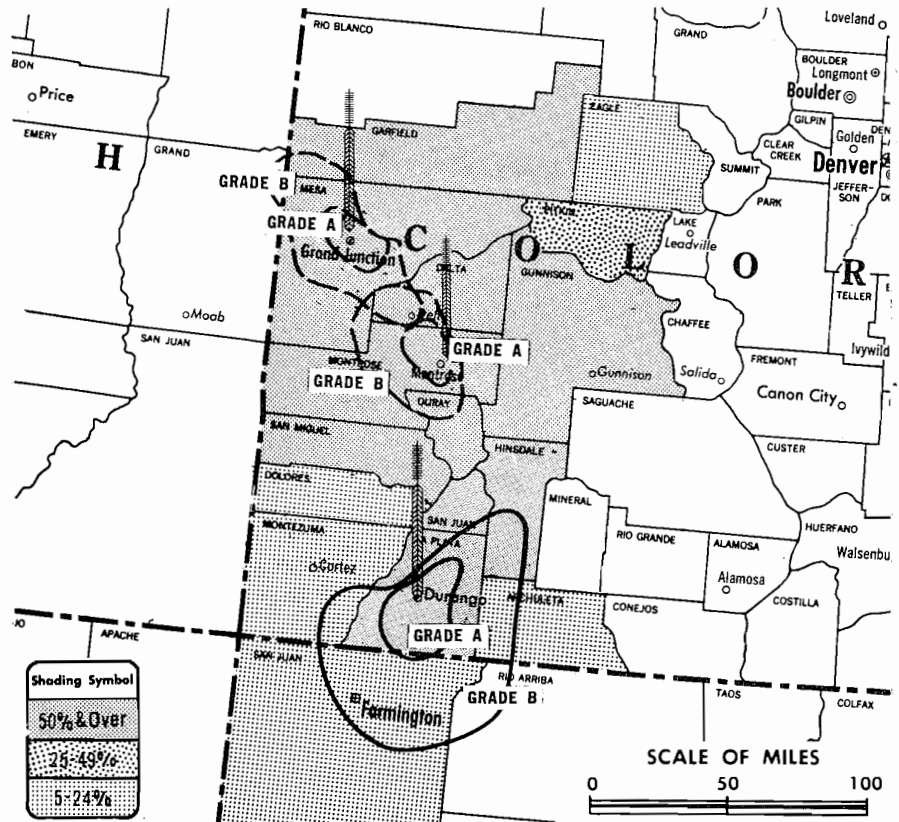
[Satellite of KREX-TV, Grand Junction, Colo.]

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 3.1-kw visual, .5-kw aural. Antenna: plus 460-ft. above av. terrain, 186-ft. above ground, 7888-ft. above sea level.

Latitude 37° 15' 44"  
Longitude 107° 53' 58"

Transmitter: Smelter Mountain.

Color: Network only.



County coverage based on ARB study (see page 4-b).

KREZ-TV Ref: FCC File No. BPCT-3441 Granted 12/11/64

©American Map Co., Inc., N.Y., No. 14244

## KREZ-TV

Network Service: Same as KREX-TV.

Licensee: XYZ TV Inc., Box 789, Grand Junction, Colo. (81502).

Studio: West Bldg., Durango.

Telephone: 303-247-0820.

Ownership: XYZ TV Inc. For other interests, see KREX-TV, Grand Junction, Colo.

Began Operation: Nov. 4, 1963. Left the air March 2, 1964 and was sold to present owner by Floyd & Lieselotte Jetter; FCC approved transfer Aug. 12, 1964. Resumed operation Sept. 4, 1965.

### Personnel:

CARL Q. ANDERSON, executive vice president & general manager.

DAN WILSON, station manager.

Rates: KREZ-TV is sold in combination with KREX-TV, Grand Junction and KREY-TV, Montrose, Colo.

NETWORK BASE HOURLY RATE: Bonus to KREX-TV, Grand Junction.

ARB data for this station included with parent KREX-TV, Grand Junction. The above map reflects coverage of both parent & satellites.

## La Rue Media Brokers Inc.

Radio Television CATV  
Completed Sales

TV: Portland, Maine \$4,800,000

Radio: Honolulu AM \$800,000

116 Central Park South

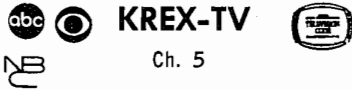
New York, N.Y. 10019

President  
Hugh Ben LaRue

Area Code 212  
265-3430



# Colorado—Grand Junction



[Also operates satellites KREY-TV, Montrose, Colo. & KREZ-TV, Durango, Colo.]

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 12.9-kw visual, 6.46-kw aural. Antenna: minus 10-ft. above av. terrain (due to mountainous terrain), 343-ft. above ground, 5004-ft. above sea level.

Latitude 39° 05' 15"  
Longitude 108° 33' 56"

Transmitter: Hillcrest Manor.

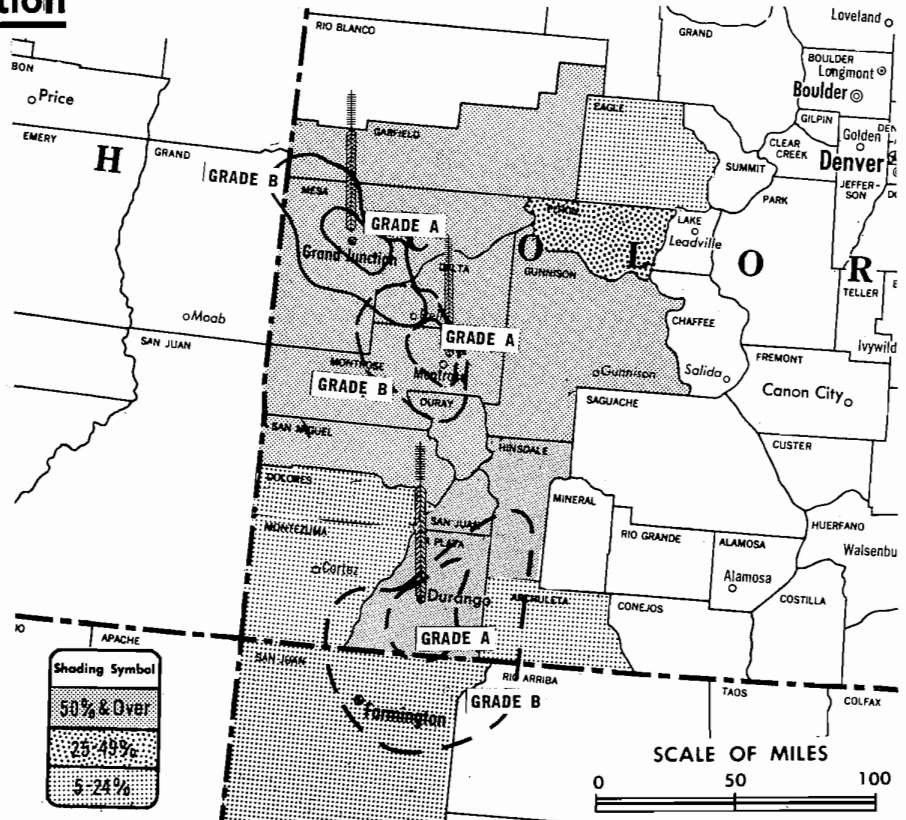
Color: Network, live, film, slide & tape.

News Wire Service: UPI.

AM Affiliate: KREX, 50-kw (10-kw DA night), 1100 kHz (CBS).

FM Affiliate: KREX-FM, 3-kw, 92.3 MHz (No. 222), minus 42-ft.

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).



KREX-TV Ref: FCC File No. BMPCT-3797 Granted 4/20/56  
KREY-TV Ref: FCC File No. BPCT-2768 Granted 6/6/60  
KREZ-TV Ref: FCC File No. BPCT-3441 Granted 12/11/64

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## KREX-TV

Network Service: ABC, CBS, NBC.

Licensee: XYZ TV Inc., Box 789, Grand Junction, Colo. (81502).

Studio: Hillcrest Manor.

Telephone: 303-242-5000. TWX No.: 303-242-0967.

Ownership: John W. English, pres., 6.3%; Carl Q. Anderson, exec. v.p., 4%; Lawrence H. Kyte, secy.; Forestville Realty Co., 56.8%; Rex G. Howell, 9.60%; Otilie G. English, 8.8%; James B. Donovan, 2.1%; others, none with as much as 3%. Forestville Realty ownership: James R. & William J. Williams and Lawrence H. Kyte, 26 $\frac{2}{3}$ % each; J. H. Dornheggen, 20%. XYZ TV also owns satellites KREY-TV, Montrose & KREZ-TV, Durango, Colo. Dornheggen owns WICU, Erie, Pa.

Began Operation: May 22, 1954. Sale to present owner by Western Slope Bcstg. approved Sept. 21, 1966 by FCC (Television Digest, Vol. 6:19, 39).

Represented (sales) by H-R Television Inc.; John L. McGuire & Co.

Represented (legal) by Haley, Bader & Potts.

Represented (engineering) by Commercial Radio Equipment Co.

Personnel:

JOHN ENGLISH, president.  
CARL Q. ANDERSON, exec. vice president & general manager.  
DAVID ALLEN, vice president & asst. manager.  
RICHARD G. MAYNARD, general sales manager.

### DIGEST OF RATE CARD NO. 9—(March 1, 1969)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AA—6-10 p.m., daily.						
\$300.00	\$175.00	\$125.00	\$95.00	\$70.00	\$56.00	\$35.00

Note: This is combined rate for KREX-TV, KREY-TV, Montrose and KREZ-TV, Durango.

NETWORK BASE HOURLY RATE: \$300 (CBS & NBC), \$250 (ABC).

Net Weekly Circulation	State County	Total Households	TV Homes	Homes %
<b>50% &amp; Over</b>	<b>COLORADO</b>			
	Delta	5,000	4,500	90
	Garfield	4,400	3,900	89
	Gunnison	1,400	1,200	85
	Hinsdale	100	100	98
	La Plata	3,900	3,500	89
	Mesa	16,100	15,200	94
	Montrose	6,600	6,100	92
	Ouray	300	200	84
	San Juan	200	200	92
San Miguel	900	800	85	
<b>Between 25-49%</b>	<b>COLORADO</b>			
	Pitkin	1,100	900	80
<b>Between 5-24%</b>	<b>COLORADO</b>			
	Archuleta	800	600	83
	Dolores	700	500	75
	Eagle	1,500	1,300	87
	Montezuma	3,600	3,200	90
<b>NEW MEXICO</b>				
San Juan	14,900	12,900	86	
Station Totals		128,800	119,600	92
Net Weekly Circulation (March 1969)				34,722
Average Daily Circulation (March 1969)				28,898

ARB Data: Figures include satellites KREY-TV, Montrose, and KREZ-TV, Durango, Colo. Map reflects coverage of parent & both satellites.

# Colorado—Montrose



**KREY-TV**



Ch. 10

[Satellite of KREX-TV,  
Grand Junction]

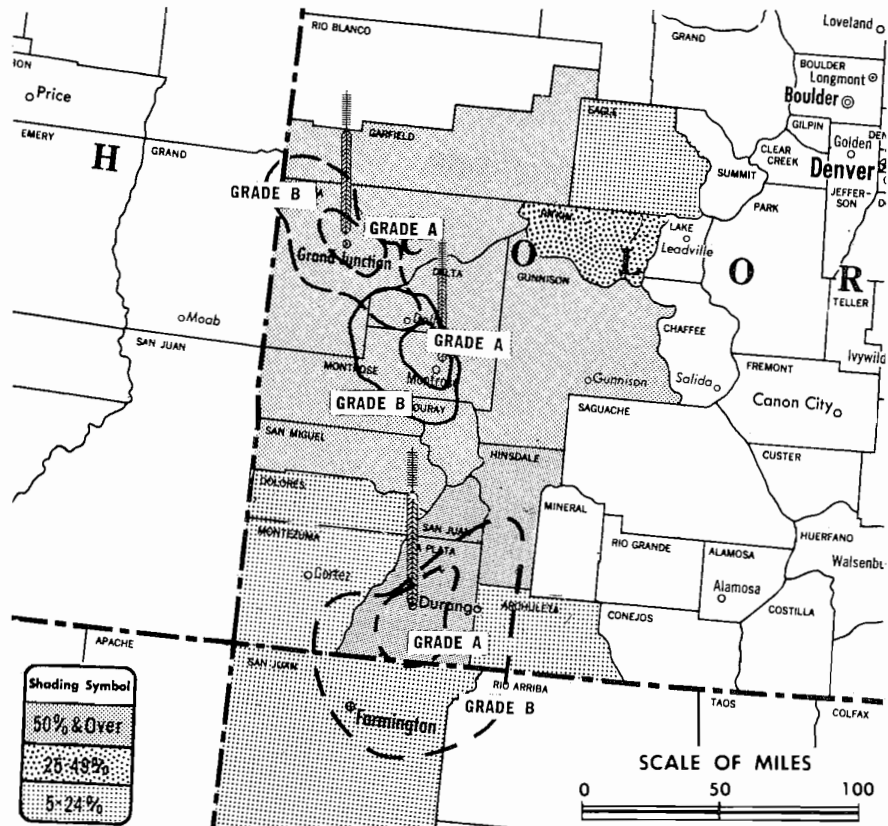
Technical Facilities: Channel No. 10  
(192-198 MHz). Authorized power:  
3.09-kw visual, 0.617-kw aural.  
Antenna: 80-ft. above av. terrain,  
112-ft. above ground, 6392-ft.  
above sea level.

Latitude 38° 31' 01.6"  
Longitude 107° 51' 11.8"

Transmitter: Flat Top Mesa.

Color: Network only.

News Wire Service: AP.



County coverage based on ARB study (see  
page 4-b).

KREY-TV Ref: FCC File No. BPCT-2768 Granted 6/6/60

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## KREY-TV

Network Service: Same as KREX-TV, Grand Junction.  
Licensee: XYZ TV Inc., Box 789, Grand Junction, Colo. (81501).  
Studio: 610 N. 1st St., Montrose, Colo. (81401).  
Telephone: 303-249-9601.  
Ownership: XYZ TV Inc. For other interests, see KREX-TV, Grand  
Junction, Colo.  
Began Operation: Aug. 18, 1956.  
Represented (sales) by H-R Television; John L. McGuire & Co.  
(Denver).  
Represented (legal) by Haley, Bader & Potts.

Represented (engineering) by Commercial Radio Equipment Co.

Personnel:

CARL Q. ANDERSON, exec. vice president & general manager.  
GORDON CARSON, station manager.

Rates: Sold in combination with KREX-TV, Grand Junction.

**NETWORK BASE HOURLY RATE:** Bonus to KREX-TV, Grand  
Junction.

**ARB Data for this station included with parent  
KREX-TV, Grand Junction. The above map  
reflects coverage of both parent & satellites.**

# Colorado—Pueblo-Colorado Springs



**KOAA-TV**



Ch. 5

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 15-kw aural. Antenna: 1306-ft. above av. terrain, 972-ft. above ground, 6322-ft. above sea level.

Latitude 38° 22' 24.5"  
Longitude 104° 33' 27.2"

Transmitter: Baculite Mesa, approx. 7.9-mi. NNE of Pueblo.

Studio: Television Center, 2226 Television Lane (81003).

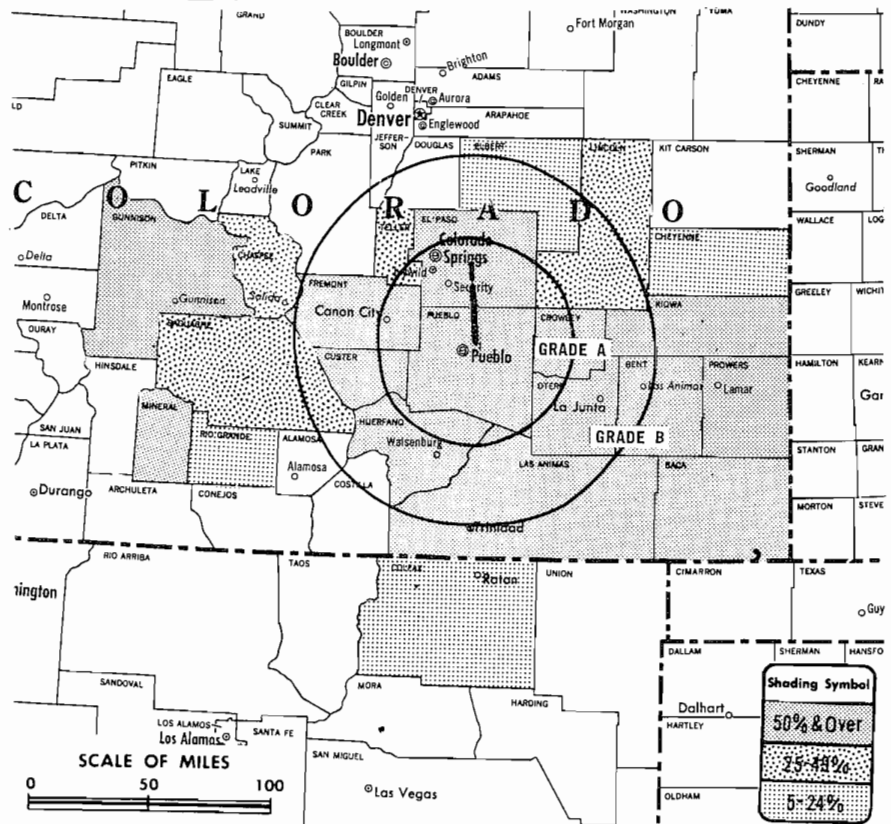
TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

Facsimile Service: AP.

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).



KOAA-TV Ref: FCC File No. BMPCT-5384 Granted 7/8/59 ©American Map Co., Inc., N.Y., No. 14244

## KOAA-TV

Licensee: Sangre de Cristo Broadcasting Co., P.O. Box 876, Pueblo, Colo. (81002).

Telephone: 303-544-5782.

Ownership: William Grant, pres., 33.3%; Mahlon T. White, v.p., 25.641%; Clifford D. Hendrix, secy.-treas., 6.41% (held jointly with wife Elsie M.); William M. White, 25.641%; Howard M. & Cecelia T. Myers, 5.128% jointly; Walter J. & Marjorie L. Predovich, 1.923% jointly; Lester L. & Rosalind H. Ward, 1.923% jointly. Sangre de Cristo Bcstg. also owns KCSJ, Pueblo.

Began Operation: June 29, 1953. Sale to Sangre de Cristo by Metropolitan TV Co. approved by FCC June 6, 1968 (Television Digest, Vol. 8:24). Previous sale by Star Bcstg. Co. (Bankers Life & Casualty Co., Chicago) approved Dec. 13, 1961 by FCC. (Vols. 17:35, 1:14). Sale by partners Douglas D. Kahle & Robert L. Clinton Jr., to Star Bcstg. Co., approved by FCC, Sept. 29, 1954 (Vol. 10:35, 40).

Represented (sales) by Blair Television.

Represented (legal) by McKenna & Wilkinson.

Represented (engineering) by Kear & Kennedy.

Personnel:

ROBERT J. McMAHAN, general manager.  
JACK SINCLAIR, production & operations manager.  
KEN RENFROW, chief engineer.  
GERRY OLDFIELD, sales/service manager.  
JON GIGUERE, news director.  
DANICE TEDROW, traffic manager.

### DIGEST OF RATE CARD NO. 5A (March 1, 1970)

Hour	30 Min.	15 Min.	Min.	30 Sec.	20 Sec.	10 Sec.
Class A—7-10 p.m., daily.	\$350.00	\$200.00	\$150.00	\$100.00	\$80.00	\$50.00

\*Class AA—7-9:30 p.m., daily.

NETWORK BASE HOURLY RATE: \$325.

Net Weekly Circulation	State County	Total Households	TV Homes	%	
<b>50% &amp; Over</b>	<b>COLORADO</b>				
		Baca	2,200	1,700	77
		Bent	2,000	1,900	92
		Crowley	1,200	1,100	95
		Custer	400	400	87
		El Paso	64,200	62,000	97
		Fremont	6,900	6,300	91
		Gunnison	1,400	1,200	85
		Huerfano	1,800	1,600	87
		Kiowa	500	400	87
		Las Animas	4,600	3,900	86
		Mineral	400	300	79
		Otero	7,300	6,800	93
		Prowers	3,700	3,200	86
	Pueblo	39,600	38,100	96	
<b>Between 25-49%</b>	<b>COLORADO</b>				
		Chaffee	3,000	2,700	90
		Lincoln	1,600	1,500	92
		Saguache	700	600	85
	Teller	700	700	95	
<b>Between 5-24%</b>	<b>COLORADO</b>				
		Cheyenne	600	500	87
		Elbert	700	700	91
	Rio Grande	3,800	3,300	87	
	<b>NEW MEXICO</b>				
	Colfax	3,400	2,900	87	
Station Totals		258,100	245,300	95	
Net Weekly Circulation (March 1969)			118,055		
Average Daily Circulation (March 1969)			83,212		

For Sales & Transfers  
See Services Volume

# Colorado—Sterling



**KTVS**

Ch. 3

[Satellite of KFBC-TV, Cheyenne, Wyo.]



Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 60.6-kw visual, 6.06-kw aural. Antenna 730-ft. above av. terrain, 601-ft. above ground, 5076-ft. above sea level.

Latitude 40° 34' 58"  
Longitude 103° 01' 50.4"

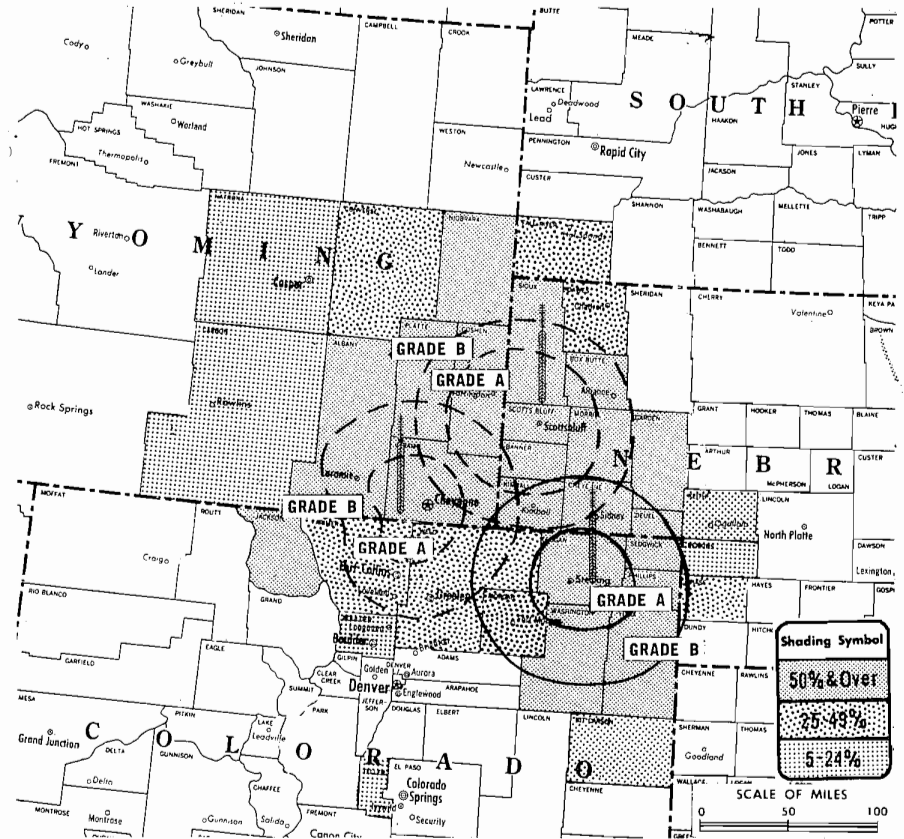
Transmitter: State Hwy. 61, 9.6-mi. ESE of Sterling.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.

News Film Service: CBS.



County coverage based on ARB study (see page 4-b).

KTVS Ref: FCC File No. BPCT-3005 Granted 2/13/68

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## KTVS

Licensee: Frontier Bcstg. Co., 2923 E. Lincolnway, Cheyenne, Wyo. (82001).

Studio: State Hwy. 61, 9.6-mi. ESE of Sterling.

Ownership: See KFBC-TV, Cheyenne, Wyo.

Began Operation: Dec. 28, 1963.

Represented (sales) by H-R Television; Soderlund Co. (Omaha).

Represented (legal) by Koteen & Burt.

Personnel:

CARL OCCHIPINTI, resident manager.

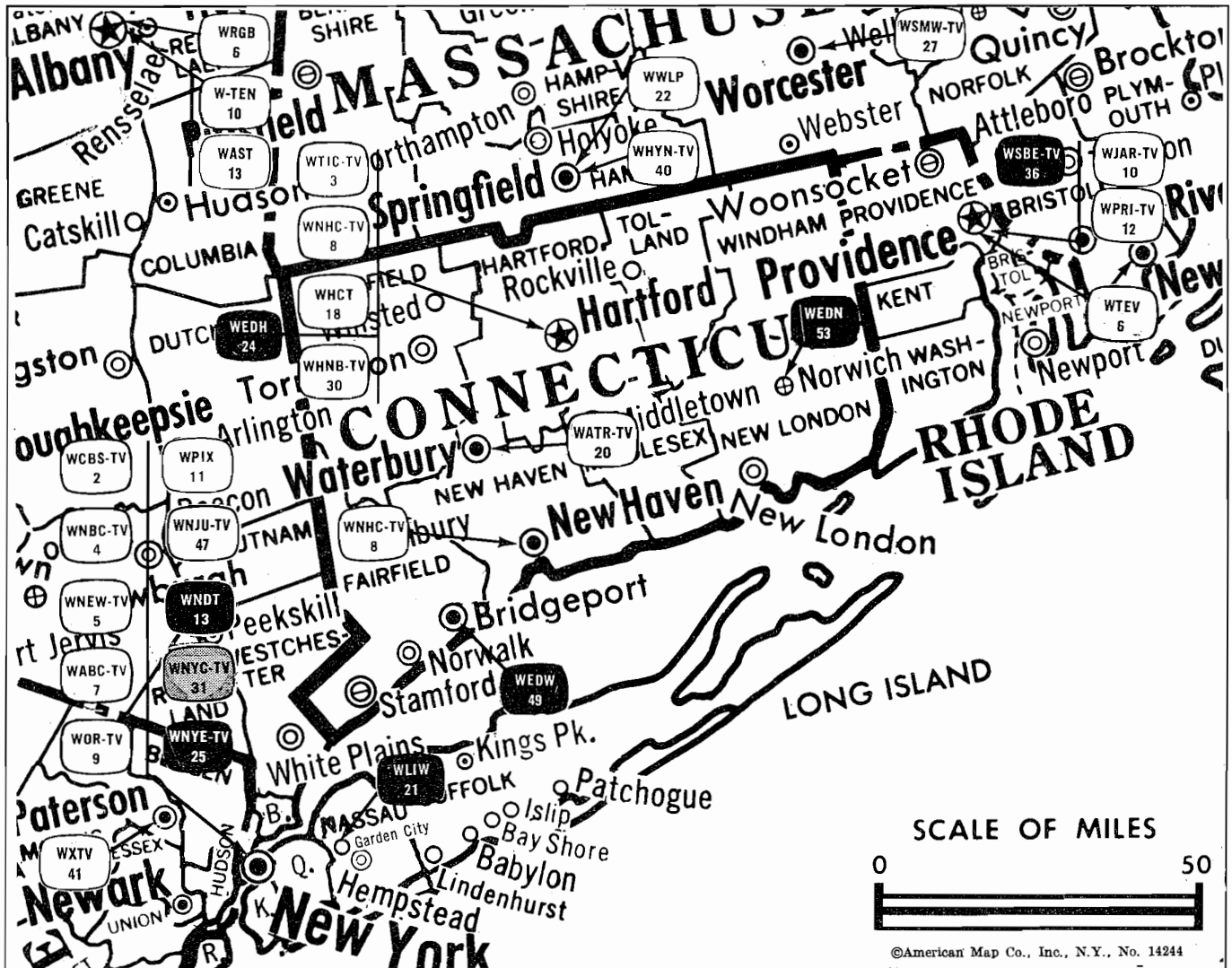
WILLIAM C. GROVE, executive vice president.

RAY CULLISON, resident engineer.

Rates: Sold in combination with KFBC-TV, Cheyenne, with rates applying to simultaneous telecasts on KFBC-TV, KTVS and KFBC-TV's other satellite, KSTF, Scottsbluff, Neb. Separate rates also available.

NETWORK BASE HOURLY RATE: Bonus to KFBC-TV, Cheyenne, Wyo.

ARB Data included with Parent KFBC-TV, Cheyenne, Wyo. The above map reflects coverage of both parent & satellite.



Market	ARB Net Weekly Circulation	Rank	ARB ADI TV Households	Rank
Hartford-New Haven	886,285	12	565,000	21

**Connecticut Station Status as of March 1, 1970**

	VHF	UHF	TOTAL
Commercial Television Stations	2	3	5
Educational Television Stations	0	3	3
			8

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## Connecticut

### State Cross Reference List

Communities That Receive Programs of Stations That Are Located Elsewhere

### WHNB-TV & WNHC-TV

Hartford

(Also see New Britain & New Haven)

### State Educational Technical Facilities (Complete Data in Educational Directory)

#### WEDW

Bridgeport

Ch. 49

Non-Commercial Educational Station

Licensee: Connecticut Educational TV Corp., 24 Summit St., Hartford, Conn. (06106).

Technical Facilities: Channel No. 49 (680-686 MHz). Authorized power: 614-kw max. & 380-kw horizontal visual, 123-kw max. & 85-kw horizontal aural. Antenna: 615-ft. above av. terrain, 363-ft. above ground, 892-ft. above sea level.

Latitude	41°	16'	46"
Longitude	73°	11'	09"

#### WEDH

Hartford

Ch. 24

Non-Commercial Educational Station

Licensee: Connecticut Educational TV Corp., 24 Summit St., Hartford, Conn. (06106).

Technical Facilities: Channel No. 24 (530-536 MHz). Authorized power: 162.2-kw max. and 130.9-kw horizontal visual, 25.1-kw aural. Antenna: 902-ft. above av. terrain, 503-ft. above ground, 1213-ft. above sea level.

Latitude	41°	46'	29"
Longitude	72°	48'	20"

#### WEDN

Norwich

Ch. 53

Non-Commercial Educational Station

Licensee: Connecticut Educational TV Corp., 24 Summit St., Hartford, Conn. (06106).

Technical Facilities: Channel No. 53 (704-710 MHz). Authorized power: 563-kw max. and 316-kw horizontal visual, 113-kw max. and 64-kw horizontal aural. Antenna: 680-ft. above av. terrain, 477-ft. above ground, 996-ft. above sea level.

Latitude	41°	31'	11"
Longitude	72°	10'	04"

For Index to Contents, See Services Volume

# to each his own



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# Connecticut—Hartford

## WHCT

Ch. 18

Technical Facilities: Channel No. 18 (494-500 MHz). Authorized power: 186-kw maximum and 158-kw horizontal visual, 31.6-kw aural. Antenna: 640-ft. above av. terrain, 291-ft. above ground, 951-ft. above sea level.

Latitude 41° 45' 39"  
Longitude 72° 48' 08"

Requests change to 655-kw visual, 65.50-kw aural, 958-ft. above av. terrain, 625-ft. above ground, 1284-ft. above sea level. BPCT-4139.

Transmitter: 3.85-mi. SE of Avon Village, Deercliff Rd.

Color: Live, film, slide & tape.

News Wire Service: AP.

Facsimile Service: AP.

Telephone: 203-525-2611.

TWX No.: 710-425-6258.

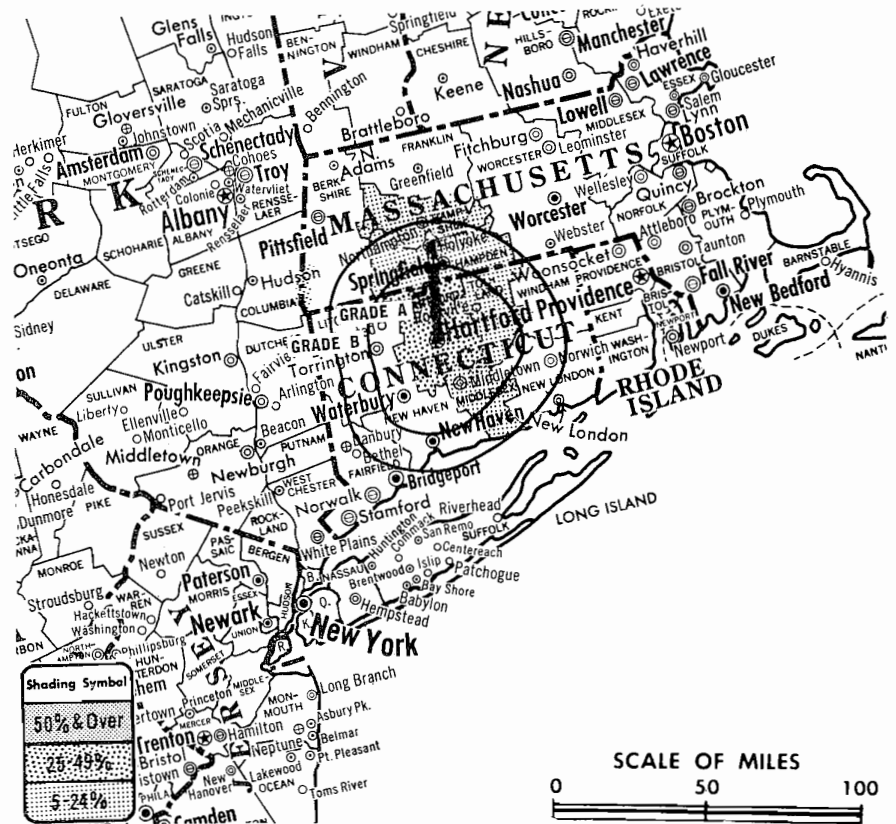
Total Households: © SRDS

Consumer Market Data as of 1/1/70.

TV Homes: TV% and Circulation

© 1969 American Research Bureau.

County coverage based on ARB study (see page 4-b).



## WHCT

Network Service: None, independent.

Licensee: WHCT—Channel 18, a Div. of RKO General Inc., 555 Asylum St., (06105).

Studio: 555 Asylum St., Hartford.

Ownership: RKO General Inc. For other interests, see WOR-TV, New York.

Began Operation: Aug. 4, 1954 as WGTH-TV, 55% owned by General Teleradio and 45% by Gannett's Hartford Times. Sale to CBS approved Feb. 23, 1956 by FCC; transfer reinstated by FCC Sept. 11, 1956 after being held up by protest (Television Digest, Vols. 11:28, 12:8, 17, 37). After CBS took station off air Nov. 15, 1958 (Vol. 14:45), sale to Edward D. Tadei and associates approved by FCC Dec. 23, 1958 (Vol. 14:46, 49) and station returned to air on Jan. 24, 1959. Transfer to RKO General subsidiary Hartford Phonevision Co. approved June 1, 1960 by FCC (Vol. 16:14, 23).

Represented (sales) by RKO Television Representatives Inc.

Personnel:

GEORGE W. CYR, general manager.  
VAN L. RUBENSTEIN, general sales manager.  
JOHN A. MILLER, program director.  
RAY BARTOLUCCI, production manager.  
ANTHONY PIGNATELLA, controller.  
HOWARD FROST, chief engineer.

## DIGEST OF RATE CARD NO. 12

(Jan. 5, 1970)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. 10 Sec.  
Class A—6-10 p.m., Mon.-Fri.; 6-10 p.m., Sat.-Sun.  
\$600.00 \$360.00 \$240.00 \$150.00 Graded rates apply\*

\*Highest rate: \$100.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Between 25-49%</b>	CONNECTICUT Hartford	247,800	239,400	97
<b>Between 5-24%</b>	CONNECTICUT Middlesex	32,400	31,200	96
	Tolland	25,700	24,700	96
	MASSACHUSETTS Hampden	137,600	133,100	97
	Hampshire	32,900	31,300	95
Station Totals		774,100	747,500	96
Net Weekly Circulation (March 1969)			108,379	
Average Daily Circulation (March 1969)			36,888	

# Connecticut—Hartford



**WTIC-TV**



Ch. 3

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 13.8-kw aural. Antenna: 910-ft. above av. terrain, 542-ft. above ground, 1249-ft. above sea level.

Latitude 41° 46' 30"  
Longitude 72° 48' 20"

Transmitter: Talcott Mt., Avon, Conn.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

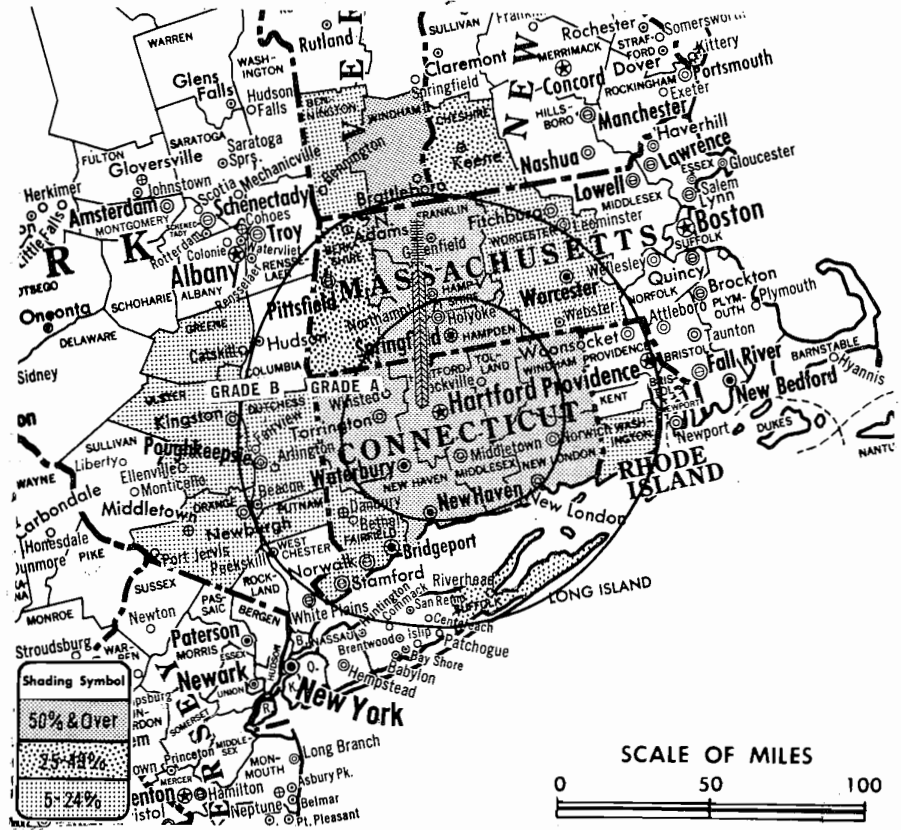
Facsimile Service: AP.

News Film Service: CBS.

AM Affiliate: WTIC, 50-kw, 1080 kHz (NBC).

FM Affiliate: WTIC-FM, 15-kw, 96.5 MHz (No. 243), 810-ft.

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).



WTIC-TV Ref: FCC File No. BPCT-193 Granted 7/18/56

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## WTIC-TV

Licensee: Broadcast-Plaza Inc., Hartford (06115).  
Studio: Broadcast House, 3 Constitution Plaza.  
Telephone: 203-525-0801. TWX No.: 203-278-0330.  
Ownership: Travelers Corp., 100%.  
Began Operation: Sept. 23, 1957.  
Represented (sales) by Harrington, Righter & Parsons Inc.  
Represented (legal) by Kirkland, Ellis, Hodson, Chaffetz, Masters & Rowe.  
Represented (engineering) by A. D. Ring & Associates.  
Personnel:  
LEONARD J. PATRICELLI, president.  
ROBERT S. TYROL, v.p. & general manager.  
KENDALL SMITH, v.p. & station manager.  
G. WOODRUFF SLOAN, general sales manager.  
EUGENE J. MURIATY, v.p., promotion & research.  
RICHARD AHLES, public relations director.  
HARLEY P. PARK, asst. treasurer & comptroller.  
HAROLD A. DORSCHUG, dir., engineering research & development.  
GEORGE BOWE, v.p., special programs.  
STEPHEN J. MYERS, chief engineer.  
WILLIAM DWYER, program manager.  
ERNEST N. OLIVIERI, chief film editor.

### DIGEST OF RATE CARD NO. 14—(June 23, 1969)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. 10 Sec.  
Class AAA—7:30-11:15 p.m., Mon.-Fri.; 6:30-11:15 p.m., Sat.;  
6-11:15 p.m., Sun.  
\$2500.00 \$1520.00 \$980.00 \$707.00 Graded rates apply\*

\*Highest rate: \$900.

NETWORK BASE HOURLY RATE: \$2500.

For Index to Contents, See Services Volume

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	<b>CONNECTICUT</b>			
	Hartford	247,800	239,400	97
	Litchfield	43,100	41,400	96
	Middlesex	32,400	31,200	96
	New Haven	235,300	228,300	97
	New London	66,300	63,200	95
	Tolland	25,700	24,700	96
	Windham	25,700	24,600	96
	<b>MASSACHUSETTS</b>			
	Franklin	19,300	18,100	94
Hampden	137,600	133,100	97	
Hampshire	32,900	31,300	95	
<b>VERMONT</b>				
Windham	10,200	9,100	90	
<b>Between 25-49%</b>	<b>MASSACHUSETTS</b>			
	Berkshire	45,500	43,800	96
	<b>NEW HAMPSHIRE</b>			
	Cheshire	16,100	15,200	94
<b>NEW YORK</b>				
Suffolk East	75,500	73,700	98	
<b>Between 5-24%</b>	<b>CONNECTICUT</b>			
	Fairfield	238,800	232,600	97
	<b>MASSACHUSETTS</b>			
	Worcester	186,200	180,600	97
	<b>NEW YORK</b>			
	Dutchess	60,600	57,700	95
	Greene	11,200	10,700	96
	Orange	67,700	64,700	96
	Putnam	15,100	14,500	96
	Ulster	45,300	42,400	93
<b>RHODE ISLAND</b>				
Washington	22,300	21,500	97	
<b>VERMONT</b>				
Bennington	8,600	8,100	95	
Station Totals		6,565,500	6,307,000	96
Net Weekly Circulation (March 1969)			886,285	
Average Daily Circulation (March 1969)			613,853	



# Connecticut—New Britain-Hartford



**WHNB-TV**



Ch. 30

Technical Facilities: Channel No. 30 (566-572 MHz). Authorized power: 1220-kw max. and 790-kw horizontal visual, 122-kw max. and 79-kw horizontal aural. Antenna: 930-ft. above av. terrain, 561-ft. above ground, 1288-ft. above sea level.

Latitude 41° 42' 00"  
Longitude 72° 49' 59"

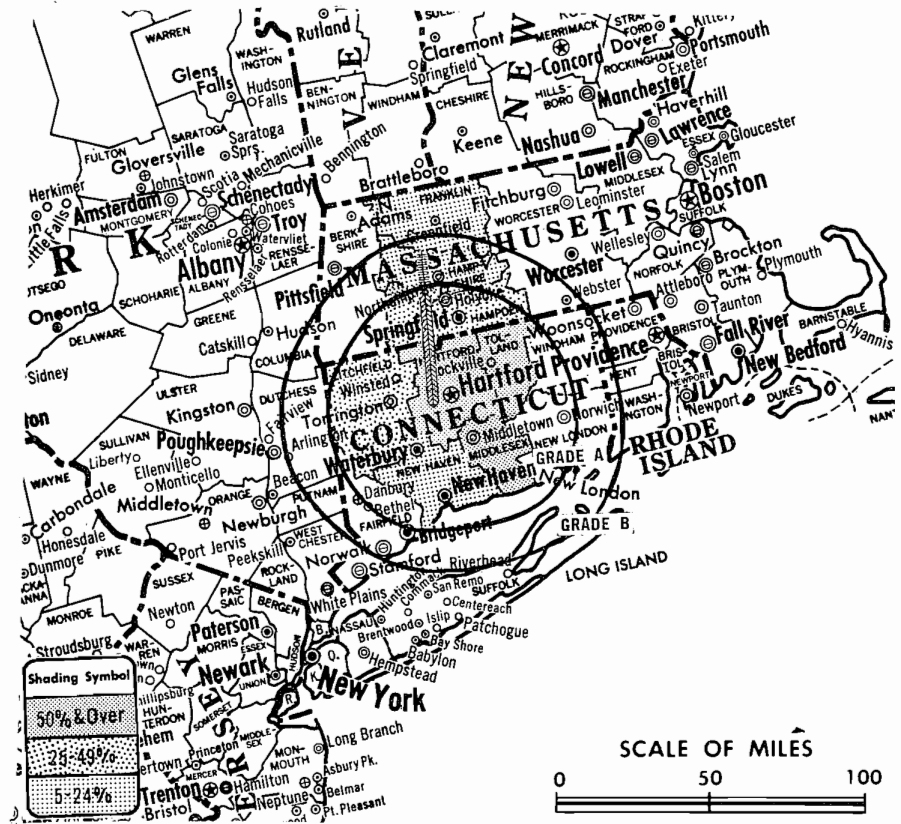
Transmitter: Rattlesnake Mt., U.S. Route 6, Farmington, Conn.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI. Facsimile Service: UPI.

News Film Service: NBC.

Studio: 1422 New Britain Ave., W. Hartford.



Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).

WHNB-TV Ref: FCC File No. BPCT-3817 Granted 9/28/66

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## WHNB-TV

Licensee: Connecticut TV Inc., 1422 New Britain Ave., W. Hartford, Conn. (06110).

Telephone: 203-521-3030, Hartford; 203-223-3603, New Britain.

Ownership: Plains Television Corp. (operator of WICS, Springfield, WICD, Champaign, Ill.), 100%.

Began Operation: Feb. 11, 1953. Sale to present owner by NBC approved Sept. 23, 1959 by FCC (Television Digest, Vol. 15:26, 28, 39). Sale to NBC of TV-radio, operating as WKNB-TV & WKNB, by Julian Gross and associates approved Dec. 12, 1956 by FCC (Vols. 11:2, 9, 19, 22, 26; 12:50).

Represented (sales) by Adam Young Inc.; Kettell-Carter (New England).

Represented (legal) by McKenna & Wilkinson.

Represented (engineering) by David L. Steel Sr.

Personnel:  
HERBERT SCHEFTEL, president.  
ELMER BALABAN, vice president.  
CECILE BURGER, vice president.  
HARRY BALABAN, treasurer.  
ROBERT W. BRAY, v.p. & general manager.  
RAYMOND PETROFSKY, controller & asst. treas.  
JACK FOX, director of sales.  
JOHN PALMER, program manager.  
PHILIP B. HALE, program operations.  
HOWARD WRY, promotion director.  
ROBERT DOUGLAS, news director.  
WILLIAM CANORA, chief engineer.

## DIGEST OF RATE CARD NO. 17 (June 1, 1969)

Hour	30 Min.	15 Min.	10 Min.	Min.	20 Sec.	10 Sec.
Class AAA—7:30-10:59 p.m., daily.	\$800.00	\$700.00	\$550.00	\$400.00	\$310.00	\$155.00

NETWORK BASE HOURLY RATE: \$650.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	CONNECTICUT			
	Hartford	247,800	239,400	97
	Middlesex	32,400	31,200	96
	Tolland	25,700	24,700	96
<b>Between 25-49%</b>	CONNECTICUT			
	Litchfield	43,100	41,400	96
	MASSACHUSETTS			
Hampden	137,600	133,100	97	
<b>Between 5-24%</b>	CONNECTICUT			
	New Haven	235,300	228,300	97
	MASSACHUSETTS			
	Franklin	19,300	18,100	94
Hampshire	32,900	31,300	95	
Station Totals		1,163,700	1,124,000	96
Net Weekly Circulation (March 1969)				360,805
Average Daily Circulation (March 1969)				224,774

# Connecticut—New Haven-Hartford



**WNHC-TV**



Ch. 8

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 168-kw visual, 33.6-kw aural. Antenna: 1210-ft. above av. terrain, 904-ft. above ground, 1549-ft. above sea level.

Latitude 41° 25' 23"  
Longitude 72° 57' 06"

Transmitter: Downes Rd. & Hoadley Rd., Mad Mare Mt., Hamden, Conn.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

AM & FM Affiliates: Listed below.

News Wire Service: UPI.

Facsimile Service: UPI.

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).



## WNHC-TV

Network Service: ABC.

Licensee: Triangle Publications, Inc. (Radio & TV Div.), 4100 City Line Ave., Philadelphia, Pa. (19131).

Studio & General Offices: 135 College St., New Haven, Conn. (06510).

Telephone: 203-777-3611. TWX No.: 710-465-1193.

AM Affiliate: WNHC, 1-kw, (.25-kw night) 1340 kHz.

FM Affiliate: WNHC-FM, 10-kw, 99.1 MHz (No. 256), 950-ft.

Ownership: Triangle Publications, Inc. See WFIL-TV Philadelphia.

Began Operation: June 15, 1948. Sale to present owners by Aldo DeDominicis-Patrick J. Goode interests approved June 20, 1956 by FCC (Television Digest, Vol. 12:21, 22, 25, 34).

Represented (sales) by Blair TV.

Represented (legal) by Wilner, Scheiner & Greeley.

Represented (engineering) by Kear & Kennedy.

Personnel:

HOWARD W. MASCHMEIER, general manager.  
NORMAN R. CISSNA, general sales manager.  
ELIO BETTY, local sales manager.  
JAMES R. VAN de VELDE, program director.  
FRED FOERSTER, promotion manager.  
CARMINE IANNUCCI, chief engineer.  
WILLIAM ELLISON, director, public affairs & news.  
SAM P. MASTRO, business manager.

DIGEST OF RATE CARD NO. 20—(Sept. 1, 1969)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	ID
Class A—6 p.m.-midnight, daily.						
\$2400.00	\$1560.00				\$550.00	\$300.00
NETWORK BASE HOURLY RATE: \$2250.						

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	CONNECTICUT			
	Hartford	247,800	239,400	97
	Litchfield	43,100	41,400	96
	Middlesex	32,400	31,200	96
	New Haven	235,300	228,300	97
	New London	66,300	63,200	95
<b>Between 25-49%</b>	Tolland	25,700	24,700	96
	NEW YORK			
<b>Between 5-24%</b>	Suffolk East	75,500	73,700	98
	CONNECTICUT			
	Fairfield	238,800	232,600	97
	Windham	25,700	24,600	96
	MASSACHUSETTS			
	Hampden	137,600	133,100	97
	MASSACHUSETTS			
	Berkshire	45,500	43,800	96
	Franklin	19,300	18,100	94
	Hampshire	32,900	31,300	95
NEW YORK				
Dutchess	60,600	57,700	95	
Greene	11,200	10,700	96	
Orange	67,700	64,700	96	
Putnam	15,100	14,500	96	
Suffolk West	212,600	207,500	98	
Ulster	45,300	42,400	93	
RHODE ISLAND				
Washington	22,300	21,500	97	
Station Totals		5,996,700	5,744,100	96
Net Weekly Circulation (March 1969)			765,240	
Average Daily Circulation (March 1969)			411,693	

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San Francisco	(415) 391-1702
Dallas	(214) 748-5595

*All ARB Audience Reports are estimates and are subject to limitations and possible errors. A description of the limitations and possible errors will be furnished upon request.*

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    ATLANTA                      SAN FRANCISCO                      DALLAS

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*A Subsidiary of Control Data Corporation*

# Connecticut—Waterbury



## WATR-TV

Ch. 20

Technical Facilities: Channel No. 20 (506-512 MHz). Authorized power: 200-kw visual, 20-kw aural. Antenna: 510-ft. above av. terrain, 253-ft. above ground, 1043-ft. above sea level.

Latitude 41° 31' 02.4"  
Longitude 73° 01' 00.3"

Requests change to 1214-ft. above av. terrain, 975-ft. above ground, 1545-ft. above sea level, lat. 41° 24' 55.55", long. 72° 56' 51.35", transmitter to High Rock Mtn., Hamden, Conn. BPCT-3888.

Transmitter: Peach Orchard Rd., 0.2-mi. N of Clark Hill Rd., near Prospect, Conn.

Color: Network only.

News Wire Service: AP.

AM Affiliate: WATR, 5-kw (1-kw night), 1320 kHz (ABC).

FM Affiliate: WATR-FM, 7-kw, 92.5 MHz (No. 223), 750-ft. antenna height.

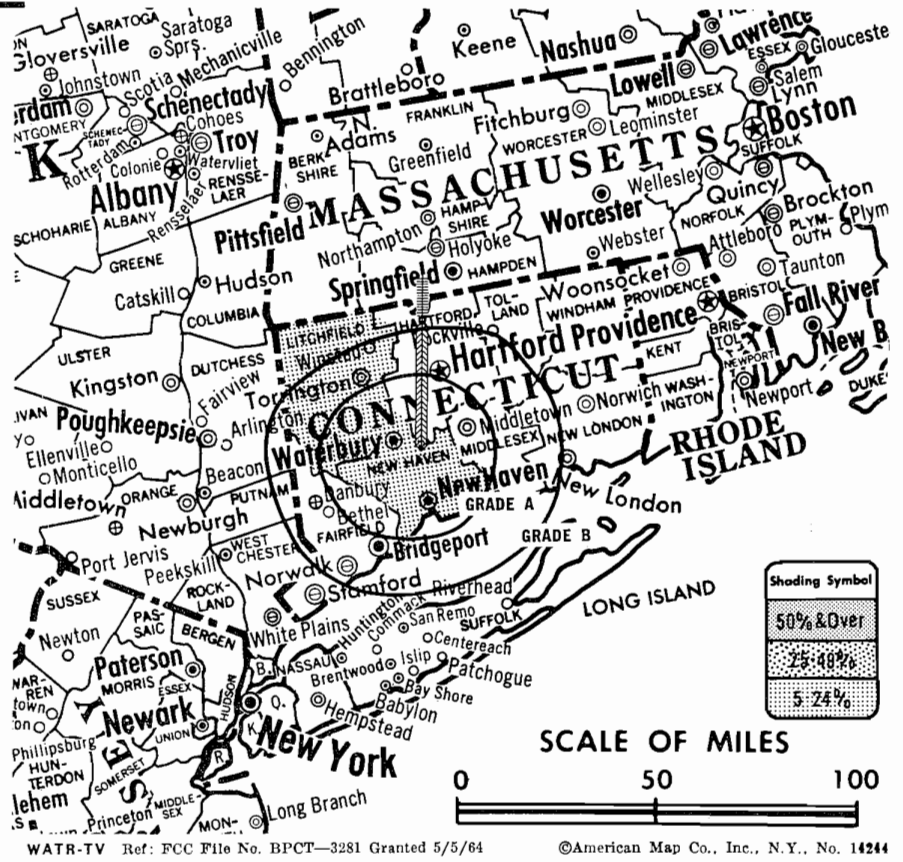
Total Households: © SRDS

Consumer Market Data as of 1/1/70.

TV Homes: TV% and Circulation

© 1969 American Research Bureau.

County coverage based on ARB study (see page 4-b).



WATR-TV Ref: FCC File No. BPCT-3281 Granted 5/5/64

©American Map Co., Inc., N.Y., No. 14244

## WATR-TV

Licensee: WATR Inc., 440 Meadow St., Waterbury, Conn. (06702).

Studio: 440 Meadow St.

Telephone: 203-755-1121.

Ownership: Mrs. Harold Thomas, pres. 99%. Mrs. Thomas has interest in WNAB, Bridgeport.

Began Operation: Sept. 4, 1953.

Represented (sales) by Adam Young Inc.; Kettell-Carter Inc. (New England).

Represented (engineering) by Ralph Winquist (Bridgeport, Conn.).

Personnel:

B. PRESTON GILMORE, vice president.  
BERNARD J. ZUCKER, secretary.  
ROBERT HOLCZER, manager.  
ASTRID CURTIS, program manager & film buyer.

## DIGEST OF RATE CARD NO. 2R—(Aug. 1, 1966)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	20 Sec.	10 Sec.
Class A—7-11 p.m., Mon.-Sat.; 6-11 p.m., Sun.						
\$200.00	\$120.00	\$80.00	\$60.00	\$50.00	\$50.00	\$26.00
NETWORK BASE HOURLY RATE: \$200.						

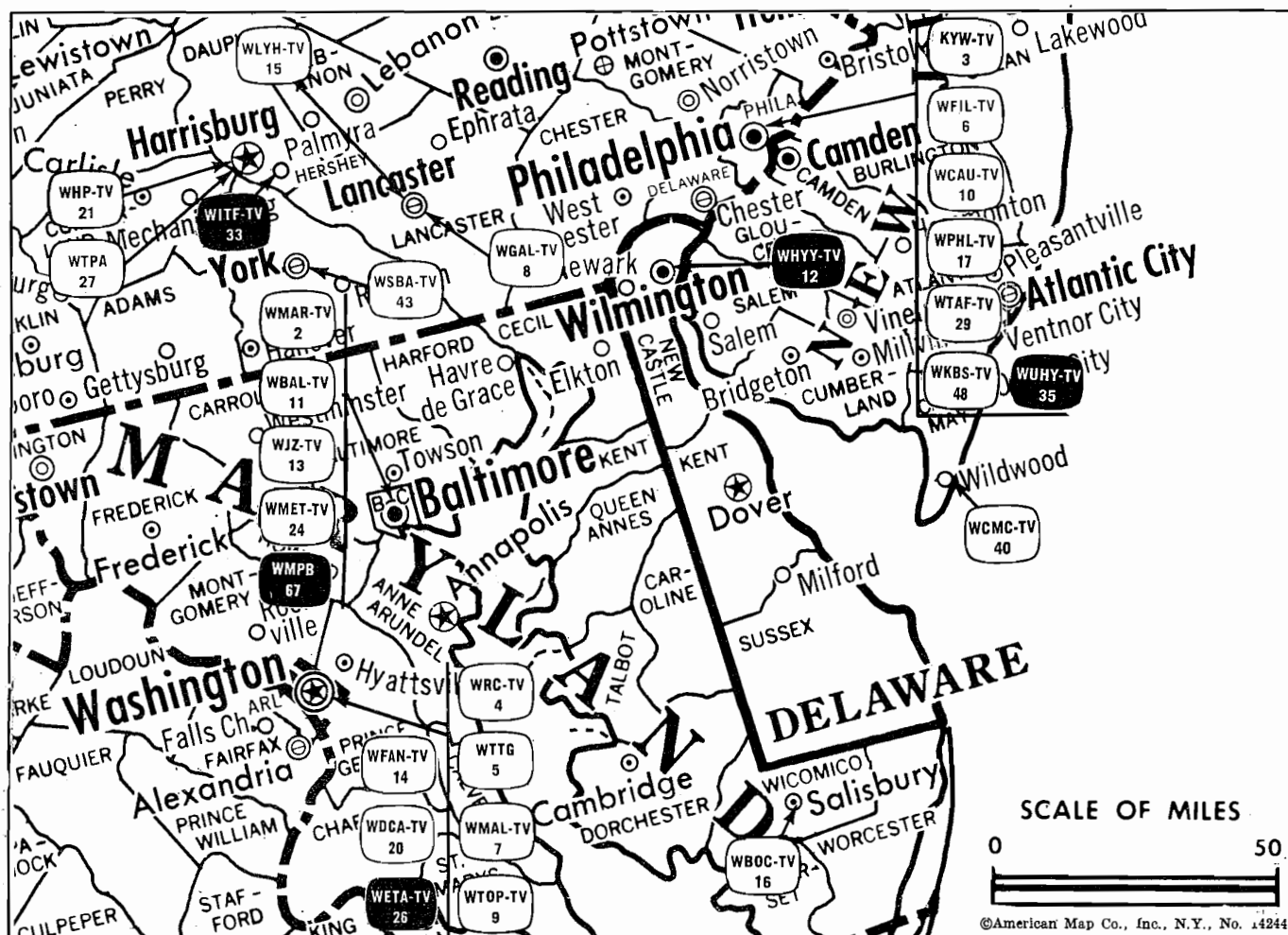
Net Weekly Circulation	State County	Total Households	TV Homes	%
Between 5-24%	CONNECTICUT			
	Litchfield	43,100	41,400	96
	New Haven	235,300	228,300	97
Station Totals		584,300	565,000	96
Net Weekly Circulation (March 1969)				33,453
Average Daily Circulation (March 1969)				15,432

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For Further Information - PLEASE USE HANDY POSTAGE-PAID ORDER CARD FOUND INSIDE THE BACK COVER OF THE STATIONS VOLUME



Delaware Station Status as of March 1, 1970

	VHF	UHF	TOTAL
○ Commercial Television Stations	0	0	0
● Educational Television Stations	1	0	1
			1

American Research Bureau Does Not Have Net Weekly Circulation Data For Delaware

**State Educational Technical Facilities**  
(Complete Data in Educational Directory)

**WHYY-TV**  
**Wilmington**  
Ch. 12

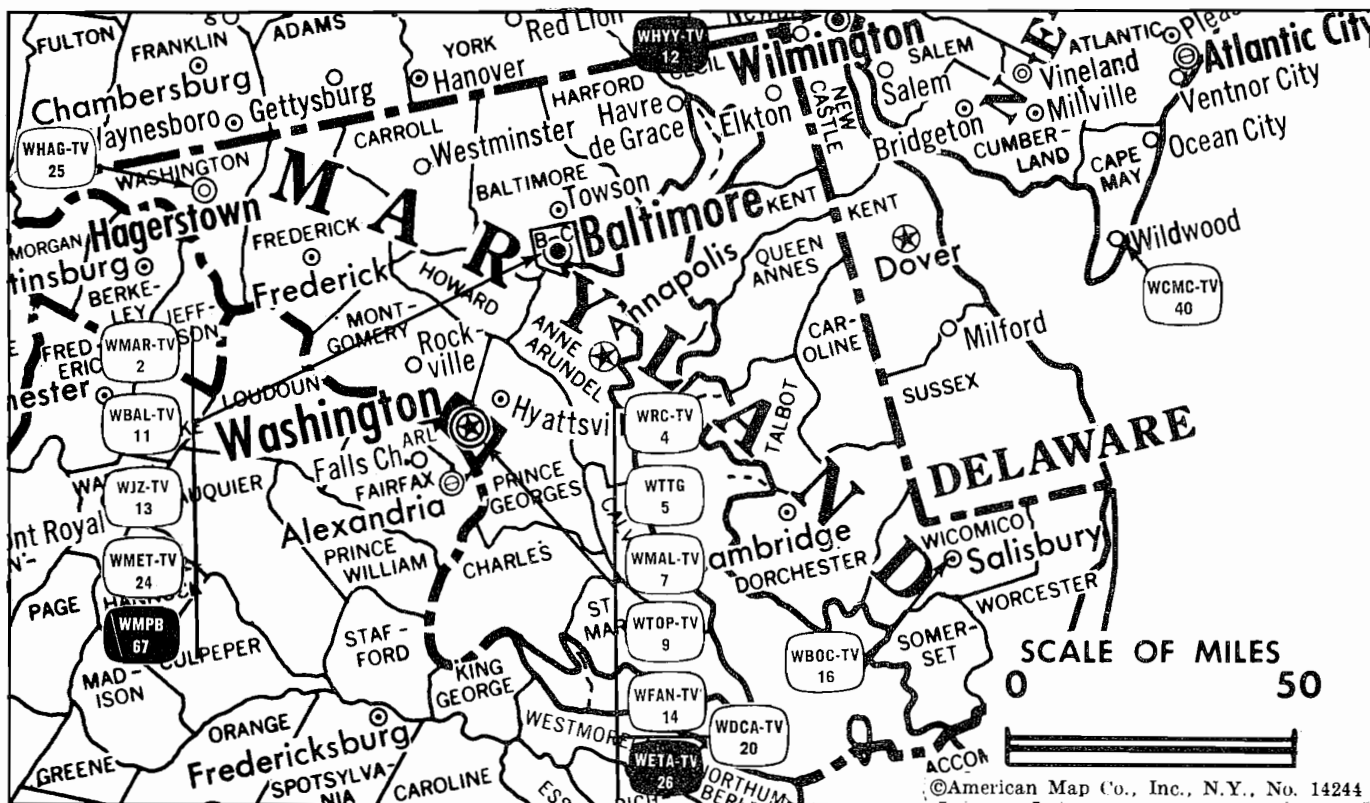
Non-Commercial Educational Station

Licensee: WHYY Inc., 4548 Market St., Philadelphia, Pa. (19139).  
Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 158-kw aural. Antenna: 900-ft. above av. terrain, 922-ft. above ground, 1049-ft. above sea level.

Latitude 39° 41' 21"  
Longitude 75° 05' 22"

**HAMILTON-LANDIS & ASSOCIATES, INC.—NATIONWIDE MEDIA BROKERS**  
THE OFFICE NEAREST YOU IS—1100 CONNECTICUT AVE., N.W. WASHINGTON, D. C. 20036 • (202) 393-3456

# District of Columbia



Market	ARB Net Weekly Circulation	Rank	ARB ADI TV Households	Rank
Washington, D.C.	1,296,289	8	1,019,800	9

## District of Columbia Station Status as of March 1, 1970

	VHF	UHF	TOTAL
Commercial Television Stations	4	2	6
Educational Television Stations	0	1	1
			7

For Construction Permits & Applications

See Services Volume

## State Educational Technical Facilities

(Complete Data in Educational Directory)

### WETA-TV Washington

Ch. 26

Non-Commercial Educational Station

Licensee: The Greater Washington Educational TV Assn. Inc., 2600 4th St. NW, Washington, D.C. (20001).

Technical Facilities: Channel No. 26 (542-548 MHz). Authorized power: 1100-kw max. and 794-kw horizontal visual, 219-kw max. and 158-kw horizontal aural. Antenna: 770-ft. above av. terrain, 809-ft. above ground, 1049-ft. above sea level.

Latitude 38° 57' 49.4"  
Longitude 77° 06' 18.2"

**HAMILTON-LANDIS & ASSOCIATES, INC.—NATIONWIDE MEDIA BROKERS**  
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# District of Columbia—Washington

## WDCA-TV

Ch. 20

Technical Facilities: Channel No. 20 (506-512 MHz). Authorized power: 1120-kw max. and 724-kw horizontal visual, 112-kw max. and 72.4-kw horizontal aural. Antenna: 770-ft. above av. terrain, 809-ft. above ground, 1049-ft. above sea level.

Latitude 38° 57' 49.4"  
Longitude 77° 06' 18.2"

Transmitter: 5202 River Rd., Washington, D.C. (20016).

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Studio: 5202 River Rd.

Telephone: 301-654-2600.

TWX No.: 710-824-9608.

Total Households: © SRDS

Consumer Market Data as of 1/1/70.

TV Homes: TV% and Circulation

© 1969 American Research Bureau.

County coverage based on ARB study (see page 4-b).



WDCA-TV Ref: FCC File No. B.PCT-3827 Granted 9/21/66

© American Map Co., Inc., N.Y., No. 14244

## WDCA-TV

Grantee: Channel 20 Inc., 5202 River Rd., Washington, D.C. (20016).

Ownership: Superior Tube Co., Clarence E. Warden Jr., chmn., 21.5%; Paul E. Kelly, pres., 1.4%; Richard H. Gabel, v.p., 20%; Charles E. Pugh, secy.-treas., .03%; Cross & Co., 32.8%; Virginia D. Gabel, 9.5%; Adele Warden Paxson, 6.2%; William G. Warden III, 2.5%; Warren T. Stone, 1.5%; Henry B. Brown Jr., .4%; Charles W. Butler, .2.

Began Operation: April 20, 1966. Sale to present owner by Milton Grant & assoc. approved by FCC May 7, 1969 (Television Digest, Vols. 8:50, 9:19).

Represented (sales) by Avco Radio Television Sales Inc.

Represented (legal) by Mallyck & Bernton.

Represented (engineering) by David L. Steel Sr.

Personnel:

MILTON GRANT, vice president & general manager.  
THOMAS J. O'DEA, general sales manager.  
DAVID WYGANT, sales manager.  
GLENN M. BRILLHART, regional sales manager.  
AL DULLNIG, asst. station manager & program director.  
DON A. DOUGHTY, director of engineering.  
LONNIE STETZ, traffic manager.  
DON PLUMRIDGE, director of creative services.  
GWEN GLENN, director of sales & station promotion.  
JOHN CATSOURAS, business manager.

DIGEST OF RATE CARD NO. 6—(Jan. 1, 1969)

Hour	30 Min.	15 Min.	5 Min.	Min.	30 or 20 Sec.	10 Sec.
Class AA—5-11 p.m., Mon.-Sat.; 11 a.m.-11 p.m., Sun.	\$600.00	\$375.00	\$215.00	\$125.00	\$120.00	\$60.00

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Between 25-49%</b>	<b>DISTRICT OF COLUMBIA</b>			
	District Of Columbia	273,000	259,200	95
	<b>MARYLAND</b>			
	Charles	9,700	9,200	95
	Montgomery	130,000	127,600	98
	Prince Georges	163,400	160,700	98

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Between 25-49%</b>	<b>VIRGINIA</b>			
	Fairfax	112,800	110,800	98
	Prince William	22,400	21,800	97
	Spotsylvania	9,100	8,600	94
<b>Between 5-24%</b>	<b>MARYLAND</b>			
	Allegany	27,800	26,600	96
	Anne Arundel	75,600	73,800	98
	Baltimore	461,300	450,800	98
	Calvert	4,300	4,100	94
	Carroll	18,700	18,300	98
	Dorchester	9,600	9,000	94
	Frederick	23,700	22,900	97
	Howard	14,100	13,800	98
	Kent	5,300	5,100	96
	Queen Annes	5,700	5,400	95
	Washington	33,000	31,700	96
	<b>PENNSYLVANIA</b>			
	Franklin	29,700	27,400	92
	<b>VIRGINIA</b>			
Arlington	106,100	103,200	97	
Clarke	2,400	2,300	96	
Culpeper	4,900	4,600	94	
Fauquier	7,700	7,200	94	
Frederick	13,400	12,700	95	
King George	2,100	2,000	94	
Loudoun	12,300	11,600	94	
Rappahannock	1,200	1,100	91	
Stafford	6,200	5,900	95	
Warren	4,600	4,200	92	
Westmoreland	3,500	3,200	89	
<b>WEST VIRGINIA</b>				
Berkeley	11,300	10,900	96	
Hampshire	3,200	2,900	89	
Jefferson	6,100	5,800	95	
Mineral	7,000	6,600	93	
Morgan	2,800	2,600	93	

Station Totals	1,178,900	1,724,500	96
Net Weekly Circulation (March 1969)			306,740
Average Daily Circulation (March 1969)			99,206

# District of Columbia—Washington

## WFAN-TV

Ch. 14

Technical Facilities: Channel No. 14 (470-476 MHz). Authorized power: 245-kw visual, 49-kw aural. Antenna: 330-ft. above av. terrain, 337-ft. above ground, 551-ft. above sea level.

Latitude 38° 57' 17"

Longitude 77° 00' 17"

Requests change to 1265-kw max. & 848-kw horizontal visual, 253-kw max. & 163-kw horizontal aural, 765-ft. above av. terrain, 805-ft. above ground, 1045-ft. above sea level, lat. 38° 57' 49.4", long. 77° 06' 18.2", transmitter to 5202 River Rd., Bethesda, Md. BPCT-3917.

Transmitter: 5321 First Place NE

TV tape: Recording facilities.

AM Affiliate: WOOK, 1-kw (.25-kw night), 1340 kHz.

FM Affiliate: WFAN, 16-kw, 100.3 MHz (No. 262), 280-ft. antenna.

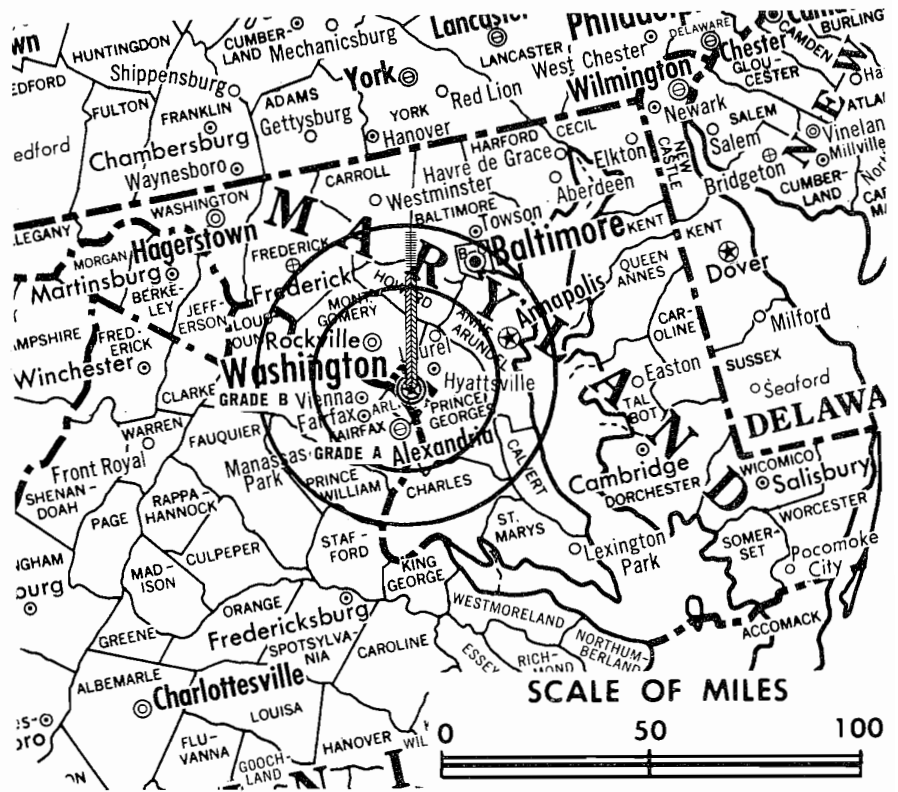
Total Households: © SRDS

Consumer Market Data as of 1/1/70.

TV Homes: TV% and Circulation

© 1969 American Research Bureau.

County coverage based on ARB study (see page 4-b).



WFAN-TV Ref: FCC File No. BPCT-1819 Granted 2/24/54

©American Map Co., Inc., N.Y., No. 14244

## WFAN-TV

Network Service: None, independent.

Licensee: United TV Co. Inc., 5321 First Place NE (20011).

Studio: 5321 First Place NE. Telephone: 202-882-2500.

Ownership: Richard Eaton, 100%. Mr. Eaton also operates WMUR-TV, Manchester, N.H. and WMET-TV, Baltimore. He operates radios WSID & FM, Baltimore; WINX, Rockville, Md.; WJMO & WCUY-FM, Cleveland Heights, O.; WBNX, New York, N.Y.; WFAB, Miami-South Miami and owns off-air WJMY (TV), Allen Park (Detroit), Mich. United Bcstg. also owns KIKU-TV, Honolulu; KECC(TV), El Centro, Cal. and controls radio stations KALI, San Gabriel-Los Angeles; KOFY & KVEZ, San Mateo-San Francisco.

Began Operation: March 5, 1963.

Represented (sales) by UBC Sales (Chicago, Boston, Washington & Los Angeles); Vic Piano Associates (New York); Harry Harkins Inc. (Atlanta).

Represented (legal) by Cohn & Marks.

Personnel:

RICHARD EATON, president.

E. CARLTON MYERS JR., general manager.

JOSEPH G. GATHINGS, program director.

### DIGEST OF RATE CARD NO. 5 (Feb. 1, 1968)

Hour	30 Min.	15 Min.	5 Min.	Min.	30 Sec.
Class A—7-11 p.m., daily.					
\$800.00	\$600.00	\$500.00	\$120.00	\$90.00	\$67.00

ARB Data Not Available



# District of Columbia—Washington



**WMAL-TV**



Ch. 7

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 48-kw aural. Antenna: 500-ft. above av. terrain, 398-ft. above ground, 763-ft. above sea level.

Latitude 38° 56' 09.4"  
Longitude 77° 05' 33.4"

Transmitter: American University Campus.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

Facsimile Service: AP, UPI.

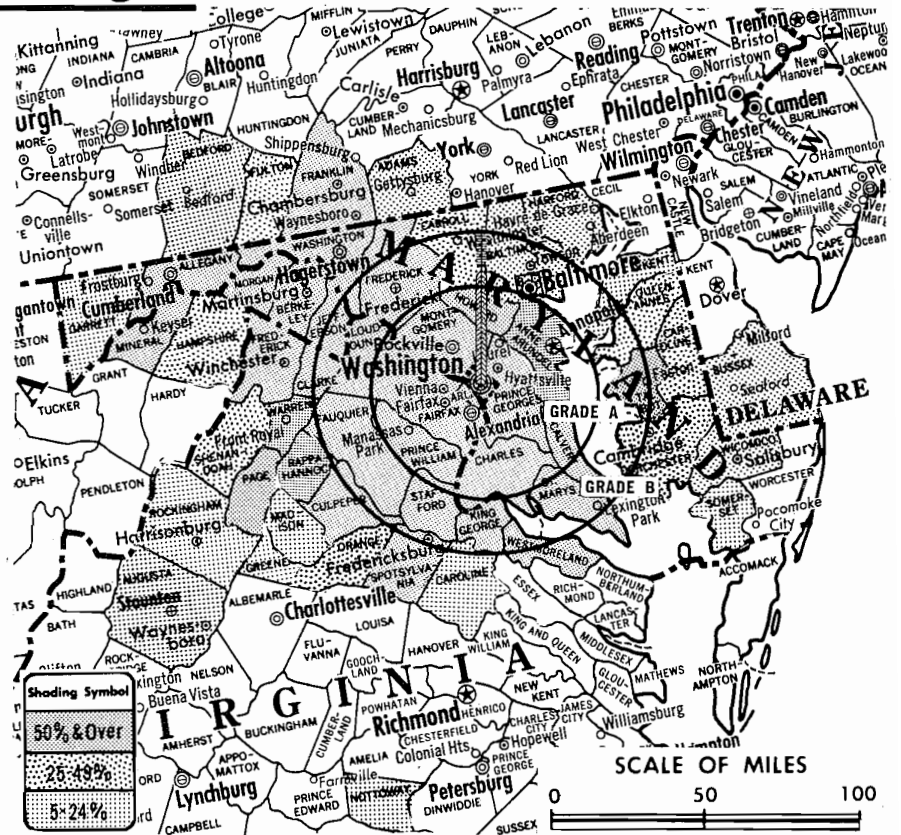
News Film Service: ABC.

Studio: 4461 Connecticut Ave., N.W.

AM Affiliate: WMAL, 5-kw, 630 kHz (ABC).

FM Affiliate: WMAL-FM, 20-kw, 107.3 MHz (No. 297), 400-ft.

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).



WMAL-TV Ref: FCC File No. BNPCT-4278 Granted 11/5/66

©American Map Co., Inc., N.Y., No. 14244

## WMAL-TV

Licensee: Evening Star Broadcasting Co. Inc., 4461 Connecticut Ave., N.W., Washington, D.C. (20008).

Telephone: 202-537-1100. TWX No.: 710-822-9505.

Ownership: Evening Star Newspaper Co., 100%, publisher of Washington Evening Star. Officers of Evening Star Bcstg. Co. Inc.: John W. Thompson Jr., pres.; Frederick S. Houwink, v.p., corporate relations; Richard S. Stakes, gen. mgr. Also owns WLVA-TV, Lynchburg, Va. (WLVA) and WCIV (TV), Charleston, S.C.

Began Operation: Oct. 3, 1947.

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

Represented (legal) by Hogan & Hartson.

Personnel:

FREDERICK S. HOUWINK, vice president.  
RICHARD S. STAKES, general manager.  
JOHN BOWMAN, engineering manager.  
PAUL W. FREAS, controller.  
LEN DEIBERT, news & public affairs manager.  
NEAL J. EDWARDS, station manager.  
ALEX SHEFTELL, general sales manager.  
RICHARD C. STRATTON, program & production manager.  
FRANKLIN FORD JR., operations manager.  
MICHAEL B. LEVINE, promotion & publicity manager.  
THEODORE F. SORRELLS, chief engineer.

### DIGEST OF RATE CARD NO. 24—(July 28, 1969)

Hour	30 Min.	Min.	30 Sec.	20 Sec.	10 Sec.	
Class AAA—7:30-10:30 p.m., daily.	\$2100.00	\$1500.00	\$1900.00*	\$950.00*	\$760.00*	\$475.00*

\*Class A1.

NETWORK BASE HOURLY RATE: \$1750.

Net Weekly Circulation	State County	Total Households	TV Homes	%
50% & Over	DISTRICT OF COLUMBIA			
	District Of Columbia	273,000	259,200	95

Net Weekly Circulation	State County	Total Households	TV Homes	%
50% & Over	MARYLAND			
	Allegany	27,800	26,600	96
	Anne Arundel	75,600	73,800	98
	Calvert	4,300	4,100	94
	Charles	9,700	9,200	95
	Frederick	23,700	22,900	97
	Howard	14,100	13,800	98
	Montgomery	130,000	127,600	98
	Prince Georges	163,400	160,700	98
	St Marys	11,200	10,700	96
	Talbot	7,400	7,100	96
	Washington	33,000	31,700	96
	PENNSYLVANIA			
	Franklin	29,700	27,400	92
	VIRGINIA			
	Arlington	106,100	103,200	97
	Clarke	2,400	2,300	96
	Culpeper	4,900	4,600	94
	Fairfax	112,800	110,800	98
	Fauquier	7,700	7,200	94
Frederick	13,400	12,700	95	
King George	2,100	2,000	94	
Loudoun	12,300	11,600	94	
Page	4,900	4,700	97	
Prince William	22,400	21,800	97	
Rappahannock	1,200	1,100	91	
Spotsylvania	9,100	8,600	94	
Stafford	6,200	5,900	95	
Warren	4,600	4,200	92	
Westmoreland	3,500	3,200	89	
WEST VIRGINIA				
Berkeley	11,300	10,900	96	
Jefferson	6,100	5,800	95	
Mineral	7,000	6,600	93	
Morgan	2,800	2,600	93	

(Continued on page 147-b)

Station Totals	2,160,800	2,078,600	96
Net Weekly Circulation (March 1969)	1,083,126		
Average Daily Circulation (March 1969)	609,900		

# District of Columbia—Washington



**WRC-TV**



Ch. 4

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 15.1-kw aural. Antenna: 570-ft. above av. terrain, 457.9-ft. above ground, 849-ft. above sea level.

Latitude 38° 56' 23.8"  
Longitude 77° 04' 53.5"

Transmitter: 4001 Nebraska Ave., N.W.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

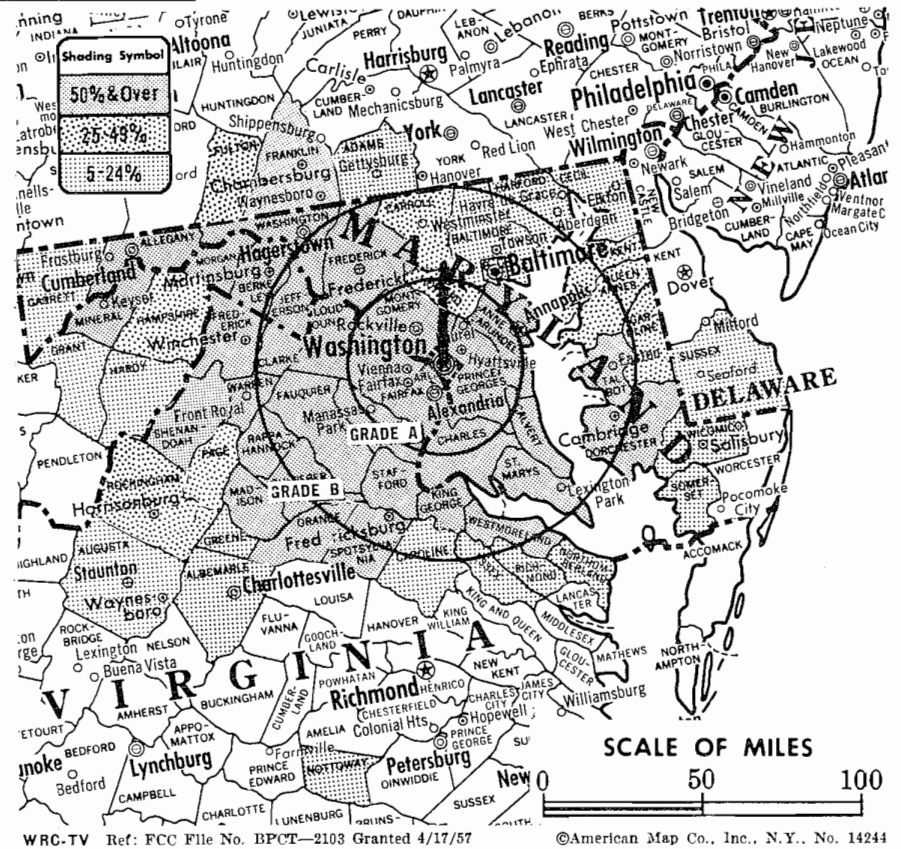
Facsimile Service: AP, UPI.

News Film Service: NBC.

AM Affiliate: WRC, 5-kw, 980 kHz (NBC).

FM Affiliate: WRC-FM, 20-kw, 93.9 MHz (No. 230), 480-ft. antenna height.

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).



WRC-TV Ref: FCC File No. BPCT-2103 Granted 4/17/57

©American Map Co., Inc., N.Y., No. 14244

## WRC-TV

Licensee: National Broadcasting Co. Inc., 4001 Nebraska Ave., N.W., Washington, D.C. (20016).

Studio: 4001 Nebraska Ave. N.W.

Telephone: 202-362-4000. TWX No.: 202-965-0804.

Ownership: See WNBC-TV, New York.

Began Operation: June 27, 1947.

Represented (sales) by NBC Spot Sales.

Personnel:

- TOM E. PARO, vice president & general manager.
- NOYES SCOTT, station manager.
- RAYMOND J. TIMOTHY, manager, sales.
- ARTHUR T. FAIRCLOTH, local sales manager.
- SHERMAN HILDRETH, director of operations.
- RICHARD K. A'HEARN, program director & film buyer.
- ROBERT ADAMS, production manager.
- JAMES S. CULP, business manager.
- NED RYAN, mgr., advertising, promotion & public relations.
- BURTON BRIDGENS, mgr., community affairs & bcstg. standards.
- THOMAS HOUGHTON, director, news.

### DIGEST OF RATE CARD NO. 28—(July 14, 1969)

Hour	30 Min.	15 Min.	5 Min.	30 Sec.	20 Sec.	10 Sec.
Class AA—6 p.m.-midnight, daily.	\$2200	\$1320	\$1100	\$700	\$1300*	\$1100* \$575*

\*1A—7:28-11:16 p.m., daily.

NETWORK BASE HOURLY RATE: \$1950.

Net Weekly Circulation	State County	Total Households	TV Homes	%
	DISTRICT OF COLUMBIA			
	District Of Columbia	273,000	259,200	95
<b>50% &amp; Over</b>	MARYLAND			
	Allegany	27,800	26,600	96
	Anne Arundel	75,600	73,800	9
	Calvert	4,300	4,100	94

Net Weekly Circulation	State County	Total Households	TV Homes	%
	MARYLAND—(Continued)			
	Charles	9,700	9,200	95
	Dorchester	9,600	9,000	94
	Frederick	23,700	22,900	97
	Montgomery	130,000	127,600	98
	Prince Georges	163,400	160,700	98
	St Marys	11,200	10,700	96
	Talbot	7,400	7,100	96
	Washington	33,000	31,700	96
	PENNSYLVANIA			
	Franklin	29,700	27,400	92
	VIRGINIA			
	Arlington	106,100	103,200	97
	Clarke	2,400	2,300	96
	Culpeper	4,900	4,600	94
	Fairfax	112,800	110,800	98
	Fauquier	7,700	7,200	94
<b>50% &amp; Over</b>	Frederick	13,400	12,700	95
	King George	2,100	2,000	94
	Loudoun	12,300	11,600	94
	Madison	2,200	2,000	89
	Orange	4,000	3,600	90
	Prince William	22,400	21,800	97
	Rappahannock	1,200	1,100	91
	Shenandoah	7,400	7,000	95
	Spotsylvania	9,100	8,600	94
	Stafford	6,200	5,900	95
	Warren	4,600	4,200	92
	Westmoreland	3,500	3,200	89
	WEST VIRGINIA			
	Berkeley	11,300	10,900	96
	Jefferson	6,100	5,800	95
	Mineral	7,000	6,600	93
	Morgan	2,800	2,600	93

(Continued on page 147-b)

Station Totals	2,681,000	2,581,600	96
Net Weekly Circulation (March 1969)		1,141,914	
Average Daily Circulation (March 1969)		686,610	

# District of Columbia—Washington



**WTOP-TV**



Ch. 9

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 316-kw visual, 47.9-kw aural. Antenna: 530-ft. above av. terrain, 373-ft. above ground, 783-ft. above sea level.

Latitude 38° 57' 00"  
Longitude 77° 04' 45"

Transmitter: Broadcast House.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

Facsimile Service: UPI.

News Film Service: CBS.

AM Affiliate: WTOP, 50-kw, 1500 kHz (CBS).

FM Affiliate: WTOP-FM, 20-kw, 96.3 MHz (No. 242), 390-ft. antenna.

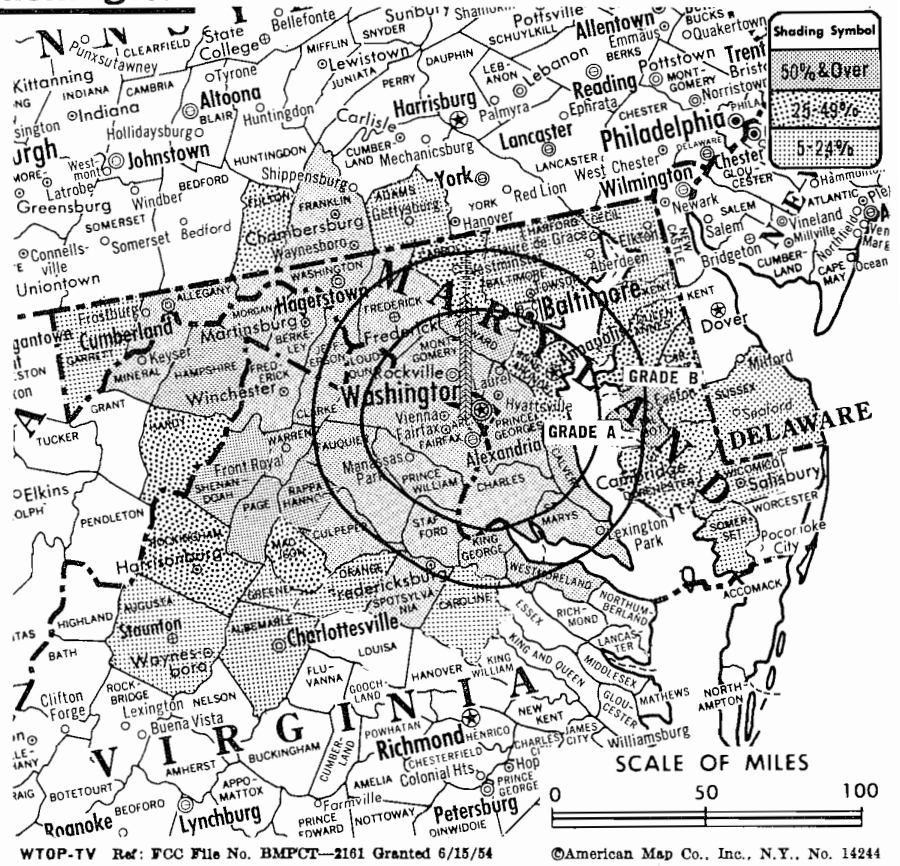
Total Households: © SRDS

Consumer Market Data as of 1/1/70.

TV Homes: TV% and Circulation

© 1969 American Research Bureau.

County coverage based on ARB study (see page 4-b).



WTOP-TV Ref: FCC File No. BMPCT-2161 Granted 6/15/54

©American Map Co., Inc., N.Y., No. 14244

## WTOP-TV

Licensee: Post-Newsweek Stations, Capital Area Inc., Broadcast House, 40th & Brandywine Sts. N.W., Washington, D.C. (20016). Studio: Broadcast House.

Telephone: 202-244-5678. TWX No.: 202-965-0651.

Ownership: Same as Washington Post. Also owns WJXT (TV), Jacksonville & WPLG-TV, Miami, Fla. Larry H. Israel, chmn., Post-Newsweek Stations; Dan Gold, v.p., business affairs; Ray Hubbard, v.p., programming & production; Benjamin Wolfe, v.p., engineering; James L. Snyder, v.p., news.

Began Operation: Jan. 16, 1949 as WOIC. Sold to CBS (45%) and Washington Post (55%) August 1950 (Television Digest, Vol. 6:25). Washington Post acquired 100% in October 1954 (Vol. 10:42).

Represented (legal) by Covington & Burling.

Personnel:

JOHN CORPORON, v.p. & general manager.  
DONALD B. DOUGLAS, general sales manager.  
GARY ADLER, sales manager.  
ROBERT L. RIERSON, program director.  
LEO ADDE, news director.  
LEO F. O'FARRELL, production manager.  
MICHAEL S. ARTIST, promotion manager.  
RALPH L. MLASKA, chief television engineer.

### DIGEST OF RATE CARD NO. 23—(July 1, 1969)

Hour	30 Min.	15 Min.	5 Min.	30 Sec.	20 Sec.	8 Sec.	
Class A—6-11:30 p.m., daily.	\$2100	\$1250	\$800	\$650	\$1300*	\$1000*	\$600*

\*A-1—5:59-11 p.m., daily.

NETWORK BASE HOURLY RATE: \$1800.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	DISTRICT OF COLUMBIA			
	District Of Columbia	273,000	259,200	95

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	MARYLAND			
	Allegany	27,800	26,600	96
	Calvert	4,300	4,100	94
	Charles	9,700	9,200	95
	Frederick	23,700	22,900	97
	Howard	14,100	13,800	98
	Montgomery	130,000	127,600	98
	Prince Georges	163,400	160,700	98
	St Marys	11,200	10,700	96
	Talbot	7,400	7,100	96
	Washington	33,000	31,700	96
	PENNSYLVANIA			
	Franklin	29,700	27,400	92
	VIRGINIA			
	Arlington	106,100	103,200	97
	Clarke	2,400	2,300	96
	Culpeper	4,900	4,600	94
	Fairfax	112,800	110,800	98
	Fauquier	7,700	7,200	94
Frederick	13,400	12,700	95	
King George	2,100	2,000	94	
Loudoun	12,300	11,600	94	
Page	4,900	4,700	97	
Prince William	22,400	21,800	97	
Rappahannock	1,200	1,100	91	
Shenandoah	7,400	7,000	95	
Spotsylvania	9,100	8,600	94	
Stafford	6,200	5,900	95	
Warren	4,600	4,200	92	
Westmoreland	3,500	3,200	89	
WEST VIRGINIA				
Berkeley	11,300	10,900	96	
Hampshire	3,200	2,900	89	
Jefferson	6,100	5,800	95	
Mineral	7,000	6,600	93	
Morgan	2,800	2,600	93	

(Continued on page 147-b)

Station Totals	2,228,600	2,143,100	96
Net Weekly Circulation (March 1969)		1,098,190	
Average Daily Circulation (March 1969)		645,342	

# District of Columbia—Washington

## WTTG

Ch. 5

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 15-kw aural. Antenna: 770-ft. above av. terrain, 705-ft. above ground, 1049-ft. above sea level.

Latitude 38° 57' 21"  
Longitude 77° 04' 57"

Transmitter: 5151 Wisconsin Ave. NW.

Studio: 5151 Wisconsin Ave., N.W. (20016).

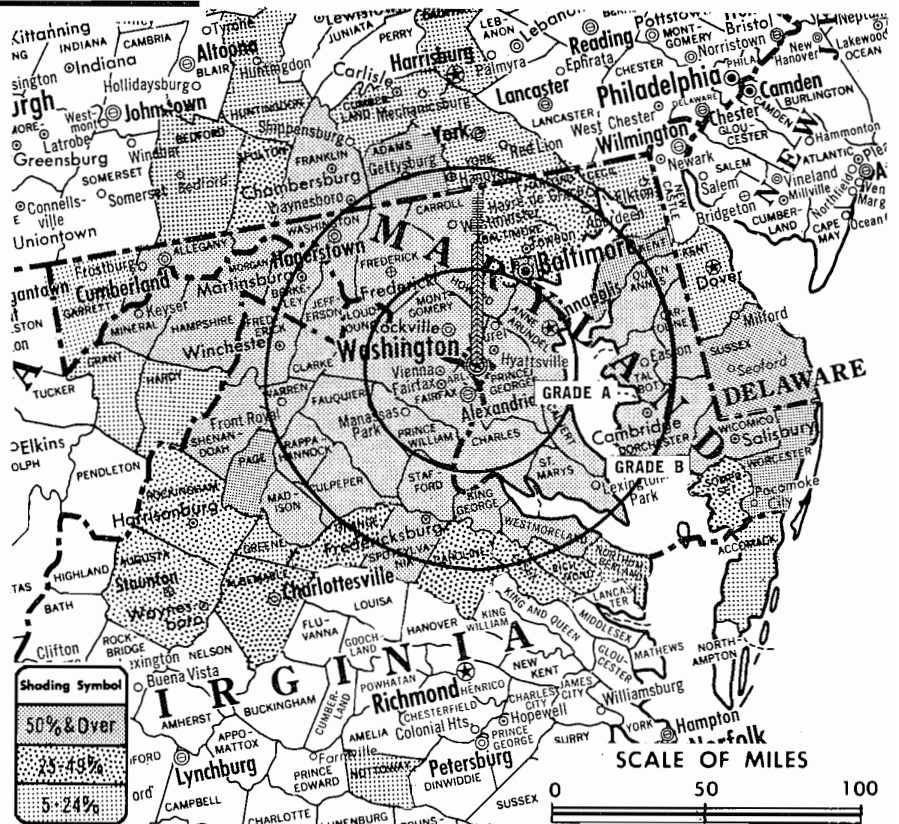
TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

Facsimile Service: UPI.

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).



WTTG Ref: FCC File No. BMPCT-5854 Granted 6/25/63

©American Map Co., Inc., N.Y., No. 14244

## WTTG

Network Service: None, independent.

Licensee: Metromedia Inc., 5151 Wisconsin Ave., N.W. (20016).

Telephone: 202-244-5151. TWX No.: 089-612.

Ownership: See WNEW-TV, New York.

Began Operation: January 1947.

Represented (Sales) by Metro TV Sales.

Personnel:

THOMAS MANEY, v.p. & general manager.  
STAN RUDICK, director, information services.  
RICHARD WOOLLEN, v.p. in charge of programming.  
ROBERT O'CONNOR, program director.  
ROBERT B. HANCE III, general sales manager.  
KENT REPLOGLE, sales manager.  
REX KALINS, vice president & business manager.  
WILLIAM MOCKBEE, director, sales promotion.  
JACK LISKA, commercial operations manager.  
ALBERT L. HARMON, v.p. & chief engineer.

DIGEST OF RATE CARD NO. 5E—(Jan. 3, 1970)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	8 Sec.
Class A—4 p.m.-sign-off, Mon.-Fri.; 1 p.m.-sign-off, Sat.; noon-sign-off, Sun.						
	\$2000.00	\$1200.00	\$800.00	\$600.00	\$1000.00	\$650.00 \$500.00

Net Weekly Circulation	State County	Total Households	TV Homes	%
	DELAWARE			
	Sussex	24,200	22,700	94
	DISTRICT OF COLUMBIA			
	District Of Columbia	273,000	259,200	95
<b>50% &amp; Over</b>	MARYLAND			
	Allegany	27,800	26,600	96
	Anne Arundel	75,600	73,800	98
	Calvert	4,300	4,100	94
	Caroline	6,500	6,100	94
	Carroll	18,700	18,300	98
	Charles	9,700	9,200	95
	Dorchester	9,600	9,000	94

Net Weekly Circulation	State County	Total Households	TV Homes	%
	MARYLAND—(Continued)			
	Frederick	23,700	22,900	97
	Howard	14,100	13,800	98
	Kent	5,300	5,100	96
	Montgomery	130,000	127,600	98
	Prince Georges	163,400	160,700	98
	Queen Annes	5,700	5,400	95
	St Marys	11,200	10,700	96
	Talbot	7,400	7,100	96
	Washington	33,000	31,700	96
	Wicomico	17,500	16,600	95
	Worcester	8,000	7,300	92
	PENNSYLVANIA			
	Adams	16,600	15,700	95
	Franklin	29,700	27,400	92
	VIRGINIA			
	Arlington	106,100	103,200	97
	Clarke	2,400	2,300	96
	Culpeper	4,900	4,600	94
	Fairfax	112,800	110,800	98
<b>50% &amp; Over</b>	Fauquier	7,700	7,200	94
	Frederick	13,400	12,700	95
	King George	2,100	2,000	94
	Loudoun	12,300	11,600	94
	Madison	2,200	2,000	89
	Page	4,900	4,700	97
	Prince William	22,400	21,800	97
	Rappahannock	1,200	1,100	91
	Shenandoah	7,400	7,000	95
	Spotsylvania	9,100	8,600	94
	Stafford	6,200	5,900	95
	Warren	4,600	4,200	92
	Westmoreland	3,500	3,200	89
	WEST VIRGINIA			
	Berkeley	11,300	10,900	96
	Hampshire	3,200	2,900	89
	Jefferson	6,100	5,800	95
	Mineral	7,000	6,600	93
	Morgan	2,800	2,600	93

(Continued on page 147-b)

Station Totals	2,439,900	2,344,500	96
Net Weekly Circulation (March 1969)		1,296,289	
Average Daily Circulation (March 1969)		726,563	

## WRC-TV, Washington, D.C.

(ARB Data Continued)

Net Weekly Circulation	State County	Total		TV Homes %
		Households	Homes	
<b>Between 25-49 %</b>	MARYLAND			
	Caroline	6,500	6,100	94
	Carroll	18,700	18,300	98
	Howard	14,100	13,800	98
	Kent	5,300	5,100	96
	Queen Annes	5,700	5,400	95
	PENNSYLVANIA			
	Fulton	3,100	2,800	89
	VIRGINIA			
	Page	4,900	4,700	97
Rockingham	17,900	16,900	94	
WEST VIRGINIA				
Hampshire	3,200	2,900	89	
<b>Between 5-24 %</b>	DELAWARE			
	Sussex	24,200	22,700	94
	MARYLAND			
	Baltimore	461,300	450,800	98
	Cecil	14,100	13,800	97
	Garrett	6,100	5,600	92
	Harford	29,500	28,700	97
	Somerset	5,400	4,900	92
	Wicomico	17,500	16,600	95
	PENNSYLVANIA			
	Adams	16,600	15,700	95
	VIRGINIA			
	Albemarle	21,300	19,300	91
	Augusta	24,700	23,200	94
	Caroline	3,800	3,500	92
	Essex	1,800	1,600	90
	Greene	1,200	1,000	83
	Northumberland	3,200	2,900	93
	Nottoway	4,400	4,100	93
	Richmond	1,800	1,700	92
WEST VIRGINIA				
Grant	2,400	2,100	86	
Hardy	2,300	1,900	84	

## WTOP-TV, Washington, D.C.

(ARB Data Continued)

Net Weekly Circulation	State County	Total		TV Homes %
		Households	Homes	
<b>Between 25-49 %</b>	MARYLAND			
	Anne Arundel	75,600	73,800	98
	Caroline	6,500	6,100	94
	Carroll	18,700	18,300	98
	Dorchester	9,600	9,000	94
	Queen Annes	5,700	5,400	95
	PENNSYLVANIA			
	Fulton	3,100	2,800	89
	VIRGINIA			
	Madison	2,200	2,000	89
Rockingham	17,900	16,900	94	
WEST VIRGINIA				
Hardy	2,300	1,900	84	
<b>Between 5-24 %</b>	DELAWARE			
	Sussex	24,200	22,700	94
	MARYLAND			
	Baltimore	461,300	450,800	98
	Cecil	14,100	13,800	97
	Garrett	6,100	5,600	92
	Harford	29,500	28,700	97
	Kent	5,300	5,100	96
	Somerset	5,400	4,900	92
	Wicomico	17,500	16,600	95
	PENNSYLVANIA			
	Adams	16,600	15,700	95
	VIRGINIA			
	Albemarle	21,300	19,300	91
	Augusta	24,700	23,200	94
	Caroline	3,800	3,500	92
	Greene	1,200	1,000	83
	Orange	4,000	3,600	90

## WTTG, Washington, D.C.

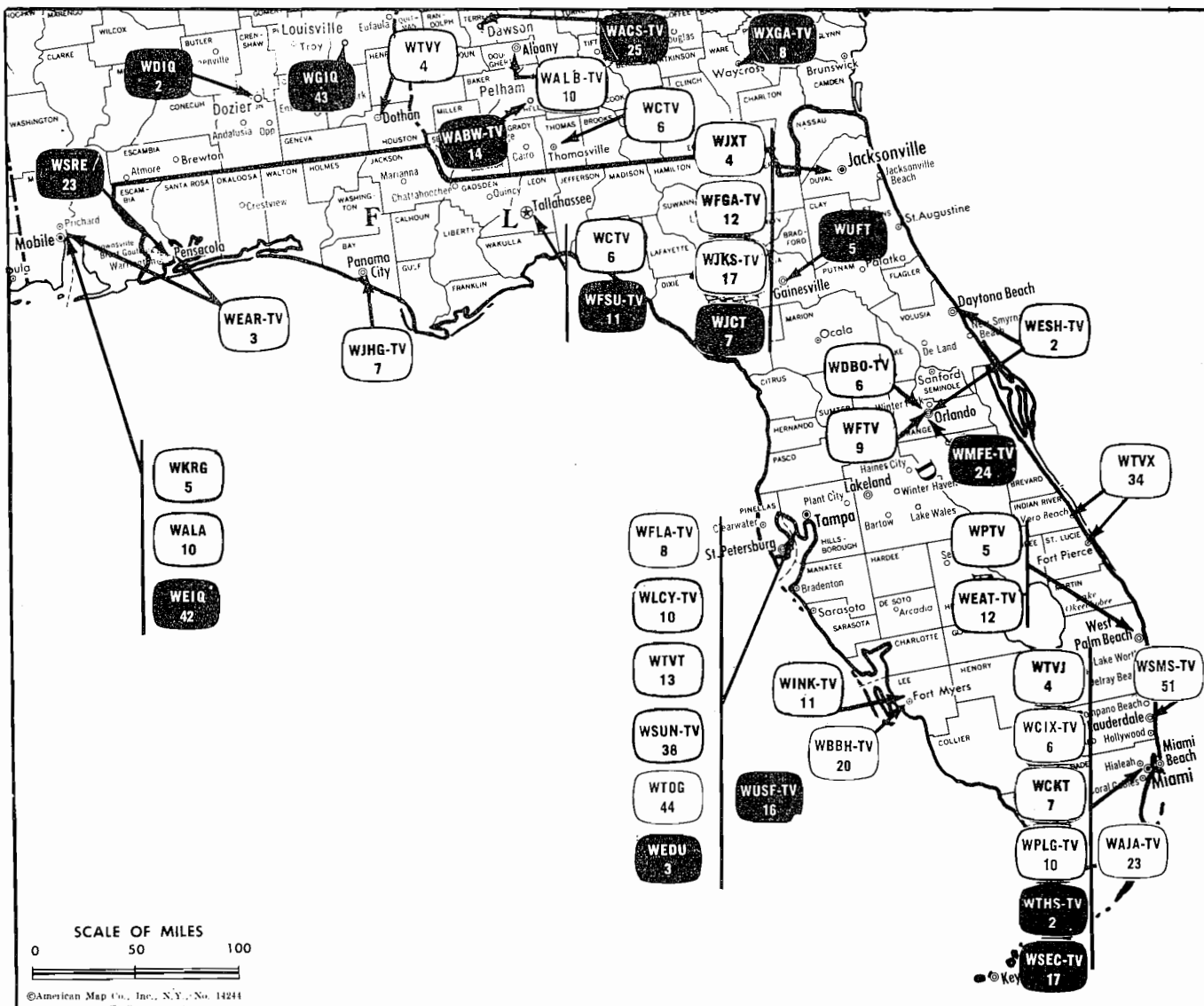
(ARB Data Continued)

Net Weekly Circulation	State County	Total		TV Homes %
		Households	Homes	
<b>Between 25-49 %</b>	MARYLAND			
	Baltimore	461,300	450,800	98
	Harford	29,500	28,700	97
	Somerset	5,400	4,900	92
	PENNSYLVANIA			
	Fulton	3,100	2,800	89
	VIRGINIA			
	Albemarle	21,300	19,300	91
	Augusta	24,700	23,200	94
	Caroline	3,800	3,500	92
Essex	1,800	1,600	90	
Orange	4,000	3,600	90	
Richmond	1,800	1,700	92	
Rockingham	17,900	16,900	94	
<b>Between 5-24 %</b>	DELAWARE			
	Kent	23,700	22,800	96
	MARYLAND			
	Cecil	14,100	13,800	97
	Garrett	6,100	5,600	92
	PENNSYLVANIA			
	Bedford	12,600	11,700	93
	Cumberland	43,700	41,900	96
	Dauphin	71,900	68,600	95
	Huntingdon	10,900	10,200	93
York	84,200	80,600	96	
VIRGINIA				
Accomack	9,600	8,600	90	
Greene	1,200	1,000	83	
Northumberland	3,200	2,900	93	
Nottoway	4,400	4,100	93	
WEST VIRGINIA				
Grant	2,400	2,100	86	
Hardy	2,300	1,900	84	

## WMAL-TV, Washington, D.C.

(ARB Data Continued)

Net Weekly Circulation	State County	Total		TV Homes %
		Households	Homes	
<b>Between 25-49 %</b>	MARYLAND			
	Caroline	6,500	6,100	94
	Carroll	18,700	18,300	98
	Dorchester	9,600	9,000	94
	Queen Annes	5,700	5,400	95
	PENNSYLVANIA			
	Fulton	3,100	2,800	89
	VIRGINIA			
	Orange	4,000	3,600	90
	Shenandoah	7,400	7,000	95
WEST VIRGINIA				
Hampshire	3,200	2,900	89	
<b>Between 5-24 %</b>	DELAWARE			
	Sussex	24,200	22,700	94
	MARYLAND			
	Baltimore	461,300	450,800	98
	Garrett	6,100	5,600	92
	Harford	29,500	28,700	97
	Kent	5,300	5,100	96
	Somerset	5,400	4,900	92
	Wicomico	17,500	16,600	95
	PENNSYLVANIA			
	Adams	16,600	15,700	95
	Bedford	12,600	11,700	93
	VIRGINIA			
	Augusta	24,700	23,200	94
	Caroline	3,800	3,500	92
	Greene	1,200	1,000	83
	Madison	2,200	2,000	89
	Nottoway	4,400	4,100	93
	Rockingham	17,900	16,900	94



Market	ARB Net Weekly Circulation	Rank	ARB ADI TV Households	Rank
Miami	694,842	19	593,200	19
Tampa-St. Petersburg	545,607	30	509,300	26
Orlando-Daytona Beach	365,485	54	318,800	51
Mobile-Pensacola	300,553	70	259,400	65
Jacksonville	292,437	72	271,700	60
West Palm Beach	239,961	89	146,700	97
Tallahassee	165,287	117	97,100	138
Panama City	107,919	157	27,600	189
Fort Myers	65,718	180	29,300	187
Fort Pierce-Vero Beach	21,200	209	*	*
Fort Lauderdale	13,800	214	*	*

**HAMILTON-LANDIS & ASSOCIATES, INC.—NATIONWIDE MEDIA BROKERS**  
 THE OFFICE NEAREST YOU IS—1100 CONNECTICUT AVE., N.W. WASHINGTON, D. C. 20036 • (202) 393-3456

**State Educational Technical Facilities**  
(Complete Data in Educational Directory)

**WUFT**  
**Gainesville**  
Ch. 5

Non-Commercial Educational Station

Licensee: Board of Regents, acting for and on behalf of University of Florida, 226 Administration Bldg., U. of Florida.

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 12.84-kw visual, 2.75-kw aural. Antenna: 480-ft. above av. terrain, 468-ft. above ground, 628-ft. above sea level.

Latitude 29° 42' 34"  
Longitude 82° 23' 51"

**WJCT**  
**Jacksonville**  
Ch. 7

Non-Commercial Educational Station

Licensee: Community Television Inc., 2037 Main St.

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 38.9-kw visual, 7.76-kw aural. Antenna: 843-ft. above av. terrain, 859-ft. above ground, 863-ft. above sea level.

Latitude 30° 19' 21.6"  
Longitude 81° 38' 34.1"

**WSEC-TV**  
**Miami**  
Ch. 17

Non-Commercial Educational Station

Licensee: The Board of Public Instruction of Dade County, 1410 N.E. 2nd Ave., Miami (33132).

Technical Facilities: Channel No. 17 (488-494 MHz). Authorized power: 38-kw visual, 3.2-kw aural. Antenna: Side-mounted on WTHS-TV tower, 600-ft. above av. terrain, 723-ft. above ground, 732-ft. above sea level.

Latitude 25° 58' 46"  
Longitude 80° 11' 50"

**WTHS-TV**  
**Miami**  
Ch. 2

Non-Commercial Educational Station

Licensee: The Board of Public Instruction of Dade County.

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 50-kw aural. Antenna: 670-ft. above av. terrain, 723-ft. above ground, 732-ft. above sea level.

Latitude 25° 58' 46"  
Longitude 80° 11' 50"

**WMFE-TV**  
**Orlando**  
Ch. 24

Non-Commercial Educational Station

Licensee: Florida Central East Coast Educational TV Inc., 2908 W. Oak Ridge Rd., Orlando, Fla. (32809).

Technical Facilities: Channel No. 24 (530-536 MHz). Authorized power: 255-kw visual, 50-kw aural. Antenna: 813-ft. above av. terrain, 829-ft. above ground, 949-ft. above sea level.

Latitude 28° 33' 30.9"  
Longitude 81° 35' 37.5"

**WSRE**  
**Pensacola**  
Ch. 23

Non-Commercial Educational Station

Licensee: Escambia County Board of Public Instruction, 215 W. Garden St., Pensacola, Fla. (32501).

Technical Facilities: Channel No. 23 (524-530 MHz). Authorized power: 38-kw visual, 5.87-kw aural. Antenna: 490-ft. above av. terrain, 464-ft. above ground, 544-ft. above sea level.

Latitude 30° 26' 36"  
Longitude 87° 14' 26"

**WFSU-TV**  
**Tallahassee**  
Ch. 11

Non-Commercial Educational Station

Grantee: State Board of Regents of Florida, acting for & on behalf of Fla. State University.

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 95.5-kw visual, 19.1-kw aural. Antenna: 777-ft. above av. terrain, 774-ft. above ground, 897-ft. above sea level.

Latitude 30° 21' 29"  
Longitude 84° 36' 39"

**WEDU**  
**Tampa-St. Petersburg**  
Ch. 3

Non-Commercial Educational Station

Licensee: Florida West Coast Educational Television Inc., 908 South 20th St., Tampa, Fla. (33605).

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 12.5-kw aural. Antenna: 935-ft. above av. terrain, 1021-ft. above ground, 1096-ft. above sea level.

Latitude 27° 50' 52.5"  
Longitude 82° 15' 48"

**WUSF-TV**  
**Tampa**  
Ch. 16

Non-Commercial Educational Station

Licensee: Board of Regents acting for and on behalf of University of South Florida, Tampa (33620).

Technical Facilities: Channel No. 16 (482-488 MHz). Authorized power: 603-kw visual, 120-kw aural. Antenna: 1010-ft. above av. terrain, 1022 ft. above ground, 1096-ft. above sea level.

Latitude 27° 50' 52.5"  
Longitude 82° 15' 48"

**Florida Station Status as of March 1, 1970 VHF UHF TOTAL**

<input type="checkbox"/> Commercial Television Stations	18	7	25
<input checked="" type="checkbox"/> Educational Television Stations	5	4	9
			<b>34</b>

# Florida

## State Cross Reference List

Communities That Receive Programs of Stations That Are Located Elsewhere

### WDBO-TV

Daytona Beach

(See Orlando, Fla.)

— • —

### WFTV

Daytona Beach

(See Orlando, Fla.)

— • —

### WESH-TV

Daytona Beach

(See Orlando, Fla.)

— • —

### WALA-TV & WKRG

Pensacola

(See Mobile, Ala.)

— • —

### WFLA-TV, WLCY-TV & WTVT

St. Petersburg

(See Tampa, Fla.)

— • —

### WSUN-TV & WTOG

Tampa

(See St. Petersburg)

— • —

### WTVX

Vero Beach

(See Fort Pierce)

— • —

### WEAT-TV

West Palm Beach

(See Palm Beach)

# WCTV, Tallahassee

(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
	ALABAMA			
	Dale	11,200	10,400	93
	FLORIDA			
	Gilchrist	1,400	1,300	91
	Holmes	4,500	3,800	85
	Washington	3,000	2,700	89
<b>Between 5-24%</b>	GEORGIA			
	Ben Hill	3,800	3,400	88
	Calhoun	1,800	1,400	81
	Clay	900	800	87
	Coffee	5,900	5,300	89
	Jeff Davis	2,400	2,100	89
	Randolph	2,500	2,200	87
	Turner	1,900	1,700	90
	Wilcox	2,200	2,000	90



MALARKEY, TAYLOR and ASSOCIATES

CATV

BROKERS / CONSULTANTS / ENGINEERS

1225 Connecticut Ave. N.W. • Washington, D.C. • Phone (202) 223-2345



# Florida—Fort Lauderdale

## WSMS-TV

Ch. 51

Technical Facilities: Channel No. 51 (692-698 MHz). Authorized power: 1550-kw max. & 692-kw horizontal visual, 309-kw max. & 138-kw horizontal aural. Antenna: 520-ft. above av. terrain, 538-ft. above ground, 545-ft. above sea level.

Latitude 25° 59' 40"  
Longitude 80° 10' 28"

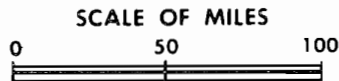
Transmitter: S. 33rd Ave. & Pembroke Rd., Pembroke Park, Fla.

TV tape: Recording facilities.

Color: Live, film, slide & tape.

News Wire Service: UPI.

ARB Data: Not available.



WSMS-TV Ref: FCC File No. BMPCT-6381 Granted 12/13/69

©American Map Co., Inc., N.Y. No. 14244

## WSMS-TV

Grantee: Gold Coast Telecasting Co. Inc., 2801 E. Oakland Park Blvd., Fort Lauderdale.

Studio: 2151 N. Federal Hwy., Fort Lauderdale (33305).

Telephones: 305-563-7151; 305-523-8442.

Ownership: Paris G. Singer, pres., 28.73%; John H. Monahan, v.p., 11.46%; J. T. Reese, secy., 5.82%; Richard B. Wiggins, treas., 9.50%; Roy C. Qualmann, 10.83%; Richard R. Ferayorni, 6.40%; Emma M. Reese, 5.82%; Melvin R. Young, 5.48%; 5 others, none with as much as 4%. Same principals hold CP for WTSS-TV, Ch. 28 CP, Tampa.

Began Operation: Dec. 6, 1968.

Represented (sales) by Weed Television Corp.; Advertising Representatives Inc. (Miami); Busby, Finch & Woods Inc. (Atlanta).

Represented (legal) by Welch & Morgan.

Represented (engineering) by Jules Cohen & Associates.

Personnel:

JAMES C. HARPER, general manager.  
ROBERT WILBOR, production manager.  
JACK GREGSON, operations manager.  
GEORGE CROLIUS, sports director.  
HARRY HAVERKAMP, chief engineer.

### DIGEST OF RATE CARD NO. 2 (June 23, 1969)

Hour	30 Min.	15 Min.	Min.	30 or 20 Sec.	ID	
Prime—6:30-11:30 p.m., daily.	\$350.00	\$210.00	\$126.00	\$120.00	\$60.00	\$36.00

# TAILORED RATE...

You can run YOUR full-page station ad facing YOUR station listing

# for as little as \$180

For Further Information — PLEASE USE HANDY POSTAGE-PAID ORDER CARD #5 BOUND INSIDE THE BACK COVER OF THE STATIONS VOLUME

# Florida—Fort Myers



**WBBH-TV**

Ch. 20

Technical Facilities: Channel No. 20 (506-512 MHz). Authorized power: 630-kw max. & 524-kw horizontal visual, 63-kw max. & 52.4-kw horizontal aural. Antenna: 970-ft. above av. terrain, 991-ft. above ground, 1019-ft. above sea level.

Latitude 26° 35' 48"  
Longitude 81° 37' 53"

Transmitter: Lehigh Acres, 14.8-mi. E of Ft. Myers.

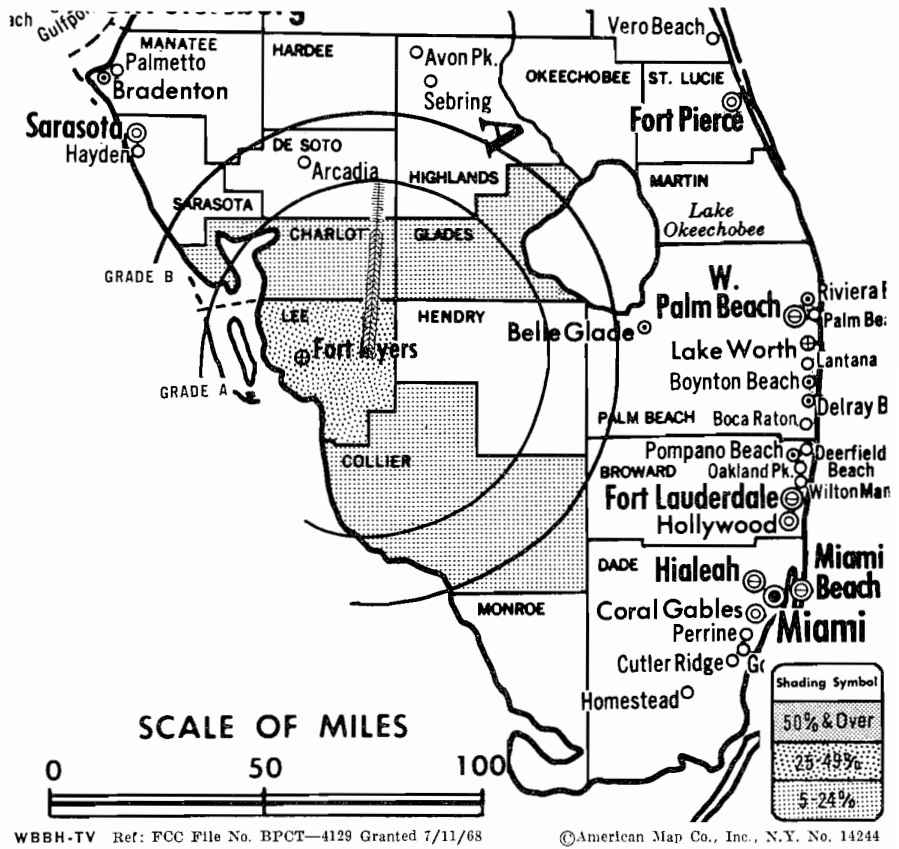
TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).



WBBH-TV Ref: FCC File No. BPCT-4129 Granted 7/11/68

©American Map Co., Inc., N.Y. No. 14244

## WBBH-TV

Grantee: Broadcasting-Telecasting Services Inc., 3719 Central Ave.

Studio: 3719 Central Ave., Fort Myers, Fla. (33901).

Telephone: 813-936-0195.

Ownership: Thomas E. Mitchell, chmn., 26.7%; Joseph Buery Jr., pres., 8.8%; William N. Dakos, v.p., 7.6%; Howard L. Hoffman, secy.-treas., 5.6%; Jackson Burgess, 26.7%; Rex E. Stubbs, 8.5%; Harris Q. Jones Jr., 7.6%; Tom W. Gore Jr., 8.5%.

Began Operation: Dec. 18, 1968.

Represented (sales) by Savalli/Gates Inc.; Dome & Messervey (regional).

Represented (legal) by Hogan & Hartson.

Represented (engineering) by Jansky & Bailey.

Personnel:

JOSEPH BUERRY JR., president & general manager.  
HOWARD HOFFMAN, sales director.  
BRAD LACEY, program manager.  
RON RICHMOND, operations manager.  
GEORGE GOLDTRAP, production & promotion.  
CHRIS BARNES, news director.  
EMERSON RAY, chief engineer.

## DIGEST OF RATE CARD NO. 4

(May 1, 1970)

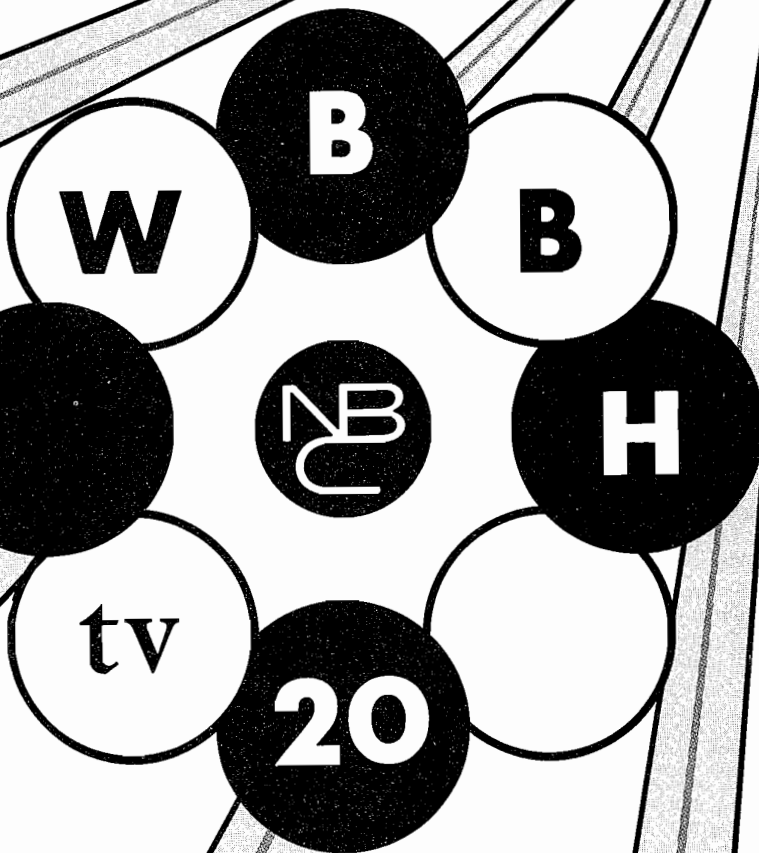
Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. 10 Sec.  
Class A—6:59-10:30 p.m., daily.  
\$280.00 \$200.00 \$140.00 \$90.00 \$50.00 \$45.00 \$35.00

NETWORK BASE HOURLY RATE: \$100.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Between 25-49%</b>	FLORIDA Lee	31,000	29,300	94
<b>Between 5-24%</b>	FLORIDA Charlotte	8,800	8,200	93
	Collier	10,700	9,600	90
	Glades	1,500	1,300	87
Station Totals		91,400	85,900	94
Net Weekly Circulation (March 1969)				10,698
Average Daily Circulation (March 1969)				6,655

the *good times*

are here . . .



WBBH-TV NBC CHANNEL 20  
BROADCASTING-TELECASTING SERVICES, INC.

*"Covering Southwest Florida like Sunshine"*

3719 CENTRAL AVENUE / FORT MYERS, FLORIDA 33901 / TELEPHONE (813) 936-0195

Wbbh-tv



FORT MYERS, FLORIDA

# Florida—Fort Myers



**WINK-TV**



Ch. 11

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 316-kw visual, 60.3-kw aural. Antenna: 960-ft. above av. terrain, 995-ft. above ground, 1022-ft. above sea level.

Latitude 26° 48' 08"  
Longitude 81° 45' 53"

Transmitter: State Rt. 31, 3.8-mi. S of Tuckers Corner, Fla.

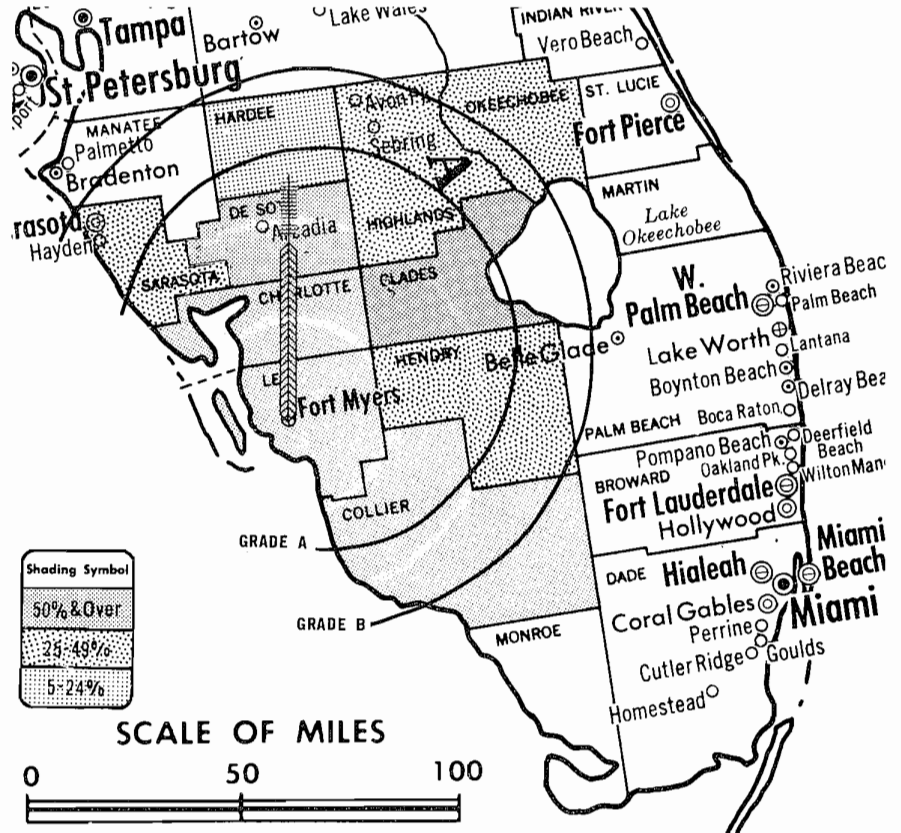
AM Affiliate: WINK, 1-kw, 1240 kHz (CBS).

FM Affiliate: WINK-FM, 44-kw, 96.9 MHz (No. 245), 250-ft.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV % and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).



WINK-TV Ref: FCC File No. BPCT-3691 Granted 5/24/66

©American Map Co., Inc., N.Y., No. 14244

## WINK-TV

Network Service: CBS.

Licensee: Fort Myers Bcstg. Co., 2824 Palm Beach Blvd., Fort Myers, Fla. (33901).

Studio: 2824 Palm Beach Blvd.

Telephone: 813-334-1131. TWX: 510-951-6382.

Ownership: United Garage & Service Corp. (Cleveland), 100%.  
United G & S owners: Arthur B. McBride Jr., 50%; Edward J. McBride, 50%.

Began Operation: March 6, 1954.

Represented (sales) by Meeker Co. Inc.

Represented (legal) by Dempsey & Koplovitz.

Represented (engineering) by Russell P. May.

Personnel:

VERNON LUNDQUIST, v.p., news & business administration.  
FRANK C. NODINE, v.p., programming & engineering.  
J. R. LANDEFELD, commercial manager.  
J. M. WESTREM, chief engineer.

### DIGEST OF RATE CARD NO. 4 (Sept. 1, 1969)

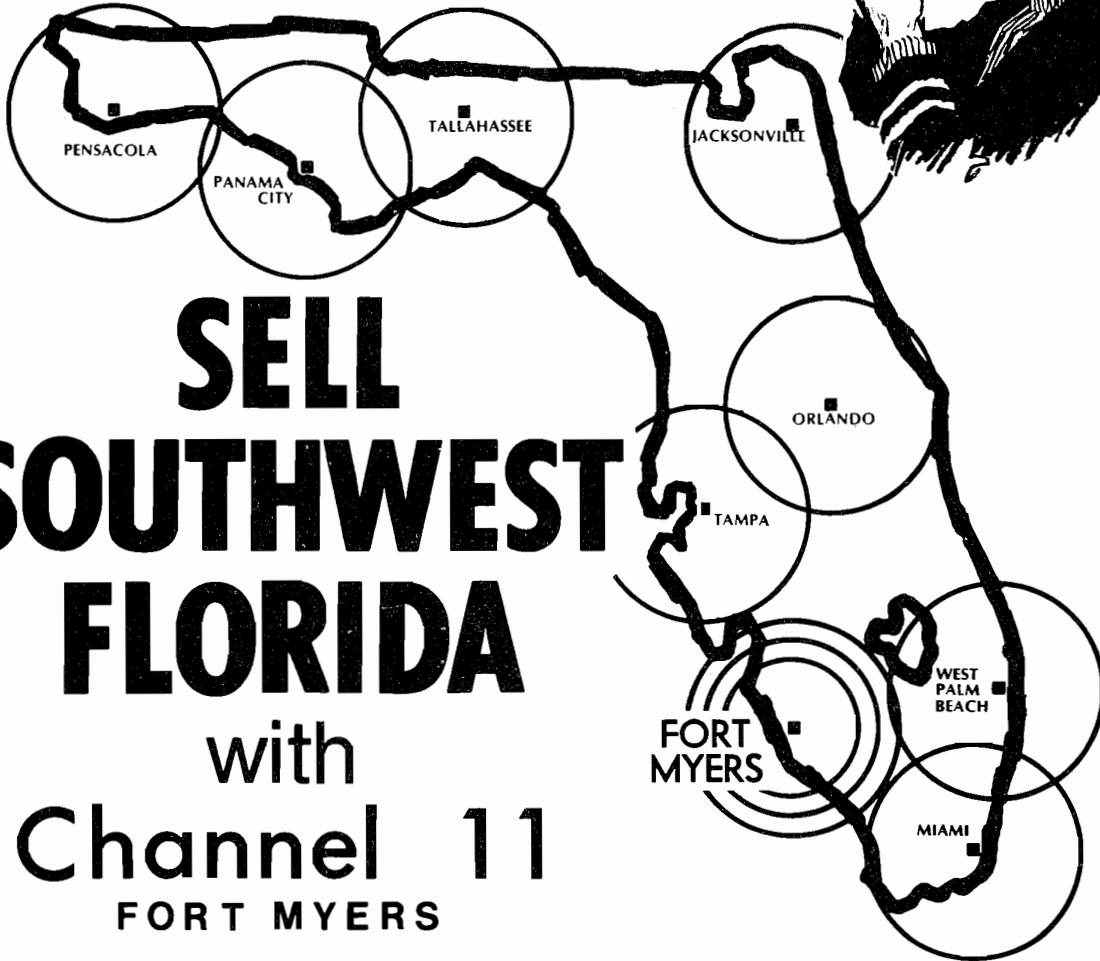
Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	ID
Class AA—6:59-10:29 p.m., daily.						
\$230.00	\$150.00	\$110.00	\$90.00	\$67.00	\$56.00	\$33.50

NETWORK BASE HOURLY RATE: \$200 (CBS).

Net Weekly Circulation	State Ccounty	Total Households	TV Homes	%
<b>50% &amp; Over</b>	FLORIDA			
	Charlotte	8,800	8,200	93
	Collier	10,700	9,600	90
	De Soto	3,700	3,400	92
	Glades	1,500	1,300	87
	Lee	31,000	29,300	94
<b>Between 25-49%</b>	FLORIDA			
	Hendry	5,000	4,400	88
	Highlands	8,700	8,100	92
	Okeechobee	2,500	2,300	94
	Sarasota	39,400	37,500	95
<b>Between 5-24%</b>	FLORIDA			
	Hardee	4,700	4,400	94
	Levy	5,300	4,500	86
Station Totals		352,800	332,200	94
Net Weekly Circulation (March 1969)				65,718
Average Daily Circulation (March 1969)				42,632

For Studio & Mobile Equipment  
See Services Volume

ARE YOU SELLING IN THE  
FLORIDA TELEVISION MARKETS?



**SELL  
SOUTHWEST  
FLORIDA**  
with  
**Channel 11**  
FORT MYERS

SET A COURSE FOR YOUR CLIENT INTO FAST-GROWING  
SOUTHWEST FLORIDA, WHERE THOUSANDS OF AFFLUENT  
AMERICANS ENJOY THE FUN AND SUN MARKET OF WINK TV.  
NO FISHING AROUND FOR VIEWERS. MAKE THE BEST  
DOLLAR FOR DOLLAR HAUL FOR **YOUR** CLIENT!

**ERP 316,000 Watts    Antenna Ht. 995 Ft.**

**WINK-TV** 

A CBS AFFILIATE

# Florida—Fort Pierce-Vero Beach



**WTVX**

Ch. 34

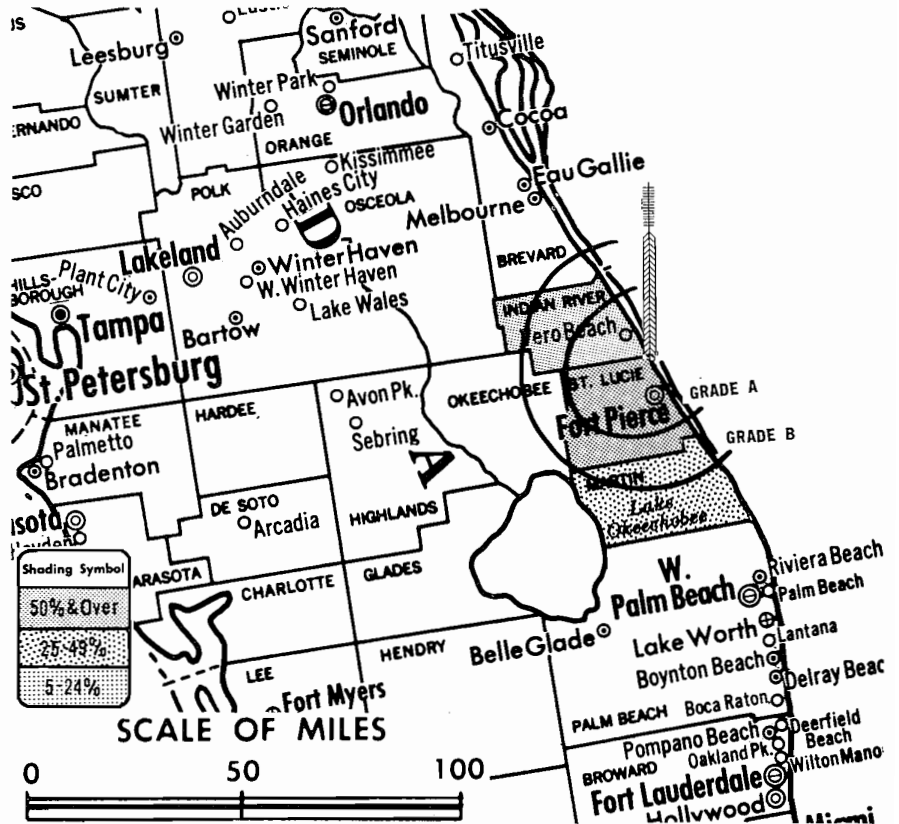
Technical Facilities: Channel No. 34 (590-596 MHz). Authorized power: 26.48-kw max. and 5.25-kw horizontal visual, 14.29-kw max. and 1.12-kw horizontal aural. Antenna: 487-ft. above av. terrain, 476-ft. above ground, 509-ft. above sea level.

Latitude 27° 32' 46"  
Longitude 80° 22' 08"

Transmitter: North U.S. 1.

Color: Network.

News Wire Service: UPI.



Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).

WTVX Ref: FCC File No. BPCT-3567 Granted 7/28/65

© American Map Co., Inc., N.Y., No. 14244

## WTVX

Licensee: Indian River Television Inc., Rt. 1, Box 313.  
Studio: Signal Hill, U.S. Hwy. 1, between Fort Pierce & Vero Beach.  
Telephone: 305-464-5220.  
Ownership: William E. Minshall, Ruhl W. & Rupert N. Koblegard Jr., 59% (as a family group). Officers: W. E. Minshall, pres.-treas.; W. T. Warren, v.p., 9.5%; Ruhl W. Koblegard, secy.; Mrs. Natalie Frey, asst. treas., 4.3%; Ben L. Bryan Jr., asst. secy., .9%; Donald E. Lord, 4.3%; 11 others, none with as much as 3%. Minshall owns Ch. 20 applicant for Gainesville, Fla.  
Began Operation: April 5, 1966.  
Represented (legal) by Fly, Shuebruk, Blume & Gaguine.  
Personnel:

W. E. MINSHALL, president & general manager.

### DIGEST OF RATE CARD NO. 1 (Feb. 1, 1966)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class A—7-11 p.m., daily.	\$125.00	\$70.00	\$50.00	\$35.00	\$26.00	\$13.00

NETWORK BASE HOURLY RATE: \$50.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	FLORIDA			
	Indian River	11,700	10,800	92
	St Lucie	16,800	15,700	93
<b>Between 25-49%</b>	FLORIDA			
	Martin	9,500	8,900	94
Station Totals		117,500	111,100	94
Net Weekly Circulation (March 1969)				21,200
Average Daily Circulation (March 1969)				13,085

For Station-Owned Translators

See Services Volume

# Florida—Jacksonville



**WFGA-TV**



Ch. 12

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 60.3-kw aural. Antenna: 940-ft. above av. terrain, 996-ft. above ground, 1000-ft. above sea level.

Latitude 30° 19' 22"  
Longitude 81° 38' 34"

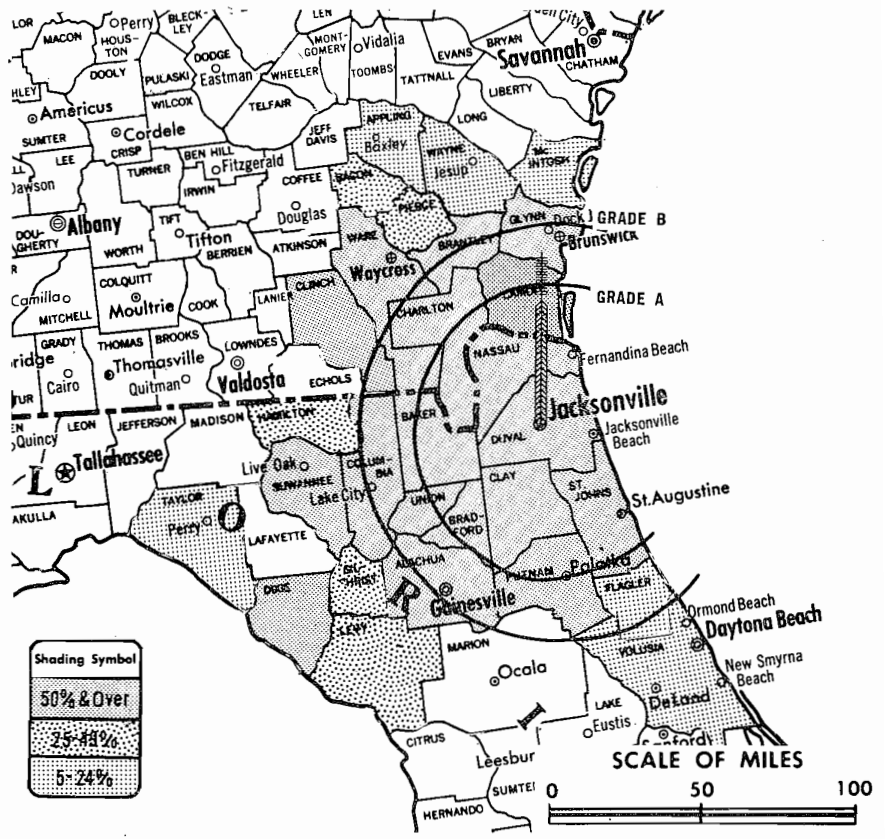
Transmitter: Television Park, 1070 E. Adams St.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

News Film Service: NBC.



Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).

WFGA-TV Ref: FCC File No. BPCT-1624 Granted 8/29/56

©American Map Co., Inc., N.Y., No. 14244

## WFGA-TV

Network Service: NBC.

Grantee: Ch. 12 of Jacksonville (interim operation), 1070 E. Adams St., Box 419, Jacksonville, Fla. (32201).

Studio: Television Park, 1070 E. Adams St. (32202).

Telephone: 904-356-3381. TWX No.: 904-733-3310.

Ownership: Channel 12 of Jacksonville, a joint venture of Florida-Georgia Television Co. Inc., Community First Corp., The New Horizons Telecasting Co. Inc., Florida Gateway Television Co. Members of governing board: Alexander Brest, Judson Freeman, Ira Koger & Luther Sadler.

Began Operation: Sept. 1, 1957. Note: Interim operating authority for Ch. 12 was granted Jan. 9, 1969 by FCC Memorandum Opinion & Order. Operation by Ch. 12 of Jacksonville began April 1, 1969.

Represented (sales) by Peters, Griffin, Woodward Inc.

Represented (legal) by Koteen & Burt.

Represented (engineering) by Jules Cohen & Associates.

Personnel:

JESSE H. CRIFE, general manager.  
RALPH W. NIMMONS, station manager.  
ROBERT M. REUSCHLE, general sales manager.  
GENE REILLY, local sales manager.  
HERB GOLD, production manager.  
HAROLD BAKER, director of news & special events.  
ROY LANG, promotion manager.  
SHERWOOD H. SMITH, director, public service.  
H. L. WINGFIELD, chief engineer.

DIGEST OF RATE CARD NO. 12A—(Sept. 14, 1969)

Hour	30 Min.	15 Min.	Min.	20 Sec.	ID
Class AA—7:30-10 p.m., daily.					
	\$975.00	\$585.00	\$355.00	\$490.00	\$245.00
	\$110.00				

NETWORK BASE HOURLY RATE: \$925 (NBC).

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	FLORIDA			
	Alachua	27,700	25,100	91
	Baker	2,000	1,900	93
	Bradford	4,200	3,900	93
	Clay	7,100	6,600	94
	Columbia	9,300	8,500	91
	Dixie	2,000	1,600	83
	Duval	158,700	152,500	96
	Nassau	5,400	5,100	95
	Putnam	10,000	9,400	94
	St Johns	9,900	9,300	94
	Suwannee	3,400	3,000	87
Union	700	600	90	
GEORGIA	Brantley	1,400	1,300	91
	Camden	3,500	3,300	94
	Charlton	1,500	1,400	90
	Clinch	2,100	1,800	89
	Glynn	16,500	15,500	94
Ware	12,500	11,500	92	
<b>Between 25-49%</b>	FLORIDA			
	Gilchrist	1,400	1,300	91
	Hamilton	3,000	2,600	86
Levy	5,300	4,500	86	
GEORGIA	Bacon	2,300	2,000	89
Pierce	2,200	2,000	90	
<b>Between 5-24%</b>	FLORIDA			
	Flagler	1,700	1,500	92
	Taylor	4,200	3,700	88
	Volusia	61,500	58,500	95
	GEORGIA	Appling	3,400	3,000
Mc Intosh	2,000	1,800	89	
Wayne	6,100	5,700	93	
Station Totals		537,700	505,100	93
Net Weekly Circulation (March 1969)				248,856
Average Daily Circulation (March 1969)				166,924

# Florida—Jacksonville



**WJKS-TV**

Ch. 17

Technical Facilities: Channel No. 17 (488-494 MHz). Authorized power: 2370-kw max. & 725-kw horizontal visual, 237-kw max. & 72.5-kw horizontal aural. Antenna: 980-ft. above av. terrain, 1012-ft. above ground, 1046-ft. above sea level.

Latitude 30° 16' 36"  
Longitude 81° 33' 47"

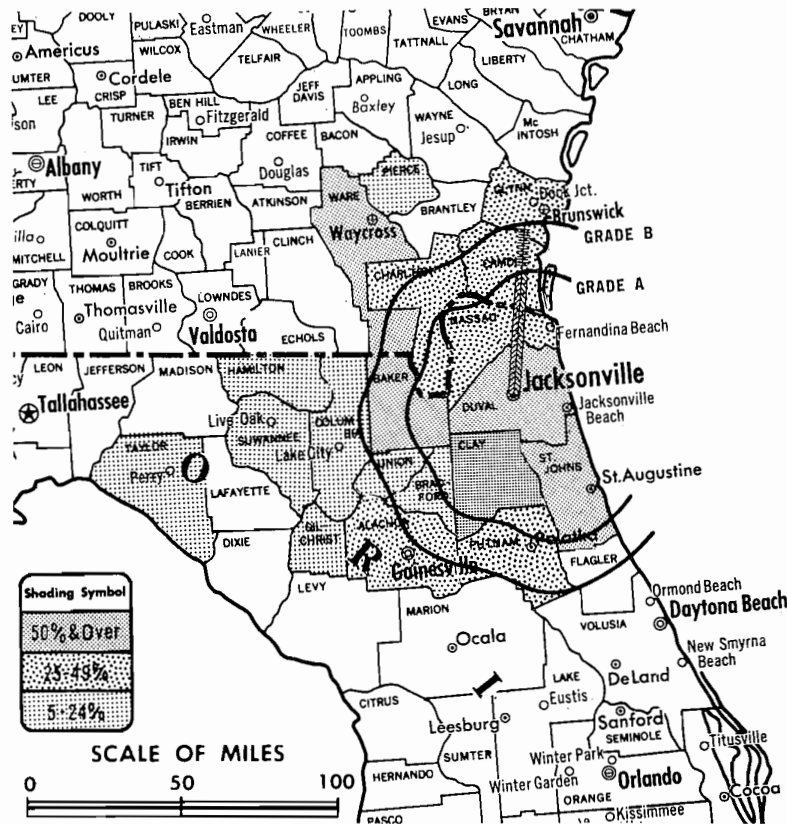
Transmitter: 9117 Hogan Rd.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.



Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).

## WJKS-TV

Network Service: ABC.

Licensee: Rust Craft Broadcasting Co., 320 Market St., Steubenville, O.

Studio: 9117 Hogan Rd., Box 17000, Jacksonville (32216).

Telephone: 904-724-9722.

Ownership: See WSTV-TV, Steubenville, Ohio.

Began Operation: Feb. 19, 1966.

Represented (sales) by Edward Petry & Co.

Represented (legal) by Arnold & Porter.

Represented (engineering) by Willis C. Beecher.

Personnel:

JOHN J. KEENAN, vice president & general manager.  
C. CONRAD GENTRY, sales manager.  
RAY CHUMLEY, operations manager.  
TOM SHEALL, chief engineer.

### DIGEST OF RATE CARD NO. II (Feb. 12, 1968)

Hour	30 Min.	10 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AA—7:30-11 p.m., Mon.-Fri.; 7-11 p.m., Sat.-Sun.	\$400.00	\$250.00	\$150.00	\$110.00	Graded rates apply*	

\*Highest rate: \$157.

NETWORK BASE HOURLY RATE: \$250.

For Index to Contents, See Services Volume

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	FLORIDA			
	Baker	2,000	1,900	93
	Clay	7,100	6,600	94
	Duval	158,700	152,500	96
	St Johns	9,900	9,300	94
<b>Between 25-49%</b>	GEORGIA			
	Ware	12,500	11,500	92
	FLORIDA			
	Alachua	27,700	25,100	91
	Nassau	5,400	5,100	95
<b>Between 5-24%</b>	Putnam	10,000	9,400	94
	GEORGIA			
	Camden	3,500	3,300	94
	Charlton	1,500	1,400	90
	Glynn	16,500	15,500	94
	FLORIDA			
	Bradford	4,200	3,900	93
	Columbia	9,300	8,500	91
	Gilchrist	1,400	1,300	91
	Hamilton	3,000	2,600	86
Suwannee	3,400	3,000	87	
Taylor	4,200	3,700	88	
Union	700	600	90	
GEORGIA				
Pierce	2,200	2,000	90	
<b>Station Totals</b>		<b>283,200</b>	<b>267,200</b>	<b>94</b>
Net Weekly Circulation (March 1969)				161,366
Average Daily Circulation (March 1969)				91,424



# Florida—Jacksonville



**WJXT**

Ch. 4



Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 931-ft. above av. terrain, 991-ft. above ground, 992.1-ft. above sea level.

Latitude 30° 18' 47"  
Longitude 81° 39' 00"

Transmitter: 1851 Southampton Rd.

Studio: 1851 Southampton Rd.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

Facsimile Service: UPI.

News Film Service: CBS.

Telephone: 904-398-0501.

TWX No.: 904-733-3660.

Represented (legal) by Covington & Burling.

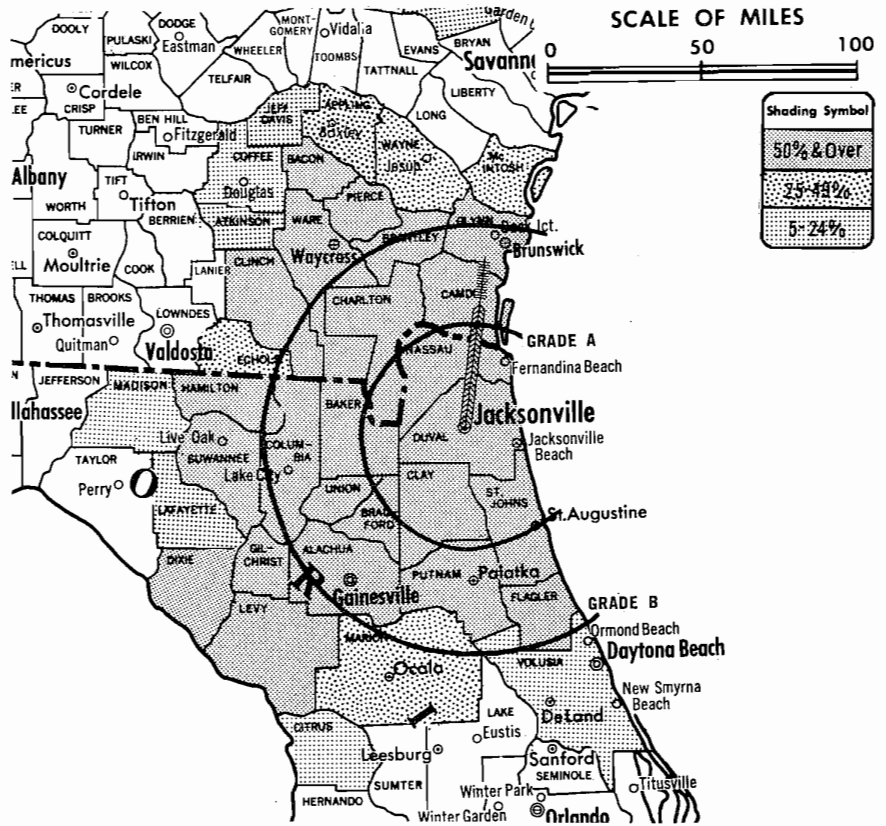
Total Households: © SRDS

Consumer Market Data as of 1/1/70.

TV Homes: TV% and Circulation

© 1969 American Research Bureau.

County coverage based on ARB study (see page 4-b).



WJXT Ref: FCC File No. BPCT-3050 Granted 10/27/65

©American Map Co., Inc., N.Y., No. 14244

## WJXT

Licensee: Post-Newsweek Stations Florida Inc., P.O. Box 5270, 1851 Southampton Rd., Jacksonville, Fla. (32207).

Ownership: Post-Newsweek Stations Inc., Larry H. Israel, chmn. For other holdings see WTOP-TV, Washington, D.C.

Began Operation: Sept. 15, 1949. Sold to present owner Jan., 1953 (Television Digest, Vol. 8:51 & 9:1,5).

Represented (sales) by Television Advertising Representatives Inc.

Personnel:

- GLENN MARSHALL JR., chairman.
- LEONARD MOSBY, area vice president.
- JAMES T. LYNAGH, vice president & general manager.
- ROBERT W. SCHELLENBERG, general sales manager.
- NORMAN HAYES, sales manager.
- JOHN McQUAIDE, sales service manager.
- IRWIN P. STARR, program director.
- ROBERT ATKINS, operations manager.
- RICHARD D. BRAY, production manager.
- GEORGE C. WETMORE, engineering manager.
- JON T. CAUDLE, promotion director.
- TEDDY REYNOLDS, research director.
- BILL GROVE, news director.

DIGEST OF RATE CARD NO. 22  
(June 15, 1969)

Hour	30 Min.	15 Min.	5 Min.	Min.	30 or 20 Sec.	10 Sec.
Class AA—6:59-10:59 p.m., daily.	\$950.00	\$570.00	\$380.00	.....	\$325.00	\$260.00 \$125.00

NETWORK BASE HOURLY RATE: \$1075.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Over 50%</b>	FLORIDA	27,700	25,100	91
	Alachua	2,000	1,900	93
	Baker	4,200	3,900	93
	Bradford	7,100	6,600	94
	Clay	9,300	8,500	91
	Columbia	2,000	1,600	83
	Dixie			

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>				
FLORIDA—(Continued)				
	Duval	158,700	152,500	96
	Flagler	1,700	1,500	92
	Gilchrist	1,400	1,300	91
	Hamilton	3,000	2,600	86
	Levy	5,300	4,500	86
	Nassau	5,400	5,100	95
	Putnam	10,000	9,400	94
	St. Johns	9,900	9,300	94
	Suwannee	3,400	3,000	87
	Union	700	600	90
GEORGIA				
	Bacon	2,300	2,000	89
	Brantley	1,400	1,300	91
	Camden	3,500	3,300	94
	Charlton	1,500	1,400	90
	Clinch	2,100	1,800	89
	Glynn	16,500	15,500	94
	Pierce	2,200	2,000	90
	Ware	12,500	11,500	92
<b>Between 25-49%</b>				
FLORIDA				
	Marion	23,600	21,400	91
GEORGIA				
	Appling	3,400	3,000	88
	Echols	200	200	85
	Mc Intosh	2,000	1,800	89
	Wayne	6,100	5,700	93
<b>Between 5-24%</b>				
FLORIDA				
	Citrus	5,600	5,100	91
	Lafayette	800	700	85
	Madison	3,500	3,000	84
	Volusia	61,500	58,500	95
GEORGIA				
	Atkinson	1,300	1,100	81
	Bulloch	7,100	6,600	92
	Coffee	5,900	5,300	89
	Jeff Davis	2,400	2,100	89
Station Totals		535,700	502,900	93
Net Weekly Circulation (March 1969)			292,437	
Average Daily Circulation (March 1969)			238,511	

# Florida—Miami

## WAJA-TV

Ch. 23

Technical Facilities: Channel No. 23 (524-530 MHz). Authorized power: 1000-kw max. & 389-kw horizontal visual, 200-kw max. & 77.6-kw horizontal aural. Antenna: 920-ft. above av. terrain, 941-ft. above ground, 951-ft. above sea level.

Latitude 25° 57' 27"

Longitude 80° 12' 43"

Transmitter: Antenna farm, N. Dade County.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

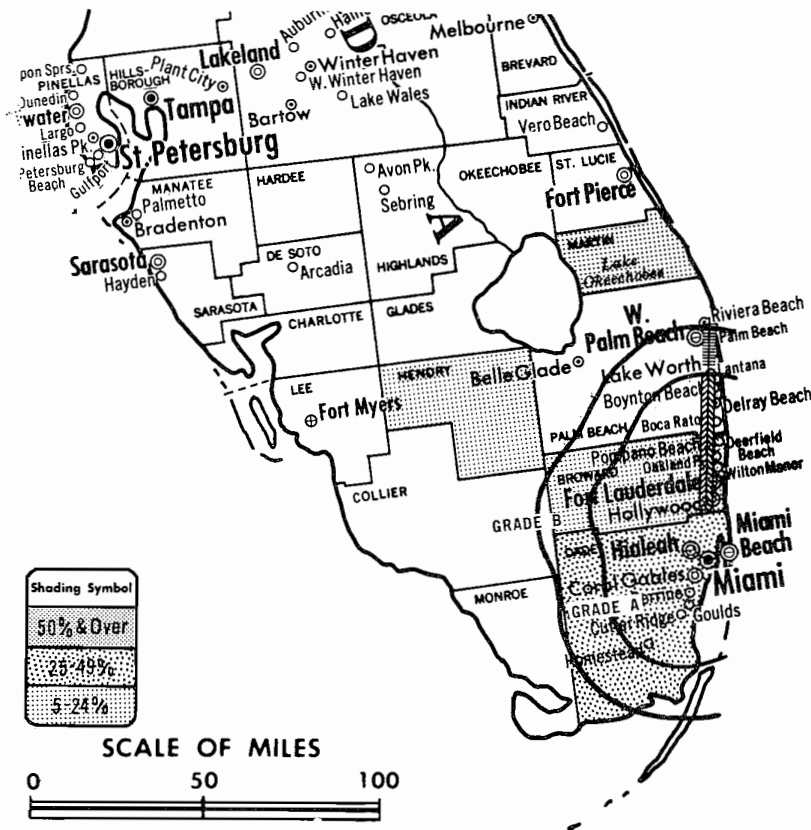
Total Households: © SRDS

Consumer Market Data as of 1/1/70.

TV Homes: TV% and Circulation

© 1969 American Research Bureau.

County coverage based on ARB study (see page 4-b).



WAJA-TV Ref: FCC File No. BMPCT—6585 Granted 9/20/67

©American Map Co., Inc., N.Y., No. 14244

## WAJA-TV

Network Service: None, independent.

Licensee: Coastal Broadcasting System Inc., 695 N.W. 199th St., Miami, Fla. (33169).

Studio: 695 N.W. 199th St. (33169). Telephone: 305-625-1301.

Ownership: Al Lapin Jr., pres., 78.5%; Abe Finkel, v.p.-secy., 12.5%; Jud Holstein, v.p., treas.-asst. secy., 2.5%; Arthur J. Klein, asst. secy., 2.5%; Viola Lapin, 2.5%. Al Lapin Jr. has 74.2% of KCCN, Honolulu and 63.16% of CP for K1HP-TV, Ch. 18, San Bernardino, Cal. Viola Lapin has 5.3%, Jud Holstein, 2.6% of KCCN.

Began Operation: Dec. 24, 1954, left air April 13, 1957. Sold to present owner by Storer Bcstg. Co. Oct. 25, 1967. Resumed operation Nov. 14, 1967.

Represented (sales) by Edward Petry & Co.; Savalli/Gates Inc. (Spanish).

Represented (legal) by Welch & Morgan.

### Personnel:

WILLIAM D. STILES, gen. mgr., national sales mgr., English language sales.

JACK LEARY, program director.

BERT DELGADO, production manager.

JIM HALL, chief engineer.

JAMES LEWIS, local/regional sales mgr., English language.

MACEY (MIKE) SCHAFFER, business development mgr., English language sales.

WARREN SHUMAN, gen. mgr., Spanish language sales.

LARRY LUNKER, sales mgr., Spanish language sales.

### DIGEST OF RATE CARD NO. 5

(March 1, 1970)

30 Min. 15 Min. 5 Min. Min. 30 Sec. 20 Sec. 10 Sec.

Class A—7:30-10:30 p.m., daily.

\$210.00 \$140.00 \$70.00 Graded rates apply\*

\*Highest rate: \$140.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Between 25-49%</b>	FLORIDA			
	Dade	410,000	392,900	96
<b>Between 5-24%</b>	FLORIDA			
	Broward	179,800	174,600	97
	Hendry	5,000	4,400	88
	Martin	9,500	8,900	94
Station Totals		763,300	730,400	95
Net Weekly Circulation (March 1969)				149,124
Average Daily Circulation (March 1969)				55,863

## BLACKBURN & COMPANY, INC.

RADIO • TV • CATV • NEWSPAPER BROKERS  
NEGOTIATIONS • FINANCING • APPRAISALS

WASHINGTON, D.C. 1725 K Street, N.W. (202) 333-9270  
CHICAGO 333 N. Michigan Ave. (312) 346-6460  
ATLANTA 1655 Peachtree Rd., N.E. (404) 873-5626  
BEVERLY HILLS 9645 Wilshire Blvd. (213) 274-8151

# Florida—Miami

## WCIX-TV

Ch. 6

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 77.6-kw visual, 13.2-kw aural. Antenna: 990-ft. above av. terrain, 1041-ft. above ground, 1049-ft. above sea level.

Latitude 25° 32' 24"  
Longitude 80° 28' 07"

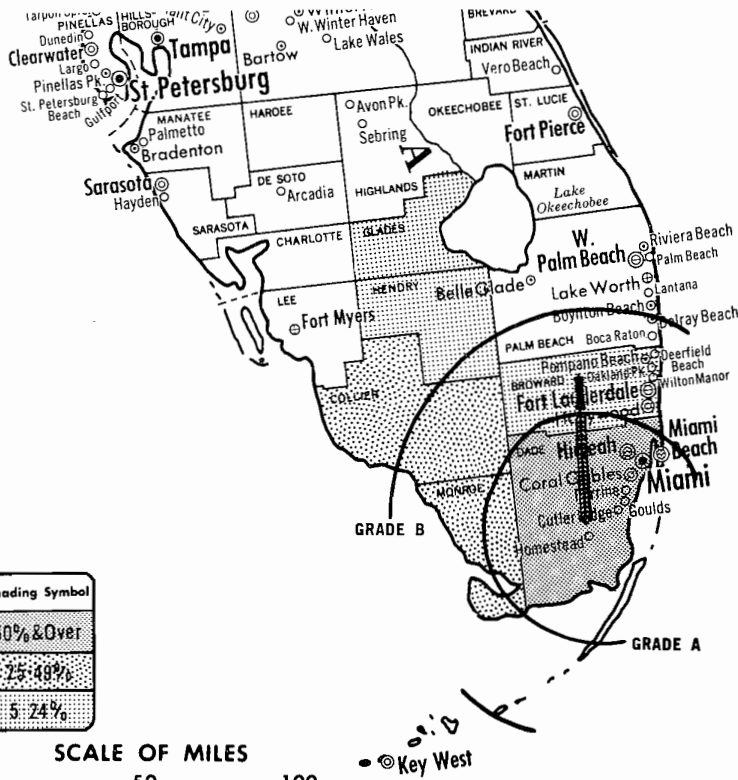
Transmitter: 17107 S.W. 248th St., Princeton, Fla.

TV tape: Recording facilities.

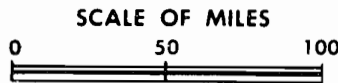
Color: Live, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.



Shading Symbol
50% & Over
25-49%
5-24%



Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).

WCIX-TV Ref: FCC File No. BPCT-2493 Granted 4/29/64

© American Map Co., Inc., N.Y., No. 14244

## WCIX-TV

Network Service: None, independent.

Grantee: Coral Television Corp., 1111 Brickell Ave., Miami, Fla. (33131).

Studio: 1111 Brickell Ave., Miami, Fla.

Telephone: 305-377-0811.

Ownership: Frances D. Clyne, 10%; Terence D. Clyne, 10%; Michael J. Clyne, 10%; Cameron Stewart estate, 6%; E. H. Hill Jr., Leon C. McAskill, Robert A. Peterson, Robert L. Johns, Arthur Adler, 6% each; 15 others, none with more than 5%.

Began Operation: Sept. 20, 1967.

Represented (legal) by Arnold & Porter.

Represented (sales) by Metro TV Sales.

Personnel:

C. TERENCE CLYNE, chairman of the board.  
EDWARD Q. ADAMS, vice president & general manager.  
FRANK HOWELL, sales manager.  
LEE PHILLIPS, news director.  
LARRY H. YOUNG JR., chief engineer.  
JACK WILLARD, business manager.  
GEORGE WHITE, operations manager.  
JOSE PEREZ, Spanish coordinator.

### DIGEST OF RATE CARD NO. 4-A—(Oct. 20, 1969)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.  
Class AA—6-11 p.m., Mon.-Fri.; 6-9 p.m., Sat.-Sun.  
\$700.00 \$420.00 \$280.00 \$175.00 Graded rates apply\*

\* Highest rate: \$100.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	FLORIDA Dade	410,000	392,900	96
<b>Between 25-49%</b>	FLORIDA Collier	10,700	9,600	90
	FLORIDA Monroe	18,200	16,100	88
<b>Between 5-24%</b>	FLORIDA Broward	179,800	174,600	97
	FLORIDA Glades	1,500	1,300	87
	FLORIDA Hendry	5,000	4,400	88
Station Totals		777,600	742,300	95
Net Weekly Circulation (March 1969)				241,828
Average Daily Circulation (March 1969)				94,580

# Florida—Miami



**WCKT**



Ch. 7

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 63.2-kw aural. Antenna: 950-ft. above av. terrain, 991-ft. above ground, 997-ft. above sea level.

Latitude 25° 57' 49"  
Longitude 80° 12' 44"

Transmitter: Antenna farm, North Dade County, Fla.

Studio & Business Office: 1401 79th St. Causeway.

Telephone: 305-751-6692.

TWX No.: 810-848-6151.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

News Film Service: NBC.

Facsimile Service: UPI.

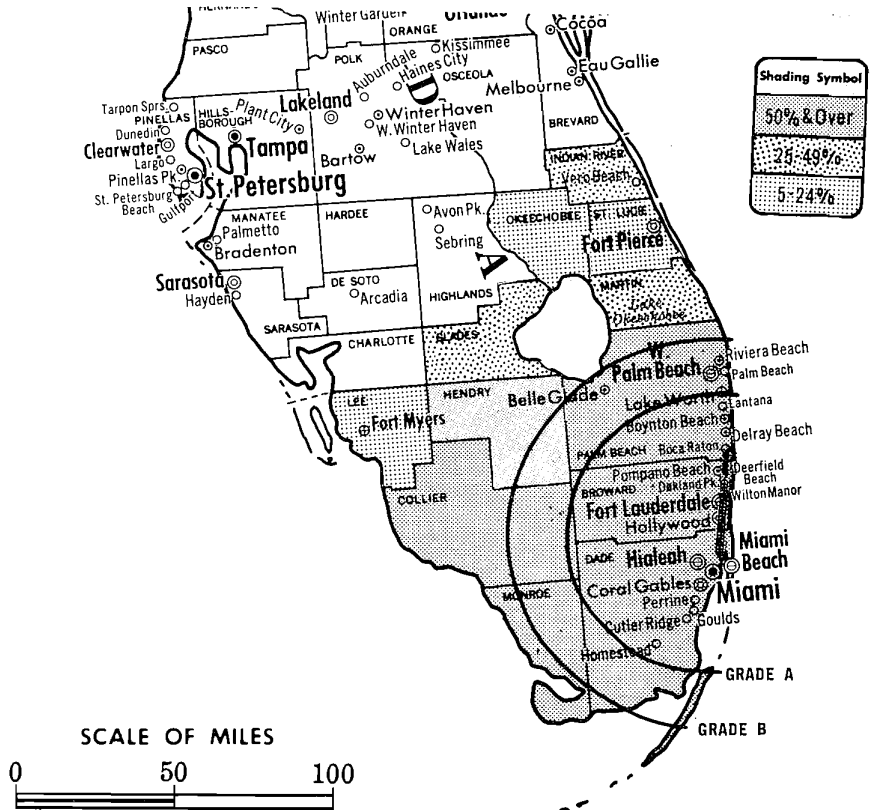
Total Households: © SRDS

Consumer Market Data as of 1/1/70.

TV Homes: TV% and Circulation

© 1969 American Research Bureau.

County coverage based on ARB study (see page 4-b).



WCKT Ref: FCC File No. BPCT-1453 Granted 1/18/56

© American Map Co., Inc., N.Y., No. 14244

## WCKT

Licensee: Sunbeam Television Corp., Box 1118, Miami, Fla. (33138).

Ownership: Sunbeam Television Corp., 100%. Sidney D. Ansin, pres. & Sophie Ansin, 23.2% jointly; Edmund N. Ansin, exec. v.p. & treas., 35.8% (including family holdings); Bernard Koteen, 20%; Harold Zinn, 10%; Sarah Milledge, 5%; others, none with more than 2%.

Began Operation: July 29, 1956. On Dec. 5, 1962 the FCC ordered that Biscayne Television Corp. cease operation of WCKT no later than Jan. 4, 1963 and the FCC also approved sale of WCKT plant and film licensing agreements for \$3,400,000 to Sunbeam Television Corp., which was licensed as a new station. Present ownership assumed operation Dec. 19, 1962.

Represented (sales) by Harrington, Righter & Parsons; Bomar Lowrance & Assoc. (Southern).

Represented (legal) by Koteen & Burt.

Represented (engineering) by David L. Steel Sr.

Personnel:

SIDNEY D. ANSIN, president.  
EDMUND N. ANSIN, exec. v.p. & treasurer.  
CHARLES H. PHILIPS, vice president, sales.  
ALLEN STERNBERG, operations manager.  
FRANK STRUZZIERI, film buyer & manager.  
GENE STRUL, director of news.  
ROBERT H. PAASCH, chief engineer.  
NEIL MURPHY, comptroller.

DIGEST OF RATE CARD NO. 24  
(Sept. 29, 1969)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. 10 Sec.  
Class AA—7:30-10:30 p.m., daily.  
\$1600.00 \$960.00 \$640.00 \$240.00 Graded rates apply\*

\* Highest rate: \$850.

NETWORK BASE HOURLY RATE: \$1500.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	FLORIDA			
	Broward	179,800	174,600	97
	Collier	10,700	9,600	90
	Dade	410,000	392,900	96
	Hendry	5,000	4,400	88
	Monroe	18,200	16,100	88
	Palm Beach	109,700	103,300	94
<b>Between 25-49%</b>	FLORIDA			
	Glades	1,500	1,300	87
	Indian River	11,700	10,800	92
	Martin	9,500	8,900	94
<b>Between 5-24%</b>	FLORIDA			
	Lee	31,000	29,300	94
	Okeechobee	2,500	2,300	94
	St Lucie	16,800	15,700	93
Station Totals		806,400	769,200	95
Net Weekly Circulation (March 1969)			663,763	
Average Daily Circulation (March 1969)			447,233	

## La Rue Media Brokers Inc.

### Radio Television CATV

#### Completed Sales

Radio: Palm Beach, Florida \$400,000

Radio: St. Louis, Missouri \$3,500,000

116 Central Park South  
New York, N.Y. 10019

President  
Hugh Ben LaRue

Area Code 212  
265-3430

# Florida—Miami



**WPLG-TV**



(formerly WLBW-TV)  
Ch. 10

**Technical Facilities:** Channel No. 10 (192-198 MHz). Authorized power: 316-kw visual, 47.9-kw aural. Antenna: 1002.9-ft. above av. terrain, 1045-ft. above ground, 1049-ft. above sea level.

Latitude 25° 57' 59"  
Longitude 80° 12' 44"

**Transmitter:** 3/4 mi. W of State Rt. 7, Miami antenna farm, near Hallandale, Fla.

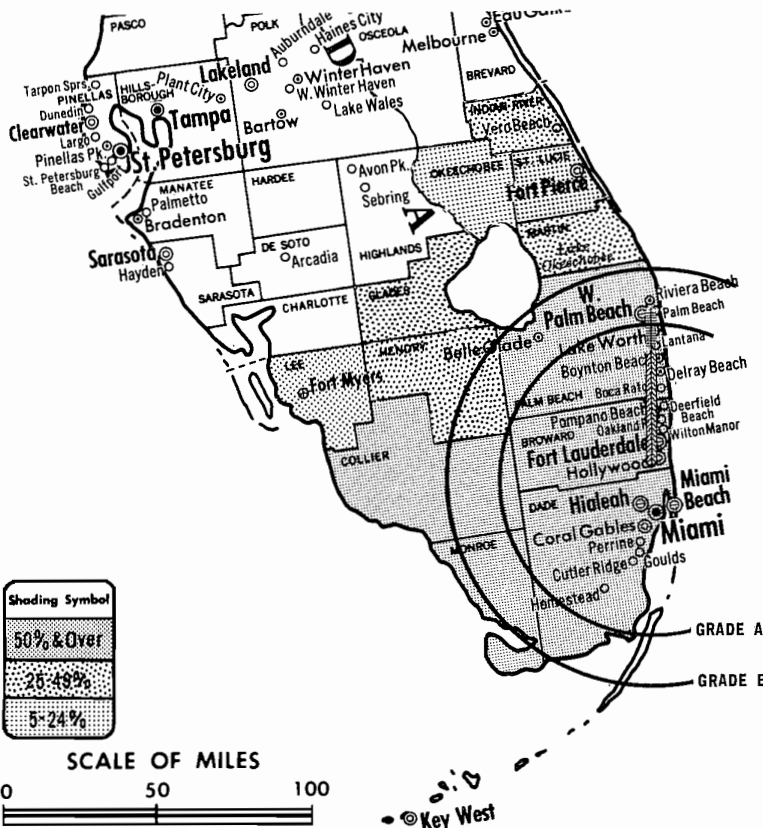
**Color:** Network, live, film, slide & tape.

**News Wire Service:** AP, UPI.

**News Film Service:** ABC.

**Facsimile Service:** AP.

Total Households © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).



WPLG-TV Ref: FCC File No. BMPCT-5781 Granted 9/14/62

©American Map Co., Inc., N.Y., No. 14244

## WPLG-TV

**Licensee:** Post-Newsweek Stations of Florida Inc., 3900 Biscayne Blvd., Miami, Fla. (33137).

**Studio:** 3900 Biscayne Blvd.

**Telephone:** 305-377-8131.

**TWX No.:** 810-848-6032.

**Ownership:** Post-Newsweek Stations. For other interests, see WTOP-TV, Washington, D.C. Sale to present owner, by C. H. Topmiller, Thomas A. Welstead and others approved by FCC Sept. 24, 1969 (Television Digest, Vol. 9:39).

**Began Operation:** Nov. 20, 1961.

**Represented (sales)** by Storer Television Sales; The Robinson Co. (regional).

**Represented (legal)** by Covington & Burling.

**Represented (engineering)** by Cohen & Dippell.

### Personnel:

JAMES E. ALLEN, executive vice president & general manager.  
LIN MASON, program manager.  
WILLIAM LATHAM, engineering manager.  
ROBERT E. MAHLMAN, general sales manager.  
ROBERT E. BAILEY, sales manager.  
DON FISCHER, promotion manager.  
KARL F. ZEDELLE, news director.

For Other Sales & Transfers, see Services Volume

### DIGEST OF RATE CARD NO. 14—(July 15, 1969)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.  
Class AA—7:30-11 p.m., daily.  
\$1200.00 \$800.00 \$420.00 ..... Graded rates apply\*

\*Highest rate: \$850.

NETWORK BASE HOURLY RATE: \$1250.

	Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	FLORIDA				
		Broward	179,800	174,600	97
		Collier	10,700	9,600	90
		Dade	410,000	392,900	96
		Monroe	18,200	16,100	88
		Palm Beach	109,700	103,300	94
<b>Between 25-49%</b>	FLORIDA				
		Glades	1,500	1,300	87
		Hendry	5,000	4,400	88
		Indian River	11,700	10,800	92
		Martin	9,500	8,900	94
<b>Between 5-24%</b>	FLORIDA				
		Lee	31,000	29,300	94
		Okeechobee	2,500	2,300	94
		St Lucie	16,800	15,700	93
<b>Station Totals</b>			1,116,200	1,065,000	95
Net Weekly Circulation (March 1969)				644,551	
Average Daily Circulation (March 1969)				355,856	

# Florida—Miami



**WTVJ**

Ch. 4



Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 983-ft. above av. terrain, 990-ft. above ground, 1002-ft. above sea level.

Latitude 25° 59' 08.5"  
Longitude 80° 11' 34.5"

Transmitter: 5100 Hallandale Beach Blvd.

Studio: 316 N. Miami Ave.

TV tape: Recording facilities.

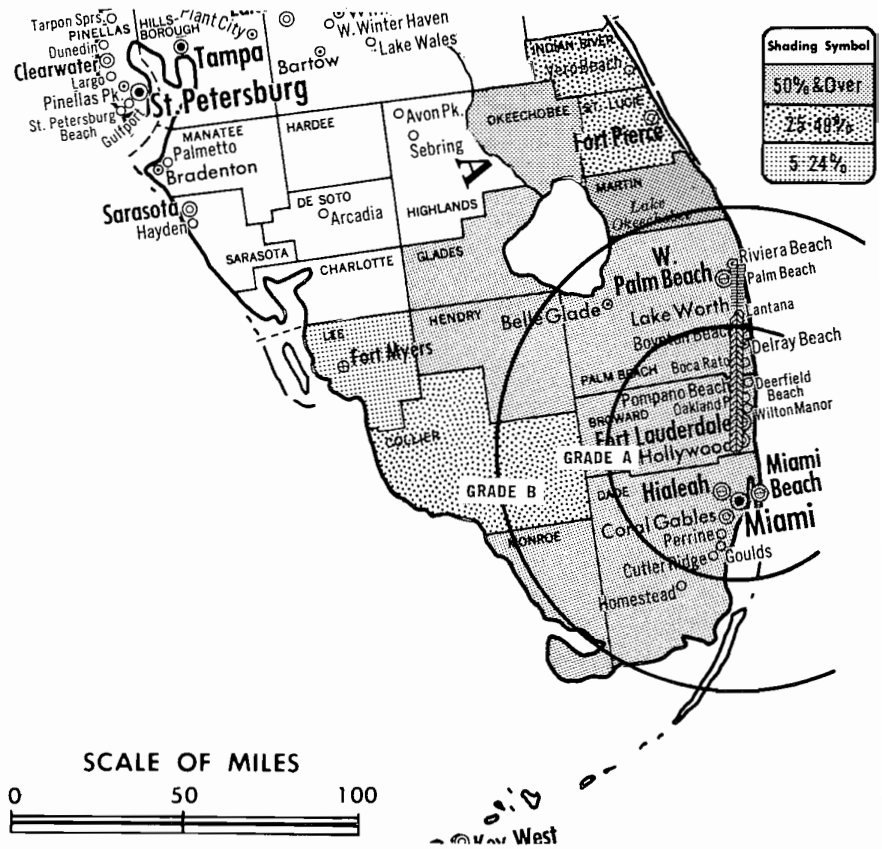
Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.

News Film Service: CBS.

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).



## WTVJ

Licensee: Wometco Enterprises Inc., 316 N. Miami Ave., Miami, Fla. (33128).

Telephone: 305-377-8241. TWX No.: 810-848-6191.

Ownership: Wometco Enterprises Inc., Mitchell Wolfson, pres. Also has 45.5% interest in WFGA-TV, Jacksonville, Fla., and holds 99.3% of WLOS-TV, Asheville, N.C. Wometco Enterprises also owns KVOS-TV, Bellingham, Wash.

Began Operation: March 21, 1949.

Represented (sales) by Peters, Griffin, Woodward Inc.

Represented (legal) by Cohn & Marks.

### Personnel:

MITCHELL WOLFSON, president.  
LOUIS WOLFSON II, v.p., broadcast division.  
WILLIAM R. BRAZZIL, v.p. in charge of WTVJ.  
RALPH RENICK, v.p. for WTVJ news.  
THOMAS J. BURKHART, general sales manager.  
THOMAS FRAIOLI, national sales manager.  
JACK WILEY, local sales manager.  
DON SHEPHERD, sales development manager.  
LEE WALLER, program director.  
JOE KLINE, director of technical operations.  
DICK HOLLANDS, assistant general manager.  
BILL CLEGG, production supervisor.  
ROBERT HARRIS, audience promotion manager.  
BOB BOWER, chief transmitter engineer.

### DIGEST OF RATE CARD NO. 26B—(Jan. 19, 1969)

Hour 30 Min. 15 Min. Min. 20 Sec. 8 Sec.  
Class AAA—7:30-10:30 p.m., daily.  
\$1700.00 \$1020.00 \$665.00 Graded rates apply\*

\*Highest rate: \$1175.

NETWORK BASE HOURLY RATE: \$1600.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	FLORIDA			
	Broward	179,800	174,600	97
	Dade	410,000	392,900	96
	Glades	1,500	1,300	87
	Hendry	5,000	4,400	88
	Martin	9,500	8,900	94
	Monroe	18,200	16,100	88
<b>Between 25-49%</b>	Okeechobee	2,500	2,300	94
	Palm Beach	109,700	103,300	94
	FLORIDA			
<b>Between 5-24%</b>	Collier	10,700	9,600	90
	Indian River	11,700	10,800	92
	St Lucie	16,800	15,700	93
<b>Station Totals</b>	FLORIDA	893,100	851,700	95
Net Weekly Circulation (March 1969)				694,842
Average Daily Circulation (March 1969)				523,136

# Florida—Orlando



**WDBO-TV**



Ch. 6

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1465-ft. above av. terrain, 1484-ft. above ground, 1549-ft. above sea level.

Latitude 28° 36' 08"  
Longitude 81° 05' 38"

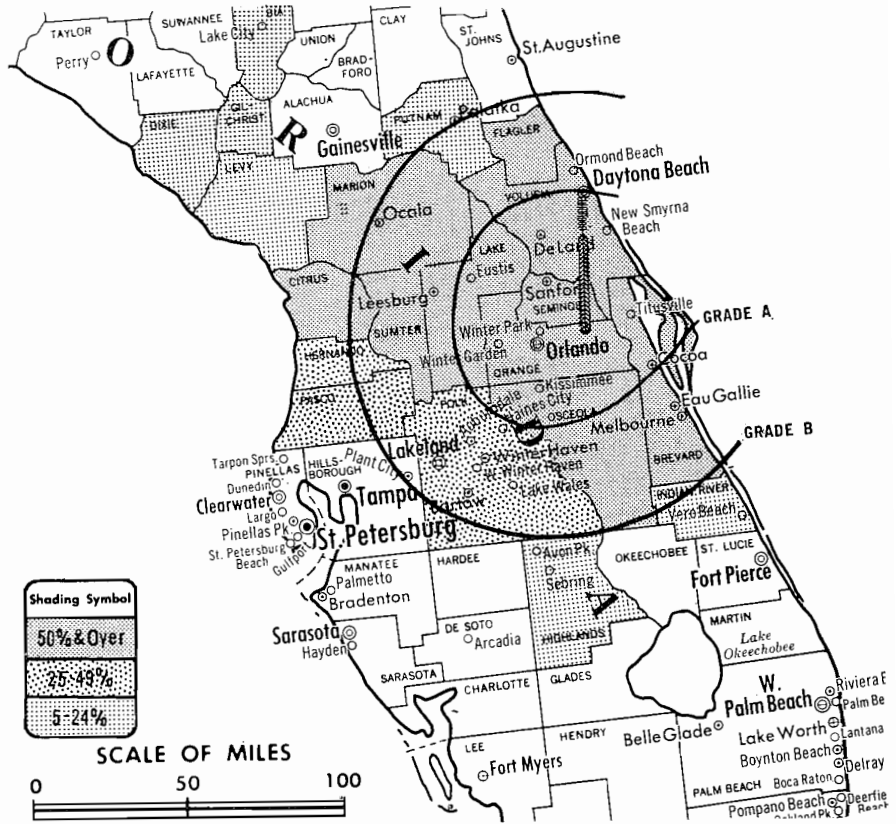
Transmitter: 3.5-mi. N. of Bithlo.  
Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI, CBS.  
Studio: 30 S. Ivanhoe Blvd. (32802).  
Represented (engineering) by Lohnes & Culver.

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

FM Affiliate: WDBO-FM, 25-kw, 92.3 MHz (No. 222), 460-ft.

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).



WDBO-TV Ref: FCC File No. BMPT-3742 Granted 1/24/68

## WDBO-TV

Licensee: The Outlet Company, Box 1833, Orlando, Fla. (32802).

Telephone: 305-241-1491. TWX No.: 810-850-0141.

Ownership: See WJAR-TV, Providence, R.I.

Begin Operation: July 1, 1954. Sale to present owner by Cherry Bcstg. Co. approved July 17, 1963 by FCC (Television Digest, Vol. 3:15, 29). Sale to Cherry Bcstg. Co. by group headed by Harold P. Danforth approved May 8, 1957 by FCC.

Represented (sales) by Edward Petry & Co. Inc.

Represented (legal) by Amram, Hahn & Sundlun.

### Personnel:

- JOSEPH S. SINCLAIR, chmn. & chief executive officer.
- KENNETH LOGOWITZ, president.
- ARNOLD F. SCHOEN JR., vice president & general manager.
- LEONARD S. DAVEY JR., sales manager.
- EVERETT H. HUGHES, program director & film buyer.
- AGNES CARLSON, sales coordinator.
- BENJAMIN AYCRIGG, news director.
- J. COLIN MURCHISON JR., production director.
- CHALMERS S. STROMBERG, chief engineer.

### DIGEST OF RATE CARD NO. III—(Feb. 1, 1970)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AA—7:30-11 p.m., daily.						
\$900.00	\$600.00				\$245.00	\$196.00
						\$98.00

NETWORK BASE HOURLY RATE: \$775.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	FLORIDA			
	Brevard	78,000	74,400	95
	Citrus	5,600	5,100	91
	Flagler	1,700	1,500	92
	Lake	21,600	20,400	95
	Marion	23,600	21,400	91
	Orange	108,000	103,700	96
	Osceola	8,100	7,500	93
	Seminole	22,900	21,800	96
	Sumter	5,000	4,500	91
Volusia	61,500	58,500	95	
<b>Between 25-49%</b>	FLORIDA			
	Hernando	4,500	4,100	93
	Pasco	16,400	15,500	94
<b>Between 5-24%</b>	FLORIDA			
	Columbia	9,300	8,500	91
	Dixie	2,000	1,600	83
	Gilchrist	1,400	1,300	91
	Highlands	8,700	8,100	92
	Indian River	11,700	10,800	92
	Levy	5,300	4,500	86
Putnam	10,000	9,400	94	
<b>Station Totals</b>		<b>599,500</b>	<b>565,400</b>	<b>94</b>
<b>Net Weekly Circulation (March 1969)</b>			<b>357,464</b>	
<b>Average Daily Circulation (March 1969)</b>			<b>258,186</b>	

# Florida—Orlando



**WFTV**



Ch. 9

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 316-kw max. & 174-kw horizontal visual, 31.6-kw max. & 17.4-kw horizontal aural. Antenna: 1370-ft. above av. terrain, 1346-ft. above ground, 1411-ft. above sea level.

Latitude 28° 36' 08"

Longitude 81° 05' 38"

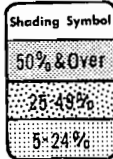
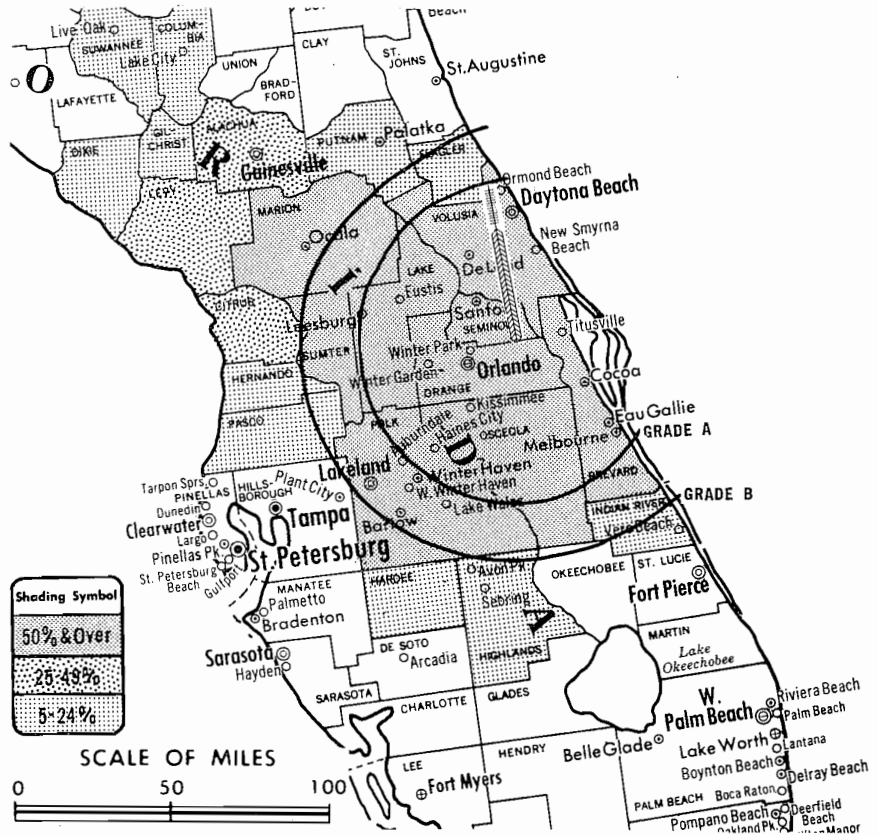
Transmitter: 3.5-mi. N of Bithlo, near Orlando.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI, ABC.

News Film Service: ABC.

Studio: 639 West Central (32805).



Total Households: © SRDS  
 Consumer Market Data as of 1/1/70.  
 TV Homes: TV% and Circulation  
 © 1969 American Research Bureau.  
 County coverage based on ARB study (see page 4-b).

WFTV Ref: FCC File No. BMPCTI-1 Granted 10/10/69

## WFTV

Permittee: Channel Nine of Orlando, Box 5795, Orlando, Fla. (32805).

Telephone: 305-241-6541. TWX No.: 810-850-0179.

Ownership: Interim operation as a joint venture of Mid-Fla. TV Corp., Central 9 Inc., Comint Corp., Fla. Heartland TV Inc. & TV Nine Inc., all applicants for Ch. 9 Orlando involved in comparative hearing.

Began Operation: Feb. 1, 1958 by Mid-Fla. Inc. Interim operation began April 1, 1969 (Television Digest, Vol. 9:14).

Represented (sales) by Blair Television.

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

Represented (legal) by Mullin & Connor.

### Personnel:

- WALTER M. WINDSOR, general manager.
- FRANK A. BROWNE, general sales manager.
- CLIFF PINE, production manager.
- GLEN BROMAN, news director.
- DON JONAS, sports director.
- CHARLES STUMP, personnel & public relations director.
- GENE STUART, promotion manager.
- JAMES HAMMOND, chief engineer.
- CLIFTON CONLEY, regional sales manager.
- MILTON LANG, local sales manager.

### DIGEST OF RATE CARD NO. 13—(March 15, 1970)

Hour	30 Min.	15 Min.	5 Min.	30 Sec.	20 Sec.	10 Sec.
Class AA—7:30-11 p.m., daily.	\$800.00	\$480.00	.....	\$216.00	\$192.00	\$120.00
NETWORK BASE HOURLY RATE: \$725.						

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>				
FLORIDA				
	Brevard	78,000	74,400	95
	Lake	21,600	20,400	95
	Marion	23,600	21,400	91
	Orange	108,000	103,700	96
	Osceola	8,100	7,500	93
	Polk	76,500	72,700	95
	Seminole	22,900	21,800	96
	Sumter	5,000	4,500	91
	Volusia	61,500	58,500	95
<b>Between 25-49%</b>				
FLORIDA				
	Alachua	27,700	25,100	91
	Citrus	5,600	5,100	91
	Levy	5,300	4,500	86
<b>Between 5-24%</b>				
FLORIDA				
	Dixie	2,000	1,600	83
	Flagler	1,700	1,500	92
	Gilchrist	1,400	1,300	91
	Hardee	4,700	4,400	94
	Hernando	4,500	4,100	93
	Highlands	8,700	8,100	92
	Indian River	11,700	10,800	92
	Pasco	16,400	15,500	94
	Putnam	10,000	9,400	94
	Suwannee	3,400	3,000	87
Station Totals		697,800	662,600	95
Net Weekly Circulation (March 1969)			365,485	
Average Daily Circulation (March 1969)			216,026	

For Florida Market Rankings, see page 148-b



# Florida—Daytona Beach-Orlando



**WESH-TV**



Ch. 2

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 940-ft. above av. terrain, 995-ft. above ground, 1036-ft. above sea level.

Latitude 28° 56' 25"  
Longitude 81° 18' 33"

Requests change to 85.5-kw visual, 17.1-kw aural, 1466-ft. above av. terrain, 1504-ft. above ground, 1544-ft. above sea level, lat. 28° 50' 31", long. 81° 07' 55"; transmitter to Maytown Rd., Osteen, Fla. BPCT-4158.

Transmitter: Orange City, Fla., between Daytona Beach & Orlando.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

Facsimile Service: AP.

News Film Service: NBC.

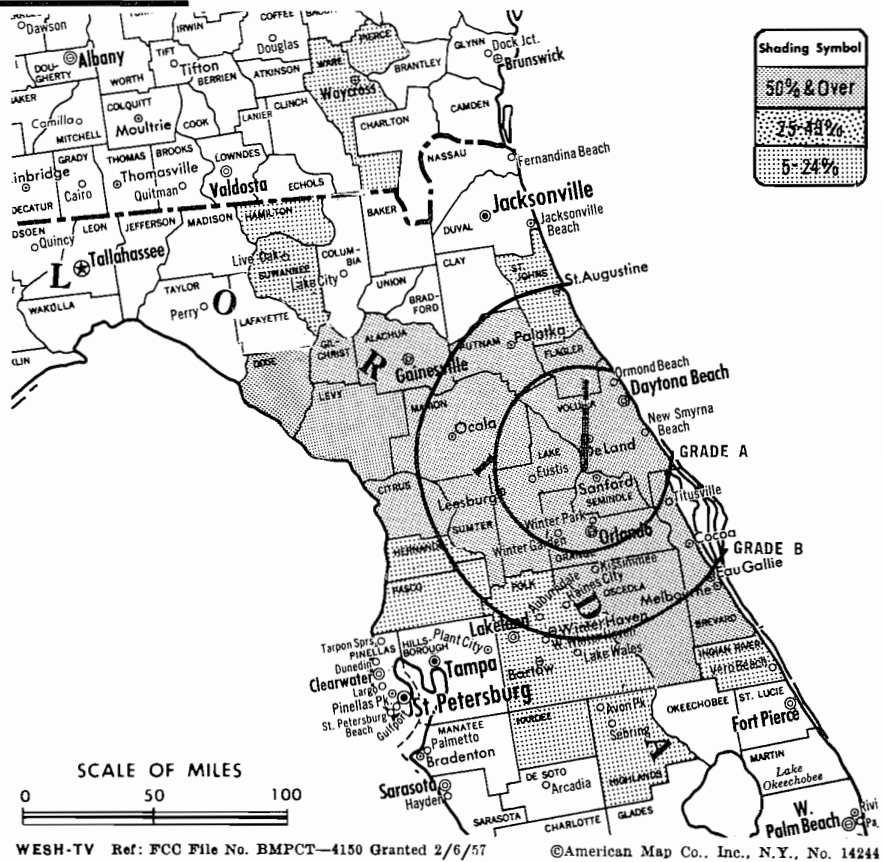
Total Households: © SRDS

Consumer Market Data as of 1/1/70.

TV Homes: TV % and Circulation

© 1969 American Research Bureau.

County coverage based on ARB study (see page 4-b).



## WESH-TV

Licensee: Cowles Florida Broadcasting Inc., Box 1551, Daytona Beach.

Studios: 540 Corporation Ave., Daytona Beach (32015); 1501 Minnesota Ave. (Winter Park), Orlando (32789).

Telephones: 904-253-7616, Daytona Beach; 305-647-5705, Orlando.

TXW No.: 810-857-0300, Daytona Beach; 810-853-0255, Winter Park.

Ownership: See KRNT-TV, Des Moines, Ia.

Began Operation: May 29, 1956. Sale to present owner by John H. Perry interests approved April 20, 1966 by FCC (Television Digest, Vol. 5:47).

Represented (sales) by Katz Agency.

Represented (legal) by Robert A. Marmet.

Represented (engineering) by Kear and Kennedy.

Personnel:

JOHN M. HABERLAN, exec. v.p. & general manager.

WALTER STROUSE, station manager.

JACK L. HITCHCOCK, general sales manager.

KENNETH W. SMITH, operations manager.

NICK PFEIFAU, director of news.

KENNETH H. BROWN JR., sports director.

MORRISON L. GABLE, chief engineer.

DIGEST OF RATE CARD NO. A-14 & P11—(Feb. 1, 1970)

Hour 30 Min. 15 Min. 5 Min. Min. 30 Sec. 10 Sec.

Class AA—7:30-11 p.m., daily.

\$850.00 \$420.00 ..... \$300.00 \$300.00 \$120.00

NETWORK BASE HOURLY RATE: \$725.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	<b>FLORIDA</b>			
	Alachua	27,700	25,100	91
	Brevard	78,000	74,400	95
	Citrus	5,600	5,100	91
	Dixie	2,000	1,600	83
	Flagler	1,700	1,500	92
	Gilchrist	1,400	1,300	91
	Lake	21,600	20,400	95
	Levy	5,300	4,500	86
	Marion	23,600	21,400	91
	Orange	108,000	103,700	96
	Osceola	8,100	7,500	93
	Putnam	10,000	9,400	94
	Seminole	22,900	21,800	96
Sumter	5,000	4,500	91	
Volusia	61,500	58,500	95	
<b>Between 5-24%</b>	<b>FLORIDA</b>			
	Hamilton	3,000	2,600	86
	Hardee	4,700	4,400	94
	Hernando	4,500	4,100	93
	Highlands	8,700	8,100	92
	Indian River	11,700	10,800	92
	Pasco	16,400	15,500	94
Polk	76,500	72,700	95	
St Johns	9,900	9,300	94	
Suwannee	3,400	3,000	87	
<b>GEORGIA</b>				
Pierce	2,200	2,000	90	
Ware	12,500	11,500	92	
<b>Stations Totals</b>		<b>658,400</b>	<b>619,700</b>	<b>94</b>
<b>Net Weekly Circulation (March 1969)</b>			<b>354,012</b>	
<b>Average Daily Circulation (March 1969)</b>			<b>246,474</b>	

# Florida—Palm Beach



**WPTV**



Ch. 5

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1031-ft. above av. terrain, 1031-ft. above ground, 1049-ft. above sea level.

Latitude 26° 35' 17"  
Longitude 80° 12' 42"

Transmitter: Near Green Acres City & Lantana Rd.

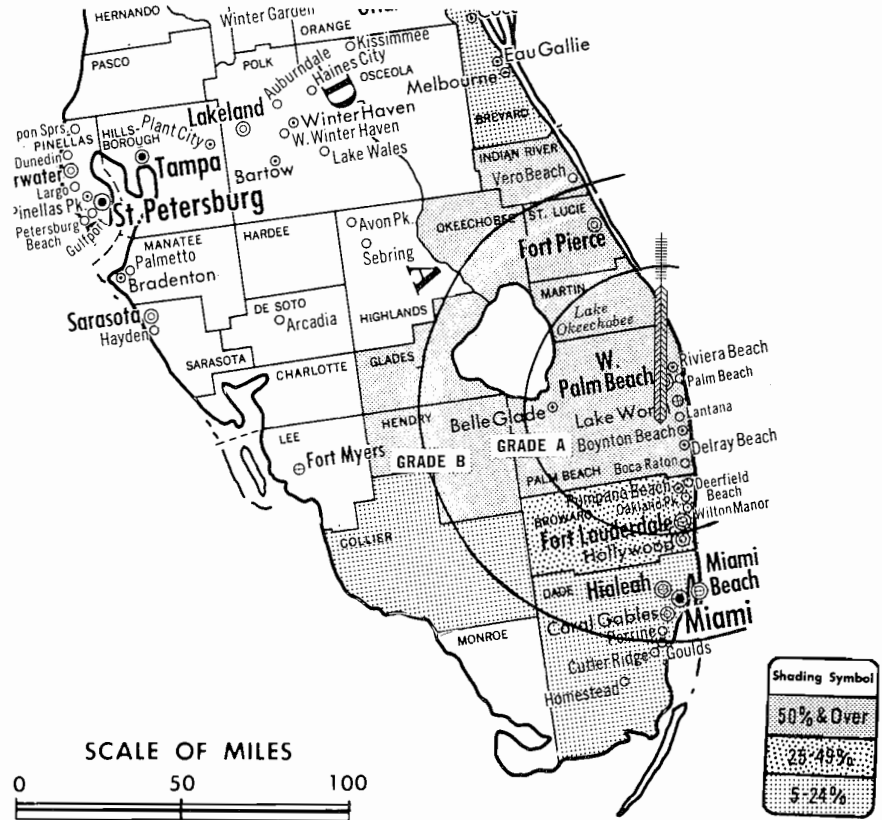
TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

News Film Service: NBC.

Facsimile Service: UPI.



Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).

WPTV Ref: FCC File No. BMPCT—1862 Granted 3/15/54

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## WPTV

Licensee: Scripps-Howard Bcstg. Co., 200 Park Ave., N.Y., N.Y. (10017).

Studio: 5 Coconut Row, Palm Beach (33480).

Telephone: 305-833-2471.

TWX No.: 510-952-6669.

Ownership: Scripps-Howard Bcstg. Co., 100%. See WEWS, Cleveland, Ohio.

Began Operation: Aug. 22, 1954. Sale to present owner by John H. Phipps approved by FCC Dec. 27, 1961 (Television Digest, Vols. 17:37, 1:14). Sale as WJNO-TV to Phipps by George H. Buck-Theodore Granik interests approved Oct. 3, 1956 by FCC (Vol. 12:37, 40).

Represented (sales) by Blair Television Associates Inc.

Represented (legal) by Baker, Hostetler & Patterson.

### Personnel:

CHESTER E. PIKE JR., vice president & general manager.  
JACK DOSDOURIAN, assistant to general manager.  
GEORGE WINSLOW, national sales manager.  
RON FORTNER, executive producer.  
LEWIS EVENDEN, director of engineering.  
ED ROOS, chief engineer.

### DIGEST OF RATE CARD NO. 2-69

(Sept. 1, 1969)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. 8 Sec.

Class AA—7:28-10:59 p.m., daily.

\$700.00 \$500.00 \$330.00 \$245.00 \$150.00 \$110.00 \$65.00

NETWORK BASE HOURLY RATE: \$325.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	FLORIDA			
	Glades	1,500	1,300	87
	Hendry	5,000	4,400	88
	Indian River	11,700	10,800	92
	Martin	9,500	8,900	94
	Okeechobee	2,500	2,300	94
<b>Between 25-49%</b>	FLORIDA			
	Broward	179,800	174,600	97
	FLORIDA			
<b>Between 5-24%</b>	Brevard	78,000	74,400	95
	Collier	10,700	9,600	90
	Dade	410,000	392,900	96
Station Totals		939,600	895,800	95
Net Weekly Circulation (March 1969)				239,961
Average Daily Circulation (March 1969)				138,971

For Index to Contents,  
see Services Volume

# Florida—West Palm Beach



**WEAT-TV**

Ch. 12

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 288-kw visual, 56.2-kw aural. Antenna: 980-ft. above av. terrain, 1031-ft. above ground, 1049-ft. above sea level.

Latitude 26° 35' 17"  
Longitude 80° 12' 28"

Transmitter: Intersection U.S. Hwy. 441 & State Rd. 812.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

News Film Service: ABC.

Facsimile Service: UPI.

AM Affiliate: WEAT, 1-kw, 850 kHz (MBS).

FM Affiliate: WEAT-FM, 100-kw, 104.5 MHz (No. 283), 520-ft.

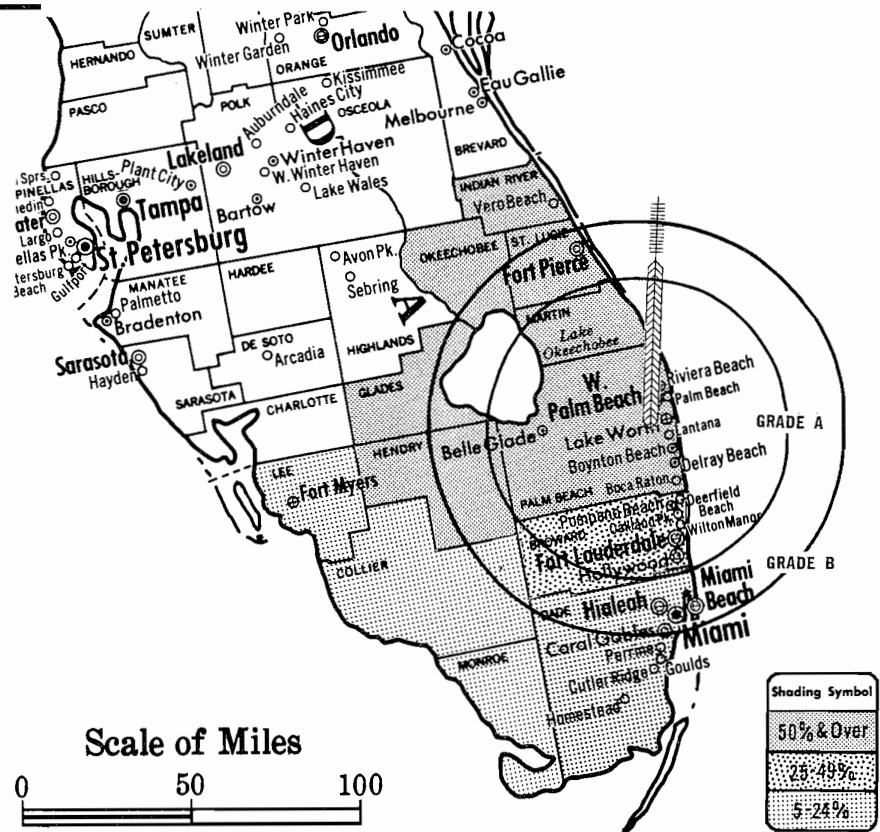
Total Households: © SRDS

Consumer Market Data as of 1/1/70.

TV Homes: TV% and Circulation

© 1969 American Research Bureau.

County coverage based on ARB study (see page 4-b).



WEAT-TV Ref: FCC File No. BPCT-2916 Granted 2/21/62

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## WEAT-TV

Licensee: Gardens Broadcasting Co., Box 70, West Palm Beach, Fla. (33402).

Studio: Congress Ave. & Lark Rd., West Palm Beach (33406).

Telephone: 305-842-1538.

Ownership: Gardens Bcstg. Co. Royal American Industries Inc., 100%. Royal American Industries is 2/3 owned by Bankers Life & Casualty Co.

Began Operation: Jan. 1, 1955. Sale to present owners by Rand Broadcasting and associate Bertram Lehtar approved Feb. 25, 1964 by FCC (Television Digest, Vol. 4:9). Previous sale to Rand Broadcasting & Lehtar by RKO Teleradio Pictures Inc. approved May 16, 1957 by FCC (Vol. 13:12, 20). RKO purchase from J. Robert Meachem interests was approved July 27, 1955 by FCC (Vol. 11:27, 31).

Represented (sales) by The Meeker Co.

Represented (legal) by Hogan & Hartson.

Personnel:

JOHN D. MacARTHUR, president.  
WILLIAM P. DIX JR., general manager.  
JAMES O'ROURKE, general sales manager.  
JAMES E. CONNOR, operations director.  
ANTHONY C. KRAYER JR., business manager.  
ELEANOR L. LARSEN, program director.  
WILLIAM J. CODDING, chief engineer.

### DIGEST OF RATE CARD NO. 18

(Aug. 13, 1969)

Hour 30 Min. 15 Min. 10 Min. 30 Sec. 20 Sec. 10 Sec.  
Class AA—7:30-11 p.m., daily.  
\$500.00 \$300.00 \$200.00 \$150.00 \$120.00\* \$100.00\* \$50.00\*

\*Class AA—7:29-11 p.m., daily.

NETWORK BASE HOURLY RATE: \$225.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	FLORIDA			
	Glades	1,500	1,300	87
	Hendry	5,000	4,400	88
	Indian River	11,700	10,800	92
	Martin	9,500	8,900	94
	Okeechobee	2,500	2,300	94
	Palm Beach	109,700	103,300	94
St Lucie	16,800	15,700	93	
<b>Between 25-49%</b>	FLORIDA			
	Broward	179,800	174,600	97
<b>Between 5-24%</b>	FLORIDA			
	Collier	10,700	9,600	90
	Dade	410,000	392,900	96
	Lee	31,000	29,300	94
Monroe	18,200	16,100	88	
Station Totals		914,700	872,100	95
Net Weekly Circulation (March 1969)			208,770	
Average Daily Circulation (March 1969)			98,317	

*Hogan - Feldmann, Inc.*  
MEDIA BROKERS · CONSULTANTS  
4404 Riverside Drive, Box 1545  
Burbank, California 91505  
Area Code 213 849-3201

# Florida—Panama City



**WJHG-TV**



Ch. 7

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 34-kw aural. Antenna: 870-ft. above av. terrain, 887-ft. above ground, 1026-ft. above sea level.

Latitude 30° 26' 00"  
Longitude 85° 24' 51"

Transmitter: 4 mi. NNE of Youngstown, Fla.

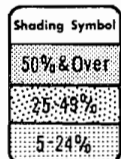
Studio: 8195 W. Highway 98 (32401).

Color: Network, film & slide.

News Wire Service: UPI.

Facsimile Service: UPI.

News Film Service: NBC.



Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).

WJHG-TV Ref: FCC File No. BPCT-3267 Granted 12/31/63

©American Map Co., Inc., N.Y., No. 14244

## WJHG-TV

Network Service: NBC.

Licensee: WJHG-TV Inc., Albany, Georgia.

Telephone: 305-234-2125.

Ownership: See WALB-TV, Albany, Ga.

Began Operation: Dec. 1, 1953. Sale to present owner by Mel Wheeler approved June 29, 1960 by FCC (Television Digest, Vol. 16:19, 21, 28). Transfer of 96% from J. D. Manly to Mel Wheeler approved Nov. 20, 1957 by FCC (Vol. 13:43, 47).

Represented (sales) by Adam Young Inc.; James S. Ayers Co. (Atlanta).

Represented (legal) by Kirkland, Ellis, Hodson, Chaffetz, Masters & Rowe.

Personnel:

RAY HOLLOWAY, station manager.  
HUGH ROCHE, sales manager.  
JACK REINHART, production manager.  
BILL CARPENTER, chief engineer.

DIGEST OF RATE CARD NO. 4—(Aug. 1, 1969)

Hour 30 Min. 15 Min. 10 Min. 5 Min. 30 Sec. 20 Sec. 10 Sec.  
Class AA—6:30-9:30 p.m., daily.

\$300.00 \$180.00 \$120.00 \$105.00 \$90.00 \$72.00 \$60.00 \$30.00

NETWORK BASE HOURLY RATE: \$300.

For Group Ownership of Television Stations

See Services Volume

Net Weekly Circulation	State County	Total Households	TV Homes	%
50% & Over	ALABAMA			
	Dale	11,200	10,400	93
	Geneva	6,200	5,600	91
	Houston	17,200	16,200	94
	FLORIDA			
	Bay	21,700	20,600	95
	Calhoun	2,500	2,100	87
	Franklin	2,900	2,500	88
	Gadsden	10,300	9,100	89
	Gulf	2,600	2,400	90
Holmes	4,500	3,800	85	
Jackson	10,500	9,200	88	
Liberty	900	800	88	
Okaloosa	24,100	23,000	96	
Walton	4,700	4,200	90	
Washington	3,000	2,700	89	
Between 25-49%	ALABAMA			
	Coffee	9,200	8,400	91
	FLORIDA			
Leon	28,400	26,500	93	
GEORGIA				
Seminole	1,500	1,400	91	
Between 5-24%	ALABAMA			
	Covington	9,900	9,000	91
	Henry	3,500	3,100	90
	FLORIDA			
	Wakulla	1,400	1,300	93
GEORGIA				
Decatur	7,900	7,300	92	
Miller	1,400	1,300	88	
Station Totals		261,100	240,900	92
Net Weekly Circulation (March 1969)				107,919
Average Daily Circulation (March 1969)				67,272

# STARTLING AS IT MAY SEEM

**IT'S A FACT...**

**ONE MILLION  
TOURISTS ENJOY  
OUR BEACHES  
EACH YEAR**

**IT'S A FACT...**

**OVER ONE HALF  
MILLION PEOPLE WHO  
LIVE IN OUR AREA  
ENJOY IT YEAR-ROUND**

**WJHG-TV**

PANAMA CITY, FLORIDA



REPRESENTED NATIONALLY  
BY  
ADAM YOUNG-VTM, INC.

IN THE SOUTH  
BY  
JAMES S. AYERS, INC.



**GRAY COMMUNICATION SYSTEMS INC.**

# Florida—Pensacola-Mobile, Ala.



## WEAR-TV

Ch. 3

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 14.8-kw aural. Antenna: 1220-ft. above av. terrain, 1284-ft. above ground, 1394-ft. above sea level.

Latitude 30° 37' 38"  
Longitude 87° 37' 31"

Transmitter: Loxley, Ala.

Studio: U.S. Hwy. 90, W of Pensacola.

Represented (engineering) by G. Russell Chambers.

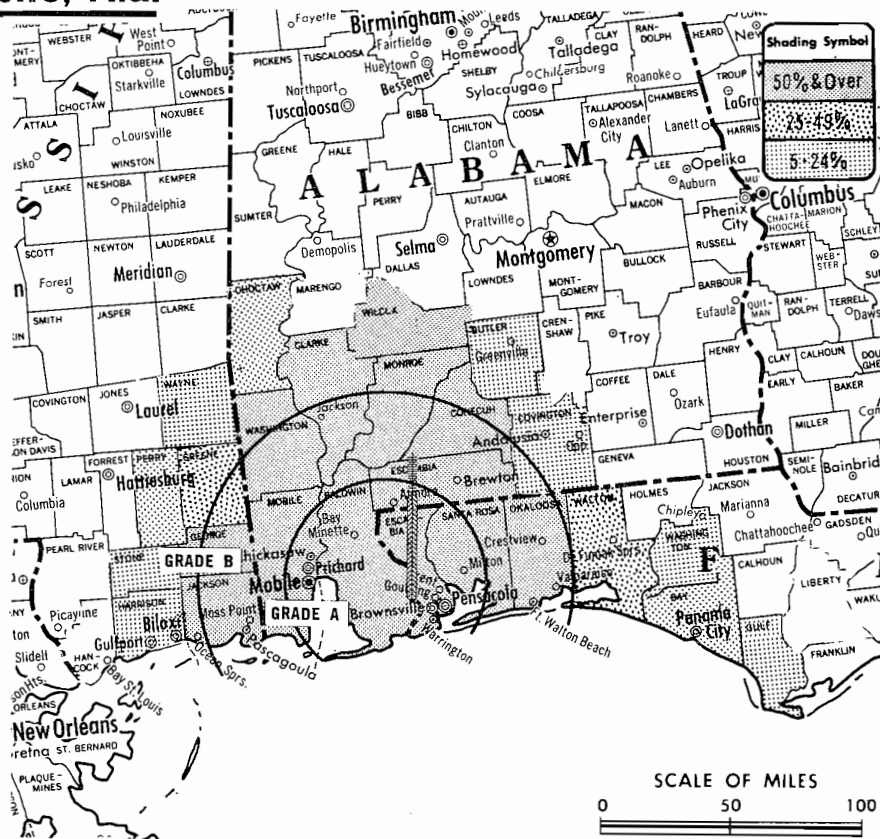
TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

Facsimile Service: AP.

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).



WEAR-TV Ref: FCC File No. BMPCT-5313 Granted 7/22/59

©American Map Co., Inc., N.Y., No. 14244

## WEAR-TV

Grantee (STA): Rollins Telecasting Inc., Box 431, Pensacola, Fla. (32502).

Telephone: 305-455-7311. TWX No.: 510-737-7952.

Ownership: Rollins Inc., 100%. For other interests, see WPTZ, Plattsburgh, N.Y.

Began Operation: Jan. 13, 1954. Sale to present owners by Charles W. Smith, Mel Wheeler and associates approved May 6, 1959 (Television Digest, Vol. 15:14, 19).

Represented (sales) by Edward Petry & Co.

Represented (legal) by Cohn & Marks.

Personnel:

O. WAYNE ROLLINS, president.  
R. RANDALL ROLLINS, executive vice president.  
WILLIAM G. RHODES, asst. to executive vice president.  
MILT de REYNA, general manager & film buyer.  
DAVID BUTTS, operations manager.  
HARRY BABB, chief engineer.

DIGEST OF RATE CARD NO. 2—(Jan. 20, 1969)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	ID
Class AA—6:30-10 p.m., daily.	\$650.00	\$390.00	\$260.00	\$195.00		Graded rates apply*

\*Highest rate: \$284.

NETWORK BASE HOURLY RATE: \$725.

Station Studio & Mobile Equipment

Listed in Services Volume

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	ALABAMA			
	Baldwin	16,500	15,600	94
	Clarke	7,300	6,200	86
	Concuh	4,300	3,700	86
	Escambia	10,200	9,200	90
	Mobile	109,500	104,500	95
	Monroe	5,500	4,600	84
	Washington	3,800	3,400	88
	Wilcox	3,600	2,900	81
	FLORIDA			
Escambia	60,100	57,800	96	
Okaloosa	24,100	23,000	96	
Santa Rosa	9,800	9,400	96	
MISSISSIPPI				
George	3,500	3,300	94	
Jackson	21,500	20,300	94	
<b>Between 25-49%</b>	FLORIDA			
	Walton	4,700	4,200	90
	MISSISSIPPI			
Greene	2,500	2,100	85	
<b>Between 5-24%</b>	ALABAMA			
	Butler	6,400	5,600	88
	Choctaw	4,600	3,900	84
	Covington	9,900	9,000	91
	FLORIDA			
	Bay	21,700	20,600	95
	Gulf	2,600	2,400	90
	Washington	3,000	2,700	89
	MISSISSIPPI			
	Harrison	39,900	37,900	95
Perry	2,400	2,200	89	
Stone	2,400	2,200	91	
Wayne	4,600	4,000	87	
Station Totals		692,200	648,600	93
Net Weekly Circulation (March 1969)				265,855
Average Daily Circulation (March 1969)				168,018

# Florida—Tallahassee-Thomasville, Georgia



**WCTV**



Ch. 6

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 19.5-kw aural. Antenna: 1030-ft. above av. terrain, 1010-ft. above ground, 1249-ft. above sea level.

Latitude 30° 39' 46"  
Longitude 84° 12' 36"

Transmitter: Lake Iamonia, Fla.

Color: Network, live, film, slide & tape.

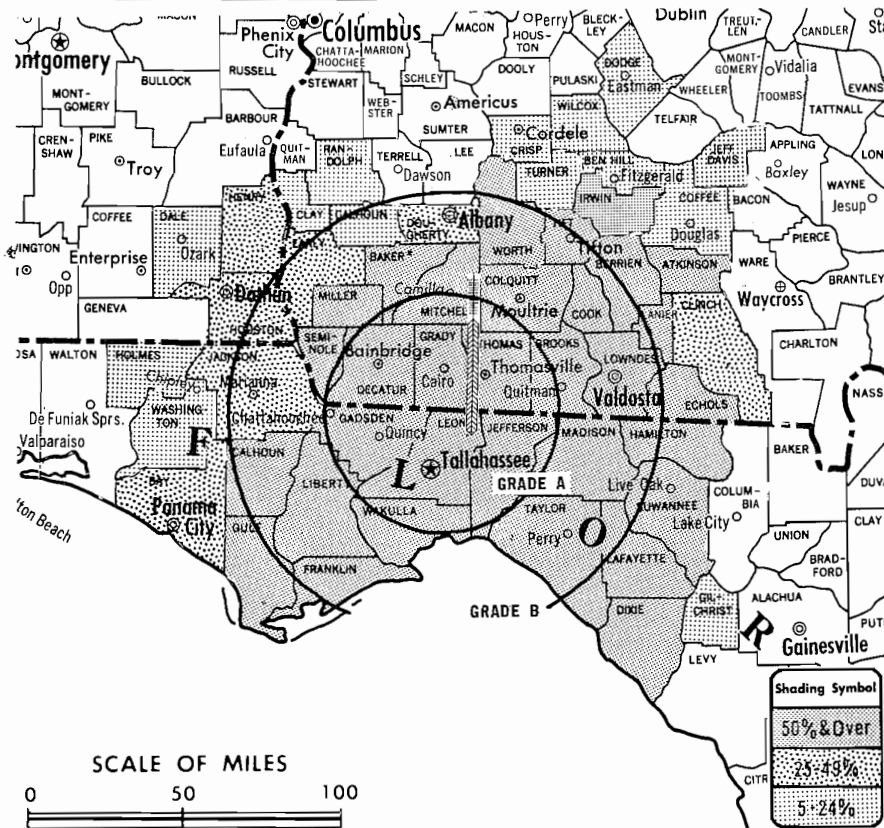
News Wire Service: AP.

Facsimile Service: AP.

News Film Service: CBS.

Telephone: 904-385-2121, Tallahassee.

TWX No.: 810-931-3773.



Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).

WCTV Ref: FCC File No. BPC7-2591 Granted 6/5/59

©American Map Co., Inc., N.Y., No. 14244

## WCTV

Licensee: John H. Phipps Bcstg. Stations Inc., Box 3547, Tallahassee, Fla. (32303).

Office: 2225 N. Monroe St., Tallahassee, Fla. (32303).

Studios: 2225 N. Monroe St., Tallahassee, Fla.; 112 N. Madison, Thomasville, Ga.

Ownership: John H. Phipps, 100%.

Began Operation: Sept. 15, 1955.

Represented (sales) by Blair Television Associates Inc.

Represented (legal) by McKenna & Wilkinson.

Personnel:

COLIN S. PHIPPS, president.  
JOSEPH E. HOSFORD, vice president & general manager.  
JERRY L. WILLIAMS, director of operations & film buyer.  
W. A. SNOWDEN, director of engineering.  
CHARLES CLIFTON, chief engineer.

### DIGEST OF RATE CARD NO. N14 (July 1, 1969)

Hour	30 Min.	15 Min.	5 Min.	20 Sec.	10 Sec.
Class AA—7-11 p.m., daily.	\$650.00	\$400.00	.....	\$150.00	\$90.00
NETWORK BASE HOURLY RATE: \$575.					

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>				
	FLORIDA			
	Calhoun	2,500	2,100	87
	Dixie	2,000	1,600	83
	Franklin	2,900	2,500	88
	Gadsden	10,300	9,100	89
	Gulf	2,600	2,400	90
	Hamilton	3,000	2,600	86
	Jefferson	2,900	2,500	87
	Lafayette	800	700	85
	Leon	28,400	26,500	93

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>				
FLORIDA—(Continued)				
	Liberty	900	800	88
	Madison	3,500	3,000	84
	Suwannee	3,400	3,000	87
	Taylor	4,200	3,700	88
	Wakulla	1,400	1,300	93
GEORGIA				
	Atkinson	1,300	1,100	81
	Baker	600	500	86
	Berrien	2,900	2,500	88
	Brooks	3,700	3,400	91
	Colquitt	10,700	9,900	93
	Cook	3,400	3,000	90
	Decatur	7,900	7,300	92
	Echols	200	200	85
	Grady	4,700	4,400	92
	Irwin	2,000	1,800	90
	Lanier	1,200	1,000	88
	Lowndes	17,100	15,600	91
	Miller	1,400	1,300	88
	Mitchell	4,900	4,300	90
	Seminole	1,500	1,400	91
	Thomas	10,900	10,000	92
	Tift	7,700	6,900	91
	Worth	4,000	3,600	91

<b>Between 25-49%</b>				
ALABAMA				
	Henry	3,500	3,100	90
	Houston	17,200	16,200	94
FLORIDA				
	Bay	21,700	20,600	95
	Jackson	10,500	9,200	88
GEORGIA				
	Clinch	2,100	1,800	89
	Dougherty	27,700	25,900	94
	Early	2,700	2,400	89

(Continued on page 150-b)

Station Totals	501,100	464,100	92
Net Weekly Circulation (March 1969)			165,287
Average Daily Circulation (March 1969)			121,021

# Florida—Tampa-St. Petersburg



**WFLA-TV**



Ch. 8

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1037-ft. above av. terrain, 1055-ft. above ground, 1130-ft. above sea level.

Latitude 27° 50' 26"  
Longitude 82° 15' 47"

Transmitter: 14-mi. SE of Tampa.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

Facsimile Service: AP.

AM Affiliate: WFLA, 5-kw, 970 kHz (NBC).

FM Affiliate: WFLA-FM, 100-kw, 93.3 MHz (No. 227), 770-ft.

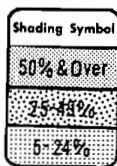
Total Households: © SRDS

Consumer Market Data as of 1/1/70.

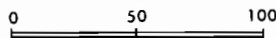
TV Homes: TV% and Circulation

© 1969 American Research Bureau.

County coverage based on ARB study (see page 4-b).



SCALE OF MILES



WFLA-TV Ref: FCC File No. BPCT-363 Granted 8/4/54

©American Map Co., Inc., N.Y., No. 14244



## WFLA-TV

Licensee: The Tribune Co., 905 Jackson St., Tampa, Fla. (33602).

Studio: 905 Jackson St., P.O. Box 1410 (33601).

Telephone: 813-229-7781. TWX No.: 813-2299-981.

Ownership: Same as Tampa Tribune and Times. Officers: John C. Council, chairman; Alan Donohoe, pres.; George W. Harvey, v.p. Media General Inc., Richmond (Va.) Times-Dispatch and News-Leader (WRNL & FM) holds 52.2% of Tribune Co.

Began Operation: Feb. 14, 1955.

Represented (sales) by Blair-TV.

Represented (legal) by Cohn & Marks.

Represented (engineering) by David L. Steel Sr.

Personnel:

- GEORGE W. HARVEY, v.p. & general manager.
- WILLIAM B. FABER, station manager.
- C. WESLEY QUINN, general sales manager.
- HARRY SMITH, local sales manager.
- J. E. FARAGHAN, program director & film buyer.
- FRANK STRINGER, operations director.
- DOUG DUPERRAULT, promotion manager.
- BILL HENRY, news director.
- PETER HOLST, film editor.
- PATRICK McLAUGHLIN, chief engineer.

DIGEST OF RATE CARD NO. 20A—(June 1, 1969)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	ID
Class A—7-11 p.m., daily.	\$1350.00	\$810.00	\$540.00	\$445.00	.....	\$450.00* \$270.00*

\*Class AAA—8-10:30 p.m. daily.

NETWORK BASE HOURLY RATE: \$1400.

	Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	FLORIDA				
		Charlotte	8,800	8,200	93
		Citrus	5,600	5,100	91
		De Soto	3,700	3,400	92
		Hardee	4,700	4,400	94
		Hernando	4,500	4,100	93
		Highlands	8,700	8,100	92
		Hillsborough	153,600	146,400	95
		Manatee	31,800	30,300	95
		Pasco	16,400	15,500	94
		Pinellas	186,200	178,700	96
	Polk	76,500	72,700	95	
	Sarasota	39,400	37,500	95	
<b>Between 25-49%</b>	FLORIDA				
		Lee	31,000	29,300	94
	Sumter	5,000	4,500	91	
<b>Between 5-24%</b>	FLORIDA				
		Brevard	78,000	74,400	95
		Gilchrist	1,400	1,300	91
		Hendry	5,000	4,400	88
		Levy	5,300	4,500	86
		Marion	23,600	21,400	91
	Osceola	8,100	7,500	93	
Station Totals			838,400	796,100	95
Net Weekly Circulation (March 1969)				538,814	
Average Daily Circulation (March 1969)				400,162	



# Florida—Tampa-St. Petersburg



**WLCY-TV**

Ch. 10

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 316-kw visual, 50-kw aural. Antenna: 500-ft. above av. terrain, 538-ft. above ground, 549-ft. above sea level.

Latitude 28° 11' 04"  
Longitude 82° 45' 39"

Requests 1463-ft. above av. terrain, 1494-ft. above ground, 1545-ft. above sea level, lat. 27° 16' 30", long. 82° 51' 22"; transmitter to Boyette Rd. & Belle Shoals Rd., 5-mi. S of Brandon. BPCT—3700.

Transmitter: 2.6-mi. N of Tarpon Springs.

TV tape: Recording facilities. Color: Network, live, film, slide & tape.

News Wire Service: AP.

Facsimile Service: AP.

Total Households: © SRDS

Consumer Market Data as of 1/1/70.

TV Homes: TV% and Circulation

© 1969 American Research Bureau.

County coverage based on ARB study (see page 4-b).



## WLCY-TV

Licensee: WLCY-TV Inc., P.O. Box 14000, St. Petersburg, Fla. (33733).

Studio: 11450 Gandy Blvd., St. Petersburg (33702).

Telephones: 813-525-1111, St. Petersburg; 229-7976, Tampa.

Ownership: Rahall Communications Corp. N. Joe Rahall, pres., 23.95%; Sam G. Rahall, v.p., 25.38%; Farris E. Rahall, treas., 23.93%; others, none with more than 3%. Rahall also controls radios WLCY; WKAP, Allentown, Pa.; WWNR, Beckley, W. Va. & holds CP for WKAP-TV, Ch. 60, Bethlehem, Pa. & WLCY-FM, Tampa.

AM Affiliate: WLCY, 5-kw, 1380 kHz.

Began Operation: July 18, 1965 on interim basis; full time ABC, Sept. 1, 1965.

Represented (sales) by H-R Television Inc.

Represented (legal) by Kirkland, Ellis, Hodson, Chaffetz, Masters & Rowe.

Represented (engineering) by Kear & Kennedy.

Personnel:

SAM G. RAHALL, president & general manager.

JEFF EVANS, station manager.

TED ROBINSON, national sales manager.

JACK WELDON, local sales manager.

BRYAN BISNEY, program manager.

JERRY BAKER, promotion manager.

AL KOERKEL, film director.

PATRICK McLAUGHLIN, chief engineer.

DIGEST OF RATE CARD NO. 2—(Feb. 1, 1966)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.  
Class A—7-11 p.m., daily.

\$800.00 \$480.00 \$320.00 \$200.00 \$162.00 \$162.00 \$81.00

NETWORK BASE HOURLY RATE: \$625.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	FLORIDA			
	Citrus	5,600	5,100	91
	Dixie	2,000	1,600	83
	Hernando	4,500	4,100	93
	Hillsborough	153,600	146,400	95
	Manatee	31,800	30,300	95
	Pasco	16,400	15,500	94
<b>Between 25-49%</b>	Pinellas	186,200	178,700	96
	Sarasota	39,400	37,500	95
	FLORIDA			
	Charlotte	8,800	8,200	93
	Gilchrist	1,400	1,300	91
<b>Between 5-24%</b>	Levy	5,300	4,500	86
	Polk	76,500	72,700	95
	Sumter	5,000	4,500	91
	FLORIDA			
	Bradford	4,200	3,900	93
De Soto	3,700	3,400	92	
Hardee	4,700	4,400	94	
Highlands	8,700	8,100	92	
Lee	31,000	29,300	94	
Marion	23,600	21,400	91	
Suwannee	3,400	3,000	87	
Station Totals		925,900	878,000	94
Net Weekly Circulation (March 1969)				403,930
Average Daily Circulation (March 1969)				218,846

Station Totals Include Counties with  
1-4% Net Weekly Circulation

# Florida—Tampa-St. Petersburg



**WTVT**



Ch. 13

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 316-kw visual, 47.9-kw aural. Antenna: 1416-ft. above av. terrain, 1463-ft. above ground, 1549-ft. above sea level.

Latitude 27° 49' 09"  
Longitude 82° 14' 26"

Transmitter: 4.4-mi. NNE of Balm, Fla.

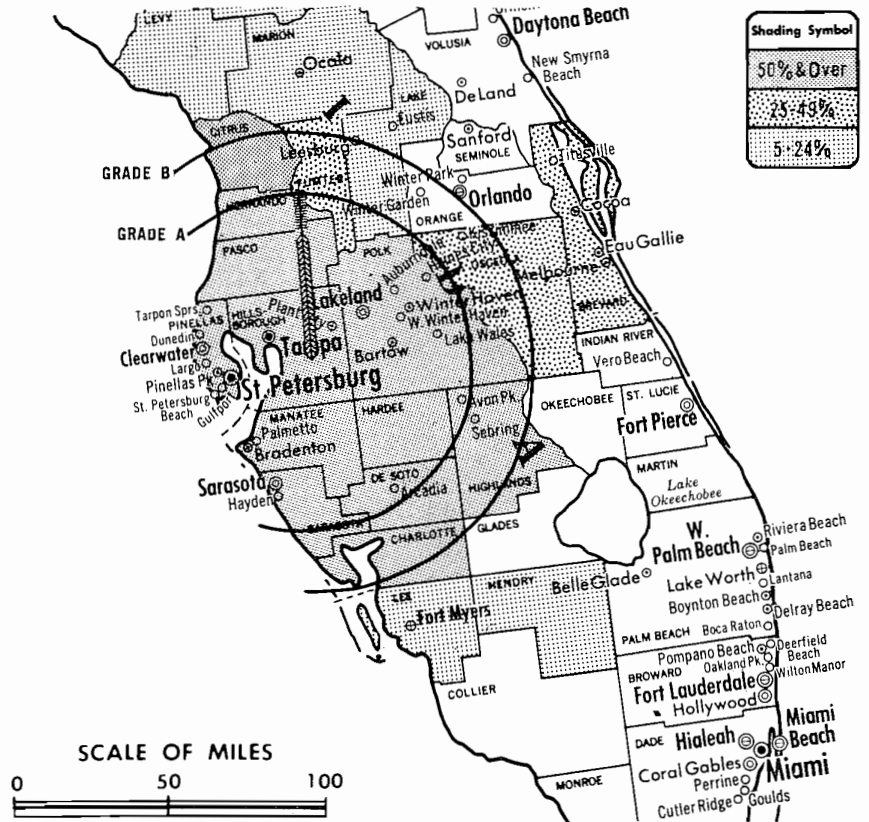
TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

Facsimile Service: UPI.

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).



WTVT Ref: FCC File No. BMPCT—6216 Granted 5/9/66

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## WTVT

Licensee: WKY Television System Inc., Box 1198, Tampa (33601).

Studio: 3213 John F. Kennedy Blvd.

Telephone: 813-876-1313. TWX No.: 810-876-0618.

Ownership: See WKY-TV, Oklahoma City, Okla.

Began Operation: April 1, 1955. Sale to present owners by ex-Gov. Doyle E. Carlton and W. Walter Tison interests approved by FCC July 18, 1956 (Television Digest, Vol. 12:26, 29).

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Pierson, Ball & Dowd.

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

### Personnel:

EUGENE B. DODSON, executive v.p. & manager.  
ROBERT OLSON, assistant manager.  
RAY DANTZLER, director of programs, news & public affairs.  
HUGH SMITH, news director.  
FRANK RIDOLPHI, business manager.  
ROBERT FOWLER, general sales manager.  
LAWRENCE T. WHITNEY, local sales manager.  
WALTER RHOADS, promotion manager.  
CHARLES HAMPTON, public service director.  
W. LAWTON, METCALFE, chief engineer.  
DAN BOGER, production manager.

DIGEST OF RATE CARD NO. A24 & P22—(June 1, 1969)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.

Class AA—8-11 p.m., daily.

\$1200.00 \$720.00 ..... Graded rates apply\*

\*Highest rate: \$450.

NETWORK BASE HOURLY RATE: \$1325.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	FLORIDA			
	Charlotte	8,800	8,200	93
	Citrus	5,600	5,100	91
	De Soto	3,700	3,400	92
	Hardee	4,700	4,400	94
	Hernando	4,500	4,100	93
	Highlands	8,700	8,100	92
	Hillsborough	153,600	146,400	95
	Manatee	31,800	30,300	95
	Pasco	16,400	15,500	94
	Pinellas	186,200	178,700	96
Polk	76,500	72,700	95	
Sarasota	39,400	37,500	95	
<b>Between 25-49%</b>	FLORIDA			
	Brevard	78,000	74,400	95
	Franklin	2,900	2,500	88
	Osceola	8,100	7,500	93
<b>Between 5-24%</b>	FLORIDA			
	Alachua	27,700	25,100	91
	Gilchrist	1,400	1,300	91
	Hendry	5,000	4,400	88
	Lake	21,600	20,400	95
	Lee	31,000	29,300	94
	Levy	5,300	4,500	86
Marion	23,600	21,400	91	
Station Totals		1,136,100	1,081,000	95
Net Weekly Circulation (March 1969)			545,607	
Average Daily Circulation (March 1969)			411,508	

# Florida—St. Petersburg-Tampa

## WSUN-TV

Ch. 38

Technical Facilities: Channel No. 38 (614-620 MHz). Authorized power: 2000-kw max. & 832-kw horizontal visual, 200-kw max. & 85-kw horizontal aural. Antenna: 460-ft. above av. terrain, 495-ft. above ground, 495-ft. above sea level.

Latitude 27° 52' 40"  
Longitude 82° 35' 25"

Holds CP for change to 2000-kw max. & 832-kw horizontal visual, 200-kw max. & 85-kw horizontal aural, 460-ft. above av. terrain, 495-ft. above ground, 495-ft. above sea level. BMPCT-6833.

Transmitter: Gandy Bridge.

Color: Film & slide.

News Wire Service: AP.

Studio: 201 2nd Ave. N., St. Petersburg (33701).

Telephone: 813-894-0191.

AM Affiliate: WSUN, 5-kw, 620 kHz (ABC).

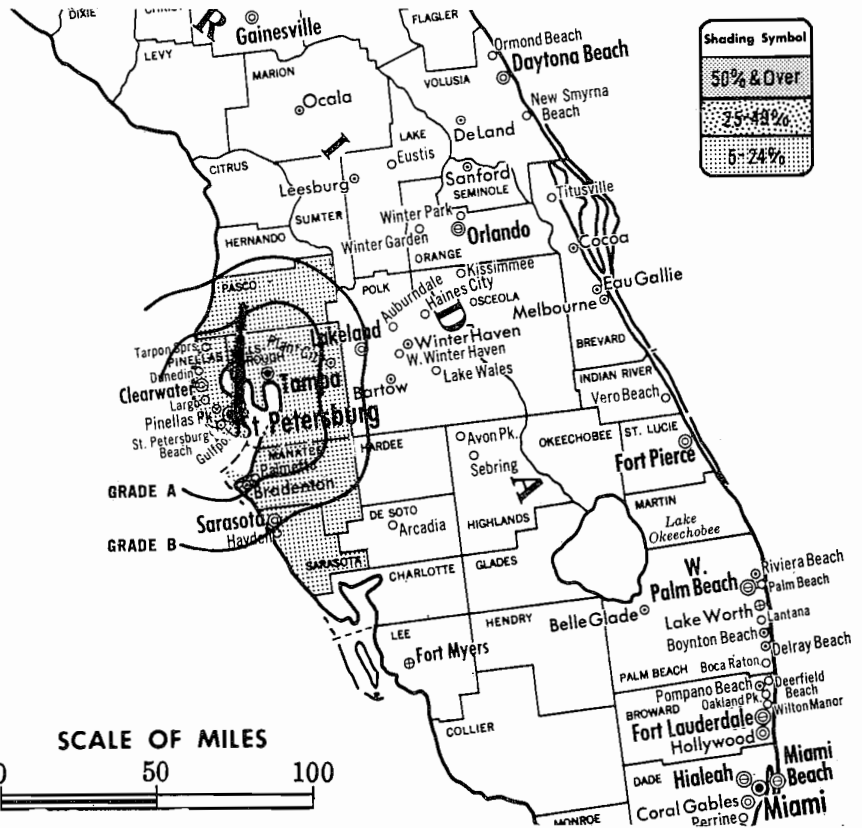
Total Households: © SRDS

Consumer Market Data as of 1/1/70.

TV Homes: TV% and Circulation

© 1969 American Research Bureau.

County coverage based on ARB study (see page 4-b).



WSUN-TV Ref: FCC File No. BMPCT-6833 Granted 7/29/68

## WSUN-TV

Licensee: WSUN Inc., 210 2nd St. N., St. Petersburg (33701).

Ownership: WCAR Inc. (licensee of WCAR & FM, Detroit), 100%. WCAR officers: H. Y. Levinson, pres.-treas., 52.62%; Celia D. Levinson, v.p.-secy., 23.58% (titles are for WSUN Inc., stock represents holdings in WCAR Inc.).

Began Operation: May 15, 1953. Sale to present owner by City of St. Petersburg approved Feb. 23, 1966 by FCC (Television Digest, Vol. 5:42).

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by Finkelstein & Firestone.

Represented (engineering) by James C. McNary.

Personnel:

STOKES GRESHAM JR., general manager.  
SIIRI MITCHELL, sales service.

### DIGEST OF RATE CARD NO. G-7 (Aug. 16, 1968)

Hour	30 Min.	15 Min.	Min.	30 Sec.	20 Sec.	10 Sec.
2:30-9 p.m., daily	*	*	*	\$30.00	\$23.00	\$18.00
				\$15.00		

\*Program rates on request.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Between 5-24%</b>	FLORIDA			
	Hillsborough	153,600	146,400	95
	Manatee	31,800	30,300	95
	Pasco	16,400	15,500	94
	Pinellas	186,200	178,700	96
	Sarasota	39,400	37,500	95
<b>Station Totals</b>		512,600	489,200	95
Net Weekly Circulation (March 1969)			64,828	
Average Daily Circulation (March 1969)			18,918	

For Color & UHF Penetration by Markets

See Services Volume

# Florida—St. Petersburg-Tampa

**WTOG**

Ch. 44

Technical Facilities: Channel No. 44 (650-656 MHz). Authorized power: 1815-kw max. & 828-kw horizontal visual, 363-kw max. & 165-kw horizontal aural. Antenna: 1430-ft. above av. terrain, 1474-ft. above ground, 1549-ft. above sea level.

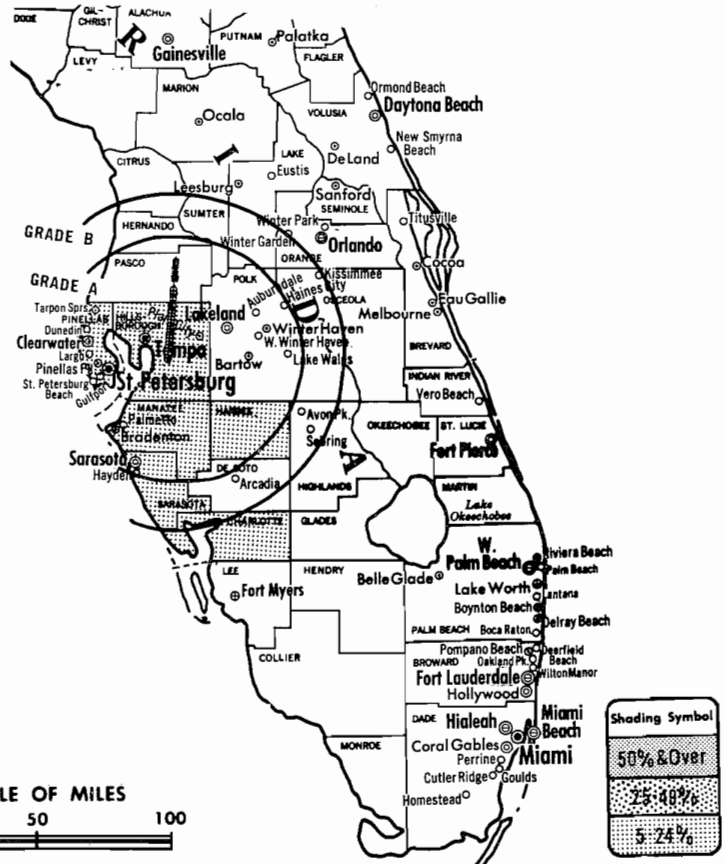
Latitude 27° 49' 51"  
Longitude 82° 16' 00"

Transmitter: 4-mi. SE of Riverview, Fla.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).



WTOG Ref: FCC File No. BMPCT—6769 Granted 5/29/68

© American Map Co., Inc., N.Y. No. 14244

## WTOG

Licensee: Hubbard Broadcasting Inc., 3415 University Ave., St. Paul, Minn.

Studio: 365 105th Terrace N.E., St. Petersburg, Fla. (33702).

Telephone: 813-527-7121.

Ownership: See KSTP-TV, St. Paul, Minn.

Began Operation: Nov. 4, 1968.

Represented (sales) by Edward Petry & Co. Inc.

Represented (legal) by Fletcher, Heald, Rowell, Kenehan & Hildreth.

Represented (engineering) by Lohnes & Culver.

### Personnel:

HOWARD R. TRICKEY, general manager.  
LOREN MATHRE, program director & operations manager.  
LARRY ESKRIDGE, chief engineer.

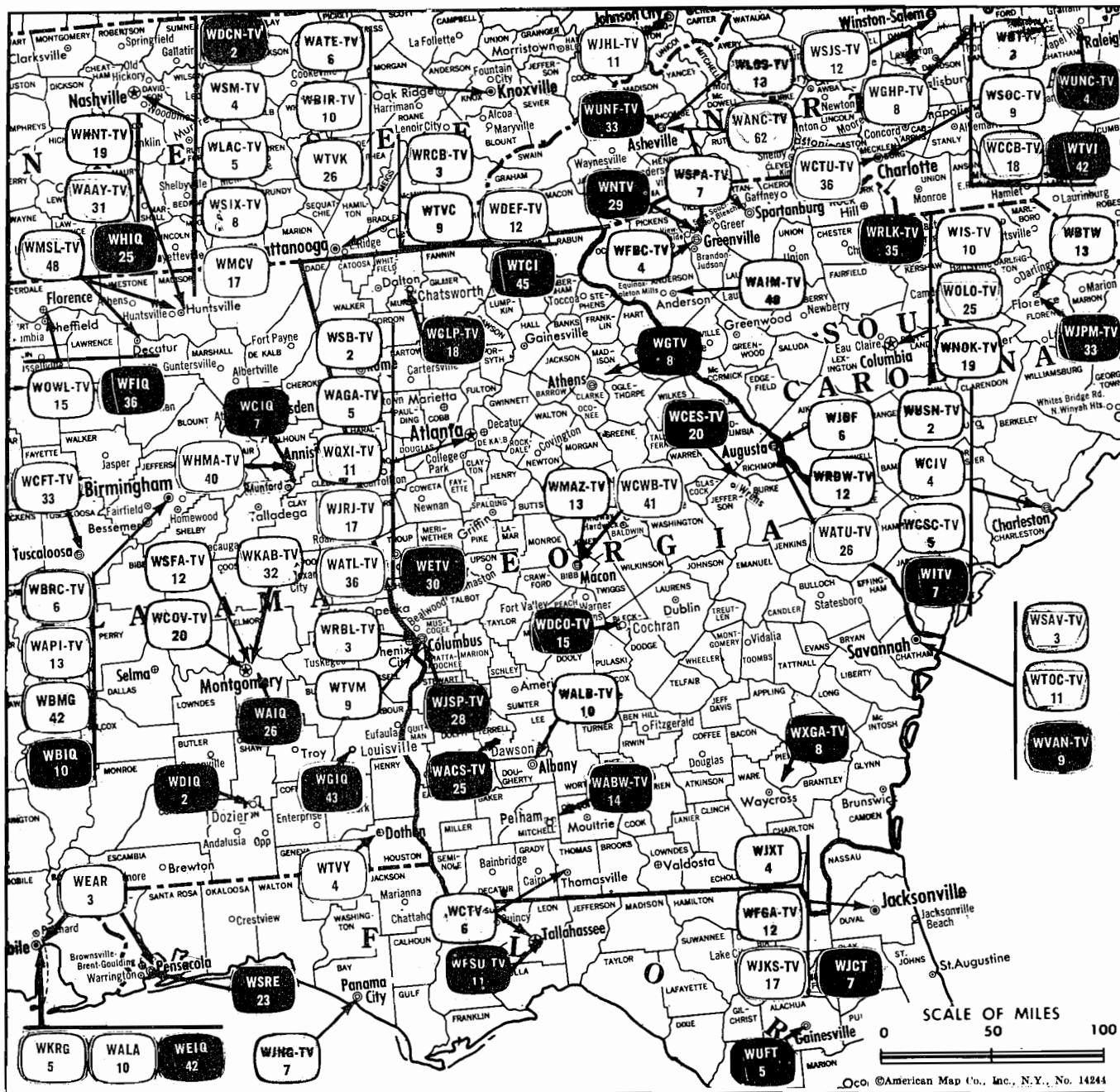
### DIGEST OF RATE CARD NO. 2 (July 15, 1969)

Hour	30 Min.	15 Min.	5 Min.	Min.	30 or 20 Sec.	10 Sec.
Class AA—7:30-11 p.m., daily.	\$300.00	\$195.00	\$145.00	\$105.00	\$120.00*	\$66.00* \$42.00*

\*Section 1.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Between 5-24 %	FLORIDA			
	Charlotte	8,800	8,200	93
	Hardee	4,700	4,400	94
	Hillsborough	153,600	146,400	95
	Manatee	31,800	30,300	95
	Pinellas	186,200	178,700	96
	Sarasota	39,400	37,500	95
Station Totals		571,500	544,100	95
Net Weekly Circulation (March 1969)			36,658	
Average Daily Circulation (March 1969)			13,083	

**When audience estimates will help TOMORROW,  
Call for ARB Overnights TODAY!**



Market	ARB Net Weekly Circulation	Rank	ARB ADI TV Households	Rank
Atlanta	729,741	17	645,100	16
Columbus	257,870	78	135,100	104
Augusta	201,689	98	138,200	100
Albany	180,658	108	71,100	150
Tallahassee (Thomasville)	165,287	117	97,100	138
Macon	130,857	140	104,900	132
Savannah	130,391	141	111,900	125

Georgia Station Status as of March 1, 1970

	VHF	UHF	TOTAL
Commercial Television Stations	11	4	15
Educational Television Stations	3	7	10
			25

**HAMILTON-LANDIS & ASSOCIATES, INC.—NATIONWIDE MEDIA BROKERS**  
 THE OFFICE NEAREST YOU IS—1100 CONNECTICUT AVE., N.W. WASHINGTON, D. C. 20036 • (202) 393-3456

# Georgia

## State Educational Technical Facilities (Complete Data in Educational Directory)

### WGTV

Athens

Ch. 8

Non-Commercial Educational Station

Grantee: Regents of the University System of Georgia, 244 Washington St. S.W., Atlanta, Ga. (30334).

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 288-kw visual, 56.2-kw aural. Antenna: 1080-ft. above av. terrain, 420-ft. above ground, 2049-ft. above sea level.

Latitude 33° 48' 18.33"  
Longitude 83° 08' 39.70"

### WETV

Atlanta

Ch. 30

Non-Commercial Educational Station

Licensee: Board of Education of City of Atlanta, 224 Central Ave. S.W., Atlanta, Ga. (30303).

Technical Facilities: Channel No. 30 (566-572 MHz). Authorized power: 776-kw visual, 77.6-kw aural. Antenna: 1090-ft. above av. terrain, 1170-ft. above ground, 2045-ft. above sea level.

Latitude 33° 48' 27"  
Longitude 84° 20' 26"

### WCLP-TV

Chatsworth

Ch. 18

Non-Commercial Educational Station

Licensee: Georgia State Board of Education, State Office Bldg., Atlanta (30334).

Technical Facilities: Channel No. 18 (494-500 MHz). Authorized power: 447-kw visual, 44.7-kw aural. Antenna: 1854-ft. above av. terrain, 330-ft. above ground, 3046-ft. above sea level.

Latitude 34° 45' 06"  
Longitude 84° 42' 54"

### WDCO-TV

Cochran

Ch. 15

Non-Commercial Educational Station

Licensee: Georgia State Board of Education, State Office Bldg., Atlanta (30334).

Technical Facilities: Channel No. 15 (476-482 MHz). Authorized power: 501-kw max. & 363-kw horizontal visual, 50.1-kw max. & 36.3-kw horizontal aural. Antenna: 1149-ft. above av. terrain, 1185-ft. above ground, 1545-ft. above sea level.

Latitude 32° 28' 11"  
Longitude 83° 15' 17"

### WJSP-TV

Columbus-Warm Springs

Ch. 28

Non-Commercial Educational Station

Licensee: Georgia State Board of Education, State Office Bldg., Atlanta (30334).

Technical Facilities: Channel No. 28 (554-560 MHz). Authorized power: 144-kw visual, 21.9-kw aural. Antenna: 1510-ft. above av. terrain, 1103-ft. above ground, 2403-ft. above sea level.

Latitude 32° 51' 08"  
Longitude 84° 42' 04"

### WACS-TV

Dawson

Ch. 25

Non-Commercial Educational Station

Grantee: Georgia State Board of Education.

Technical Facilities: Channel No. 25 (536-542 MHz). Authorized power: 501-kw max. and 363-kw horizontal visual, 50.1-kw max. and 36.3-kw horizontal aural. Antenna: 1078-ft. above av. terrain, 1092-ft. above ground, 1545-ft. above sea level.

Latitude 31° 56' 15"  
Longitude 84° 33' 15"

### WABW-TV

Pelham

Ch. 14

Non-Commercial Educational Station

Licensee: Georgia State Board of Education.

Technical Facilities: Channel No. 14 (470-476 MHz). Authorized power: 401-kw max. and 363-kw horizontal visual, 40.1-kw max. and 36.3-kw horizontal aural. Antenna: 1242-ft. above av. terrain, 1220-ft. above ground, 1545-ft. above sea level.

Latitude 31° 08' 05"  
Longitude 84° 06' 16"

### WVAN-TV

Savannah-Pembroke

Ch. 9

Non-Commercial Educational Station

Licensee: Georgia State Board of Education.

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 316-kw visual, 34.7-kw aural. Antenna: 1050-ft. above av. terrain, 1086-ft. above ground, 1181-ft. above sea level.

Latitude 32° 08' 48"  
Longitude 81° 37' 05"

### WXGA-TV

Waycross

Ch. 8

Non-Commercial Educational Station

Licensee: Georgia State Board of Education.

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 316-kw visual, 47.9-kw aural. Antenna: 1030-ft. above av. terrain, 1059-ft. above ground, 1249-ft. above sea level.

Latitude 31° 13' 17"  
Longitude 82° 34' 24"

### WCES-TV

Wrens

Ch. 20

Non-Commercial Educational Station

Licensee: Georgia State Board of Education.

Technical Facilities: Channel No. 20 (506-512 MHz). Authorized power: 387-kw max. and 275-kw horizontal visual, 38.7-kw max. and 25.7-kw horizontal aural. Antenna: 1483-ft. above av. terrain, 1466-ft. above ground, 1896-ft. above sea level.

Latitude 33° 15' 30"  
Longitude 82° 17' 00"

### State Cross Reference List Communities That Received Programs of Stations That Are Located Elsewhere

**WCTV, Thomasville** (See Tallahassee, Fla.)

**WSB-TV, Atlanta**  
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
	GEORGIA—(Continued)			
	Morgan	2,400	2,200	90
	Newton	6,800	6,400	94
	Oconee	1,500	1,400	96
	Oglethorpe	1,500	1,400	90
	Paulding	4,500	4,300	96
	Pickens	2,900	2,700	93
	Pike	1,500	1,300	89
	Polk	8,300	7,900	94
	Putnam	2,000	1,900	91
<b>50% &amp; Over</b>	Rockdale	3,600	3,400	94
	Spalding	13,000	12,200	94
	Towns	1,400	1,300	93
	Troup	14,600	13,400	92
	Union	1,500	1,400	92
	Upson	6,900	6,500	94
	Walton	6,600	6,200	94
	White	2,200	2,000	91
	Whitfield	16,000	15,300	95
	NORTH CAROLINA			
	Clay	1,600	1,400	88
	GEORGIA			
	Berrien	2,900	2,500	88
	Coffee	5,900	5,300	89
	Hancock	2,300	1,900	84
	Harris	3,000	2,700	91
	Houston	14,900	14,300	96
	Laurens	9,700	8,600	89
	Murray	3,200	2,900	92
<b>Between 25-49%</b>	Pulaski	2,400	2,100	89
	Rabun	2,300	2,100	90
	Stephens	6,500	6,000	93
	Talbot	1,800	1,600	87
	Taliaferro	400	400	86
	Wilkinson	2,800	2,500	90
	NORTH CAROLINA			
	Macon	4,500	3,800	86
	ALABAMA			
	Calhoun	32,300	30,500	94
	De Kalb	12,100	11,200	92
	Etowah	33,000	31,400	95
	Lee	15,100	13,800	91
	Tallapoosa	10,700	9,800	91
	FLORIDA			
	Leon	28,400	26,500	93
	GEORGIA			
	Bleckley	3,000	2,700	90
	Colquitt	10,700	9,900	93
	Cook	3,400	3,000	90
	Crawford	1,300	1,100	85
	Elbert	5,200	4,900	94
	Franklin	4,000	3,800	95
	Hart	4,900	4,600	94
<b>Between 5-24%</b>	Lowndes	17,100	15,600	91
	Montgomery	1,200	1,000	84
	Peach	4,500	4,200	93
	Taylor	2,200	2,000	89
	Telfair	2,800	2,400	85
	Twiggs	1,900	1,600	88
	Washington	4,900	4,100	85
	Wheeler	1,000	800	85
	Wilcox	2,200	2,000	90
	Wilkes	3,100	2,700	86
	NORTH CAROLINA			
	Cherokee	4,300	3,900	90
	TENNESSEE			
	Polk	3,700	3,400	92

**WAGA-TV, Atlanta**  
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
	GEORGIA—(Continued)			
	Oglethorpe	1,500	1,400	90
	Paulding	4,500	4,300	96
	Pickens	2,900	2,700	93
	Pike	1,500	1,300	89
	Polk	8,300	7,900	94
	Putnam	2,000	1,900	91
	Rabun	2,300	2,100	90
	Rockdale	3,600	3,400	94
<b>50% &amp; Over</b>	Spalding	13,000	12,200	94
	Towns	1,400	1,300	93
	Troup	14,600	13,400	92
	Union	1,500	1,400	92
	Upson	6,900	6,500	94
	Walton	6,600	6,200	94
	White	2,200	2,000	91
	Whitfield	16,000	15,300	95
	NORTH CAROLINA			
	Clay	1,600	1,400	88
	ALABAMA			
	Calhoun	32,300	30,500	94
	Chambers	11,100	10,200	91
	De Kalb	12,100	11,200	92
	GEORGIA			
	Bibb	50,800	48,200	95
	Coffee	5,900	5,300	89
	Elbert	5,200	4,900	94
	Franklin	4,000	3,800	95
	Hancock	2,300	1,900	84
<b>Between 25-49%</b>	Houston	14,900	14,300	96
	Laurens	9,700	8,600	89
	Murray	3,200	2,900	92
	Pulaski	2,400	2,100	89
	Stephens	6,500	6,000	93
	Talbot	1,800	1,600	87
	Taliaferro	400	400	86
	NORTH CAROLINA			
	Macon	4,500	3,800	86
	ALABAMA			
	Clay	3,100	2,800	91
	Etowah	33,000	31,400	95
	Lee	15,100	13,800	91
	Talladega	19,300	17,800	92
	FLORIDA			
	Leon	28,400	26,500	93
	GEORGIA			
	Berrien	2,900	2,500	88
	Bleckley	3,000	2,700	90
	Colquitt	10,700	9,900	93
	Cook	3,400	3,000	90
	Crawford	1,300	1,100	85
	Harris	3,000	2,700	91
	Hart	4,900	4,600	94
<b>Between 5-24%</b>	Lowndes	17,100	15,600	91
	Marion	1,100	900	84
	Peach	4,500	4,200	93
	Taylor	2,200	2,000	89
	Telfair	2,800	2,400	85
	Washington	4,900	4,100	85
	Wilcox	2,200	2,000	90
	Wilkes	3,100	2,700	86
	Wilkinson	2,800	2,500	90
	NORTH CAROLINA			
	Cherokee	4,300	3,900	90
	TENNESSEE			
	Grundy	3,100	2,800	88
	Polk	3,700	3,400	92

# Georgia—Albany



**WALB-TV**



Ch. 10

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 316-kw visual, 43.6-kw aural. Antenna: 964-ft. above av. terrain, 1000-ft. above ground, 1362-ft. above sea level.

Latitude 31° 19' 52"  
Longitude 83° 51' 43.59"

Transmitter: 2.5-mi. E of Doerun.

Color: Network, live, film, slide & tape.

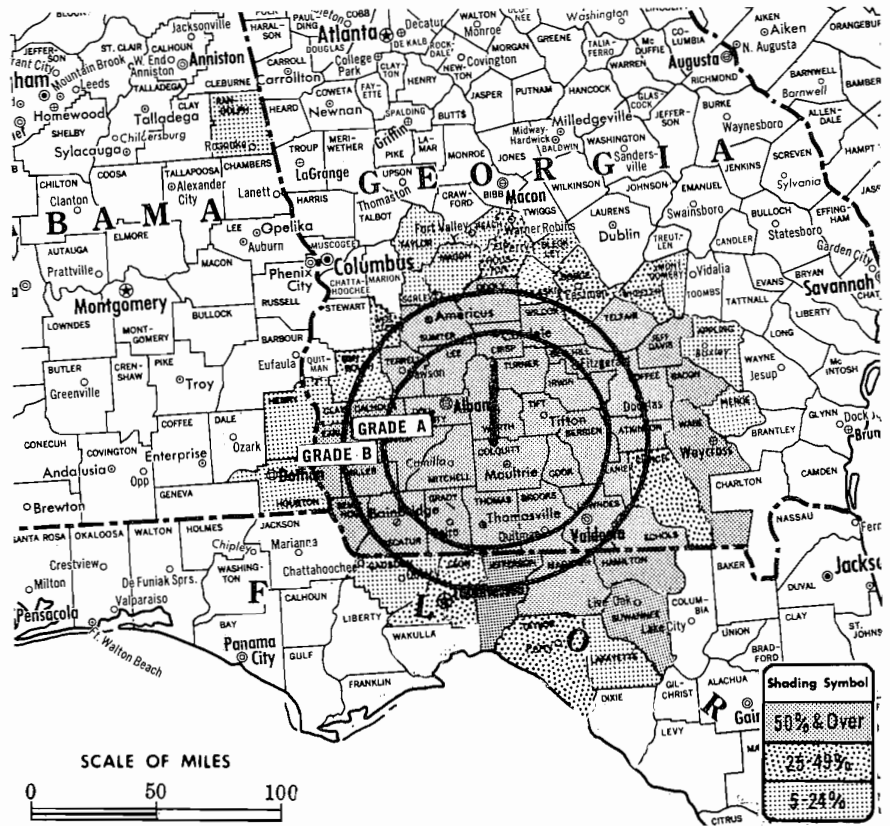
News Wire Service: AP, UPI.

Studio: 1709 Stuart Ave. (31701).

Telephone: 912-435-8386.

TWX No.: 810-781-5104.

Represented (engineering) by Kear & Kennedy.



Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).

WALB-TV Ref: FCC File No. BPCT-2497 Granted 12/17/58

©American Map Co., Inc., N.Y., No. 14244

## WALB-TV

Network Service: NBC, ABC.

Licensee: WALB-TV Inc., P. O. Box 408, Albany, Ga. (31701).

Ownership: Gray Communications Systems Inc. James H. Gray, pres., 42%; Herbert P. Haley, 2%; A. C. & I. C. Gortatwosky, 2.7%; 13 others, none owns as much as 2.%. Also publishes Albany Herald, and owns WJHG-TV Inc., Panama City, Fla.; KTVE (TV) Inc., El Dorado, Ark.-Monroe, La. & Gray Cablevision Inc., Albany, Ga.

Began Operation: April 7, 1954.

Represented (sales) by Adam Young Inc.; James S. Ayers Co. Inc. (South).

Represented (legal) by Kirkland, Ellis, Hodson, Chaffetz, Masters & Rowe.

Personnel:

RAYMOND E. CAROW, vice president & general manager.  
REBA HILL, national sales & program director.  
R. DOUGLAS OLIVER, sales manager.  
PERLEY E. EPPLEY, dir. of engineering.  
BOB CALLAWAY, production manager.

DIGEST OF RATE CARD NO. 10—(Aug. 1, 1969)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. 10 Sec.  
Class AA—7:30-10:30 p.m., daily.  
\$600.00 \$360.00 \$240.00 \$180.00 \$130.00 \$110.00 \$55.00

NETWORK BASE HOURLY RATE: \$575 (NBC), \$575 (ABC).

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>50% &amp; Over</b>	FLORIDA			
	Hamilton	3,000	2,600	86
	Jefferson	2,900	2,500	87
	Madison	3,500	3,000	84
	Suwannee	3,400	3,000	87

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>50% &amp; Over</b>				
	GEORGIA			
	Atkinson	1,300	1,100	81
	Bacon	2,300	2,000	89
	Baker	600	500	86
	Ben Hill	3,800	3,400	88
	Berrien	2,900	2,500	88
	Brooks	3,700	3,400	91
	Calhoun	1,800	1,400	81
	Coffee	5,900	5,300	89
	Colquitt	10,700	9,900	93
	Cook	3,400	3,000	90
	Crisp	5,500	4,900	89
	Decatur	7,900	7,300	92
	Dooly	2,600	2,300	90
	Dougherty	27,700	25,900	94
	Early	2,700	2,400	89
	Echols	200	200	85
	Grady	4,700	4,400	92
	Irwin	2,000	1,800	90
	Jeff Davis	2,400	2,100	89
	Lanier	1,200	1,000	88
	Lee	1,400	1,300	90
	Lowndes	17,100	15,600	91
	Miller	1,400	1,300	88
	Mitchell	4,900	4,300	90
	Seminole	1,500	1,400	91
	Sumter	7,800	6,900	88
	Telfair	2,800	2,400	85
	Terrell	3,100	2,800	88
	Thomas	10,900	10,000	92
	Tift	7,700	6,900	91
	Turner	1,900	1,700	90
	Ware	12,500	11,500	92
	Wilcox	2,200	2,000	90
	Worth	4,000	3,600	91

(Continued on page 193-b)

Station Totals	457,800	419,200	91
Net Weekly Circulation (March 1969)			181,154
Average Daily Circulation (March 1969)			128,238



**DID YOU EVER WONDER  
HOW NBC GETS TO THE  
MORE THAN 271,400\*  
HOMES IN SOUTH GEORGIA  
AND NORTH FLORIDA?**

REPRESENTED NATIONALLY  
BY  
ADAM YOUNG - VTM, INC.

IN THE SOUTH  
BY  
JAMES S. AYERS, INC.



**GRAY COMMUNICATION SYSTEMS INC.**

\*SOURCE: ARB NOVEMBER 1969

# Georgia—Atlanta



**WAGA-TV**



Ch. 5

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1070-ft. above av. terrain, 1110-ft. above ground, 2049-ft. above sea level.

Latitude 33° 47' 49"  
Longitude 84° 20' 00"

Transmitter: 1551 Briarcliff Rd.

Studio: P.O. Box 4207, 1551 Briarcliff Rd. N.E. (30302).

Telephone: 404-875-5551.

TWX No.: 810-751-8265.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI, News Film Service: CBS. Facsimile Service: UPI.

Represented (legal) by Warren C. Zwicky.

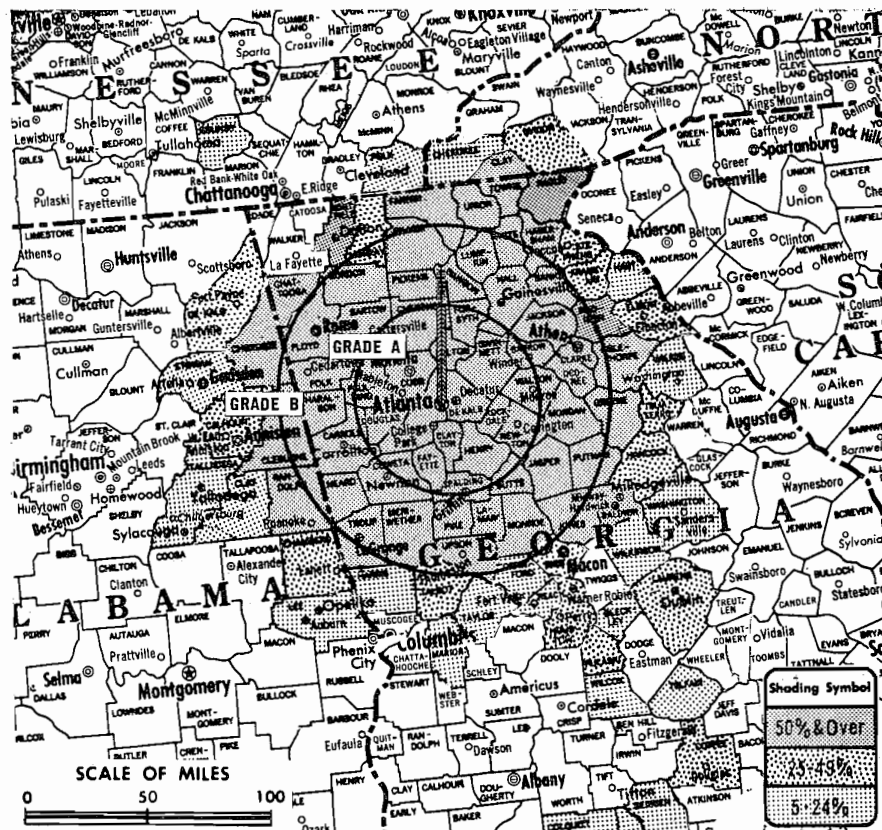
Total Households: © SRDS

Consumer Market Data as of 1/1/70.

TV Homes: TV% and Circulation

© 1969 American Research Bureau.

County coverage based on ARB study (see page 4-b).



WAGA-TV Ref: FCC File No. BPCT-1879 Granted 8/10/54

©American Map Co., Inc., N.Y., No. 14244

## WAGA-TV

Licensee: Storer Broadcasting Co., Box 4207, Atlanta, Ga. (30302).

Ownership: Storer Bcstg. Co., 1177 Kane Concourse, Miami Beach, Fla. For other interests, see listing under Group Ownership.

Began Operation: March 8, 1949.

Represented (sales) by Storer Television Sales Inc.

Personnel:

- H. W. (BUDDY) RAY, vice president & general manager.
- TERRENCE McGUIRK, station manager.
- CHUCK LIPTON, general sales manager.
- A. GIFFORD EAGER, national sales manager.
- JAMES FERGUSON, program director.
- MIKE ROMEDY, production manager.
- WAYNE STUDER, promotion manager.
- WILLIAM M. SPELL, research & merchandising.
- DALE CLARK, public affairs manager.
- BOB BRENNAN, news director.
- HUGO BONDY, chief engineer

DIGEST OF RATE CARD NO. 28—(July 1, 1969)

Hour 30 Min. 15 Min. 5 Min. Min. 30 Sec. 20 Sec. 10 Sec.

Class AA—7:30-10:30 p.m., daily.

\$1800 \$1080 \$720 \$540 \$2000\* \$1000\* \$770\* \$460\*

\*AA-1—6:59-11:31 p.m., daily.

NETWORK BASE HOURLY RATE: \$1500.

Net Weekly Circulation	State County	Total Households	TV Homes	%
	ALABAMA			
	Cherokee	4,300	4,000	92
	Cleburne	2,800	2,500	90
	Randolph	5,400	4,800	90
50% & Over	GEORGIA			
	Baldwin	7,300	6,600	90
	Banks	1,600	1,400	90
	Barrow	5,200	4,900	94
	Bartow	9,300	8,800	95
	Butts	2,400	2,200	93

Net Weekly Circulation	State County	Total Households	TV Homes	%
GEORGIA—(Continued)				
	Carroll	12,500	11,900	95
	Chattooga	6,400	6,000	94
	Cherokee	7,800	7,400	96
	Clarke	15,400	14,400	93
	Clayton	23,600	23,100	98
	Cobb	52,700	51,600	98
	Coweta	9,600	8,900	92
	Dawson	1,000	900	90
	De Kalb	115,400	113,100	98
	Douglas	6,300	6,000	96
	Fannin	3,600	3,300	91
	Fayette	2,500	2,300	94
	Floyd	24,400	23,200	95
	Forsyth	4,300	4,100	96
	Fulton	200,400	193,000	96
	Gilmer	2,400	2,200	90
	Gordon	6,400	6,100	95
50% & Over	Greene	2,600	2,300	89
	Gwinnett	17,700	17,000	96
	Habersham	5,900	5,500	92
	Hall	17,700	16,800	95
	Haralson	4,700	4,400	94
	Heard	1,000	1,000	92
	Henry	5,500	5,100	93
	Jackson	5,600	5,300	94
	Jasper	1,200	1,100	88
	Jones	2,500	2,200	91
	Lamar	3,200	2,900	92
	Lumpkin	2,200	2,000	94
	Madison	2,900	2,600	92
	Meriwether	5,300	4,800	91
	Monroe	3,000	2,800	92
	Morgan	2,400	2,200	90
	Newton	6,800	6,400	94
	Oconee	1,500	1,400	96

(Continued on page 181-b)

Station Totals	1,397,100	1,321,800	94
Net Weekly Circulation (March 1969)			725,107
Average Daily Circulation (March 1969)			511,920

# Georgia—Atlanta

## WATL-TV

Ch. 36

Technical Facilities: Channel No. 36 (602-608 MHz). Authorized power: 2682-kw max. & 2030-kw horizontal visual, 402.3-kw max. & 304.5-kw horizontal aural. Antenna: 1086-ft. above av. terrain, 1170-ft. above ground, 2045-ft. above sea level.

Latitude 33° 48' 27"  
Longitude 84° 20' 26"

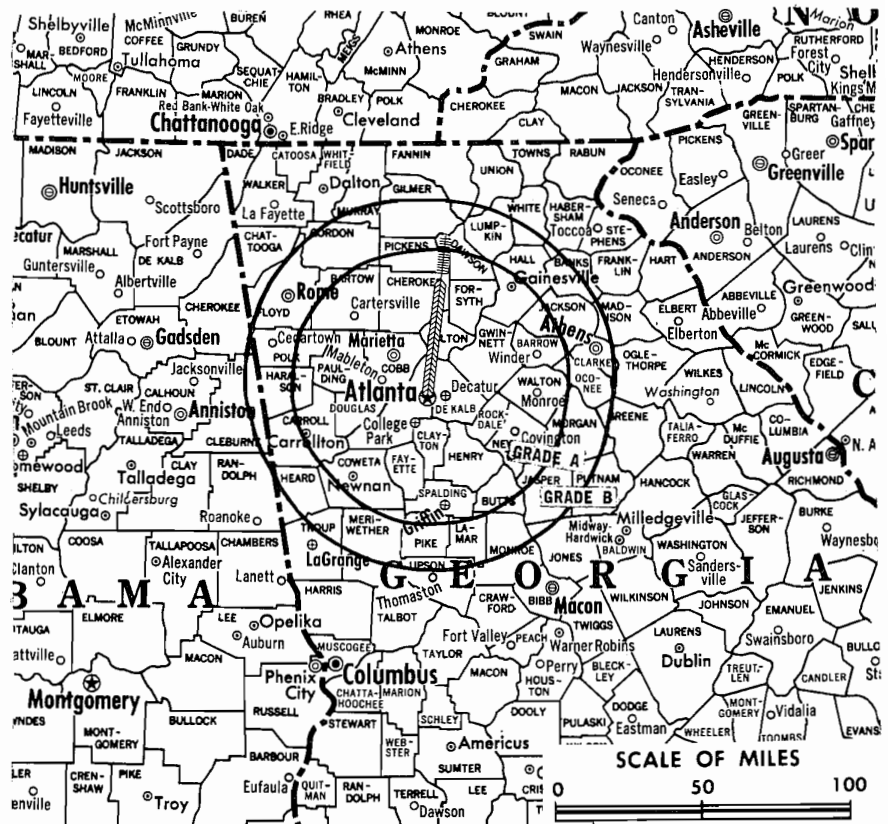
Transmitter: Briarcliff Rd. at Shepherd Lane.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

ARB Data: Not available.



WATL-TV Ref: FCC File No. BMPCT-6999 Granted 4/25/69

©American Map Co., Inc., N.Y., No. 14244

## WATL-TV

Licensee: U.S. Communications of Ga. Inc., 1500 Walnut St., Philadelphia, Pa. (19102).

Studio: 1830 Briarcliff Rd. N.E. (30329).

Telephone: 404-633-4111.

Ownership: Subsidiary of A.V.C. Corp. (70%). For other interests, see WPHL-TV, Philadelphia.

Began Operation: Oct. 13, 1954 as WQXI-TV, left air May 31, 1955 (Television Digest, Vol. 11:23). Sale to D. H. Overmyer Communications approved by FCC May 12, 1965 (Vols. 4:33, 5:20). Following transfer of control to present owner, Dec. 8, 1967 (Vol. 7:48, 50), resumed operation Aug. 16, 1969.

Represented (sales) by Peters, Griffin, Woodward Inc.

Represented (legal) by Pierson, Ball & Dowd.

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

### Personnel:

JOSEPH E. SCHMIDT JR., general manager.  
ARTHUR O'CONNOR, general sales manager.  
LARRY E. BURROUGHS, operations manager.  
THEODORE M. WEBSTER, assistant operations manager.  
PETER THORNTON, advertising & promotion manager.  
DONALD ADDINGTON, engineering manager.  
RICHARD H. MEEDER, local sales manager.

### DIGEST OF RATE CARD NO. 1 (June 16, 1969)

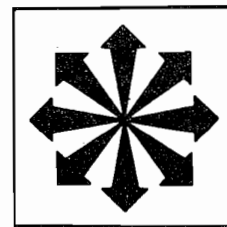
Hour 30 Min. 15 Min. 10 Min. 5 Min. 30 Sec. 20 Sec.

Class A—6-11:30 p.m., daily.

\$600.00 \$450.00 \$360.00 \$270.00 \$200.00 Graded rates apply\*

\*Highest rate: \$100.

# BLACKBURN & COMPANY, INC.



**RADIO • TV • CATV • NEWSPAPER BROKERS  
NEGOTIATIONS • FINANCING • APPRAISALS**

WASHINGTON, D.C.	1725 K Street, N.W.	(202) 333-9270
CHICAGO	333 N. Michigan Ave.	(312) 346-6460
ATLANTA	1655 Peachtree Rd., N.E.	(404) 873-5626
BEVERLY HILLS	9645 Wilshire Blvd.	(213) 274-8151

# Georgia—Atlanta

**WJRJ-TV**



Ch. 17

Technical Facilities: Channel No. 17 (488-494 MHz). Authorized power: 1070-kw max. & 832-kw horizontal visual, 144-kw max. & 115-kw horizontal aural. Antenna: 1100-ft. above av. terrain, 1049-ft. above ground, 2049-ft. above sea level.

Latitude 33° 46' 57"  
Longitude 84° 23' 20"

Transmitter: 1018 W. Peachtree St. N.W.

Color: Network, live, film, slide & tape.

TV tape: Recording facilities.

News Wire Service: UPI.

Facsimile Service: UPI.

Represented (legal) by Smith, Pepper, Shack & L'Heureux.

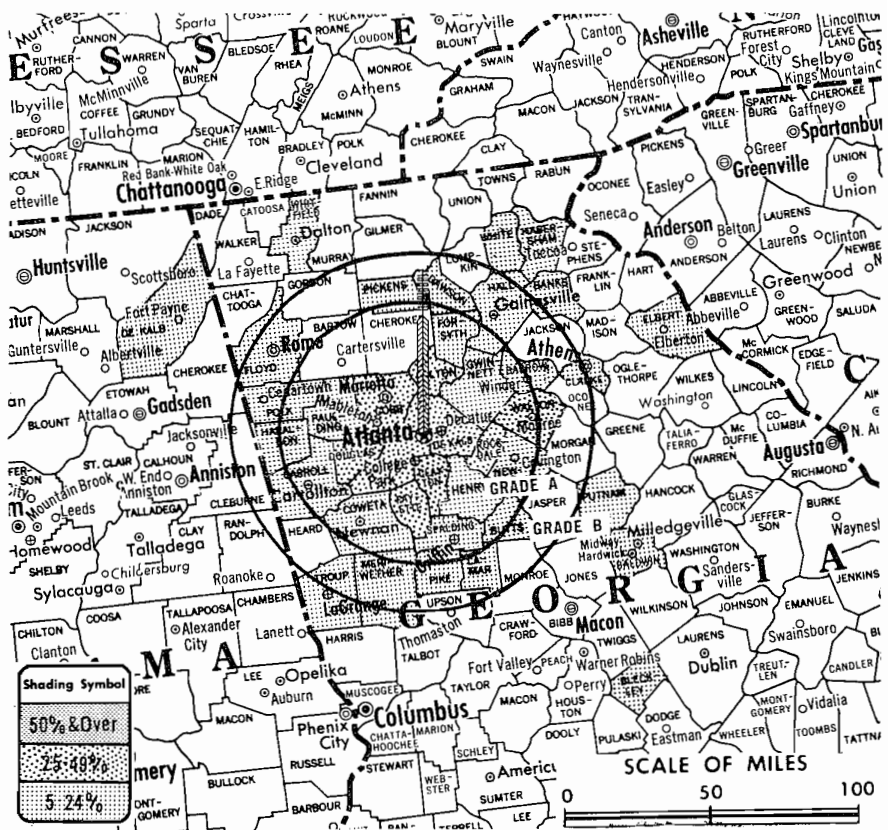
Total Households: © SRDS

Consumer Market Data as of 1/1/70.

TV Homes: TV % and Circulation

© 1969 American Research Bureau.

County coverage based on ARB study (see page 4-b).



WJRJ-TV Ref: FCC File No. BPCP-3603 Granted 10/20/65

© American Map Co., Inc., N.Y., No. 14244

## WJRJ-TV

Network Service: CBS, NBC, ABC on per program basis.

Grantee: Turner Communications Corp., 1018 W. Peachtree St. N.W., Atlanta, Ga. (30309).

Studio: 1018 W. Peachtree St. N.W.

Telephone: 404-873-2242. TWX No.: 810-751-8568.

Ownership: R. E. Turner III, chmn., 44.4% (executor of estate of R. E. Turner) & 3.8% (individually); Norfolk Bcstg. Co. (WABR, Winter Park, Fla., Louis Peterson, 100%), 12%; Jack M. Rice, 6.8%; Charles E. Smith, 7.7%; Robinson-Humphrey Co., 3.49%; others, none with as much as 3%. Turner also owns WGOW, Chattanooga, Tenn.; WTMA & FM, Charleston, S.C. & WMBR, Jacksonville, Fla.

Began Operation: Sept. 1, 1967. Transfer of control from Jack M. Rice et al. to R. E. Turner approved by FCC Dec. 10, 1969.

Represented (engineering) by Gautney & Jones.

Represented (sales) by Avco Radio TV Sales.

Personnel:

W. ROBERT MCKINSEY, vice president & general manager.  
MILTON LEDET, general sales manager.  
DAVE SPINDLE, chief engineer.  
HENRY TAYLOR, program director.

### DIGEST OF RATE CARD NO. 6 (Nov. 1, 1969)

Hour	30 Min.	15 Min.	5 Min.	Min.	30 or 20 Sec.	10 Sec.
Class A—7-11 p.m., daily.						
\$345.00				\$100.00	\$60.00	\$40.00

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Between 25-49%</b>	GEORGIA			
	Clayton	23,600	23,100	98
	Cobb	52,700	51,600	98
	De Kalb	115,400	113,100	98
	Douglas	6,300	6,000	96

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Between 25-49%</b>				
	GEORGIA—(Continued)			
	Fayette	2,500	2,300	94
	Fulton	200,400	193,000	96
	Rockdale	3,600	3,400	94
	Walton	6,600	6,200	94
<b>Between 5-24%</b>				
	ALABAMA			
	De Kalb	12,100	11,200	92
	GEORGIA			
	Baldwin	7,300	6,600	90
	Banks	1,600	1,400	90
	Barrow	5,200	4,900	94
	Bleckley	3,000	2,700	90
	Butts	2,400	2,200	93
	Carroll	12,500	11,900	95
	Clarke	15,400	14,400	93
	Coweta	9,600	8,900	92
	Dawson	1,000	900	90
	Elbert	5,200	4,900	94
	Floyd	24,400	23,200	95
	Forsyth	4,300	4,100	96
	Gwinnett	17,700	17,000	96
	Habersham	5,900	5,500	92
	Hall	17,700	16,800	95
	Haralson	4,700	4,400	94
	Henry	5,500	5,100	93
	Lamar	3,200	2,900	92
	Meriwether	5,300	4,800	91
	Newton	6,800	6,400	94
	Paulding	4,500	4,300	96
	Pickens	2,900	2,700	93
	Pike	1,500	1,300	89
	Polk	8,300	7,900	94
	Putnam	2,000	1,900	91
	Spalding	13,000	12,200	94
	Troup	14,600	13,400	92
	White	2,200	2,000	91
	Whitfield	16,000	15,300	95
Station Totals		696,300	666,600	95
Net Weekly Circulation (March 1969)			155,276	
Average Daily Circulation (March 1969)			65,907	

# Georgia—Atlanta



**WQXI-TV**



Ch. 11

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 316-kw visual, 63.2-kw aural. Antenna: 1040-ft. above av. terrain, 1042-ft. above ground, 2049-ft. above sea level.

Latitude 33° 45' 24"  
Longitude 84° 19' 55"

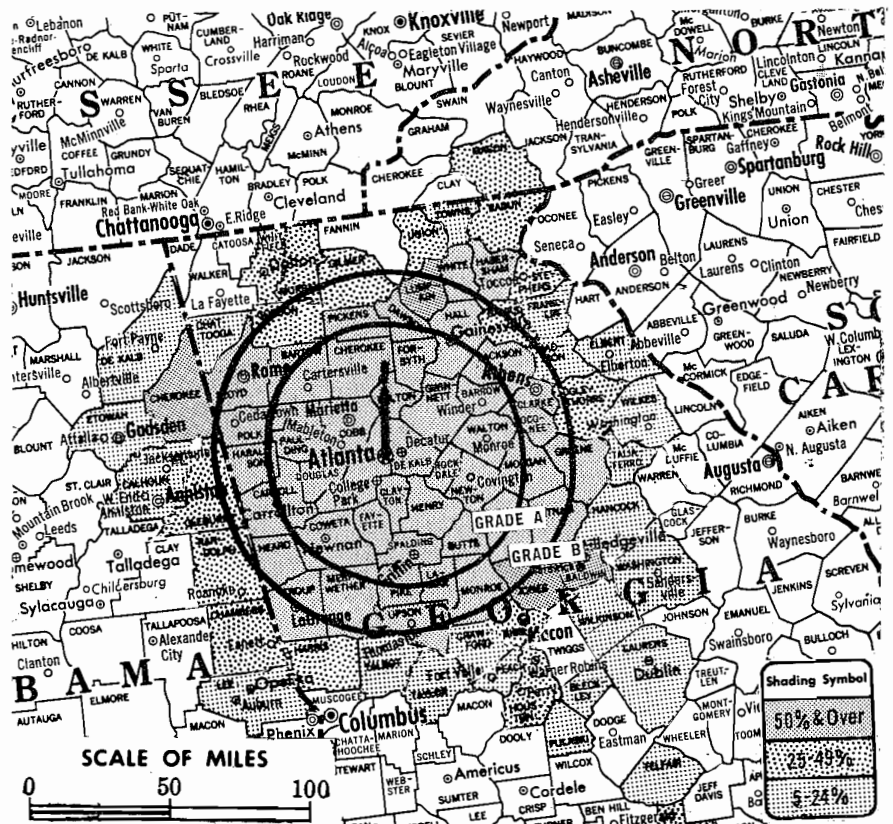
Transmitter: 110 Arizona St., N.E.  
Studio: 1611 W. Peachtree St., N.E.  
Telephone: 404-892-1611.  
Telex: 542217.

TV tape: Recording facilities.  
Color: Network, live, film, slide & tape.

News Wire Service: AP.  
Facsimile Service: UPI.  
Represented (legal) by Haley, Bader & Potts.

Represented (engineering) by A. Earl Cullum Jr. Consulting Engineers.

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).



WQXI-TV Ref: FCC File No. BPCT-2463 Granted 5/27/58

© American Map Co., Inc., N.Y., No. 14244

## WQXI-TV

Licensee: Pacific & Southern Broadcasting Co. Inc., 1611 W. Peachtree St., N.E., Atlanta, Ga. (30309).

Ownership: Pacific & Southern Bcstg. Co. Inc. For other interests, see KHON-TV, Honolulu.

Began Operation: Sept. 30, 1951 as WLTV. Merger with Pacific & Southern Bcstg. Co. Inc. approved by FCC Nov. 15, 1967 (Television Digest, Vol. 7:47). Previously sale to WIBC Inc. by Crosley Bcstg. approved Sept. 25, 1962 by FCC (Vols. 2:25, 2:37-38). Crosley acquired station from Broadcasting Inc. in Jan. 1953 (Vol. 8:51, 9-5, 7).

Represented (sales) by Metro TV Sales.

### Personnel:

- GEORGE HAGAR, vice president & general manager.
- SID PIKE, station manager.
- JAMES THRASH, general sales manager.
- STEVE L. HALPERN, local sales manager.
- E. BYRON LINDSEY, chief engineer.
- ROBERT W. NEAL, news director.
- LUKE GREENE, dir., special events & community affairs.
- JACK DONAHUE, promotion manager.

### DIGEST OF RATE CARD NO. 2A—(Oct. 12, 1969)

Hour	30 Min.	15 Min.	30 Sec.	20 Sec.	10 Sec.
Class AA—7:30-11 p.m., daily.	\$1800.00	\$1200.00	\$800.00	Graded rates apply*	

\* Highest rate: \$600.

NETWORK BASE HOURLY RATE: \$1250.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	ALABAMA			
	Cherokee	4,300	4,000	92
	GEORGIA			
	Baldwin	7,300	6,600	90
	Barrow	5,200	4,900	94
	Bartow	9,300	8,800	95
	Butts	2,400	2,200	93
	Carroll	12,500	11,900	95
	Cherokee	7,800	7,400	96
	Clarke	15,400	14,400	93

Net Weekly Circulation	State County	Total Households	TV Homes	%
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### GEORGIA—(Continued)

Clayton	23,600	23,100	98
Cobb	52,700	51,600	98
Coweta	9,600	8,900	92
Dawson	1,000	900	90
De Kalb	115,400	113,100	98
Douglas	63,000	6,000	96
Fayette	2,500	2,300	94
Floyd	24,400	23,200	95
Forsyth	4,300	4,100	96
Fulton	200,400	193,000	96
Greene	2,600	2,300	89
Gwinnett	17,700	17,000	96
Habersham	5,900	5,500	92
Hall	17,700	16,800	95
Haralson	4,700	4,400	94
Heard	1,000	1,000	92
Henry	5,500	5,100	93
Jackson	5,600	5,300	94
Jasper	1,200	1,100	88
Jones	2,500	2,200	91
Lamar	3,200	2,900	92
Lumpkin	2,200	2,000	94
Meriwether	5,300	4,800	91
Monroe	3,000	2,800	92
Morgan	2,400	2,200	90
Newton	6,800	6,400	94
Oconee	1,500	1,400	96
Paulding	4,500	4,300	96
Pickens	2,900	2,700	93
Pike	1,500	1,300	89
Polk	8,300	7,900	94
Putnam	2,000	1,900	91
Rockdale	3,600	3,400	94
Spalding	13,000	12,200	94
Troup	14,600	13,400	92
Upson	6,900	6,500	94
Walton	6,600	6,200	94
White	2,200	2,000	91

(Continued on page 193-b)

Station Totals	1,114,500	1,056,000	94
Net Weekly Circulation (March 1969)			643,551
Average Daily Circulation (March 1969)			361,941

# Georgia—Atlanta



**WSB-TV**



Ch. 2

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1036-ft. above av. terrain, 1076-ft. above ground, 2049-ft. above sea level.

Latitude 33° 45' 51"  
Longitude 84° 21' 42"

Transmitter: 766 Willoughby Way, N.E.

Studio: 1601 W. Peachtree St. NE (30309).

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

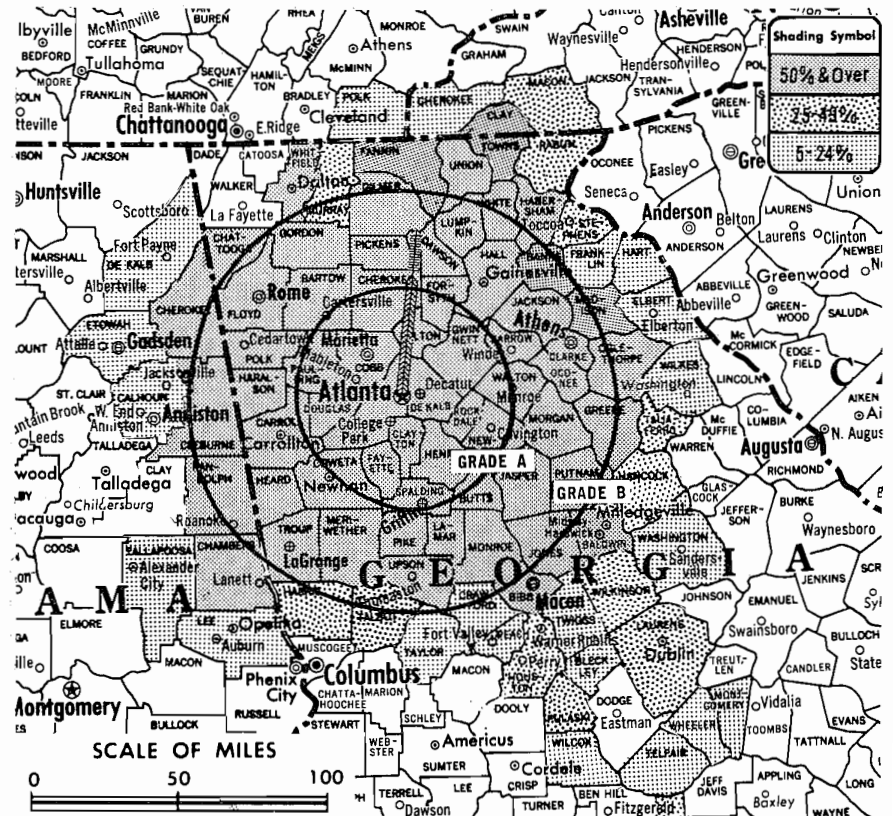
News Wire Service: AP, UPI.

Facsimile Service: UPI.

AM Affiliate: WSB, 50-kw, 750 kHz (NBC).

FM Affiliate: WSB-FM, 100-kw, 98.5 MHz (No. 253), 770-ft. antenna height.

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV % and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).



WSB-TV Ref: FCC File No. BPCT-2303 Granted 5/6/57

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## WSB-TV

Licensee: Cox Broadcasting Corp., 1601 W. Peachtree.  
Telephone: 404-892-3456. TWX No.: 404-527-2194.  
Ownership: Cox Broadcasting Inc., 100%. For other interests, see WHIO-TV, Dayton, O.  
Began Operation: Sept. 29, 1948.  
Represented (sales) by Tele-Rep Inc.  
Represented (legal) by Dow, Lohnes & Albertson.  
Personnel:  
J. LEONARD REINSCH, president, Cox Broadcasting Corp.  
FRANK GAITHER, exec. v.p., Cox Broadcasting Corp.  
DON ELLIOT HEALD, v.p. & general manager.  
DALE A. SMITH, general sales manager.  
JOHN F. CARPENTER, national sales manager.  
A. R. VAN CANTFORT, program manager.  
RUSTY BRUTON, production manager.  
HOLT GEWINNER JR., merchandising director.  
HENRY WHITE, chief engineer.  
JEAN HENDRIX, promotion & publicity director.  
HAL SUIT, news director.

### DIGEST OF RATE CARD NO. 25A—(Feb. 16, 1970)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.  
Class A—6-11 p.m., Mon.-Fri.; 7:30-11 p.m., Sat.-Sun.  
\$2000.00 \$1400.00 \$1000.00 \$600.00 Graded rates apply\*

\*Highest rate: \$1500.

NETWORK BASE HOURLY RATE: \$1700.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	ALABAMA			
	Chambers	11,100	10,200	91
	Cherokee	4,300	4,000	92
	Cleburne	2,800	2,500	90
	Randolph	5,400	4,800	90
	GEORGIA			
	Baldwin	7,300	6,600	90
	Banks	1,600	1,400	90

Net Weekly Circulation	State County	Total Households	TV Homes	%
GEORGIA—(Continued)				
	Barrow	5,200	4,900	94
	Bartow	9,300	8,800	95
	Bibb	50,800	48,200	95
	Butts	2,400	2,200	93
	Carroll	12,500	11,900	95
	Chattooga	6,400	6,000	94
	Cherokee	7,800	7,400	96
	Clarke	15,400	14,400	93
	Clayton	23,600	23,100	98
	Cobb	52,700	51,600	98
	Coweta	9,600	8,900	92
	Dawson	1,000	900	90
	De Kalb	115,400	113,100	98
	Douglas	6,300	6,000	96
	Fannin	3,600	3,300	91
	Fayette	2,500	2,300	94
	Floyd	24,400	23,200	95
	Forsyth	4,300	4,100	96
<b>50% &amp; Over</b>	Fulton	200,400	193,000	96
	Gilmer	2,400	2,200	90
	Gordon	6,400	6,100	95
	Greene	2,600	2,300	89
	Gwinnett	17,700	17,000	96
	Habersham	5,900	5,500	92
	Hall	17,700	16,800	95
	Haralson	4,700	4,400	94
	Heard	1,000	1,000	92
	Henry	5,500	5,100	93
	Jackson	5,600	5,300	94
	Jasper	1,200	1,100	88
	Jones	2,500	2,200	91
	Lamar	3,200	2,900	92
	Lumpkin	2,200	2,000	94
	Madison	2,900	2,600	92
	Meriwether	5,300	4,800	91
	Monroe	3,000	2,800	92

(Continued on page 181-b)

Station Totals	1,278,200	1,206,900	94
Net Weekly Circulation (March 1969)			729,741
Average Daily Circulation (March 1969)			531,470

# Georgia—Augusta

## WATU-TV

Ch. 26

Technical Facilities: Channel No. 26 (542-548 MHz). Authorized power: 800-kw max. & 340-kw horizontal visual, 80-kw max. & 34-kw horizontal aural. Antenna: 1580-ft. above av. terrain, 1546-ft. above sea level.

Latitude 33° 25' 15"  
Longitude 81° 50' 19"

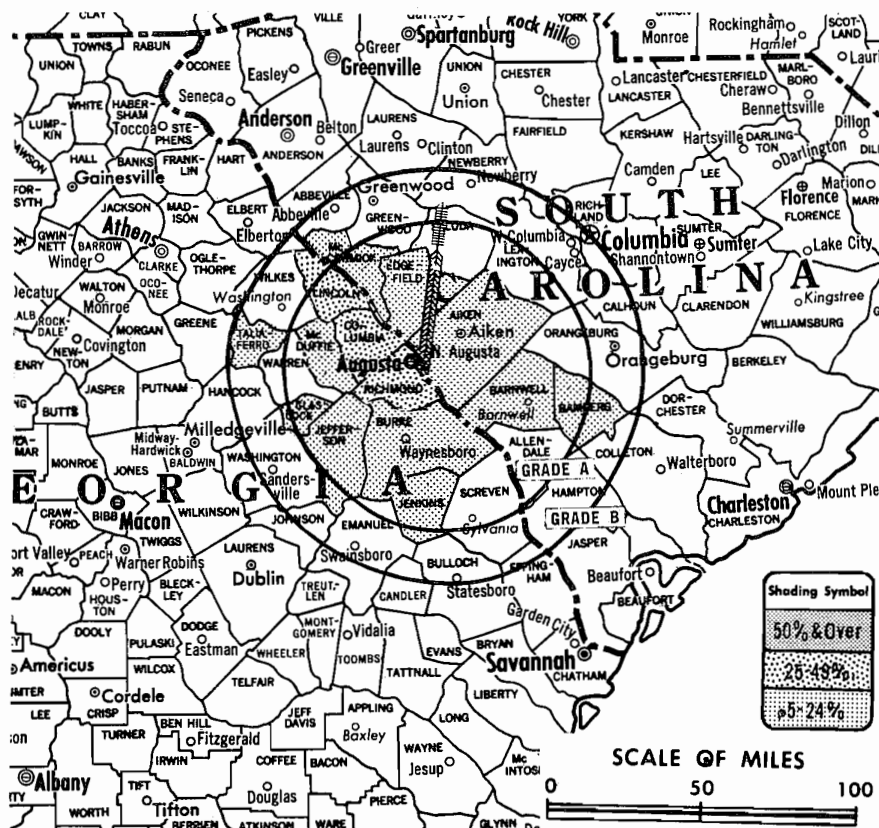
Transmitter: E side of Pine Log Rd., 4-mi. N of Rt. 28.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).



WATU-TV Ref: FCC File No. BMPCT-6958 Granted 12/18/68

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## WATU-TV

Grantee: Augusta Telecasters Inc., 4421 Central Ave., Charlotte, N.C.

Studio: 7th at Reynolds, Augusta, Ga. (30906).

Telephone: 404-722-9671.

Ownership: Harold W. Twisdale, pres., 22.5%; David L. Steel Sr., v.p., 22.5%; Ira Goldberg, v.p. & Henry D. Scoggins, v.p., 15% each; A. David Moore Jr., v.p., 10%; J. Thomas Jones, secy.-treas., 15%. Twisdale has 18.8% of WCTU-TV, Charlotte; 20% of CP for WMTU-TV, Memphis; 25% of Va. Telecasters Inc. which holds CP for WRTU-TV, Richmond. Steel has 5.73% of WCTU-TV, 20% of WMTU-TV, 25% of Va. Telecasters, 30% of WPEG, Winston-Salem. Moore has 6.5% of WCTU-TV. Twisdale family owns additional 4.8% of WCTU-TV; Moore's father has 3.2%.

Began Operation: Dec. 24, 1968.

Represented (sales) by The Devney Organization.

Represented (engineering) by David L. Steel Sr.

Personnel:

DONALD D. STARNES, station manager.  
PAT MULHERIN, sales manager.  
ROBERT M. McDANIEL, operations manager.  
AARON D. ALLEN, chief engineer.  
JAY MANN, news director.  
DAVID L. STEEL JR., art director.

### DIGEST OF RATE CARD NO. 1—(Aug. 15, 1969)

Hour 30 Min. 15 Min. 5 Min. Min. 30 Sec. 20 Sec. 10 Sec.  
Class AA—6:59-10:59 p.m., daily.  
\$230.00 \$140.00 \$115.00 \$75.00 \$55.00 \$33.00 \$28.00 \$17.00

Net Weekly Circulation	State County	Total Households	TV Homes	Homes %
<b>Between 25-49%</b>	GEORGIA			
	Columbia	4,800	4,500	93
	Lincoln	1,300	1,200	91
	Richmond	46,500	44,400	96
<b>Between 5-24%</b>	GEORGIA			
	Burke	5,300	4,600	87
	Glascock	400	400	91
	Jefferson	4,400	3,900	89
	Jenkins	2,200	2,000	91
	Mc Duffie	4,300	4,000	92
	Taliaferro	400	400	86
	SOUTH CAROLINA			
	Aiken	28,500	27,300	96
	Bamberg	3,900	3,400	89
	Barnwell	5,100	4,600	90
	Edgefield	3,800	3,500	92
	Mc Cormick	2,300	2,100	90
Station Totals		217,700	204,000	93
Net Weekly Circulation (March 1969)				24,042
Average Daily Circulation (March 1969)				10,802

# Georgia—Augusta



**WJBF**

Ch. 6

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1375-ft. above av. terrain, 1292-ft. above ground, 1677-ft. above sea level.

Latitude 33° 24' 15"  
Longitude 81° 50' 19"

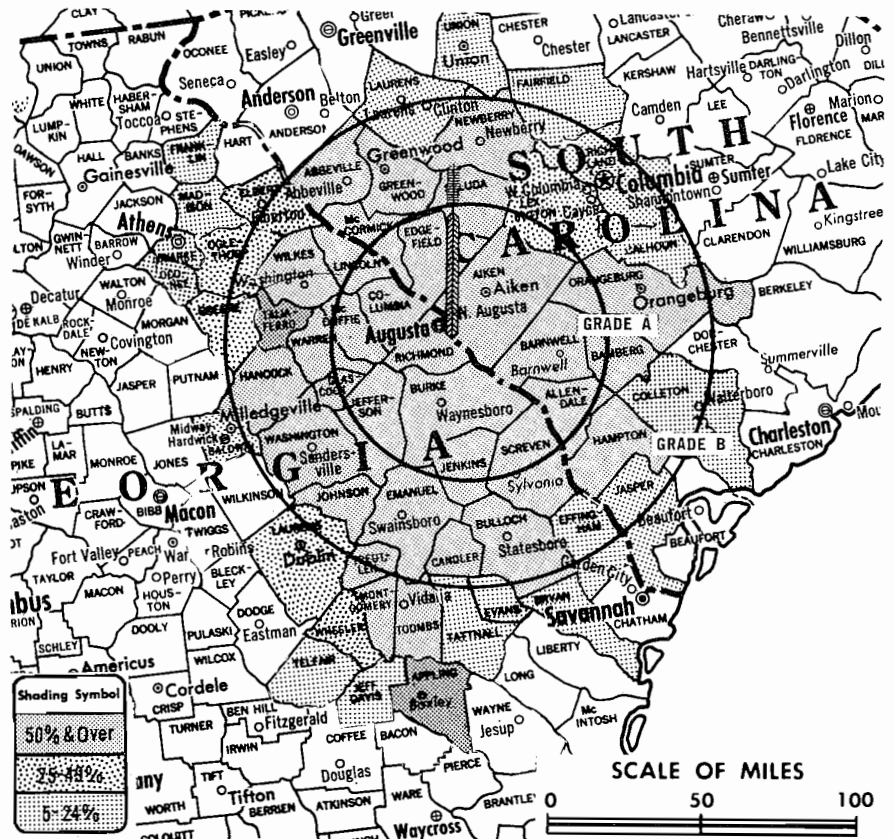
Transmitter: Pine Log Rd., near Beech Island, S.C.

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

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.



WJBF Ref: FCC File No. BPCT-2441 Granted 12/18/57

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Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).

## WJBF

Network Service: ABC.

Licensee: Fuqua National Inc., Box 1404 (30903).

Studio: 10th & Reynolds Sts., Augusta (30901).

Telephone: 404-722-6664. TWX No.: 404-724-7698.

Ownership: J. B. Fuqua, pres., 100%. He controls Fuqua Industries Inc., which owns WTVW (TV), Evansville, Ind.; Martin Theatres of Ga. Inc., licensee of WTVM, Columbus, Ga. & WTVC, Chattanooga, Tenn., radios KXOA & FM, Sacramento; WROZ, Evansville, Ind.; WTAC, Flint, Mich.

Began Operation: Sept. 22, 1953.

Represented (Sales) by H-R Television.

Personnel:

- J. B. FUQUA, president.
- JOHN RADECK, vice president & general manager.
- WALTER CAMPBELL, vice president, sales.
- DONALD MacDONALD, treasurer.
- TERRY SAMS, program director.
- GERALD LEVY, production manager.
- JOHN P. JOPLING, chief engineer.

### DIGEST OF RATE CARD NO. 15 (May 1, 1969)

Hour	30 Min.	15 Min.	10 Min.	Min.	20 Sec.	10 Sec.
Class AA—7:31-9:59 p.m., daily.	\$900.00	\$540.00	\$315.00	\$270.00	\$165.00	\$125.00
NETWORK BASE HOURLY RATE: \$1000.						

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	GEORGIA			
	Appling	3,400	3,000	88
	Bulloch	7,100	6,600	92
	Burke	5,300	4,600	87
	Candler	1,400	1,300	89
	Columbia	4,800	4,500	93
	Emanuel	4,800	4,300	89
	Glascocok	400	400	91
	Hancock	2,300	1,900	84

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>				
GEORGIA—(Continued)				
	Jefferson	4,400	3,900	89
	Jenkins	2,200	2,000	91
	Johnson	1,800	1,700	91
	Lincoln	1,300	1,200	91
	Mc Duffie	4,300	4,000	92
	Montgomery	1,200	1,000	84
	Richmond	46,500	44,400	96
	Screven	3,200	2,900	89
	Taliaferro	400	400	86
	Toombs	5,000	4,300	87
	Treutlen	1,400	1,200	87
	Warren	1,500	1,300	88
	Washington	4,900	4,100	85
	Wilkes	3,100	2,700	86
SOUTH CAROLINA				
	Abbeville	6,300	5,800	91
	Aiken	28,500	27,300	96
	Allendale	3,000	2,600	86
	Bamberg	3,900	3,400	89
	Barnwell	5,100	4,600	90
	Edgefield	3,800	3,500	92
	Greenwood	16,000	15,200	95
	Hampton	4,900	4,300	88
	Mc Cormick	2,300	2,100	90
	Newberry	8,400	7,800	93
	Orangeburg	18,600	16,500	88
	Saluda	4,700	4,300	92

<b>Between 25-49%</b>	GEORGIA			
	Elbert	5,200	4,900	94
	Greene	2,600	2,300	89
	Laurens	9,700	8,600	89
	Oglethorpe	1,500	1,400	90
	Wheeler	1,000	800	85
SOUTH CAROLINA				
	Lexington	22,100	20,500	93

(Continued on page 193-b)

Station Totals	689,900	640,500	92
Net Weekly Circulation (March 1969)		201,689	
Average Daily Circulation (March 1969)		139,376	



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*All ARB Audience Reports are estimates and are subject to limitations and possible errors. A description of the limitations and possible errors will be furnished upon request.*

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*A Subsidiary of Control Data Corporation*

# Georgia—Augusta



**WRDW-TV**

Ch. 12

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 30.2-kw aural. Antenna: 1590-ft. above av. terrain, 1506-ft. above ground, 1882-ft. above sea level.

Latitude 33° 24' 29"  
Longitude 81° 50' 36"

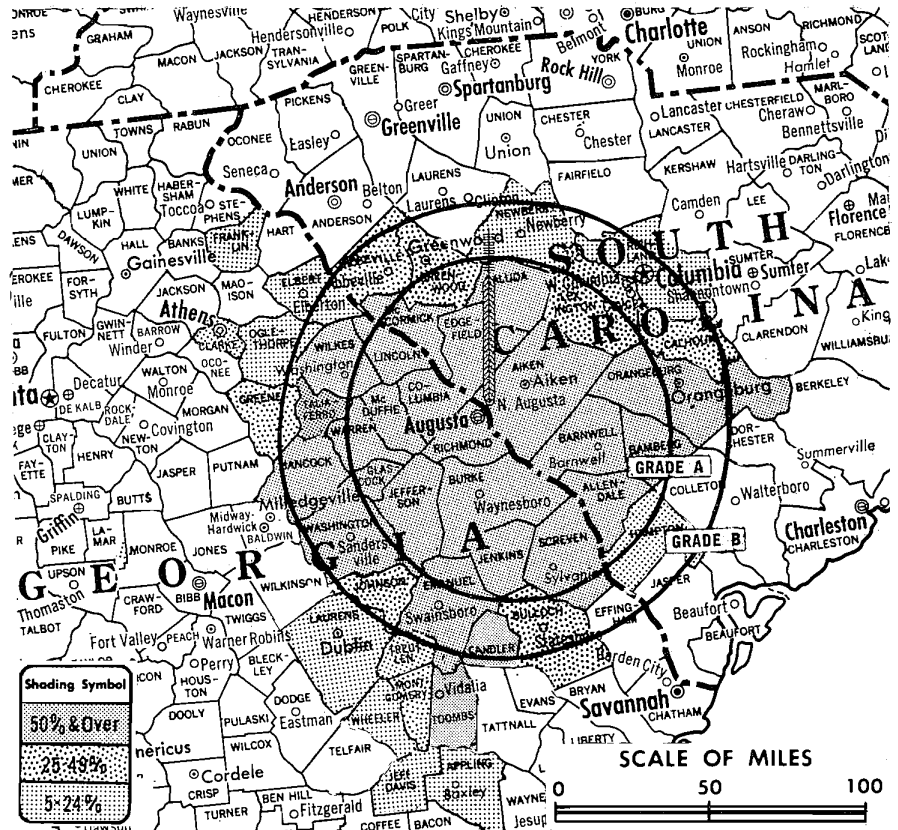
Transmitter: Pine Log Rd., Beech Island, S.C.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.



WRDW-TV Ref: FCC File No. BPCT-3054 Granted 9/28/62

©American map Co., Inc., N.Y., No. 14244

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).

## WRDW-TV

Licensee: Rust Craft Broadcasting Co.

Studio: Television Hill, N. Augusta, S.C. (29841).

Telephone: 803-279-1811.

Ownership: Rust Craft Greeting Cards, Inc., 100%. For other interests see WSTV-TV, Steubenville, Ohio.

Began Operation: Feb. 14, 1954. Sale to present owners by WPIT Inc. (Friendly Stations) approved by FCC Feb. 8, 1962 (Television Digest, Vols. 17:30, 33, 2:14). Sale to WPIT Inc. by Southeastern Newspapers Inc. (Augusta Chronicle and Herald) approved April 20, 1960 by FCC (Vol. 16:6, 17). Sale to Southeastern Newspapers Inc. by group headed by Grover C. Maxwell & Allen M. Woodall approved Feb. 17, 1956 by FCC (Vol. 11:48; 12:7). Note: For sale of WPIT Inc. to United Printers & Publishers (Rust Craft Greeting Cards Inc.), see WSTV-TV, Steubenville, Ohio.

Represented (sales) by The Katz Agency.

Represented (engineering) by Lohnes & Culver.

Personnel:

JACK N. BERKMAN, president.  
FRED WEBER, exec. vice president.  
WALTER McCROBA, vice president & general manager.  
JAMES N. ARMISTEAD, sales manager.  
ED GOFORTH, chief engineer.  
LEE SHERIDAN, operations manager.

### DIGEST OF RATE CARD NO. P14 (June 1, 1969)

Hour 30 Min. 15 Min. Min. 30 Sec. 20 Sec. 10 Sec.  
Class AA—7:30-10 p.m., daily.  
\$650.00 \$490.00 \$200.00 \$130.00 \$100.00 \$100.00 \$65.00

NETWORK BASE HOURLY RATE: \$675.

For Color Set Penetration  
see Services Volume

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	<b>GEORGIA</b>			
	Burke	5,300	4,600	87
	Candler	1,400	1,300	89
	Columbia	4,800	4,500	93
	Emanuel	4,800	4,300	89
	Glascok	400	400	91
	Hancock	2,300	1,900	84
	Jefferson	4,400	3,900	89
	Jenkins	2,200	2,000	91
	Lincoln	1,300	1,200	91
	Mc Duffie	4,300	4,000	92
	Richmond	46,500	44,400	96
	Screven	3,200	2,900	89
	Taliaferro	400	400	86
	Toombs	5,000	4,300	87
	Warren	1,500	1,300	88
	Washington	4,900	4,100	85
	Wilkes	3,100	2,700	86
	<b>SOUTH CAROLINA</b>			
Aiken	28,500	27,300	96	
Allendale	3,000	2,600	86	
Bamberg	3,900	3,400	89	
Barnwell	5,100	4,600	90	
Edgefield	3,800	3,500	92	
Mc Cormick	2,300	2,100	90	
Orangeburg	18,600	16,500	88	
Saluda	4,700	4,300	92	
<b>Between 25-49%</b>	<b>GEORGIA</b>			
	Bulloch	7,100	6,600	92
	Greene	2,600	2,300	89
	Johnson	1,800	1,700	91
	Montgomery	1,200	1,000	84
<b>SOUTH CAROLINA</b>				
Abbeville	6,300	5,800	91	
Calhoun	3,100	2,700	87	
Greenwood	16,000	15,200	95	
Lexington	22,100	20,500	93	
(Continued on page 193-b)				
<b>Station Totals</b>		482,900	447,500	92
<b>Net Weekly Circulation (March 1969)</b>				164,437
<b>Average Daily Circulation (March 1969)</b>				107,877

# WQXI-TV, Atlanta

(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>Between 25-49 %</b>	ALABAMA			
	Chambers	11,100	10,200	91
	Cleburne	2,800	2,500	90
	Randolph	5,400	4,800	90
	GEORGIA			
	Banks	1,600	1,400	90
	Bibb	50,800	48,200	95
	Coffee	5,900	5,300	89
	Gilmer	2,400	2,200	90
	Gordon	6,400	6,100	95
	Harris	3,000	2,700	91
	Houston	14,900	14,300	96
	Lowndes	17,100	15,600	91
	Murray	3,200	2,900	92
	Oglethorpe	1,500	1,400	90
	Rabun	2,300	2,100	90
	Stephens	6,500	6,000	93
	Union	1,500	1,400	92
	Whitfield	16,000	15,300	95
	NORTH CAROLINA			
Macon	4,500	3,800	86	

<b>Between 5-24 %</b>	ALABAMA			
	Calhoun	32,300	30,500	94
	De Kalb	12,100	11,200	92
	Etowah	33,000	31,400	95
	Lee	15,100	13,800	91
	FLORIDA			
	Leon	28,400	26,500	93
	GEORGIA			
	Berrien	2,900	2,500	88
	Bleckley	3,000	2,700	90
	Chattooga	6,400	6,000	94
	Colquitt	10,700	9,900	93
	Cook	3,400	3,000	90
	Crawford	1,300	1,100	85
	Elbert	5,200	4,900	94
	Franklin	4,000	3,800	95
	Hancock	2,300	1,900	84
	Laurens	9,700	8,600	89
	Madison	2,900	2,600	92
	Peach	4,500	4,200	93
	Pulaski	2,400	2,100	89
	Talbot	1,800	1,600	87
	Taliaferro	400	400	86
	Taylor	2,200	2,000	89
	Telfair	2,800	2,400	85
	Towns	1,400	1,300	93
	Washington	4,900	4,100	85
	Wilkes	3,100	2,700	86
	Wilkinson	2,800	2,500	90

# WRDW-TV, Augusta

(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>Between 5-24 %</b>	GEORGIA			
	Appling	3,400	3,000	88
	Clarke	15,400	14,400	93
	Elbert	5,200	4,900	94
	Franklin	4,000	3,800	95
	Jeff Davis	2,400	2,100	89
	Laurens	9,700	8,600	89
	Oglethorpe	1,500	1,400	90
	Treutlen	1,400	1,200	87
	Wheeler	1,000	800	85
	SOUTH CAROLINA			
	Hampton	4,900	4,300	88
	Newberry	8,400	7,800	93
	Richland	61,500	57,700	94

# Georgia

# WALB-TV, Albany

(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>Between 25-49 %</b>	FLORIDA			
	Leon	28,400	26,500	93
	Taylor	4,200	3,700	88
	GEORGIA			
	Clinch	2,100	1,800	89
	Dodge	4,400	4,000	91
	Houston	14,900	14,300	96
	Pulaski	2,400	2,100	89
	Randolph	2,500	2,200	87
	Webster	1,400	1,100	82
	Wheeler	1,000	800	85
	ALABAMA			
	Henry	3,500	3,100	90
	Houston	17,200	16,200	94
	Randolph	5,400	4,800	90
FLORIDA				
Gadsden	10,300	9,100	89	
Lafayette	800	700	85	
GEORGIA				
Appling	3,400	3,000	88	
Bleckley	3,000	2,700	90	
Clay	900	800	87	
Macon	3,400	3,000	88	
Montgomery	1,200	1,000	84	
Peach	4,500	4,200	93	
Pierce	2,200	2,000	90	
Schley	600	600	89	
Taylor	2,200	2,000	89	

# WJBF, Augusta

(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>Between 5-24 %</b>	GEORGIA			
	Baldwin	7,300	6,600	90
	Bryan	1,800	1,600	92
	Clarke	15,400	14,400	93
	Effingham	3,100	2,900	92
	Evans	2,300	2,100	93
	Franklin	4,000	3,800	95
	Jeff Davis	2,400	2,100	89
	Madison	2,900	2,600	92
	Oconee	1,500	1,400	96
	Tattnall	3,900	3,600	92
	Telfair	2,800	2,400	85
	NORTH CAROLINA			
	Macon	4,500	3,800	86
	SOUTH CAROLINA			
	Calhoun	3,100	2,700	87
	Colleton	7,700	6,700	87
	Fairfield	5,000	4,400	88
	Jasper	3,600	3,200	87
	Laurens	13,700	12,800	94
Richland	61,500	57,700	94	
Union	8,200	7,800	95	

For Georgia CATV Systems

See Services Volume

# Georgia—Columbus



**WRBL-TV**



Ch. 3

Technical Facilities: Channel No. 3 (62-66 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1790-ft. above av. terrain, 1749-ft. above ground, 2249-ft. above sea level.

Latitude 32° 19' 25"  
Longitude 84° 46' 46"

Transmitter: LaFayette Rd., 1.2-mi. N. of Cusseta, Ga.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

News Film Service: CBS.

Facsimile Service: UPI.

AM Affiliate: WRBL, 5-kw, 1420 kHz (CBS).

FM Affiliate: WRBL-FM, 100-kw, 102.9 MHz (No. 275), 1520-ft. antenna height.

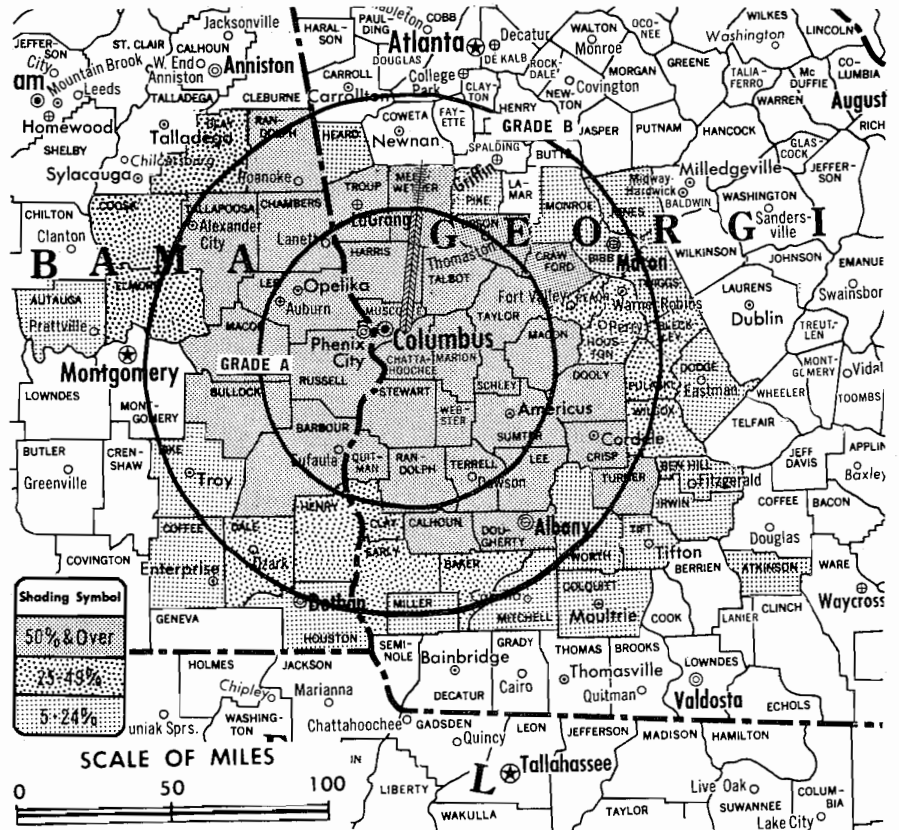
Total Households: © SRDS

Consumer Market Data as of 1/1/70.

TV Homes: TV% and Circulation

© 1969 American Research Bureau.

County coverage based on ARB study (see page 4-b).



WRBL-TV Ref: FCC File No. BPCT-2775 Granted 6/9/60

©American Map Co., Inc., N.Y., No. 14244

## WRBL-TV

Network Service: CBS, NBC.

Licensee: Columbus Bcstg. Co., Inc., Box 270 (31902).

Studio & Offices: 1350 13th Ave. (31901).

Telephone: 404-322-0601. TWX No.: 404-327-6345.

Ownership: R. W. Page Corp., publisher of Columbus Enquirer and Ledger, 51%; estate of J. W. Woodruff, 18.2%; J. W. Woodruff Jr., 30.4%; J. Barnett Woodruff, .4%, WRBL-TV officers: J. W. Woodruff Jr., pres.; M. R. Ashworth Sr., secy.; J. Barnett Woodruff, director; W. E. Page, director. J. W. Woodruff Jr. controls Georgia radio WGPC, Albany, Ga. Page Corp. also publishes Bradenton (Fla.) Herald.

Began Operation: Nov. 15, 1953 on Ch. 4. Switched to Ch. 3 Oct. 27, 1960.

Represented (sales) by Katz Television.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Cohen & Dippell.

Personnel:

J. W. WOODRUFF JR., president & general manager.  
RIDLEY BELL, station manager & film buyer.  
ROBERT WALTON, general sales & promotion manager.  
DON NAHLEY, local sales manager.  
GEORGE A. GINGELL, director of public affairs.  
JOE A. GAMBLE, chief engineer.  
FRANK HARDMAN, TV technical director.  
CHRIS JOINER, director of photography.  
BILL BODWAY, production director.  
ROZELL FAIR, director of women's programs.  
ELEANOR WHITELAW, news director.

DIGEST OF RATE CARD NO. A8a  
(Oct. 1, 1969)

Hour	30 Min.	30 Sec.	20 Sec.	10 Sec.
Class AA—7:30-11 p.m., daily.				
\$600.00	\$360.00	\$150.00	\$130.00	\$65.00
NETWORK BASE HOURLY RATE: \$700.				

194-b

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>				
<b>ALABAMA</b>				
	Barbour	6,100	5,300	86
	Bullock	2,600	2,200	84
	Chambers	11,100	10,200	91
	Lee	15,100	13,800	91
	Macon	5,900	5,100	87
	Randolph	5,400	4,800	90
	Russell	14,500	13,100	91
	Tallapoosa	10,700	9,800	91
<b>GEORGIA</b>				
	Calhoun	1,800	1,400	81
	Chattahoochee	1,600	1,500	97
	Clay	900	800	87
	Crawford	1,300	1,100	85
	Crisp	5,500	4,900	89
	Dooly	2,600	2,300	90
	Dougherty	27,700	25,900	94
	Harris	3,000	2,700	91
	Lee	1,400	1,300	90
	Macon	3,400	3,000	88
	Marion	1,100	900	84
	Meriwether	5,300	4,800	91
	Muscogee	56,300	53,800	96
	Quitman	400	300	87
	Randolph	2,500	2,200	87
	Schley	600	600	89
	Stewart	1,500	1,200	84
	Sumter	7,800	6,900	88
	Talbot	1,800	1,600	87
	Taylor	2,200	2,000	89
	Terrell	3,100	2,800	88
	Troup	14,600	13,400	92
	Turner	1,900	1,700	90
	Upson	6,900	6,500	94
	Webster	1,400	1,100	82
<b>Between 25-49%</b>				
	<b>ALABAMA</b>			
	Clay	3,100	2,800	91
	Coosa	2,700	2,400	90
(Continued on page 201-b)				
Station Totals		668,600	616,600	92
Net Weekly Circulation (March 1969)				227,239
Average Daily Circulation (March 1969)				147,102

**You can't  
cover Georgia  
without  
Columbus.  
Call Katz!**

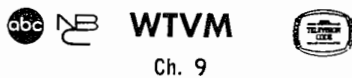


REPRESENTED BY



**KATZ TELEVISION**

# Georgia—Columbus



**Technical Facilities:** Channel No. 9 (186-192 MHz). Authorized power: 284-kw visual, 52.5-kw aural. Antenna: 1650-ft. above av. terrain, 1749-ft. above ground, 2251-ft. above sea level.

Latitude 32° 19' 25"  
Longitude 84° 46' 46"

**Transmitter:** Lafayette Rd., 1.2-mi. N. of Cusseta.

**Color:** Network, live, film, slide & tape.

**News Wire Service:** AP.

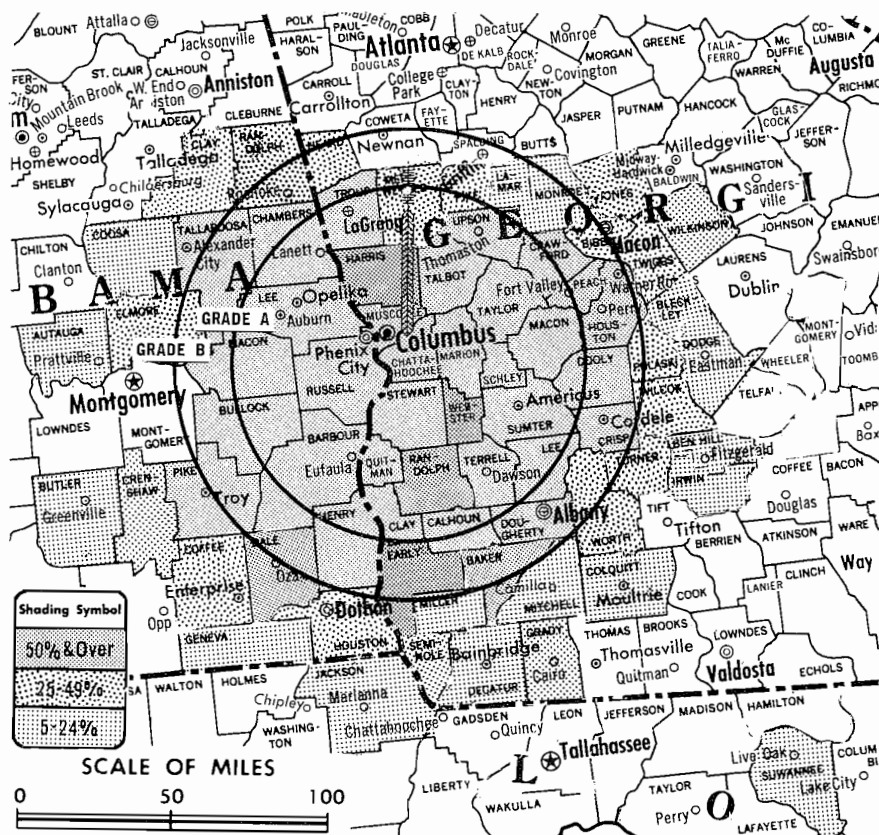
**Facsimile Service:** AP.

**Studio:** 1307 First Ave. (31901).

**Represented (engineering)** by Lohnes & Culver.

**Represented (legal)** by Cohn & Marks.

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).



WTVM Ref: FCC File No. BMPCT-5490 Granted 7/11/60

©American Map Co., Inc., N.Y., No. 14244

## WTVM

**Network Service:** ABC; also NBC.

**Licensee:** Martin Theatres of Georgia Inc., Martin Bldg., Columbus, Ga. (31901).

**Telephone:** 404-322-8828. TWX: 810-758-4326.

**Ownership:** Martin Theatres of Georgia Inc., C. L. Patrick, pres. Martin Theatres is owned by Fuqua Industries Inc. For other Fuqua interests, see WJBF, Augusta, Ga. Martin Theatres is also licensee of WTVC, Chattanooga, Tenn.

**Began Operation:** Oct. 6, 1953 on Ch. 28. Switched to Ch. 9 Nov. 3, 1960. Sale of Martin Theatres of Ga. Inc. to Fuqua Industries approved by FCC Feb. 7, 1969.

**Represented (sales)** by Blair-TV.

**Personnel:**

JOE WINDSOR, vice president & general manager.  
LYNN AVERY, vice president & sales manager.  
W. CARROLL WARD, director of programs & public affairs.  
ROGER HALE, chief engineer.  
AL FLEMING, news director.  
EDDIE BLAND, production director.

**DIGEST OF RATE CARD NO. 14—(July 1, 1969)**

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.  
Class A—7:30-10:30 p.m., daily.

\$700.00 \$420.00 \$252.00 ..... \$120.00 \$72.00

**NETWORK BASE HOURLY RATE: \$850.**

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>ALABAMA</b>				
	Barbour	6,100	5,300	86
	Bullock	2,600	2,200	84
	Chambers	11,100	10,200	91
	Dale	11,200	10,400	93
<b>50% &amp; Over</b>	Henry	3,500	3,100	90
	Lee	15,100	13,800	91
	Macon	5,900	5,100	87
	Pike	6,400	5,600	88
	Russell	14,500	13,100	91
	Tallapoosa	10,700	9,800	91

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>GEORGIA</b>				
	Baker	600	500	86
	Calhoun	1,800	1,400	81
	Chattahoochee	1,600	1,500	97
	Clay	900	800	87
	Crawford	1,300	1,100	85
	Crisp	5,500	4,900	89
	Dooly	2,600	2,300	90
	Dougherty	27,700	25,900	94
	Early	2,700	2,400	89
	Harris	3,000	2,700	91
	Houston	14,900	14,300	96
	Lee	1,400	1,300	90
<b>50% &amp; Over</b>	Macon	3,400	3,000	88
	Marion	1,100	900	84
	Muscogee	56,300	53,800	96
	Peach	4,500	4,200	93
	Quitman	400	300	87
	Randolph	2,500	2,200	87
	Schley	600	600	89
	Stewart	1,500	1,200	84
	Sumter	7,800	6,900	88
	Talbot	1,800	1,600	87
	Taylor	2,200	2,000	89
	Terrell	3,100	2,800	88
	Troup	14,600	13,400	92
	Upson	6,900	6,500	94
	Webster	1,400	1,100	82

<b>ALABAMA</b>				
	Clay	3,100	2,800	91
	Coffee	9,200	8,400	91
	Elmore	8,700	7,900	91
	Houston	17,200	16,200	94
	Randolph	5,400	4,800	90
<b>GEORGIA</b>				
	Bibb	50,800	48,200	95
	Heard	1,000	1,000	92

(Continued on page 201-b)

Station Totals	717,200	659,800	92
Net Weekly Circulation (March 1969)			257,870
Average Daily Circulation (March 1969)			157,800

*After Atlanta . . . . .*

# WTVM COLUMBUS, GA.

**IS A MUST . . . IT DELIVERS MORE HOMES THAN ANY OTHER GEORGIA TELEVISION STATION.**

(ARB NOV '69 DAY PART CUME)

	TV HOUSEHOLDS
1. WSB-TV	662,000
2. WAGA-TV	658,000
3. WQXI-TV	607,000
4. WTVM	235,000

## 235,000



**BLAIR TELEVISION**



# Georgia—Macon



**WCWB-TV**

Ch. 41

Technical Facilities: Channel No. 41 (632-638 MHz). Authorized power: 1050-kw max. & 760-kw horizontal visual, 210-kw max. & 152-kw horizontal aural. Antenna: 787-ft. above av. terrain, 893-ft. above ground, 1186-ft. above sea level.

Latitude 32° 45' 12"  
Longitude 83° 33' 46"

Transmitter: 4.6-mi. S of Lanier Hts. on W side of U.S. Rt. 23, Swift-creek Twp., Ga.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP.



Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).

WCWB-TV Ref: FCC File No. BMPCT-6614 Granted 8/26/68

©American Map Co., Inc., N.Y. No. 14244

## WCWB-TV

Grantee: WTVY Inc., Box 1089, Dothan, Ala. (36302).  
Studio: Cochran Short Route, Macon, Ga.  
Mailing Address: P.O. Box 929, Macon, Ga. (31202).  
Telephone: 912-746-1455.  
TWX No.: 810-783-5549.  
Ownership: See WTVY, Dothan, Ala.  
Began Operation: Dec. 19, 1968.  
Represented (sales) by Meeker Co.; Busby, Finch & Woods (Southeast & Southwest).  
Represented (legal) by Miller, Schroeder & Bankson.  
Represented (engineering) by Cohen & Dippell.  
Personnel:  
F. E. BUSBY, president & general manager.  
EMERY McCULLOUGH, general sales manager.  
LARRY WOOD, operations manager.  
JOE SPEARS, chief engineer.

**When audience estimates will help TOMORROW,**

**Call for ARB Overnights TODAY!**

## DIGEST OF RATE CARD NO. 2

(Jan. 1, 1969)

Hour 30 Min. 15 Min. 5 Min. Min. 30 Sec. 20 Sec. 10 Sec.  
Class A—6-11 p.m., daily.  
\$222.00 \$135.00 \$93.00 \$72.00 \$51.00 \$45.00 \$45.00 \$22.50  
NETWORK BASE HOURLY RATE: Not available.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Between 25-49%</b>	GEORGIA			
	Bleckley	3,000	2,700	90
	Houston	14,900	14,300	96
	Twiggs	1,900	1,600	88
<b>Between 5-24%</b>	FLORIDA			
	Monroe	18,200	16,100	88
	GEORGIA			
	Bibb	50,800	48,200	95
	Crawford	1,300	1,100	85
	Jones	2,500	2,200	91
	Monroe	3,000	2,800	92
	Peach	4,500	4,200	93
	Pulaski	2,400	2,100	89
	Taylor	2,200	2,000	89
Wilkinson	2,800	2,500	90	
Station Totals		136,900	126,200	92
Net Weekly Circulation (March 1969)				20,770
Average Daily Circulation (March 1969)				9,458



# **THERE IS A CHOICE IN THE MACON TV MARKET**

**THE VIEWER HAS A CHOICE:**

**THE MEDIA BUYER HAS A CHOICE:**

**1**

**N B C Television  
Complete Lineup**

A choice of agencies and participations which will sell the target audience.

**2**

**HELEN POPEJOY  
covers  
Macon on the move  
M-F 1:00 - 1:30 pm**

**WCWB-TV  
CH 41 NBC  
MACON, GEORGIA**

**3**

**A News Choice  
with  
Jack Owens  
6:00 pm 11:00 pm**

F. E. Busby, President & General Manager

WCWB-TV, Macon, Georgia  
WTVY-TV-FM, Dothan, Alabama

**4**

**Sports  
with KIRBY MOORE  
U of Ga Champion QB  
M-F 6:20 - 6:25 pm**

Representatives:

The Meeker Company  
South & Southwest—Busby, Finch & Woods

**5**

**Children's Programs  
Flintstones:  
M-F 4:30 - 5 pm  
Cartoons:  
M-F 5 - 5:30 pm**

# Georgia—Macon

**WMAZ-TV**



Ch. 13

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 316-kw visual, 63.1-kw aural. Antenna: 785-ft. above av. terrain, 891-ft. above ground, 1205-ft. above sea level.

Latitude 32° 45' 09"  
Longitude 83° 33' 33"

Transmitter: U.S. 129, 7-mi. SE of Macon.

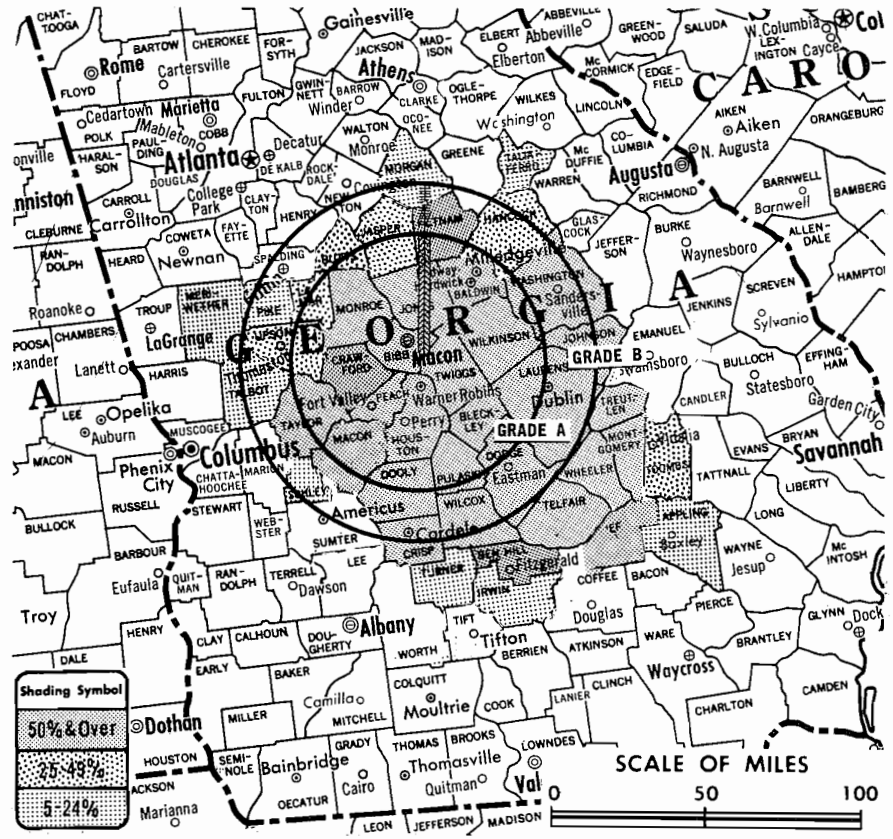
Color: Network, live, film, slide & tape.

News Wire Service: AP.

News Film Service: CBS.

AM Affiliate: WMAZ, 50-kw (10-kw night), 940 kHz (CBS).

FM Affiliate: WMAZ-FM, 65-kw, 99.1 MHz (No. 256), 660-ft. antenna height.



Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).

WMAZ-TV Ref: FCC File No. BPCT—3557 Granted 6/17/65

© American Map Co., Inc., N.Y., No. 14244

## WMAZ-TV

Network Service: CBS, ABC.

Licensee: Multimedia Inc., 505 Rutherford St., Greenville, S.C.

Studio: U.S. 129, 7-mi. SE of Macon; P.O. Box 5008 (31208).

Telephone: 912-746-7311. TWX No.: 912-788-2713.

Ownership: See WFBC-TV, Greenville, S.C.

Began Operation: Sept. 27, 1953. Transfer to Multimedia Inc. granted by FCC Sept. 22, 1967. Previously sold to Southeastern Bcstg. Corp. by George P. Rankin Jr. and associates approved March 13, 1963 by FCC (Television Digest, Vol. 3:2, 11).

Represented (sales) by Avery-Knodel Inc

Represented (engineering) by Jules Cohen & Associates.

Personnel:

ALBERT SANDERS, general manager.  
ELMO SIMMONS, general sales manager.  
BOB SAVAGE, director of operations.  
J. D. LAWHON, chief engineer.  
DICK JOHNSON, director of administration.  
JIMMY LEE, farm director.  
JIM ARNOLD, traffic manager.  
WILLIAM TRIBBLE, news director.

### DIGEST OF RATE CARD NO. 21—(June 1, 1969)

Hour	30 Min.	Min.	20 Sec.	10 Sec.
Class A—7:30-11 p.m., daily.				
\$700.00	\$425.00			

Graded rates apply\*

\*Highest rate: \$180.

NETWORK BASE HOURLY RATE: \$600 (ABC & CBS).

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	GEORGIA			
	Baldwin	7,300	6,600	90
	Ben Hill	3,800	3,400	88
	Bibb	50,800	48,200	95
	Bleckley	3,000	2,700	90
	Crawford	1,300	1,100	85
	Crisp	5,500	4,900	89
	Dodge	4,400	4,000	91

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	GEORGIA—(Continued)			
	Dooly	2,600	2,300	90
	Houston	14,900	14,300	96
	Jeff Davis	2,400	2,100	89
	Johnson	1,800	1,700	91
	Jones	2,500	2,200	91
	Laurens	9,700	8,600	89
	Macon	3,400	3,000	88
	Monroe	3,000	2,800	92
	Montgomery	1,200	1,000	84
	Peach	4,500	4,200	93
	Pulaski	2,400	2,100	89
	Putnam	2,000	1,900	91
	Taylor	2,200	2,000	89
	Telfair	2,800	2,400	85
	Treutlen	1,400	1,200	87
	Twiggs	1,900	1,600	88
Washington	4,900	4,100	85	
Wheeler	1,000	800	85	
Wilcox	2,200	2,000	90	
Wilkinson	2,800	2,500	90	
<b>Between 25-49%</b>	GEORGIA			
	Butts	2,400	2,200	93
	Hancock	2,300	1,900	84
	Jasper	1,200	1,100	88
	Lamar	3,200	2,900	92
	Toombs	5,000	4,300	87
Upson	6,900	6,500	94	
<b>Between 5-24%</b>	GEORGIA			
	Appling	3,400	3,000	88
	Irwin	2,000	1,800	90
	Meriwether	5,300	4,800	91
	Morgan	2,400	2,200	90
	Pike	1,500	1,300	89
	Schley	600	600	89
	Talbot	1,800	1,600	87
Taliaferro	400	400	86	
Turner	1,900	1,700	90	
Station Totals		368,100	345,600	93
Net Weekly Circulation (March 1969)			130,857	
Average Daily Circulation (March 1969)			104,078	

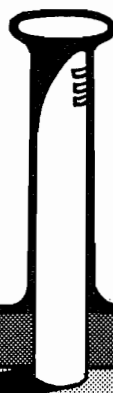
**WTVM, Columbus**  
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>Between 25-49 %</b>	GEORGIA—(Continued)			
	Jones	2,500	2,200	91
	Meriwether	5,300	4,800	91
	Pike	1,500	1,300	89
	Pulaski	2,400	2,100	89
	Turner	1,900	1,700	90
	Twiggs	1,900	1,600	88
	Wilcox	2,200	2,000	90
	Worth	4,000	3,600	91
	<b>Between 5-24 %</b>	ALABAMA		
Autauga		5,800	5,200	89
Butler		6,400	5,600	88
Coosa		2,700	2,400	90
Crenshaw		3,200	2,800	89
Geneva		6,200	5,600	91
FLORIDA				
Dixie		2,000	1,600	83
Jackson		10,500	9,200	88
Suwannee		3,400	3,000	87
<b>Between 5-24 %</b>	GEORGIA			
	Ben Hill	3,800	3,400	88
	Bleckley	3,000	2,700	90
	Colquitt	10,700	9,900	93
	Decatur	7,900	7,300	92
	Dodge	4,400	4,000	91
	Grady	4,700	4,400	92
	Irwin	2,000	1,800	90
	Lamar	3,200	2,900	92
	Miller	1,400	1,300	88
Mitchell	4,900	43,00	90	
Monroe	3,000	2,800	92	
Seminole	1,500	1,400	91	
Wilkinson	2,800	2,500	90	

**WRBL-TV, Columbus**  
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>Between 25-49 %</b>	ALABAMA—(Continued)			
	Dale	11,200	10,400	93
	Elmore	8,700	79,00	91
	Henry	3,500	3,100	90
	GEORGIA			
	Baker	600	500	86
	Bleckley	3,000	2,700	90
	Early	2,700	2,400	89
	Houston	14,900	14,300	96
	Peach	4,500	4,200	93
<b>Between 5-24 %</b>	ALABAMA			
	Autauga	5,800	5,200	89
	Coffee	9,200	8,400	91
	Houston	17,200	16,200	94
	Pike	6,400	5,600	88
	GEORGIA			
	Atkinson	1,300	1,100	81
	Ben Hill	3,800	3,400	88
	Bibb	50,800	48,200	95
	Colquitt	10,700	9,900	93
Dodge	4,400	4,000	91	
Heard	1,000	1,000	92	
Irwin	2,000	1,800	90	
Jones	2,500	2,200	91	
Miller	1,400	1,300	88	
Mitchell	4,900	4,300	90	
Monroe	3,000	2,800	92	
Pike	1,500	1,300	89	
Tift	7,700	6,900	91	
Twiggs	1,900	1,600	88	
White	2,200	2,000	91	
Worth	4,000	3,600	91	

# NAIL THE FACTS



Facts. That's our only business. Facts make **Television Factbook** the most comprehensive reference work in the industry. Facts make the **CATV & Station Coverage Atlas** graphically exact. Updated facts keep our three **Addenda Services** current. As for our **Weekly Television Digest** with **Consumer Electronics**, nailing elusive facts is the name of the game. Buy them all and keep up with the facts.

**Television Digest, Inc.**

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Phone: 965-1985

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# Georgia—Savannah

**WSAV-TV**

Ch. 3

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 15-kw aural. Antenna: 477-ft. above av. terrain, 521-ft. above ground, 541-ft. above sea level.

Latitude 32° 02' 48.2"  
Longitude 81° 04' 41.8"

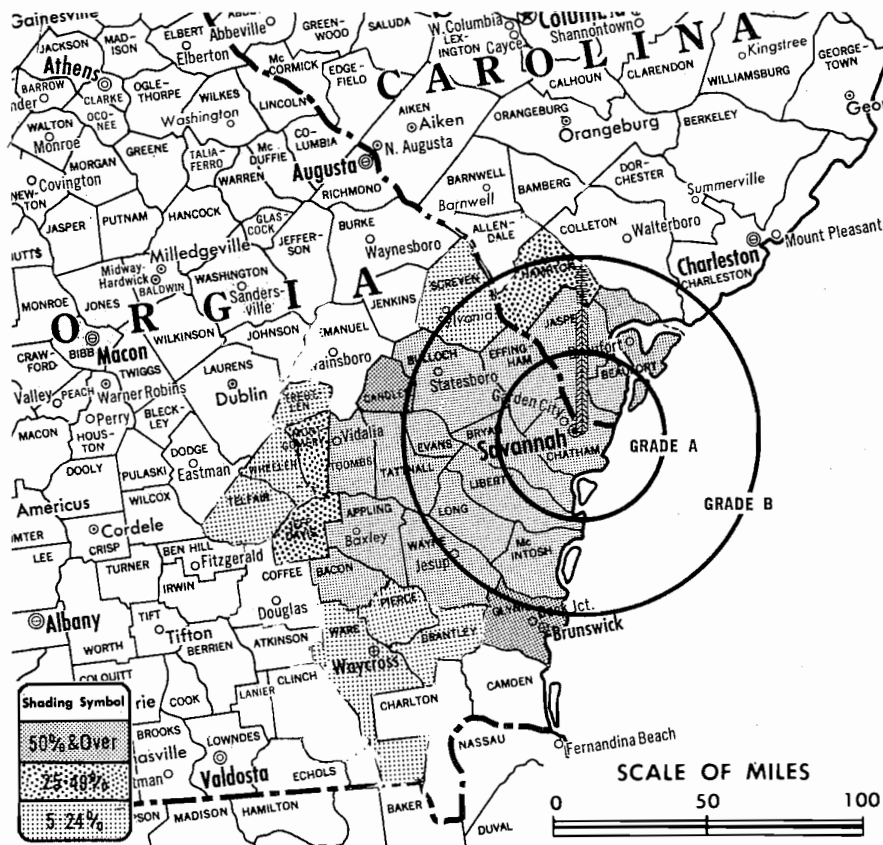
Transmitter: E. Victory Drive.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

Studio: 1430 E. Victory Dr. (31404).

AM Affiliate: WSAV, 5-kw, 630 kHz (NBC).



Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).

WSAV-TV Ref: FCC File No. BPCT-2477 Granted 7/18/58

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## WSAV-TV

Network Service: NBC, ABC.

Licensee: WSAV Inc., Broadcasting Center, 1430 E. Victory Drive.

Telephone: 912-236-0303. TWX No.: 912-354-7839.

Ownership: Harben Daniel, pres., 52.78%; Meredith E. Thompson, v.p., secy.-treas., .66%; William K. Jenkins, 19.83%; Arthur Lucas estate, 19.83%; Aaron Shelton, 6.66%; Robert W. Ward, .22%.

Began Operation: Feb. 1, 1956.

Represented (sales) by H-R Television.

Personnel:

HARBEN DANIEL, president & general manager.  
MEREDITH E. THOMPSON, v.p. & operations manager.  
MACK HUMPHIDGE, commercial manager.  
GEORGE GIBBS, news director.  
CURT AVERY, production manager.  
BYRON STRONG, chief engineer.

### DIGEST OF RATE CARD NO. 8 (June 1, 1969)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 8 Sec.  
Class AA—6:59-10 p.m., daily.  
\$500.00 \$255.00 \$170.00 \$105.00 \$120.00 \$100.00 \$60.00  
NETWORK BASE HOURLY RATE: \$500 (NBC), \$500 (ABC).

*Hogan-Feldmann, Inc.*  
MEDIA BROKERS · CONSULTANTS

4404 Riverside Drive, Box 1545  
Burbank, California 91505  
Area Code 213 849-3201

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	GEORGIA			
	Appling	3,400	3,000	88
	Bacon	2,300	2,000	89
	Bryan	1,800	1,600	92
	Bulloch	7,100	6,600	92
	Candler	1,400	1,300	89
	Chatham	66,400	63,200	95
	Effingham	3,100	2,900	92
	Evans	2,300	2,100	93
	Glynn	16,500	15,500	94
	Liberty	5,200	4,800	92
	Long	1,300	1,100	89
	Mc Intosh	2,000	1,800	89
	Tattnall	3,900	3,600	92
	Toombs	5,000	4,300	87
Wayne	6,100	5,700	93	
SOUTH CAROLINA	Beaufort	13,200	12,300	93
	Jasper	3,600	3,200	87
	GEORGIA			
<b>Between 25-49%</b>	Jeff Davis	2,400	2,100	89
	Montgomery	1,200	1,000	84
SOUTH CAROLINA	Hampton	4,900	4,300	88
<b>Between 5-24%</b>	GEORGIA			
	Brantley	1,400	1,300	91
	Pierce	2,200	2,000	90
	Screven	3,200	2,900	89
	Telfair	2,800	2,400	85
	Treutlen	1,400	1,200	87
	Ware	12,500	11,500	92
Wheeler	1,000	800	85	
Station Totals		222,000	205,000	92
Net Weekly Circulation (March 1969)				130,391
Average Daily Circulation (March 1969)				96,196

# Georgia—Savannah

abc **WTOC-TV**

Ch. 11

**Technical Facilities:** Channel No. 11 (198-204 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 480-ft. above av. terrain, 501-ft. above ground, 521-ft. above sea level.

Latitude 32° 04' 07"  
Longitude 81° 05' 35"

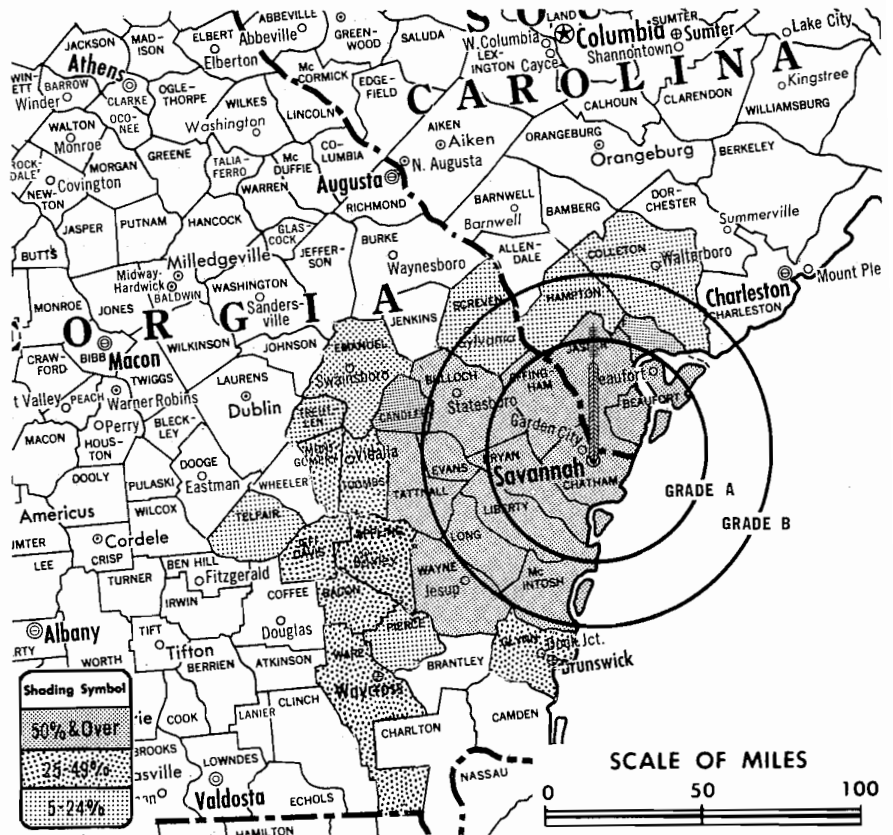
**Transmitter:** 516 Abercorn St.

**Color:** Network, live, film, slide & tape.

**News Wire Service:** AP.

**AM Affiliate:** WTOC, 5-kw, 1290 kHz (CBS).

**FM Affiliate:** WTOC-FM, 97.25-kw, 94.1 MHz (No. 231), 372-ft. antenna height.



Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).

WTOC-TV Ref: FCC File No. BPCT-2802 Granted 9/27/60

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## WTOC-TV

**Network Service:** ABC, CBS.

**Licensee:** Savannah Bcstg. Co. Inc., Box 8086, Savannah, Ga. (31402).

**Studio:** 516 Abercorn St. (31402).

**Telephone:** 912-232-0127. TWX No.: 810-784-5619.

**Ownership:** William T. Knight Jr., chairman, 44.3%; Grace Schley Knight, 9.3%; F. Schley Knight, pres., 8.3%; over 80 others.

**Began Operation:** Feb 14, 1954.

**Represented (sales) by** Avery-Knodel Inc.

**Represented (legal) by** Miller, Schroeder & Bankson.

**Represented (engineering) by** Cohen & Dippell.

**Personnel:**

F. SCHLEY KNIGHT, president & general manager.  
BEN B. WILLIAMS, exec. v.p. & commercial manager.  
DWIGHT J. BRUCE, v.p., program manager & film buyer.  
STUART KNIGHT, vice president & treas.  
KYLE E. GOODMAN, chief engineer.

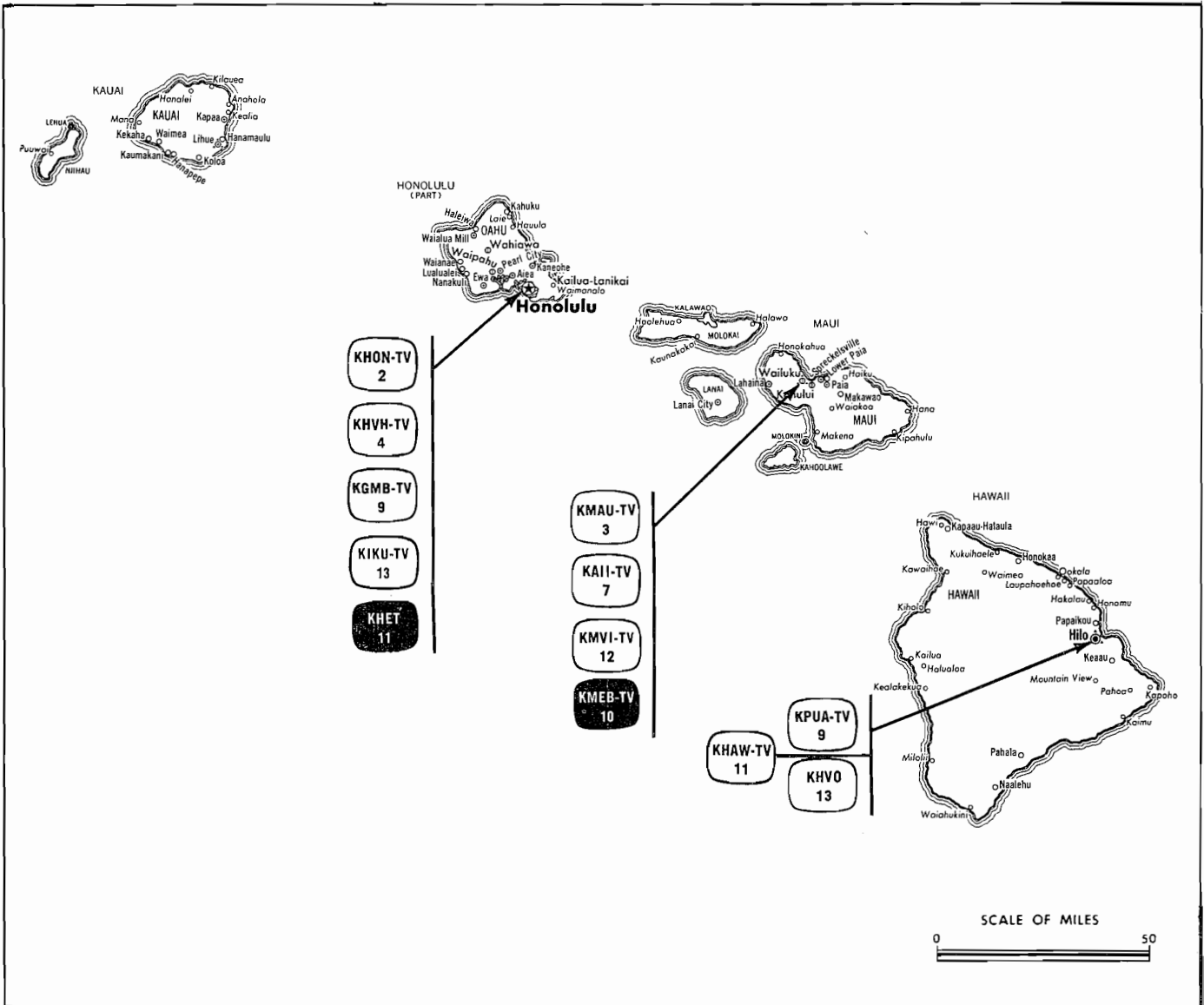
### DIGEST OF RATE CARD NO. 13 (June 1, 1969)

Hour 30 Min. 15 Min. 10 Min. 30 Sec. 20 Sec. 10 Sec.  
Class AA—7:30-10:30 p.m., daily.  
\$500.00 \$250.00 \$175.00 \$125.00 \$80.00 \$65.00 \$38.00  
**NETWORK BASE HOURLY RATE:** \$450 (ABC), \$450 (CBS).

Translator Directory is in Services Volume

Net Weekly Circulation	State County	Total Households	TV Homes	%	
<b>50% &amp; Over</b>	<b>GEORGIA</b>				
		Bryan	1,800	1,600	92
		Bulloch	7,100	6,600	92
		Candler	1,400	1,300	89
		Chatham	66,400	63,200	95
		Effingham	3,100	2,900	92
		Evans	2,300	2,100	93
		Liberty	5,200	4,800	92
		Long	1,300	1,100	89
		Mc Intosh	2,000	1,800	89
		Tattnall	3,900	3,600	92
		Wayne	6,100	5,700	93
		<b>SOUTH CAROLINA</b>			
	Beaufort	13,200	12,300	93	
	Jasper	3,600	3,200	87	
<b>Between 25-49%</b>	<b>GEORGIA</b>				
		Appling	3,400	3,000	88
		Bacon	2,300	2,000	89
		Glynn	16,500	15,500	94
		Jeff Davis	2,400	2,100	89
		Montgomery	1,200	1,000	84
		Toombs	5,000	4,300	87
	Ware	12,500	11,500	92	
<b>Between 5-24%</b>	<b>GEORGIA</b>				
		Emanuel	4,800	4,300	89
		Pierce	2,200	2,000	90
		Screven	3,200	2,900	89
		Telfair	2,800	2,400	85
	Treutlen	1,400	1,200	87	
	<b>SOUTH CAROLINA</b>				
	Colleton	7,700	6,700	87	
	Hampton	4,900	4,300	88	
<b>Station Totals</b>		234,700	215,500	91	
<b>Net Weekly Circulation (March 1969)</b>				121,628	
<b>Average Daily Circulation (March 1969)</b>				85,965	

# Hawaii



Market	ARB Net Weekly Circulation	Rank	ARB ADI TV Households	Rank
Honolulu	169,140	112	174,300	84

**Hawaii Station Status as of March 1, 1970**

- Commercial Television Stations
- Educational Television Stations

VHF	UHF	TOTAL
10	0	10
2	0	2
		12

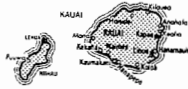
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# Hawaii—Hilo

## **NB** KHAW-TV

Ch. 11

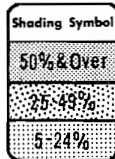
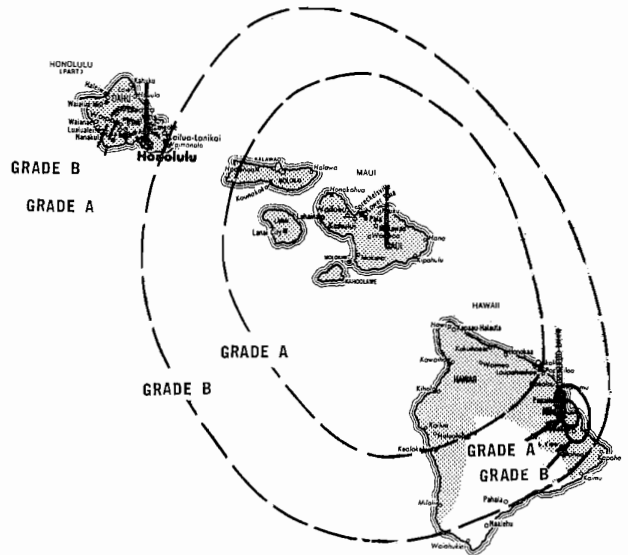
[Satellite of KHON-TV, Honolulu]



Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 2.09-kw visual, .275-kw aural. Antenna: minus 823-ft. above av. terrain, 80-ft. above ground, 90-ft. above sea level.

Latitude 19° 43' 56"  
Longitude 155° 04' 09"

Transmitter: Naniloa Hotel, Hilo.  
Color: Network, live, film, slide & tape.  
News Wire Service: UPI.  
Facsimile Service: UPI.



County coverage based on ARB study (see page 4-b).

KHAW-TV Ref: FCC File No. BPCT-3246 Granted 10/17/63

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## **KHAW-TV**

Licensee: Pacific & Southern Co. Inc., 1170 Auahi St., Honolulu, Hawaii (96814).

Studio: 1170 Auahi St., Honolulu.

Ownership: See KHON-TV, Honolulu.

Began Operation: Nov. 27, 1961.

Represented (sales) by Metro TV.

Represented (legal) by Haley, Bader & Potts.

Personnel: See KHON-TV, Honolulu. Satellite has resident engineering personnel only.

Rates: Sold in combination with KHON-TV, Honolulu and KAI-TV, Wailuku and K78AR, Lihue, with rates applying to simultaneous telecasts on all stations.

NETWORK BASE HOURLY RATE: Bonus to KHON-TV, Honolulu.

ARB Data for this Station is included with Parent KHON-TV, Honolulu. The above map reflects coverage for Parent and Satellites KHAW-TV and KAI, Wailuku.

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BEVERLY HILLS	9645 Wilshire Blvd.	(213) 274-8151

## State Educational Technical Facilities (Complete Data in Educational Directory)

### **KHET**

**Honolulu**

Ch. 11

Non-Commercial Educational Station

(Also operates satellite KMEB-TV, Wailuku, Maui, Hawaii)

Licensee: University of Hawaii, Honolulu, Hawaii (96822).

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 148-kw visual, 29.5-kw aural. Antenna: minus 82.75-ft. above av. terrain, 436-ft. above ground, 441-ft. above sea level.

Latitude 21° 17' 45.7"  
Longitude 157° 50' 35.7"

### **KMEB-TV**

**Wailuku, Maui**

Ch. 10

Non-Commercial Educational Station

(Satellite of KHET, Honolulu, Hawaii)

Licensee: University of Hawaii, 1776 University Ave., Honolulu, Hawaii (96822).

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 30.9-kw visual, 6.17-kw aural. Antenna: 5940-ft. above av. terrain, 47-ft. above ground, 10,027-ft. above sea level.

Latitude 20° 42' 40"  
Longitude 156° 15' 34"

For Color Set Penetration by Markets

see Services Volume

# Hawaii—Hilo



**KHVO**



Ch. 13

[Satellite of KHVH-TV, Honolulu]

**Technical Facilities:** Channel No. 13 (210-216 MHz). Authorized power: 4.68-kw visual, 1.59-kw aural. Antenna: minus 823-ft. above av. terrain, 80-ft. above ground, 90-ft. above sea level.

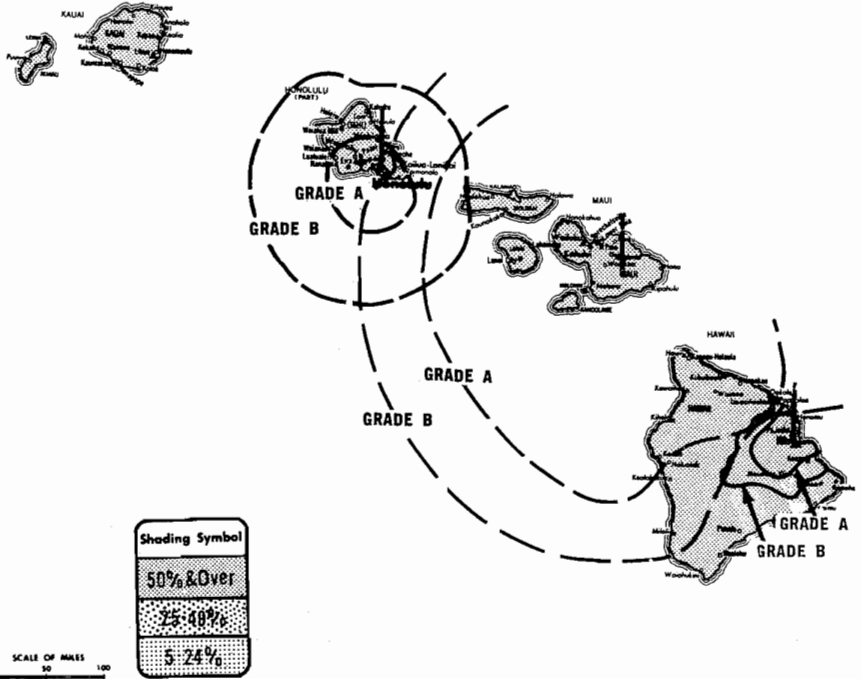
Latitude 19° 43' 57"  
Longitude 155° 04' 04"

**Transmitter:** Naniloa Hotel, Hilo, Hawaii.

**Color:** Network, film, slide & tape.

**News Wire Service:** AP.

**News Film Service:** ABC.



County coverage based on ARB study (see page 4-b).

**KHVO** Ref: FCC File No. BPCT-3077 Granted 9/6/62

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## KHVO

**Network Service:** ABC, same as KHVH-TV.

**Grantee:** Western Telestations Inc., Naniloa Hotel, Hilo, Hawaii.

**Studio:** Naniloa Hotel, Hilo, Hawaii.

**Telephone:** 3289, Hilo.

**Ownership:** See KHVH-TV.

**Began Operation:** May 15, 1960.

**Represented (sales)** by The Katz Agency Inc.

### Personnel:

Same as KHVH-TV, Honolulu.

**Rates:** Sold in combination with KHVH-TV, Honolulu.

**NETWORK BASE HOURLY RATE:** Bonus to KHVH-TV, Honolulu.

**ARB Data for this Station Included with Parent  
KHVH-TV, Honolulu**



# Hawaii—Hilo



## KPUA-TV

Ch. 9

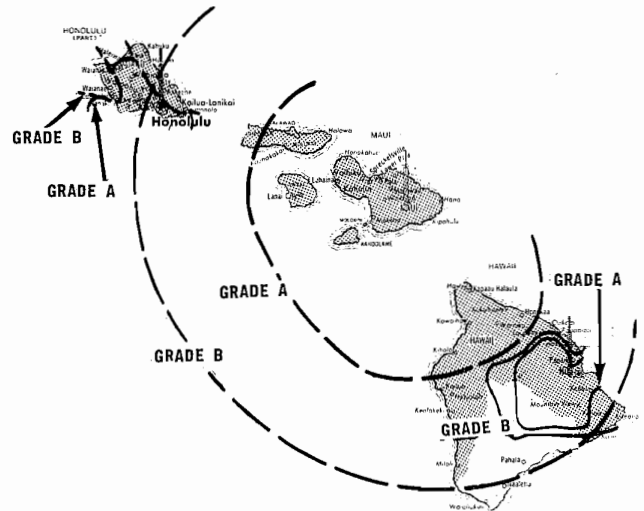
[Satellite of KGMB-TV Honolulu]

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 1-kw visual, .5-kw aural. Antenna: minus 290-ft. above av. terrain, 258-ft. above ground, 1120-ft. above sea level.

Latitude 19° 43' 00"  
Longitude 155° 08' 13"

Transmitter: Piihonua Rd.

AM Affiliate: KPUA, 5-kw, 970 kHz (CBS).



Shading Symbol
50% & Over
25-49%
5-24%

County coverage based on ARB study (see page 4-b).

KPUA-TV Ref: FCC File No. BMPCT-2985 Granted 4/14/55 ©American Map Co., Inc., N.Y. No. 14244

## KPUA-TV

Network Service: CBS, same as KGMB-TV, Honolulu.

Licensee: Pacific Broadcasting Network.

Telephones: 941-3011, Honolulu; 3326, Hilo.

Studio: 1534 Kapiolani Blvd., Honolulu.

Ownership: See KGMB-TV, Honolulu.

Began Operation: May 15, 1955.

Represented (sales) by Edward Petry & Co., Inc.

### Personnel:

CECIL HEFTEL, president.  
GENE ERGER, general manager.  
HAL BOUDREAU, station manager.  
HAL MARQUES, chief engineer.

Rates: Sold in combination with KGMB-TV, Honolulu.

NETWORK BASE HOURLY RATE: Bonus to KGMB-TV, Honolulu.

**ARB Data for This Station Included with Report for Parent KGMB-TV, Honolulu.**

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# Hawaii—Honolulu

## KGMB-TV

Ch. 9

[Also operates satellite KPUA-TV, Hilo and semi-satellite KMAU-TV, Wailuku, Maui]

**Technical Facilities:** Channel No. 9 (186-192 MHz). Authorized power: 209-kw visual, 29.5-kw aural. Antenna: minus 50-ft. above av. terrain, 433-ft. above ground, 438-ft. above sea level.

Latitude 21° 17' 45.7"  
Longitude 157° 50' 35.7"

**Transmitter:** 1534 Kapiolani Blvd.

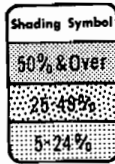
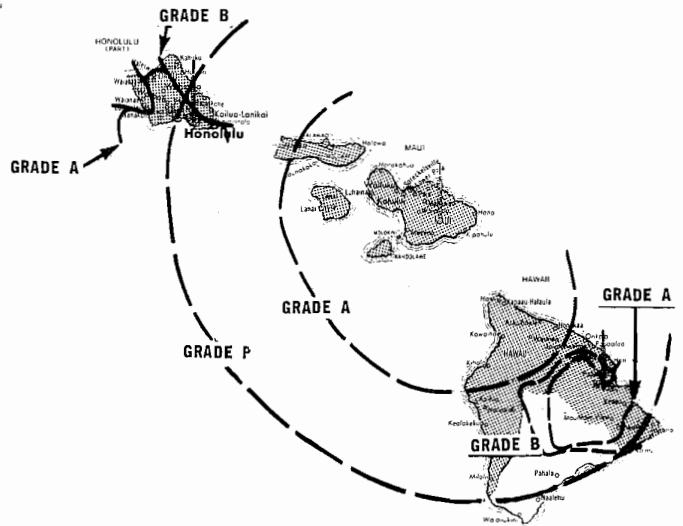
**TV tape:** Recording facilities.

**News Wire Service:** AP, UPI.

**Facsimile Service:** UPI.

**AM Affiliate:** KGMB, 5-kw, 590 kHz.

**Color:** Network, live, film, slide & tape.



Total Households: © SRDS  
Consumer Market Data as of 1/1/70.

TV Homes: TV% and Circulation

© 1969 American Research Bureau.

County coverage based on ARB study (see page 4-b).

KGMB-TV Ref: FCC File No. BPCT—3610 Granted 10/19/65  
KPUA-TV Ref: FCC File No. BMPCT—2985 Granted 4/14/55  
KMAU-TV Ref: FCC File No. BMPCT—2821 Granted 2/25/55

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## KGMB-TV

**Licensee:** Pacific Broadcasting Co. Inc.

**Studio:** 1534 Kapiolani Blvd. (96814).

**Telephone:** 941-3011. TWX No.: 743-0020.

**Ownership:** Pacific Broadcasting Co. Inc. Also owns & operates satellite KPUA-TV, Hilo. Also operates satellite KMAU-TV, Wailuku (Ch. 3) and translators K70BW, Lihue, Kauai and K82AM, Waimea, Kauai.

**Began Operation:** Dec. 1, 1952. Sale of Consolidated Amusement Corp. and its 75.45% to Hialand Development Corp. approved Dec. 3, 1958 by FCC (Television Digest, Vol. 14:40-41, 46). Sale of 75.45% to Honolulu Star-Bulletin approved Dec. 22, 1959 by FCC (Vol. 15:52). Sale to present owners by Honolulu Star-Bulletin approved May 5, 1965 by FCC (Vols. 4:42, 5:19). For other interests, see KUTV, Salt Lake City.

**Represented (sales)** by Edward Petry & Co., Inc.

**Represented (legal)** by Haley, Bader & Potts.

**Personnel:**

CECIL HEFTEL, president.  
ALVIN CHANG, chief engineer.  
GENE ERGER, general manager.  
EARL McDANIEL, station manager.  
ROBERT H. TEMPLE, national sales manager.  
ROBERT W. SEVEY, news director.  
JIM LATHROP, sports director.



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## DIGEST OF RATE CARD NO. 12—(May 1, 1969)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.  
Class A—5:30-10:30 p.m., daily.  
\$1000.00 \$600.00 \$400.00 \$300.00 Graded rates apply\*

\*Highest rate: \$512.

Above rates include satellite operation of KPUA-TV, Hilo, KMAU-TV, Wailuku; translators K70BW, Lihue and K82AM, Waimea.

**NETWORK BASE HOURLY RATE: \$450.**

Net Weekly Circulation	State County	Total		%	
		Households	TV Homes		
50% & Over	<b>HAWAII</b>				
		Hawaii 1	2,200	1,900	84
		Hawaii 2	1,300	1,100	84
		Hawaii 3	8,600	7,300	84
		Hawaii 4	2,600	2,200	84
		Honolulu 1	18,400	17,200	94
		Honolulu 2	5,100	4,700	94
		Honolulu 3	5,100	4,700	93
		Honolulu 4	124,700	116,700	94
		Kauai	8,000	5,200	65
		Maui 1	2,300	2,000	89
		Maui 2	6,400	5,700	89
		Maui 3	3,800	3,400	89
		Maui 4	1,700	1,500	89

Station Totals	190,200	173,600	91
Net Weekly Circulation (March 1969)			169,140
Average Daily Circulation (March 1969)			126,257

ARB Data for this Station Includes Satellites  
KPUA-TV, Hilo & KMAU-TV, Wailuku.

# Hawaii—Honolulu

**NB KHON-TV**

Ch. 2

[Also operates satellites KAIH-TV, Wailuku & KHAW-TV, Hilo.]

**Technical Facilities:** Channel No. 2 (54-60 MHz). Authorized power: 60.3-kw visual, 12.6-kw aural. Antenna: minus 150-ft. above av. terrain, 350-ft. above ground, 359-ft. above sea level.

Latitude 21° 17' 45"  
Longitude 157° 51' 12"

**Transmitter:** 1170 Auahi St.

**Studio:** 1170 Auahi St. (96814).

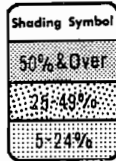
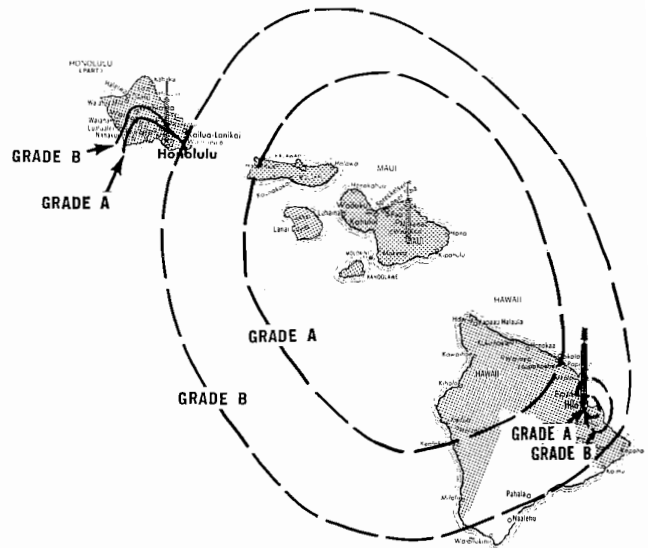
**TV tape:** Recording facilities.

**Color:** Network, live, film, slide & tape.

**News Wire Service:** AP.

**News Film Service:** NBC.

**Facsimile Service:** AP.



Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).

**KHON-TV** Ref: FCC File No. BMPCT—3296 Granted 8/18/55  
**KAIH** Ref: FCC File No. BMPCT—5339 Granted 9/14/59  
**KHAW-TV** Ref: FCC File No. BPCT—2925 Granted 11/8/61

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## KHON-TV

**Licensee:** Pacific & Southern Co. Inc., 598 Madison Ave., New York, N.Y. (10022).

**Ownership:** Wholly owned subsidiary of Pacific & Southern Bcstg. Co. Inc. which is a publicly held corp. Arthur H. McCoy, pres.; De Sales Harrison Jr., chmn.-treas. and Paulette B. Harrison as a management group vote 36.696%; Fox, Wells & Rogers votes 33.147%. Pacific & Southern Co. Inc. is also the licensee of WQXI-TV & WQXI, Atlanta, Ga.; WQXU-FM, Smyrna, Ga.; WSAI & WJBI-FM, Cincinnati and satellites KAIH-TV, Wailuku & KHAW-TV, Hilo.

**Began Operation:** Dec. 15, 1952. Merger with Jupiter Bcstg. of Ga., surviving corp., now known as Pacific & Southern Bcstg. Co. Inc., approved by FCC Nov. 15, 1967 (Television Digest, Vol. 7:47). Assignment to Pacific & Southern Co. Inc. approved Dec. 15, 1967. Previous sale by co-owners Advertising Publishing Co. Ltd. & John D. Keating approved April 28, 1965 by FCC (Vol. 4:42). Sale to Advertiser Publishing Co. Ltd. and Island Bcstg. Co. by Herbert Richards approved by FCC June, 1953 (Vol. 9:26).

**Represented (sales)** by Metro TV Sales.

**Represented (legal)** by Haley, Bader & Potts.

**Personnel:**

ARTHUR H. MCCOY, president (New York).  
DUANE R. HARM, general manager.  
CASEY COHLMIA, station manager.  
RICHARD SCHALLER, general sales manager.  
DON PICKEN, news director.  
ALFRED ONO, chief engineer.  
GEORGE HOOPER, production manager.  
PAUL YAMAMOTO, traffic supervisor.

**DIGEST OF RATE CARD NO. 4**  
(Aug. 21, 1969)

Hour 30 Min. 15 Min. Min. 30 Sec. 20 Sec. 10 Sec.  
Class AA—6:30-10 p.m., daily.  
\$950.00 \$570.00 \$380.00 \$180.00 \$144.00 \$144.00 \$90.00  
**NETWORK BASE HOURLY RATE: \$400.**

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>HAWAII</b>				
	Hawaii 1	2,200	1,900	84
	Hawaii 2	1,300	1,100	84
	Hawaii 3	8,600	7,300	84
	Hawaii 4	2,600	2,200	84
<b>50% &amp; Over</b>	Honolulu 1	18,400	17,200	94
	Honolulu 2	5,100	4,700	94
	Honolulu 3	5,100	4,700	93
	Honolulu 4	124,700	116,700	94
	Kauai	8,000	5,200	65
	Maui 1	2,300	2,000	89
	Maui 2	6,400	5,700	89
	Maui 3	3,800	3,400	89
	Maui 4	1,700	1,500	89
<b>Station Totals</b>		<b>190,200</b>	<b>173,600</b>	<b>91</b>
<b>Net Weekly Circulation (March 1969)</b>			<b>156,550</b>	
<b>Average Daily Circulation (March 1969)</b>			<b>87,069</b>	

**ARB Data for this Station Includes Satellites KAIH, Wailuku & KHAW-TV, Hilo.**

**For Group Ownership of TV Stations  
See Services Volume**

# Hawaii—Honolulu



**KHVH-TV**



Ch. 4

[Programs are rebroadcast by separately-owned KMVI-TV, Wailuku; also by KHVH-owned KHVO, Hilo, on relay from translator K76BB, Honohina, Hawaii, which picks up KMVI-TV]

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: minus 140-ft. above av. terrain, 365-ft. above ground, 370-ft. above sea level.

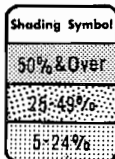
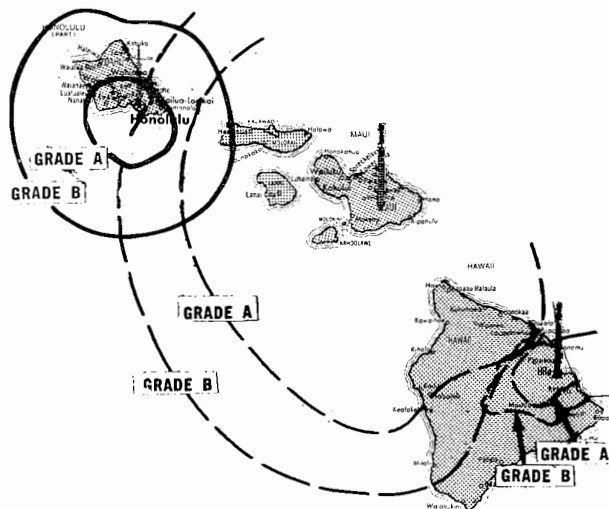
Latitude 21° 17' 44"  
Longitude 157° 51' 06"

Transmitter: 1290 Ala Moana.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI. News Film Service: ABC. Facsimile Service: UPI.



Total Households: © SRDS

Consumer Market Data as of 1/1/70.

TV Homes: TV% and Circulation

© 1969 American Research Bureau.

County coverage based on ARB study (see page 4-b).

KHVH-TV Ref: FCC File No. BPCT-4279 Granted 10/21/69

SCALE OF MILES  
0 50 100

## KHVH-TV

Licensee: Western Telestations Inc., 1290 Ala Moana Blvd.

Studio: 1290 Ala Moana Blvd. (96814). Telephone: 537-3991.

TWX No.: KHVH 723-387.

AM Affiliate: KHVH, 5-kw, 1040 kHz.

FM Affiliate: KHVH-FM, 93.9, 100-kw.

Ownership: Western Telestations Inc., 100%. It is owned by Lawrence S. Berger, 51%; Mrs. Fred Goodstein, 29%; Marcus Loew, 6%; William H. Brown, 5%; Rolling Hills Inc., 5%; William E. Cleator, 3%; John L. McGuire, 1%.

Began Operation: April 16, 1954. Sale to present owner by Kaiser Bcstg. approved Dec. 18, 1964 by FCC (Vol. 4:41, 51). Sale to Kaiser by Television Corp. of America Ltd. (Albert Zugsmith interests) which operated station as KULA-TV was approved June 11, 1958 by FCC (Television Digest, Vol. 14:19, 24). Previous sale to Television Corp. of America by American Bcstg. Stations Inc. (WMT, Cedar Rapids, Ia., interlocking with WMT-TV) and Dolph Petty Bcstg. approved Jan. 11, 1956 (Vol. 11:46 & 12:2).

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Pierson, Ball & Dowd.

Represented (engineering) by Hammett & Edison.

Personnel:

LAWRENCE S. BERGER, president & general manager.  
DICK GRIMM, sales manager.  
CHUCK HARTMAN, chief engineer.  
MUNEO HAMADA, business manager.  
DON ROCKWELL, news director.  
ROBERT S. SMITH, program director.  
CHARLIE RILEY, production manager.  
NAMLYN SNOW, promotion & publicity director.

## DIGEST OF RATE CARD NO. A18—(Aug. 15, 1968)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. ID  
Class A—6-10:30 p.m., Sun.-Fri.; 6:30-11:15 p.m., Sat.  
\$1000.00 \$600.00 \$400.00 \$300.00 Graded rates apply\*

\*Highest rate: \$240.

NETWORK BASE HOURLY RATE: \$450.

Net Weekly Circulation	State County	Total Households	TV Homes	%
	<b>HAWAII</b>			
	Hawaii 1	2,200	1,900	84
	Hawaii 2	1,300	1,100	84
	Hawaii 3	8,600	7,300	84
	Hawaii 4	2,600	2,200	84
	Hawaii 5	900	700	84
50% & Over	Honolulu 1	18,400	17,200	94
	Honolulu 2	5,100	4,700	94
	Honolulu 3	5,100	4,700	93
	Honolulu 4	124,700	116,700	94
	Kauai	8,000	5,200	65
	Maui 1	2,300	2,000	89
	Maui 2	6,400	5,700	89
	Maui 3	3,800	3,400	89
	Maui 4	1,700	1,500	89
Station Totals		191,100	174,300	91
Net Weekly Circulation (March 1969)				163,132
Average Daily Circulation (March 1969)				103,980

ARB Data for this Station Includes Satellites  
KMVI-TV, Wailuku & KHVO, Hilo

# Hawaii—Honolulu

## KIKU-TV

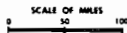
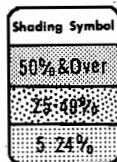
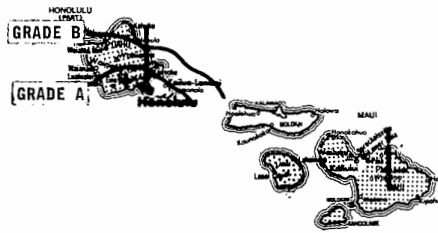
Ch. 13

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 30.7-kw visual, 6.17-kw aural. Antenna: minus 100-ft. above av. terrain, 371-ft. above ground, 381-ft. above sea level.

Latitude 21° 17' 07"  
Longitude 157° 50' 24"

Transmitter: 2005 Kalia Rd., Honolulu.

News Wire Service: AP.  
Color: tape.



Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).

KIKU-TV Ref: FCC File No. BPCT—3013 Granted 4/26/62

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## KIKU-TV

Network Service: None, independent.

Licensee: Friendly Broadcasting Co., 150-B Puuhale Rd., Honolulu (96819).

Ownership: Richard Eaton, 100%. For other interests see WFAN-TV, Washington, D.C.

Began Operation: July 4, 1962. Sale to Friendly Bcstg. by Hawaiian Paradise Park Corp. approved by FCC Sept. 21, 1967.

Represented (legal) by Cohn & Marks.

Personnel:

RICHARD EATON, president.  
JOANNE NINOMIYA, general manager.

### DIGEST OF RATE CARD NO. 2 (Feb. 1, 1969)

30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
\$200.00	\$100.00	\$50.00	\$40.00	\$28.00	\$20.00

Class AAA—6-10 p.m., daily.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Between 5-24%</b>	HAWAII			
	Honolulu 1	18,400	17,200	94
	Honolulu 2	5,100	4,700	94
	Honolulu 4	124,700	116,700	94
	Maui 1	2,300	2,000	89
Maui 3	3,800	3,400	89	
Station Totals		159,400	148,700	93
Net Weekly Circulation (March 1969)				19,334
Average Daily Circulation (March 1969)				7,441

For CPs and Applications

See Services Volume

# Hawaii—Wailuku



**KAI-TV**

Ch. 7

[Satellite of KHON-TV, Honolulu]

**Technical Facilities:** Channel No. 7 (174-180 MHz). Authorized power: 29.8-kw visual, 5.89-kw aural. Antenna: 5940-ft. above av. terrain, 75-ft. above ground, 10,025-ft. above sea level.

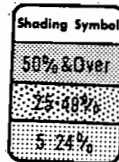
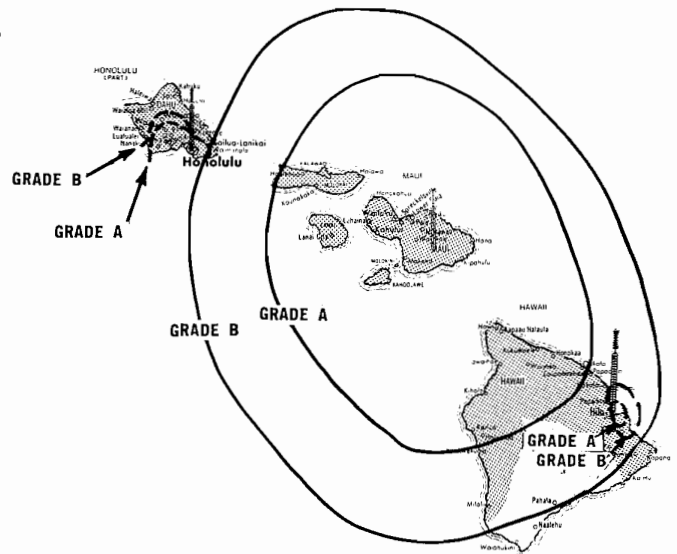
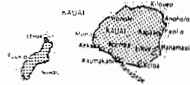
Latitude 20° 42' 41"  
Longitude 156° 15' 26"

**Transmitter:** Mt. Haleakala, Maui.  
**Color:** Network, live, film, slide & tape.

**News Wire Service:** UPI.

**Facsimile Service:** UPI.

**Studio:** 1170 Auahi St., Honolulu.



County coverage based on ARB study (see page 4-b).

KAI-TV Ref: FCC File No. BPCT—2906 Granted 10/20/61

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## KAI-TV

**Licensee:** Pacific & Southern Co. Inc., 1170 Auahi St., Honolulu, Hawaii (96814).

**Ownership:** See KHON-TV, Honolulu.

**Began Operation:** Nov. 19, 1958.

**Represented (sales)** by Metro TV Sales.

**Represented (legal)** by Haley, Bader & Potts.

**Personnel:** See KHON-TV, Honolulu. Satellite has resident engineering personnel only.

**Rates:** Sold in combination with KHON-TV, Honolulu & KHAW-TV, Hilo and K78AR, Lihue, with rates applying to simultaneous telecasts on all stations.

**NETWORK BASE HOURLY RATE:** Bonus to KHON-TV, Honolulu.

ARB Data for this Station Included with Report for Parent KHON-TV, Honolulu.



**MALARKEY, TAYLOR and ASSOCIATES**

CATV

BROKERS / CONSULTANTS / ENGINEERS

1225 Connecticut Ave. N.W. • Washington, D.C. • Phone (202) 223-2345

# Hawaii—Wailuku



## KMAU-TV

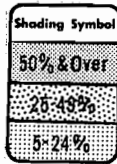
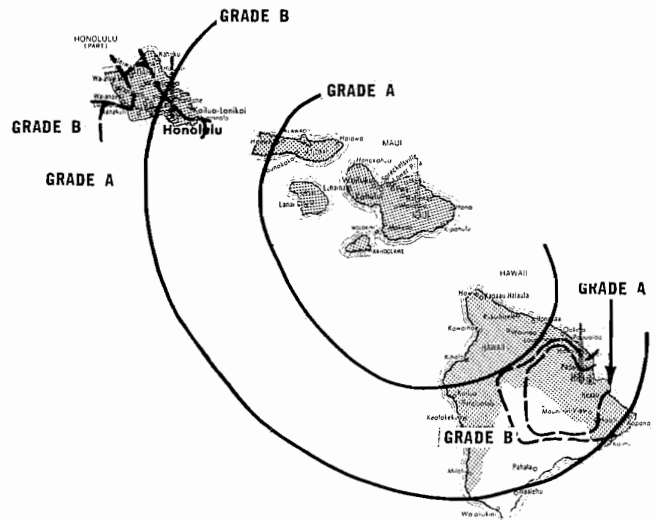
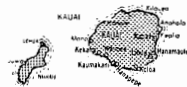
Ch. 3

[Satellite of KGMB-TV, Honolulu]

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 14.1-kw visual, 2.69-kw aural, 5950-ft. above av. terrain, 60-ft. above ground, 10,054-ft. above sea level.

Latitude 20° 42' 41"  
Longitude 156° 15' 35"

Transmitter: Mt. Haleakala, Maui.



County coverage based on ARB study (see page 4-b).

KMAU-TV Ref: FCC File No. BMPCT—2821 Granted 2/25/55

©American Map Co., Inc., N.Y., No. 14244

## KMAU-TV

Licensee: John S. Young Associates Inc., 1515 Nuuanu Ave. #67, Honolulu, Hawaii (96817).

Studio: 1534 Kapiolani Blvd.

Ownership: John S. Young, pres., 98%; Joanne Young, v.p., 1%; Patricia Wall, 1%.

Began Operation: April 24, 1955. Sale to present owners by Pacific Bcstg. (Glasmann interests) after they took over all properties from Honolulu Star-Bulletin approved May 5, 1965 by FCC (Television Digest, Vol. 4:42, 5:19).

Represented (sales) by Edward Petry & Co. Inc.

### Personnel:

JOHN S. YOUNG, general manager.  
ALVIN CHANG, chief engineer.

Rates: Sold in combination with KGMB-TV, Honolulu, and latter's other satellite KPUA-TV, Hilo, with rates applying to simultaneous telecasts on all three stations.

NETWORK BASE HOURLY RATE: Bonus to KGMB-TV, Honolulu.

**ARB Data for this Station Included with Report for Parent KGMB-TV, Honolulu.**

# Hawaii—Wailuku



**KMVI-TV**

Ch. 12

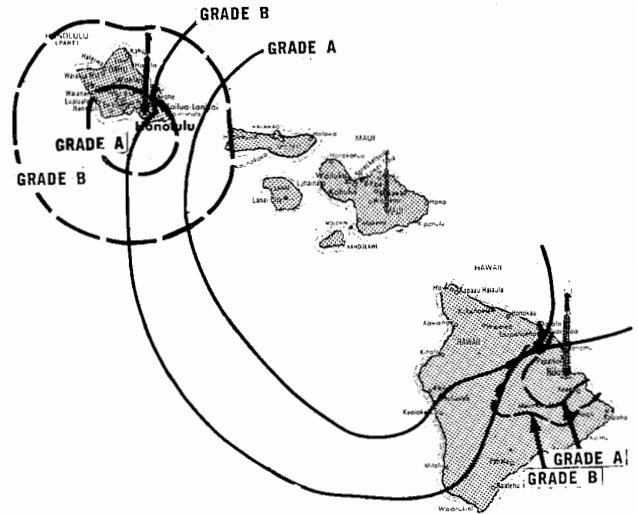
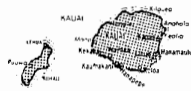
[Semi-satellite of separately-owned  
KHVH-TV, Honolulu]

**Technical Facilities:** Channel No. 12  
(204-210 MHz). Authorized power:  
30-kw visual, 4.36-kw aural. An-  
tenna: 2.5° mechanical tilt, 6000-  
ft. above av. terrain, 100-ft. above  
ground, 10,000-ft. above sea level.  
Latitude 20° 42' 43"  
Longitude 156° 15' 26"

**Transmitter:** Haleakala Crater.

**AM Affiliate:** KMVI, 5-kw, 550 kHz  
(CBS).

**Color:** Network.



Shading Symbol
50% & Over
25-49%
5-24%

County coverage based on ARB study (see  
page 4-b).

KMVI-TV Ref: FCC File No. BPCT-1981 Granted 5/25/55

©American Map Co., Inc., N.Y., No. 14244

## KMVI-TV

**Network Service:** ABC, same as KHVH-TV, Honolulu.

**Grantee (STA):** Maui Publishing Co. Ltd., Box 374.

**Studio:** 1290 Ala Moana, Honolulu.

**Telephone:** 33-981.

**Ownership:** J. Walter Cameron, 94.4%; Colin C. Cameron, 3.6%;  
Fumio Tsuji, 3.6%; 4 other stockholders, none with as much  
as 1%.

**Began Operation:** Dec. 4, 1955.

**Represented (legal) by** Dow, Lohnes & Albertson.

### Personnel:

WILLIAM O. PAINE, executive vice president.

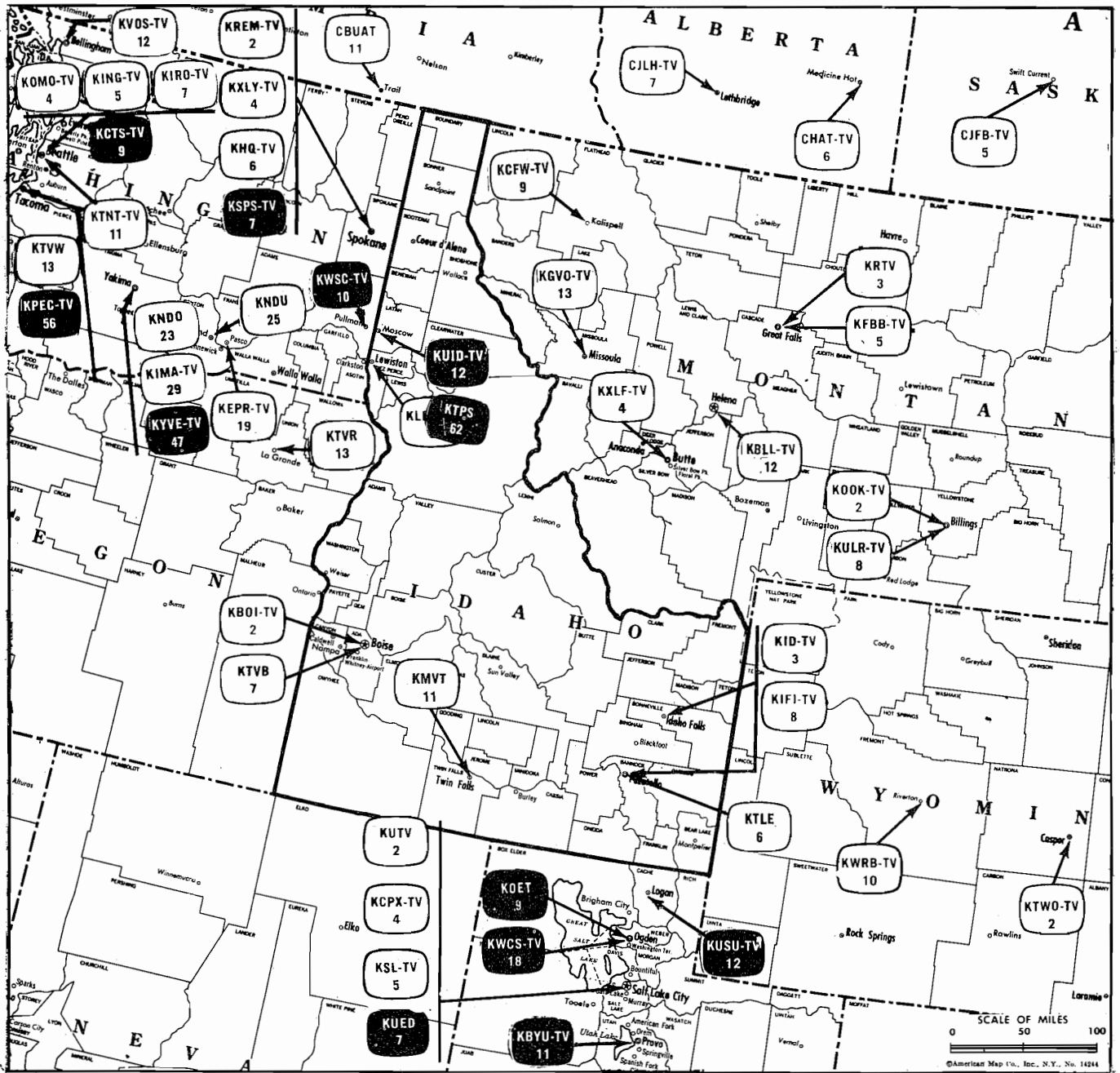
NORA I. COOPER, station manager.

**Rates:** See KHVH-TV, Honolulu.

**NETWORK BASE HOURLY RATE:** Bonus to KHVH-TV, Honolulu.

**ARB Data for this Station Included with Report  
for KHVH-TV, Honolulu**





Market	ARB Net Weekly Circulation	Rank	ARB ADI TV Households	Rank
Boise	101,206	161	87,800	146
Idaho Falls-Pocatello	63,345	183	57,800	160
Twin Falls	33,042	200	32,600	184

**HAMILTON-LANDIS & ASSOCIATES, INC.—NATIONWIDE MEDIA BROKERS**  
 THE OFFICE NEAREST YOU IS—1511 BRYAN ST., DALLAS, TEX. 75201 • (214) 748-0345

# Idaho

State Educational Technical Facilities  
(Complete Data in Educational Directory)

## KUID-TV

Moscow

Ch. 12

Non-Commercial Educational Station

Licensee: Regents of the University of Idaho, Moscow, Ida.

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 115-kw visual, 11.5-kw aural. Antenna: 1050-ft. above av. terrain, 154-ft. above ground, 3853-ft. above sea level.

Latitude 46° 40' 40"  
Longitude 116° 58' 33"

## Idaho Station Status as of March 1, 1970

	VHF	UHF	TOTAL
<input type="checkbox"/> Commercial Television Stations	7	0	7
<input checked="" type="checkbox"/> Educational Television Stations	1	0	1
			<hr/> 8

## State Cross Reference List

Communities That Receive Programs of  
Stations That Are Located Elsewhere

## KBOI-TV & KTVB

Nampa

(See Boise, Ida.)

## KID-TV & KIFI-TV

Pocatello

(See Idaho Falls, Ida.)

# TAILORED RATE...

You can run YOUR full-page station ad facing YOUR station listing

## for as little as \$180

For Further Information - PLEASE USE HANDY POSTAGE PAID ORDER CARD #5 BOUND INSIDE THE BACK COVER OF THE STATIONS VOLUME

# Idaho—Boise



**KBOI-TV**



Ch. 2

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 65-kw visual, 6.9-kw aural. Antenna: 2550-ft. above av. terrain, 150-ft. above ground, 7170-ft. above sea level.

Latitude 43° 45' 12"  
Longitude 116° 06' 08"

Transmitter: Deer Point Peak, Shafter Butte.

Color: Network, live, film, slide & tape.

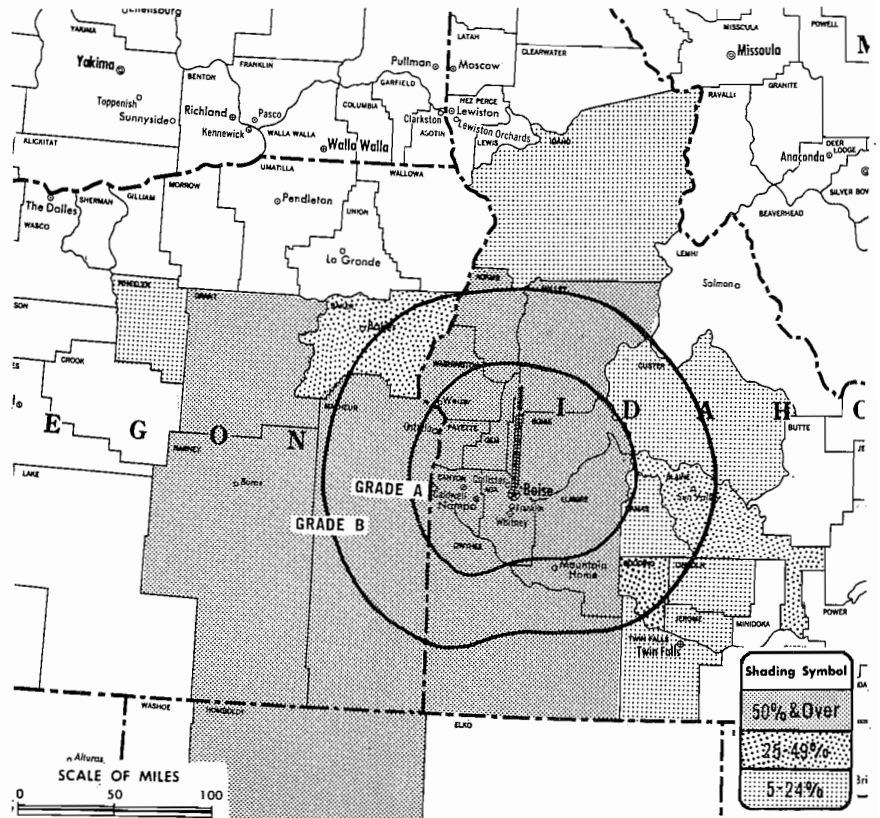
News Wire Service: AP, UPI.

Studio: 1007 W. Jefferson St., P.O. Box 2600 (83701).

AM Affiliate: KBOI, 50-kw, 670 kHz (CBS).

FM Affiliate: KBOI-FM, 17.5-kw, 97.9 MHz.

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).



KBOI-TV Ref: FCC File No. BPCT-2146 Granted 7/11/56

©American Map Co., Inc., N.Y., No. 14244

## KBOI-TV

Licensee: Boise Valley Bcstrs. Inc., 1007 W. Jefferson St. (83702).

Telephone: 208-342-9331. TWX No.: 208-375-4455.

Ownership: H. Westerman Whillock, pres., 5.2%; J. Brock O'Leary, v.p. & dir., 5.1%; Annabel Woodmore, secy., .8%; Robert W. Howell, treas. & dir., 9.6%; Adelaide Reynolds, asst. secy.-treas., .4%; J. A. Albertson, dir., 3.9%; Rudy Andersen, dir., 2.4%; Saul Haas, dir., 3.9%; James J. Coughlin, M.D., dir., 2.0%; John E. Walsh, dir., .8%; Paul S. Boyd, dir., 1.9%; Mrs. Stanley E. King, dir., 9.4%; Douglas H. Rae, dir., 1.3%; Theresa Whillock, 4.0%; E. A. Snow, 5.1%; 134 others, none with more than 3%.

Began Operation: Nov. 26, 1953.

Represented (sales) by Peters, Griffin, Woodward Inc.; Art Moore & Assoc. Inc. (Pacific Northwest).

Represented (legal) by Wilkinson, Cragun & Barker.

Personnel:

WESTERMAN WHILLOCK, president & general manager.  
JAMES A. JOHNTZ JR., vice president & asst. general manager.  
BRITT BOWDEN, vice president, television sales.  
DENA HOWELL, program director.  
ROBERT HOWELL, film editor.  
DICK EARDLEY, news editor.  
MANSON McCLURE, chief engineer.

DIGEST OF RATE CARD NO. A11  
(July 1, 1969)

Hour	30 Min.	15 Min.	Min.	30 Sec.	20 Sec.	10 Sec.
	or less					

Class AA—6:30-10 p.m., daily.

\$400.00 \$240.00 \$160.00 \$110.00 \$90.00 \$80.00 \$40.00

NETWORK BASE HOURLY RATE: \$375 (CBS, ABC).

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	IDAHO			
	Ada	36,100	34,600	96
	Adams	1,000	900	90
	Boise	600	500	94
	Canyon	20,000	18,900	94
	Elmore	6,000	5,800	96
	Gem	2,900	2,700	95
	Owyhee	1,900	1,800	95
	Payette	4,400	4,100	95
	Valley	1,200	1,000	90
	Washington	2,600	2,400	92
	NEVADA	Humboldt	2,000	1,800
OREGON	Grant	2,300	1,800	80
	Harney	2,200	1,900	88
	Malheur	7,000	6,600	93
<b>Between 25-49%</b>	IDAHO			
	Blaine	2,500	2,300	91
	Gooding	2,400	2,300	95
OREGON	Baker	5,300	4,800	91
<b>Between 5-24%</b>	IDAHO			
	Camas	300	300	97
	Custer	900	800	88
	Idaho	4,800	4,200	89
	Jerome	3,400	3,200	96
	Lincoln	1,100	1,000	94
	Twin Falls	14,200	13,600	96
OREGON	Wheeler	500	500	91
Station Totals		130,800	122,200	93
Net Weekly Circulation (March 1969)				89,474
Average Daily Circulation (March 1969)				69,335

# Idaho—Boise



**KTVB**



Ch. 7

[Also operates satellite KTVR, La Grande, Ore.]

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 213-kw visual, 26.9-kw aural. Antenna, 2560-ft. above av. terrain, 223-ft. above ground, 7193-ft. above sea level.

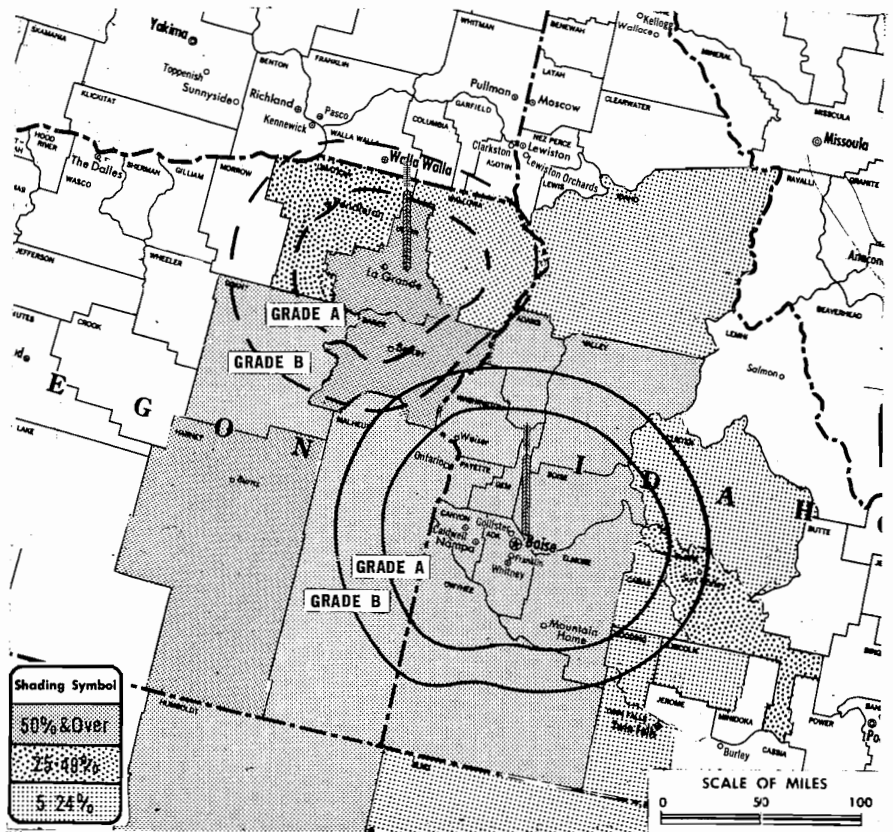
Latitude 43° 45' 08"  
Longitude 116° 07' 10"

Transmitter: TV Lot No. 3, Deer Point, Ida.

Studio: 700 Crestline Dr.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.



KTVB Ref: FCC File No. BPCT-2086 Granted 4/27/56

©American Map Co., Inc., N.Y., No. 1424

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).

## KTVB

Network Service: ABC, NBC.

Licensee: KTVB Inc., Box 390, Chamber of Commerce Bldg. 83701.

Telephone: 208-342-4611.

TWX No.: 910-970-5779.

Ownership: Georgia M. Davidson, pres., 100%.

Began Operation: July 12, 1953.

Represented (sales) by Avery-Knodel Inc.; Bob Hix Co. Inc. (Mountain States); Television Network of Idaho; Andy McDermott Sales Ltd. (Canada); Charles L. Burrow Co. (Seattle-Portland).

Represented (legal) by Fisher, Wayland, Duvall & Southmayd.

### Personnel:

GEORGIA M. DAVIDSON, president.  
ROBERT E. KRUEGER, exec. v.p., gen. mgr. & program dir.  
REX McARTHUR, sales manager.  
JOHN LEWIS, national sales manager.  
JOHN WILLIAMSON, promotion director.  
HAROLD W. TOEDTEMEIER, director of operations.  
DAN SMEDE, news director.

### DIGEST OF RATE CARD NO. 19 (June 15, 1969)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
\$400.00	\$240.00	\$160.00	\$120.00	\$120.00	\$80.00	\$50.00

NETWORK BASE HOURLY RATE: \$425 (ABC & NBC).

ARB Data: Figures for this station include coverage of satellite KTVR, La Grande, Ore.

	Net Weekly Circulation	State County	Total Households	TV Homes	%	
<b>50% &amp; Over</b>	<b>IDAHO</b>					
		Ada	36,100	34,600	96	
		Adams	1,000	900	90	
		Boise	600	500	94	
		Canyon	20,000	18,900	94	
		Elmore	6,000	5,800	96	
		Gem	2,900	2,700	95	
		Owyhee	1,900	1,800	95	
		Payette	4,400	4,100	95	
		Valley	1,200	1,000	90	
		Washington	2,600	2,400	92	
	<b>NEVADA</b>					
		Humboldt	2,000	1,800	92	
	<b>OREGON</b>					
		Baker	5,300	4,800	91	
		Grant	2,300	1,800	80	
		Harney	2,200	1,900	88	
		Malheur	7,000	6,600	93	
		Union	6,400	5,800	89	
		Umatilla	15,300	13,800	90	
<b>Between 25-49%</b>	<b>IDAHO</b>					
		Blaine	2,500	2,300	91	
	<b>OREGON</b>					
		Umatilla	15,300	13,800	90	
	<b>Between 5-24%</b>	<b>IDAHO</b>				
			Camas	300	300	97
		Custer	900	800	88	
		Gooding	2,400	2,300	95	
		Idaho	4,800	4,200	89	
		Lincoln	1,100	1,000	94	
	Twin Falls	14,200	13,600	96		
	<b>NEVADA</b>					
		Elko	4,100	3,400	84	
	<b>OREGON</b>					
		Wallowa	2,400	2,100	88	
<b>Station Totals</b>			190,500	176,700	93	
Net Weekly Circulation (March 1969)					101,206	
Average Daily Circulation (March 1969)					75,284	

# Idaho—Idaho Falls-Pocatello



**KID-TV**



Ch. 3

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 14.4-kw aural. Antenna: 1600-ft. above av. terrain, 201-ft. above ground, 6791-ft. above sea level.

Latitude 43° 29' 30"  
Longitude 112° 39' 05"

Transmitter: Little Butte Mt., 8.5-mi. NE of Atomic City, Ida.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

News Film Service: CBS.

Telephone: 208-522-5100.

AM Affiliate: KID, 5-kw (1-kw night), 590 kHz (CBS).

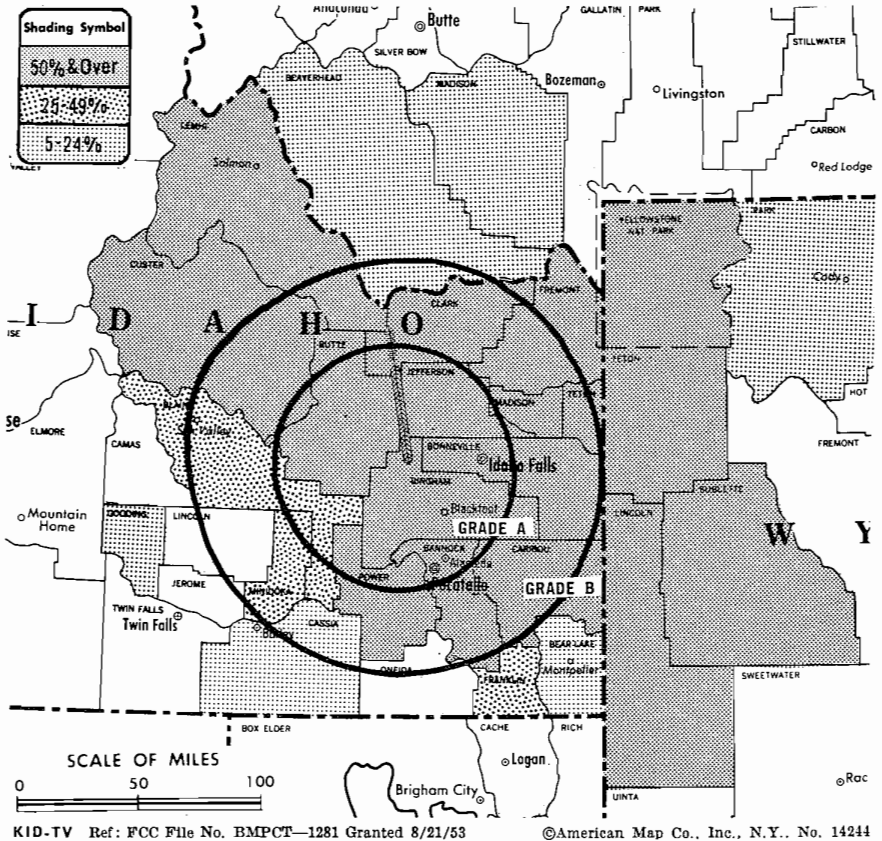
Total Households: © SRDS

Consumer Market Data as of 1/1/70.

TV Homes: TV% and Circulation

© 1969 American Research Bureau.

County coverage based on ARB study (see page 4-b).



## KID-TV

Network Service: ABC, CBS.

Licensee: KID Broadcasting Corp., Box 2008, 1255 E. 17th St., Idaho Falls, Ida. (83401).

Studio: 1255 E. 17th St.

Ownership: A. W. Schweider, pres., 13.61%; Elizabeth K. Poulsen, 11.17%; David Smith, 10.58%; Warren E. Wright, 8.31%; Vera M. Williams, 8.06%; 29 others, none with as much as 7%.

Began Operation: Dec. 20, 1953.

Represented (sales) by Peters, Griffin, Woodward Inc.; Art Moore & Assoc. Inc. (Pacific Northwest).

Represented (legal) by Wilkinson, Cragun & Barker.

Represented (engineering) by Jules Cohen & Associates.

Personnel:

J. ALLEN JENSEN, president & general manager.

CLAUDE CAIN, station & sales manager.

DAVE WAYNE, operations manager.

CARROLL SECRIST, chief engineer.

CRAIG KUHLMAN, news director.

BARBARA OZMUN, promotion manager.

DIGEST OF RATE CARD NO. 16  
(March 1, 1970)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	ID
Class A—6:30-10 p.m., daily.	\$330.00	\$198.00	\$132.00	\$99.00	\$80.00	\$48.00 \$32.00

NETWORK BASE HOURLY RATE: \$325 (ABC), \$325 (CBS).

For Idaho CATV Systems

See Services Volume

	Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	<b>IDAHO</b>				
		Bannock	17,000	16,100	95
		Bingham	8,400	8,100	97
		Bonneville	17,200	16,700	97
		Butte	1,300	1,200	97
		Caribou	1,600	1,500	93
		Clark	300	300	91
		Custer	900	800	88
		Fremont	2,300	2,200	96
		Jefferson	3,400	3,400	98
		Lemhi	1,800	1,500	84
		Madison	2,300	2,200	97
		Power	1,300	1,100	91
		Teton	700	700	98
	<b>WYOMING</b>				
		Lincoln	2,700	2,400	89
		Sublette	1,500	1,300	87
		Teton	1,100	1,000	90
		Yellowstone National Park	100	100	92
<b>Between 25-49%</b>	<b>IDAHO</b>				
		Blaine	2,500	2,300	91
		Franklin	1,900	1,800	94
	Minidoka	5,200	4,900	94	
<b>Between 5-24%</b>	<b>IDAHO</b>				
		Bear Lake	2,000	1,900	93
		Cassia	5,300	5,000	96
		Gooding	2,400	2,300	95
	<b>MONTANA</b>				
		Beaverhead	2,600	2,200	86
		Madison	1,100	1,100	95
<b>WYOMING</b>					
	Park	4,800	4,300	90	
<b>Station Totals</b>			105,100	98,800	94
<b>Net Weekly Circulation (March 1969)</b>				63,345	
<b>Average Daily Circulation (March 1969)</b>				48,988	

# Idaho—Idaho Falls-Pocatello



**KIFI-TV**



Ch. 8

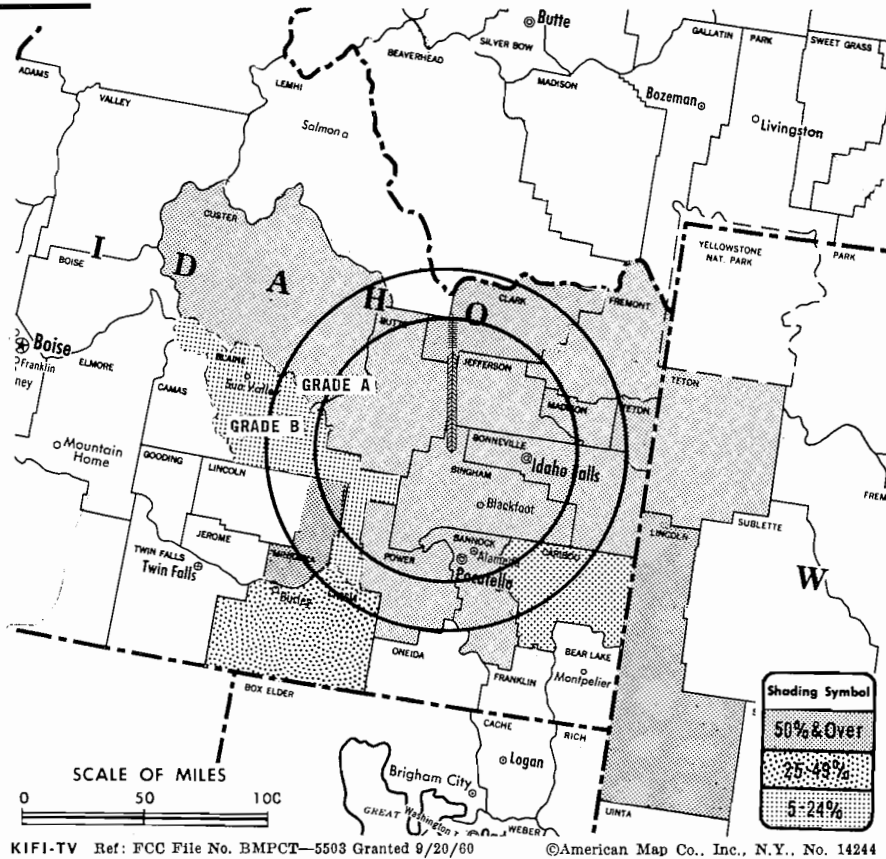
Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 316-kw visual, 63.1-kw aural. Antenna: 1520-ft. above av. terrain, 180-ft. above ground, 6851-ft. above sea level.

Latitude 43° 30' 02"  
Longitude 112° 39' 36"

Transmitter: Little Butte Mt., 32-mi. W of Idaho Falls.

Color: Network, live, film, slide & tape.

News Wire Service: AP.



Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).

## KIFI-TV

Network Service: NBC, ABC.

Licensee: The Post Co., Box 2148, Idaho Falls, Ida. (83401).

Studio: North Yellowstone Hwy., Idaho Falls.

Telephone: 208-523-1171. TWX No.: 910-977-5726.

Ownership: J. Robb Brady Trust Co., 91.663%; James M. Brady, pres., .002%; Edwin F. McDermott, v.p., 8.33%; J. Robb Brady, secy.-treas., .002%.

Began Operation: Jan. 23, 1961.

Represented (sales) by Avery-Knodel Inc. (National); Charles L. Burrow Co. (Seattle-Portland); Bob Hix Inc. (Denver).

Represented (legal) by John H. Midlen.

Represented (engineering) by John H. Mullaney.

Personnel:

J. M. BRADY, general & national sales manager.  
KEN MARTIN, production manager.  
H. G. HAEFELE, program director & chief engineer.  
WESLEY PETTERBORG, office manager.

DIGEST OF RATE CARD NO. 9—(Dec. 1, 1967)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class A—6:30-10 p.m., daily.	\$325.00	\$195.00	\$145.00	\$100.00	\$70.00	\$55.00
NETWORK BASE HOURLY RATE:	\$325.					

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	IDAHO			
	Bannock	17,000	16,100	95
	Bingham	8,400	8,100	97
	Bonneville	17,200	16,700	97
	Butte	1,300	1,200	97
	Clark	300	300	91
	Custer	900	800	88
	Fremont	2,300	2,200	96
	Jefferson	3,400	3,400	98
	Madison	2,300	2,200	97
	Minidoka	5,200	4,900	94
	Power	1,300	1,100	91
	Teton	700	700	98
	WYOMING			
Lincoln	2,700	2,400	89	
Teton	1,100	1,000	90	
<b>Between 25-49%</b>	IDAHO			
	Cassia	5,300	5,000	96
<b>Between 5-24%</b>	IDAHO			
	Blaine	2,500	2,300	91
Caribou	1,600	1,500	93	
Station Totals		76,900	73,100	95
Net Weekly Circulation (March 1969)				58,607
Average Daily Circulation (March 1969)				42,368

# Idaho—Lewiston

**abc KLEW-TV**

Ch. 3

[Associated with KIMA-TV, Yakima, Wash.]

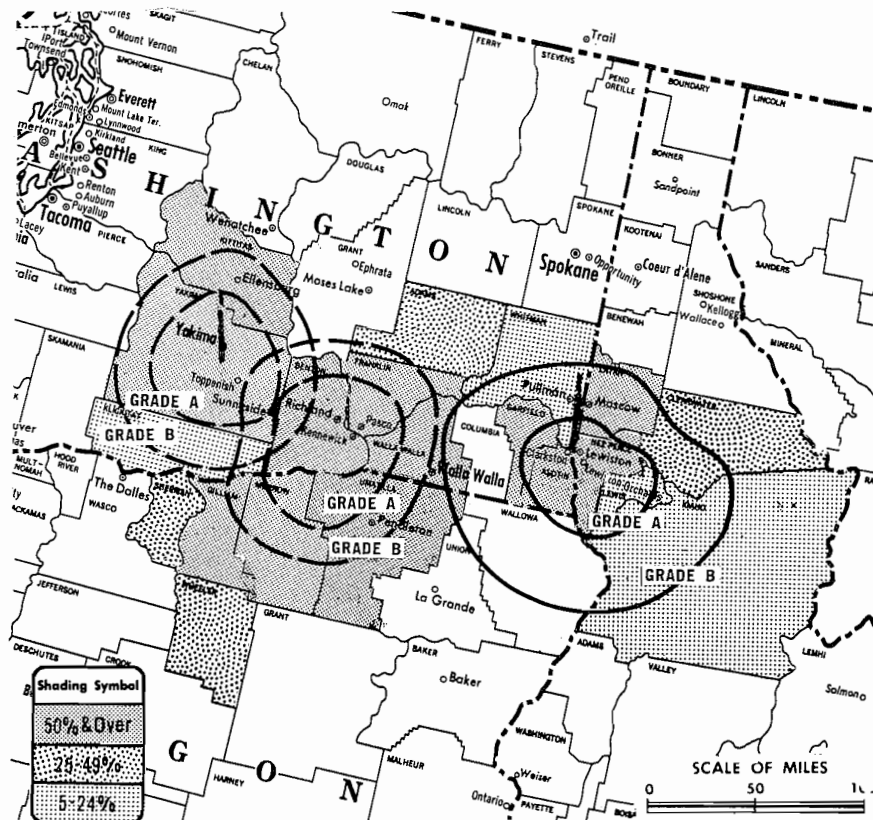
Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 13.8-kw visual, 1.33-kw aural. Antenna: 1260-ft. above av. terrain, 303.5-ft. above ground, 3203-ft. above sea level.

Latitude 46° 27' 25"  
Longitude 117° 05' 57"

Transmitter: 3-mi. NW of Clarkston, Wash., 2.5-mi. SW of U.S. 195.

Color: Network, live, film, slide & tape.

News Wire Service: AP.



County coverage based on ARB study (see page 4-b).

KLEW-TV Ref: FCC File No. BMPCT-3459 Granted 10/6/55

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## KLEW-TV

Network Service: CBS (EMP), ABC.

Licensee: Cascade Broadcasting Co. (a Filmways Co.), Box 702, Yakima, Wash. (98901).

Studio: 1115 Idaho St. (83501).

Telephone: 208-743-5581.

Ownership: See KIMA-TV, Yakima, Wash.

Began Operation: Dec. 9, 1955.

Represented (sales) by H-R Television; Art Moore & Assoc. Inc. (Pacific Northwest).

### Personnel:

DALE HALL, manager.

BERNARD REISDORF, chief engineer.

Sold in combination with KIMA-TV, Yakima.

NETWORK BASE HOURLY RATE: \$100 (CBS), \$650, combination rate with KIMA-TV, Yakima & KEPR-TV, Pasco. Bonus to KIMA-TV, Yakima (CBS, ABC).

ARB Data for this Station Included with Report of Parent KIMA-TV, Yakima, Wash. The above Map Includes Coverage of Parent & Satellites KLEW-TV & KEPR-TV, Pasco, Wash.

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Chicago 333 N. Michigan Ave. (312) 346-6460

Atlanta 1655 Peachtree Rd., N.E. (404) 873-5626

Beverly Hills 9645 Wilshire Blvd. (213) 274-8151

# Idaho—Pocatello

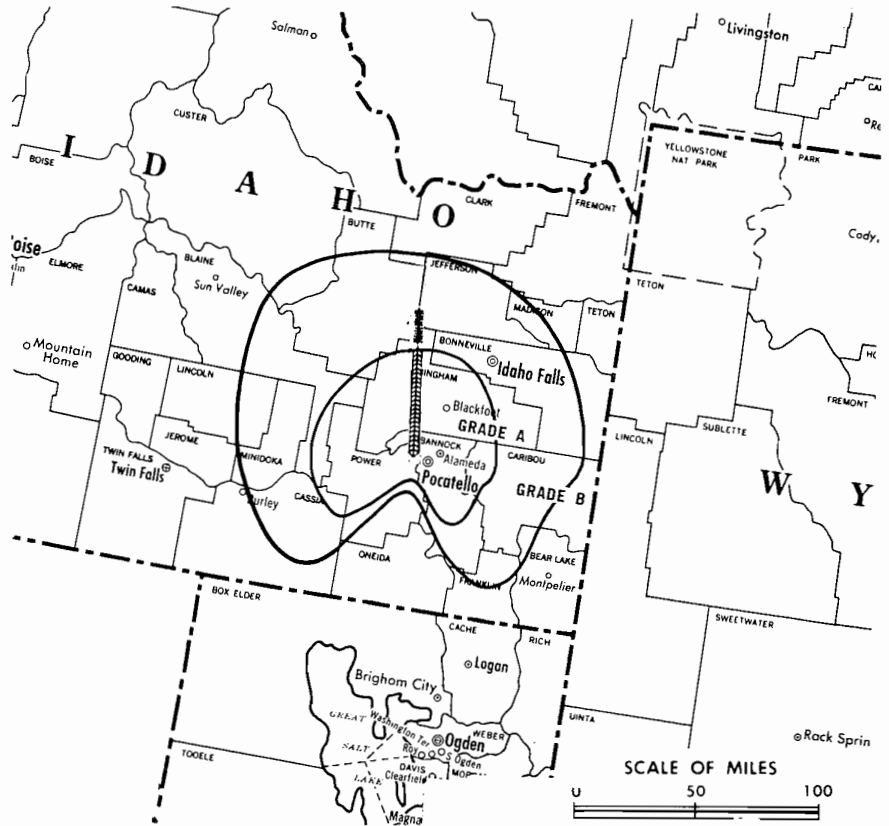
## KTLE

Ch. 6

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 70.7-kw visual, 35.5-kw aural. Antenna: 990-ft. above av. terrain, 153-ft. above ground, 5958-ft. above sea level.

Latitude 42° 52' 26"  
Longitude 112° 30' 47"

Transmitter: 3.5-mi. W of Pocatello.  
Studio: 928 N. Main St., Pocatello.  
ARB Data: Not available.



KTLE Ref: FCC File No. BMPCT-5229 Granted 2/11/59

©American Map Co., Inc., N.Y. No. 14244

## KTLE

Licensee: KBLI Inc., Box 192, Blackfoot, Ida.

Ownership: Howard D. Johnson, pres., .6%; Gloria Dillard, v.p.; L. J. Miner, secy.-treas.; Granite District Radio (licensee of KNAK, Salt Lake City), 4.2%; more than 50 others, none with as much as 2%. Granite District Radio ownership: Howard D. Johnson, 63%; Gage R. Anderson, 10%; 8 others.

Began Operation: July 3, 1959. Left air Jan. 23, 1961 when it lost network affiliation (Television Digest, Vol. 17:4&5). Resumed operation from Sept. 8, 1962 to Feb. 12, 1964 (Vol. 4:11) and again July 27, 1967.

### Personnel:

HOWARD D. JOHNSON, president.

ADDITIONAL INFORMATION NOT AVAILABLE

## La Rue Media Brokers Inc.

### Radio Television CATV

#### Completed Sales

Radio: Tulsa, Oklahoma \$500,000

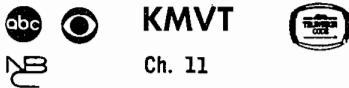
Radio: Houston, Tex. FM \$300,000

116 Central Park South

New York, N.Y. 10019



# Idaho—Twin Falls



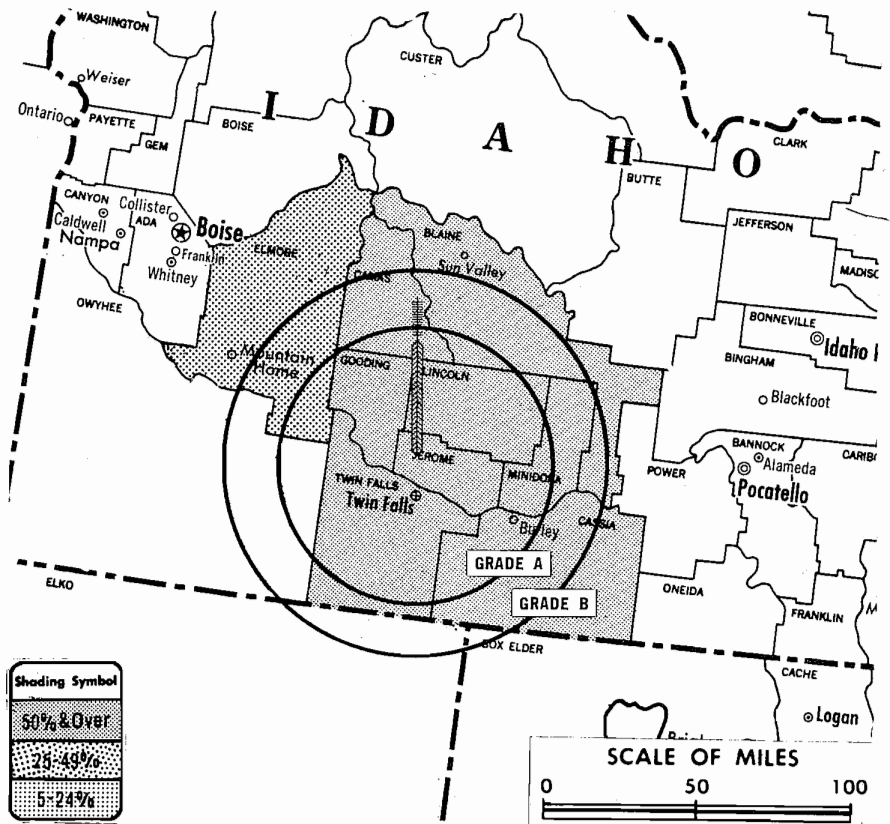
Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 316-kw visual, 38-kw aural. Antenna: 1060-ft. above av. terrain, 665-ft. above ground, 4968-ft. above sea level.

Latitude 42° 43' 48"  
Longitude 114° 24' 52"

Transmitter: Flat Top Butte, 11-mi. north of city.

Color: Network, film, slide & tape.

News Wire Service: UPI.



KMVT Ref: FCC File No. BPCT-3082 Granted 7/24/62

©American Map Co., Inc., N.Y., No. 14244

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).

## KMVT

Network Service: ABC, CBS; also NBC.

Licensee: The KLIX Corp., Box 547 (83301).

Studio: Elizabeth Blvd. & Eastland Dr.

Telephone: 208-733-1280. TWX No.: 910-977-5716.

Ownership: The KLIX Corp., 100% owned by A. L. Glasmann family, publisher of Ogdon Standard Examiner. For other interests see KUTV, Salt Lake City. George C. Hatch, pres.

Began Operation: May 30, 1955. Sale to present owners by Frank C. Carman-Grant Wrathall interests approved March 7, 1956 by FCC (Television Digest, Vol. 11:31, 12:10).

Represented (sales) by Television Network of Idaho; Avery-Knodel Inc.; Charles L. Burrow Co. (Northwest).

Represented (legal) by Haley, Bader & Potts.

### Personnel:

- GORDON O. GLASMANN, pres. & general manager.
- GEORGE C. HATCH, vice president.
- BUZZ LANGDON, production manager.
- SID COHEN, film buyer.
- VAUN J. McARTHUR, director of engineering.

DIGEST OF RATE CARD NO. 12  
(Sept. 1, 1969)

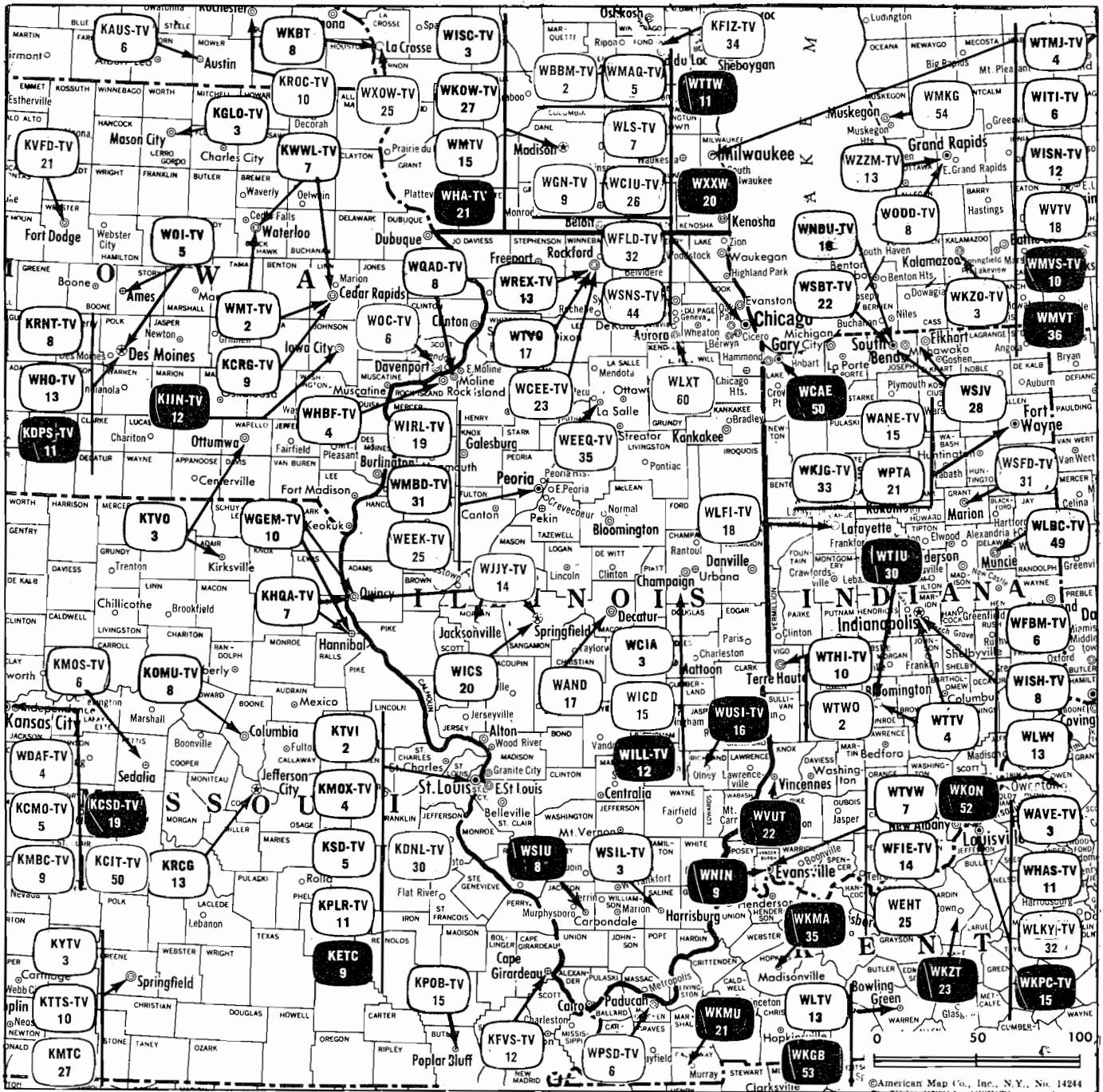
Hour 30 Min. 15 Min. 10 Min. 5 Min. 30 Sec. 20 Sec. 10 Sec.  
Class A—6:30-10 p.m., daily.  
\$223.00 \$133.75 \$89.25 \$74.25 \$67.00 \$50.00 \$50.00 \$25.00

NETWORK BASE HOURLY RATE: \$250 (ABC), \$250 (CBS), \$250 (NBC).

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	IDAHO			
	Blaine	2,500	2,300	91
	Camas	300	300	97
	Cassia	5,300	5,000	96
	Gooding	2,400	2,300	95
	Jerome	3,400	3,200	96
	Lincoln	1,100	1,000	94
	Minidoka	5,200	4,900	94
	Twin Falls	14,200	13,600	96
<b>Between 5-24%</b>	IDAHO			
	Elmore	6,000	5,800	96
Station Totals		45,600	42,800	93
Net Weekly Circulation (March 1969)				33,042
Average Daily Circulation (March 1969)				28,631

**When audience estimates will help TOMORROW,  
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# Illinois



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Market	ARB Net Weekly Circulation	Rank	ARB ADI TV Households	Rank
Chicago	2,437,847	3	2,494,000	3
Davenport-Rock Island-Moline (Quad City)	301,897	69	257,700	66
Champaign-Decatur-Springfield	283,173	75	240,400	70
Paducah-Cape Girardeau-Harrisburg	231,857	92	216,500	77
Rockford	215,512	95	146,800	96
Peoria	198,005	101	165,600	86
Quincy-Hannibal	131,874	139	116,400	124

**Illinois Station Status as of March 1, 1970**

- Commercial Television Stations
- Educational Television Stations

**VHF UHF TOTAL**

10	13	23
3	2	5
		28

**WBBM-TV, Chicago  
(ARB Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>Between 5-24 %</b>	INDIANA			
	Benton	3,200	3,100	95
	Marshall	11,200	10,700	96
	St Joseph	77,500	75,100	97
	White	6,300	6,000	95

**WHBF-TV, Rock Island  
(ARB Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>Between 5-24 %</b>	ILLINOIS—(Continued)			
	Hancock	7,400	7,100	96
	Stephenson	15,800	15,100	96
	IOWA			
	Jones	6,300	6,100	97
	Keokuk	4,700	4,400	94
	Linn	51,700	50,300	97
	WISCONSIN			
	Grant	12,800	11,900	93

**WSIL-TV, Harrisburg  
(ARB Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>Between 25-49 %</b>	TENNESSEE			
	Obion	8,900	8,300	94
<b>Between 5-24 %</b>	ILLINOIS			
	Edwards	2,100	1,900	90
	Marion	12,000	11,400	95
	Schuyler	2,700	2,500	95
	KENTUCKY			
	Calloway	7,500	7,100	94
	Hopkins	12,500	11,600	92
	Union	4,600	4,300	93
	Webster	5,000	4,500	90
	MISSOURI			
	Madison	3,000	2,700	91
	New Madrid	6,700	6,100	92
	Ripley	3,500	2,900	82
	Wayne	2,300	2,100	89
	TENNESSEE			
Weakley	7,300	6,700	92	

**WGN-TV, Chicago  
(ARB Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>Between 25-49 %</b>	INDIANA			
	Cass	13,100	12,400	95
	Grant	25,000	23,900	96
	Miami	13,500	12,900	96
	Tippecanoe	28,300	26,600	94
	IOWA			
	Dubuque	26,100	24,700	95
	WISCONSIN			
	Walworth	17,500	16,900	96
	<b>Between 5-24 %</b>	ILLINOIS		
Bureau		11,900	11,400	95
Ogle		12,900	12,400	96
Vermilion		33,000	31,500	96
INDIANA				
Benton		3,200	3,100	95
Marshall		11,200	10,700	96
St Joseph		77,500	75,100	97
Wabash		10,800	10,100	94
White		6,300	6,000	95
MICHIGAN				
Cass		12,700	12,200	96
Kalamazoo		56,900	55,100	97
St Joseph		14,900	14,500	97
Van Buren		16,700	16,200	97

**WCIA, Champaign  
(ARB Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>Between 5-24 %</b>	ILLINOIS—(Continued)			
	Menard	3,100	2,900	94
	Montgomery	9,800	9,200	94
	Richland	5,000	4,600	92
	INDIANA			
	Newton	3,600	3,400	96
Vigo	36,200	34,800	96	

**WICS, Springfield  
(ARB Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>Between 5-24 %</b>	INDIANA			
	Newton	3,600	3,400	96
	Tippecanoe	28,300	26,600	94
	Vermillion	5,600	5,400	96

**State Cross Reference List**

Communities That Receive Programs of  
Stations That Are Located Elsewhere

**WICS, Champaign**

(See Springfield, Ill.)

**WAND, Champaign**

(See Decatur, Ill.)

**WCIA, Decatur**

(See Champaign, Ill.)

**WICS, Decatur**

(See Springfield, Ill.)

**WCEE-TV, Freeport**

(See Rockford, Ill.)

**KFVS-TV, Harrisburg**

(See Cape Girardeau, Mo.)

**WPSD-TV, Harrisburg**

(See Paducah, Ky.)

**WHBF-TV, Moline**

(See Rock Island, Ill.)

**KHQA-TV, Quincy**

(See Hannibal, Mo.)

**WQAD-TV, Rock Island**

(See Moline, Ill.)

**WOC-TV, Rock Island**

(See Davenport, Ia.)

**WCIA, Springfield**

(See Champaign, Ill.)

**WAND, Springfield**

(See Decatur, Ill.)

**WCIA, Urbana**

(See Champaign, Ill.)

**State Educational Technical Facilities**

(Complete Data in Educational Directory)

**WSIU-TV**

**Carbondale**

Ch. 8

Non-Commercial Educational Station

Licensee: Board of Trustees of Southern Ill. U., Carbondale, Ill. (62903).

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 316-kw visual, 40.7-kw aural. Antenna: 859.2-ft. above av. terrain, 903-ft. above ground, 1385-ft. above sea level.

Latitude 38° 06' 15"  
Longitude 89° 14' 37"

**WTTW**

**Chicago**

Ch. 11

Non-Commercial Educational Station

Licensee: Chicago Educational Television Association, 5400 N. St. Louis Ave., Chicago (60625).

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 720-ft. above av. terrain, 796-ft. above ground, 1384-ft. above sea level.

Latitude 41° 54' 01"  
Longitude 87° 37' 28"

**WXXW**

**Chicago**

Ch. 20

Non-Commercial Educational Station

Licensee: Chicago Educational Television Association, 5400 N. St. Louis Ave., Chicago, Ill. (60625).

Technical Facilities: Channel No. 20 (506-512 MHz). Authorized power: 457-kw visual, 91.4-kw aural. Antenna: 770-ft. above av. terrain, 796-ft. above ground, 1383-ft. above sea level.

Latitude 41° 54' 01"  
Longitude 87° 37' 28"

**WUSI-TV**

**Olney**

Ch. 16

Non-Commercial Educational Station

Licensee: Board of Trustees of Southern Ill. University, Carbondale, Ill. (62903).

Technical Facilities: Channel No. 16 (482-488 MHz). Authorized power: 1170-kw max. & 977-kw horizontal visual, 234-kw max. & 195-kw horizontal aural. Antenna: 930-ft. above av. terrain, 975-ft. above ground, 1445-ft. above sea level.

Latitude 38° 50' 18"  
Longitude 88° 07' 46"

**WILL-TV**

**Urbana-Champaign**

Ch. 12

Non-Commercial Educational Station

Licensee: University of Illinois, Board of Trustees, Urbana, Ill. (61803).

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 63.1-kw aural. Antenna: 987-ft. above av. terrain, 1044-ft. above ground, 1734-ft. above sea level.

Latitude 40° 02' 18"  
Longitude 88° 40' 10"

# Illinois—Aurora

**WLXT**

Ch. 60

Technical Facilities: Channel No. 60 (746-752 MHz). Authorized power: 208-kw max. & 183-kw horizontal visual, 20.9-kw max. & 18.6-kw horizontal aural. Antenna: 440-ft. above av. terrain, 436-ft. above sea level.

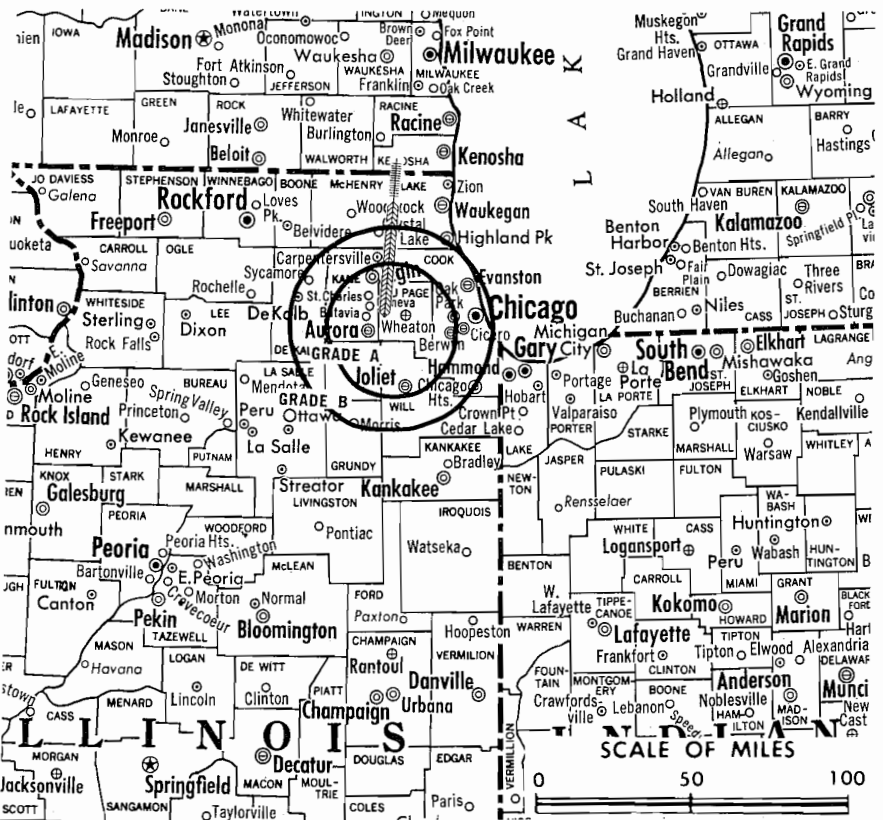
Latitude 41° 47' 54"  
Longitude 88° 08' 59"

Transmitter: Near Naperville, Ill.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

ARB Data: Not available.



WLXT Ref: FCC File No. BPCT-3894 Granted 7/17/68

©American Map Co., Inc., N.Y., No. 14244

## WLXT

Grantee: South Kane-Kendall Broadcasting Corp., 17 S. Stolp Ave., Aurora, Ill. (60504).

Studio: 17 S. Stolp Ave. (60504).

Telephone: 312-897-0466.

Ownership: Roy D. Raymond, chmn., 40%; Ray L. Sherwood, pres. & gen. mgr., 10%; Robert C. Arthurs, v.p., 30%; LeRoy J. Sachen, v.p., 17.5%; Benjamin P. Alschuler, secy., 2.5%.

Began Operation: May 17, 1969.

Represented (legal) by Mallyck & Bernton.

Personnel:

RAY L. SHERWOOD, president & general manager.  
JOHN ALMBERG, director of operations & sports.  
DICK M. HUBBELL, general sales manager.  
RAY THILL, chief engineer.  
DIANE DU FAU, program director.

### DIGEST OF RATE CARD 1-A

(Sept. 1, 1968)

Hour	30 Min.	Min.	30 Sec.	20 Sec.	10 Sec.	
Group I—7-9 p.m., Mon.-Fri.; 4-6 p.m., Sat.; 9 a.m.-10 p.m., Sun.	\$415.00	\$270.00	\$21.00	\$19.00	\$17.00	\$11.00



**MALARKEY, TAYLOR and ASSOCIATES**

**CATV**

**BROKERS / CONSULTANTS / ENGINEERS**

1225 Connecticut Ave. N.W. • Washington, D.C. • Phone (202) 223-2345

# Illinois—Champaign



**WCIA**

Ch. 3



Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 940-ft. above av. terrain, 981-ft. above ground, 1701-ft. above sea level.

Latitude 40° 06' 23"  
Longitude 88° 26' 59"

Transmitter: Seymour, Ill.

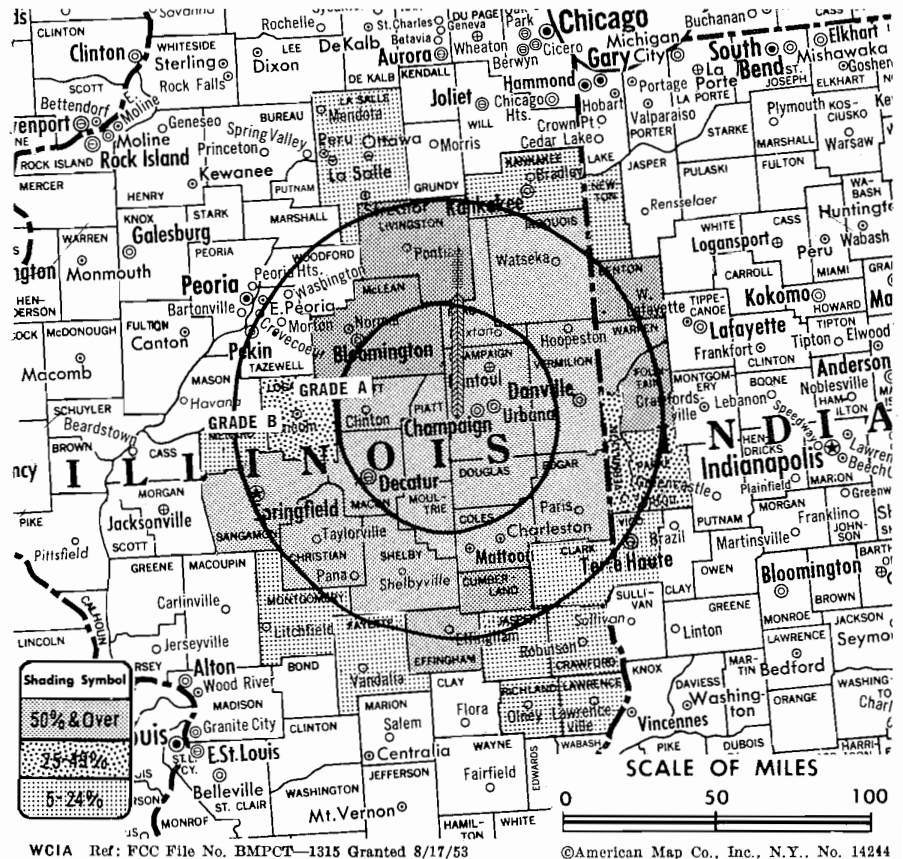
TV tape: Recording facilities.

Color: Network, live, slide, film & tape.

News Wire Service: UPI.

Facsimile Service: UPI.

News Film Service: CBS.



Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).

WCIA Ref: FCC File No. BMPCT-1315 Granted 8/17/53

© American Map Co., Inc., N.Y., No. 14244

## WCIA

Licensee: Midwest Television Inc., 509 S. Neil St.

Studio: 509 S. Neil St. (61820).

Telephone: 217-356-8333.

TWX No.: 910-245-3315.

Ownership: August C. Meyer, pres., 24.9%; Clara R. Meyer, v.p., 26.1%; Lindsay-Schaub Newspapers Inc., 20%; Estate of Helen M. Stevick, 10%; Marajen S. Chinigo, 10%; remaining 9% held by 6 other stockholders, none with over 5%. Illinois Bcstg., 98.4% owned by the stockholders of Lindsay-Schaub Newspapers Inc., Decatur, is licensee of radios WSOY & FM, Decatur and WSEI (FM), Olney, Ill., and owns 80% of the stock of Thoroughbred Bcstrs. Inc., licensee of WLAP & FM, Lexington, Ky. Estate of Helen M. Stevick owns 51% and Marajen S. Chinigo owns 44.5% of the Champaign News-Gazette, licensee of WDWS & FM, Champaign. Midwest owns WMBD-TV-AM-FM, Peoria, KFMB-TV-AM-FM, San Diego.

Began Operation: Nov. 14, 1953.

Represented (sales) by Peters, Griffin, Woodward Inc.

Represented (legal) by Covington & Burling.

Personnel:

AUGUST C. MEYER, president.  
CLARA R. MEYER, vice president.  
GUY MAIN, executive vice president.  
JAMES FIELDING, secy.-treas. & station manager.  
LEN DAVIS, national sales manager.  
JERRY JOHNSON, sales manager.  
JOHN KETTERER, film buyer.  
BILL HELMS, program dir. & sales service manager.  
JACK EVERETTE, chief engineer.

DIGEST OF RATE CARD NO. 11  
(May 12, 1969)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	ID
Class AA—7-10 p.m. daily.	\$1300.00	\$780.00	.....	.....	.....	Graded rates apply*

\*Highest rate: \$544.

NETWORK BASE HOURLY RATE: \$1250.

	Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>		ILLINOIS			
		Champaign	42,500	40,400	95
		Christian	11,300	10,800	95
		Coles	14,400	13,700	95
		Cumberland	3,200	3,000	93
		De Witt	5,800	5,500	96
		Douglas	6,600	6,300	96
		Edgar	7,000	6,600	95
		Effingham	7,200	6,500	91
		Ford	5,300	5,100	96
		Iroquois	10,900	10,400	95
		Livingston	12,500	11,800	94
		Mc Lean	28,700	27,200	95
		Macon	42,100	40,500	96
	Moultrie	4,300	4,000	93	
	Piatt	4,800	4,600	97	
	Sangamon	52,200	49,400	95	
	Shelby	6,900	6,400	93	
	Vermillion	33,000	31,500	96	
		INDIANA			
		Benton	3,200	3,100	95
		Fountain	6,100	5,800	96
	Warren	2,300	2,200	94	
<b>Between 25-49%</b>		ILLINOIS			
		Logan	10,000	9,500	95
		INDIANA			
	Parke	4,600	4,500	97	
	Vermillion	5,600	5,400	96	
<b>Between 5-24%</b>		ILLINOIS			
		Clark	5,000	4,700	94
		Crawford	6,700	6,400	95
		Fayette	5,700	5,300	93
		Jasper	3,100	2,800	92
		Kankakee	28,100	27,000	96
	La Salle	37,400	35,700	95	
	Lawrence	5,100	4,800	94	
(Continued on page 225-b)					
Station Totals			599,800	570,900	95
Net Weekly Circulation (March 1969)					283,173
Average Daily Circulation (March 1969)					207,471

# Illinois—Champaign



**WICD**

Ch. 15

[Auxiliary outlet of WICS,  
Springfield, Ill.]

Technical Facilities: Channel No. 15 (476-482 MHz). Authorized power: 1000-kw max. & 647-kw horizontal visual, 200-kw max. & 129-kw horizontal aural. Antenna: 1300-ft. above av. terrain, 1335-ft. above ground, 1995-ft. above sea level.

Latitude 40° 04' 10"  
Longitude 87° 54' 45"

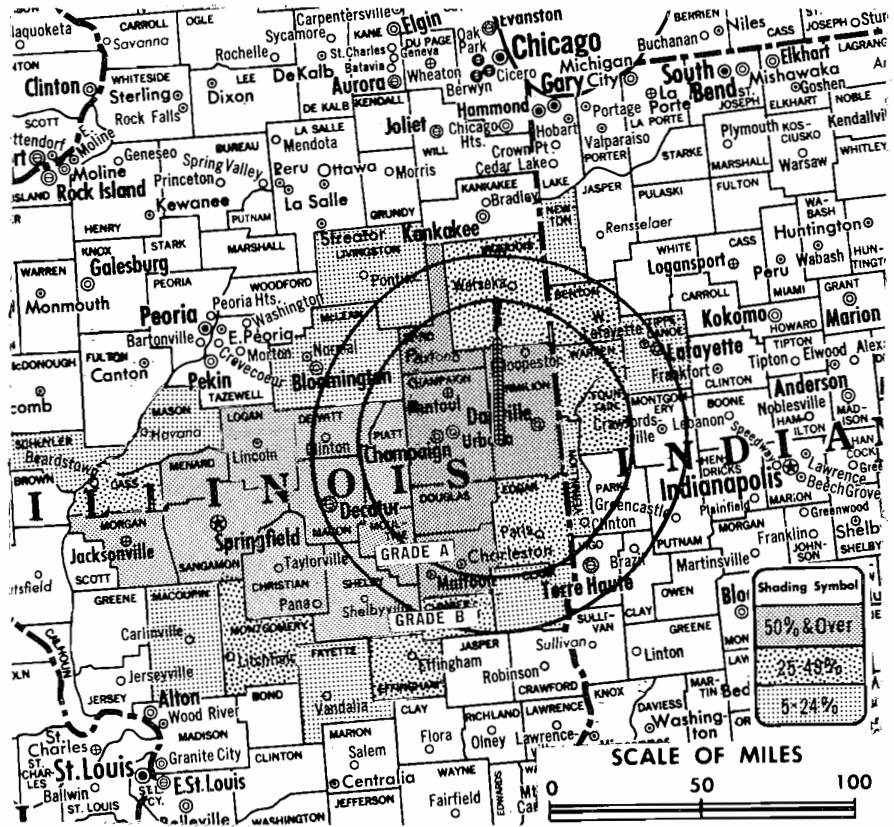
Transmitter: 3.75-mi. N, 215° from Fithian, Ill.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.

Represented (engineering) by David L. Steel Sr.



County coverage based on ARB study (see page 4-b).

## WICD

**Network Service:** NBC, same as WICS, Springfield, Ill.

**Licensee:** Plains Television Corp. 2680 E. Cook St., Springfield, Ill. (62701).

**Studio:** Inman Hotel, Champaign, Ill.

**Ownership:** See WICS, Springfield, Ill.

**Began Operation:** April 23, 1959. Changed to Ch. 15 from Ch. 33 and increased power July 25, 1967.

**Represented (sales)** by Katz Television.

**Represented (legal)** by McKenna & Wilkinson.

**Personnel:**

MILTON D. FRIEDLAND, v.p. & general manager.  
ROBERT B. FARROW, administrative assistant in charge.  
TOM PETERSON, sales manager.  
DAVID A. BOYER, chief engineer.  
WILLIAM BRAKETT, program manager.

## DIGEST OF RATE CARD NO. A12

(Oct. 1, 1969)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AA—6:30-10 p.m., daily.	\$225.00	\$135.00	\$90.00	\$82.50	\$75.00	Graded rates apply*	

\*Highest rate: \$70.

NETWORK BASE HOURLY RATE: \$225.

ARB Data for this station included with parent  
WICS, Springfield, Ill.

# Illinois—Chicago



**WBBM-TV**



Ch. 2

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 35.4-kw visual, 7.08-kw aural. Antenna: 1368-ft. above av. terrain, 1453-ft. above ground, 2046-ft. above sea level.

Latitude 41° 53' 55.5"  
Longitude 87° 37' 23.0"

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

News Film Service: CBS.

Facsimile Service: UPI.

Transmitter: John Hancock Bldg., 875 N. Michigan Ave.

AM Affiliate: WBBM, 50-kw, 780 kHz (CBS).

FM Affiliate: WBBM-FM, 10.5-kw, 96.3 MHz (No. 242), 560-ft. antenna height.

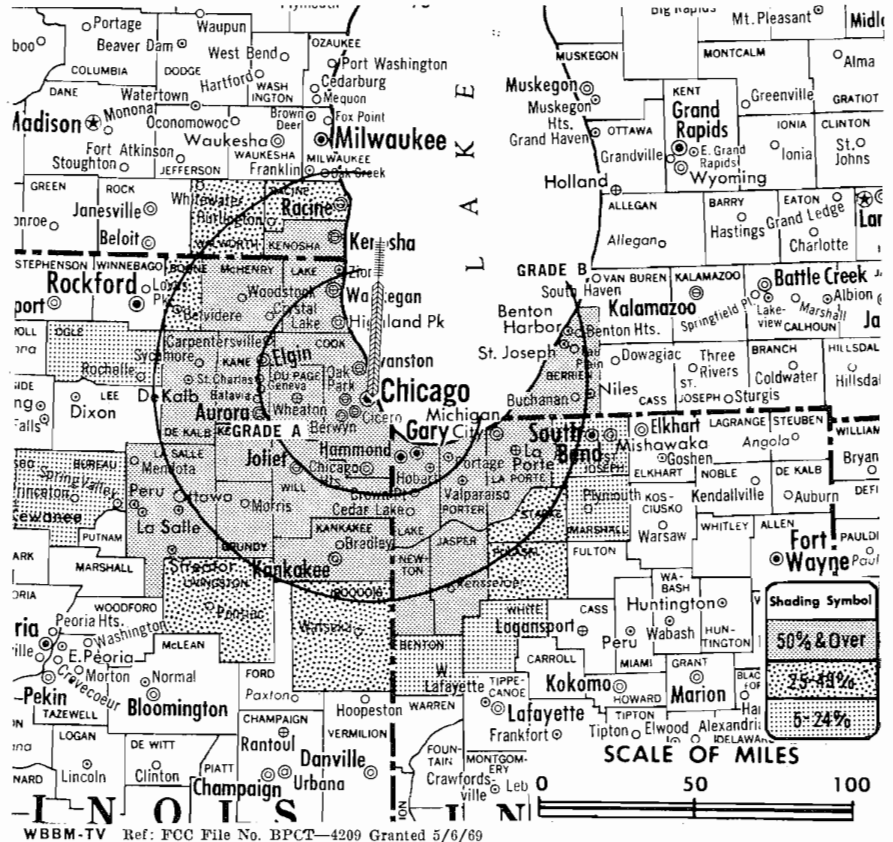
Total Households: © SRDS

Consumer Market Data as of 1/1/70.

TV Homes: TV% and Circulation

© 1969 American Research Bureau.

County coverage based on ARB study (see page 4-b).



## WBBM-TV

Licensee: Columbia Broadcasting System Inc., 630 N. McClurg Court, Chicago, Ill. (60611).

Studio: 630 N. McClurg Court.

Telephone: 312-944-6000. TWX No.: 312-222-0698.

Ownership: See WCBS-TV, New York.

Began Operation: August 1940 (as W9XBK); Sept. 6, 1946 (as WBKB); sold to CBS Feb. 9, 1953 (Television Digest, Vol. 9:7).

Represented (sales) by CBS Television Stations National Sales.

Personnel:

LEON DREW, vice president & general manager.

MICHAEL SCHRETER, business manager.

JAMES R. STEVENSON, general sales manager.

CONRAD ENNIS, sales manager.

CHARLES E. HINDS JR., program director.

HAL BIARD, advertising, promotion, information.

SANA HALE, traffic manager.

ALICE NECKER, film director.

ROBERT FERRANTE, news director.

DON DASHCUND, director of continuity.

LUTHER A. PIERCE, director of technical operations.

TOM DOOLEY, sales research director.

RONALD McGWAN, broadcast operations manager.

### DIGEST OF RATE CARD NO. 22

(Sept. 14, 1969)

Hour	30 Min.	15 Min.	20 Sec.	10 Sec.	
Class AA—7-10:30 p.m., Mon.-Fri.; 6:30-10:30 p.m., Sat.; 5-10:30 p.m., Sun.	\$6000.00	\$3600.00	\$2400.00	\$2100.00*	\$1300.00*

\*Class AAA—7-10:30 p.m., Mon.-Fri.; 6:30-10:30 p.m., Sat.-Sun.

NETWORK BASE HOURLY RATE: \$4750.

230-b

Net Weekly Circulation	State County	Total Households	TV Homes	%
	<b>ILLINOIS</b>			
	Cook	1,760,500	1,696,900	96
	Dekalb	18,600	17,900	96
	Dupage	121,100	119,000	98
	Grundy	7,500	7,300	97
	Kane	75,900	73,500	97
	Kankakee	28,100	27,000	96
	Kendall	6,200	6,100	98
	Lake	99,800	97,900	98
	La Salle	37,400	35,700	95
	McHenry	31,100	30,600	98
	Will	69,000	67,200	97
	<b>50% &amp; Over</b>			
	<b>INDIANA</b>			
	Jasper	5,400	5,100	95
	Lake	167,600	162,500	97
	La Porte	33,200	32,300	97
	Newton	3,600	3,400	96
	Porter	22,700	22,000	97
	<b>MICHIGAN</b>			
	Berrien	51,600	49,500	96
	<b>WISCONSIN</b>			
	Kenosha	36,200	35,200	97
	<b>ILLINOIS</b>			
	Boone	6,800	6,500	96
	Iroquois	10,900	10,400	95
	Livingston	12,500	11,800	94
	<b>Between 25-49%</b>			
	<b>INDIANA</b>			
	Pulaski	3,700	3,400	92
	Starke	5,200	4,900	95
	<b>WISCONSIN</b>			
	Racine	48,100	47,100	98
	Walworth	17,500	16,900	96
	<b>ILLINOIS</b>			
	Bureau	11,900	11,400	95
	Ogle	12,900	12,400	96
	<b>Between 5-24%</b>			

(Continued on page 225-b)

Station Totals	3,433,200	3,317,500	96
Net Weekly Circulation (March 1969)		2,410,981	
Average Daily Circulation (March 1969)		1,655,448	

TV Factbook No. 40



# Illinois—Chicago

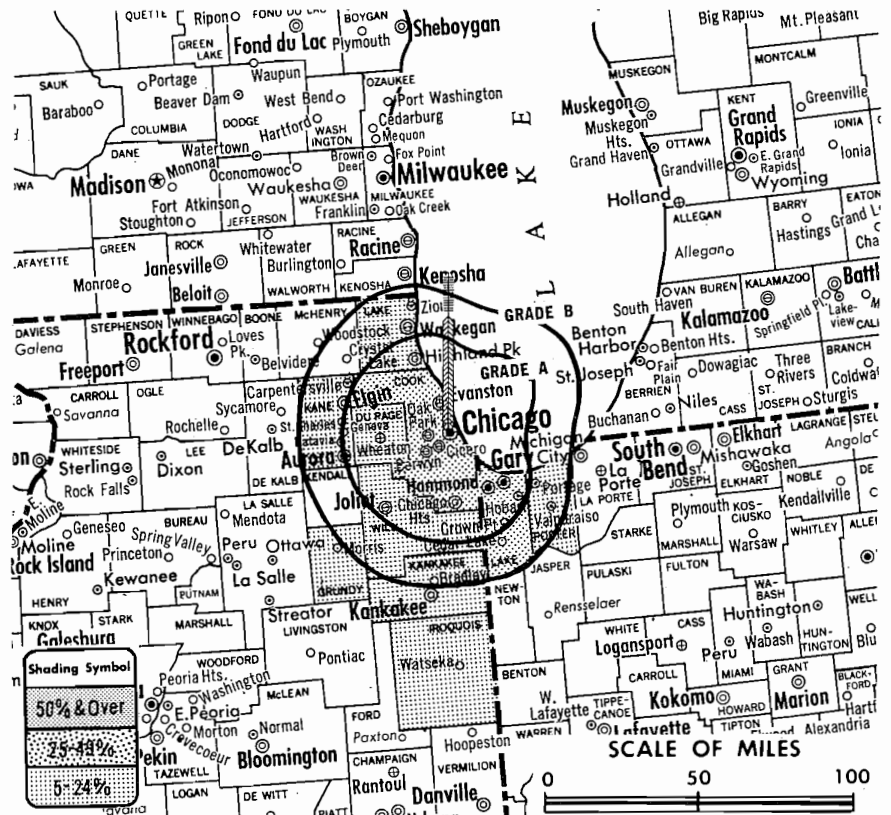
## WCIU-TV

Ch. 26

Technical Facilities: Channel No. 26 (542-548 MHz). Authorized power: 1162-kw max. & 961-kw horizontal visual, 174-kw max. & 144-kw horizontal aural. Antenna: 650-ft. above av. terrain, 684-ft. above ground, 1279-ft. above sea level.

Latitude 41° 52' 39"  
Longitude 87° 38' 02"

Transmitter: 141 W. Jackson Blvd.  
TV tape: Recording facilities.  
News Wire Service: UPI.



Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).

WCIU-TV Ref: FCC File No. BMPCT-6695 Granted 4/24/68

© American Map Co., Inc., N.Y., No. 14244

## WCIU-TV

Network Service: None, independent.

Licensee: Weigel Broadcasting Co., Board of Trade Bldg., Chicago, Ill. (60604).

Studio: Board of Trade Bldg., 141 W. Jackson Blvd.

Telephone: 312-663-0260.

Ownership: Howard Shapiro and J. W. O'Connor own approximately 72% jointly; remainder of stock is held by others. O'Connor owns WBOW & FM, Terre Haute & 70% of WRAC, Racine, Wis.

Began Operation: Feb. 6, 1964.

Represented (sales) by Jack Masla & Co. Inc.

Represented (legal) by McKenna & Wilkinson.

Represented (engineering) by David L. Steel Sr.

Personnel:

J. W. O'CONNOR, president & general manager.  
ED SKOTCH, asst. manager, programming.  
ROGER N. CREADEN, general sales manager.  
GLENN STEWART, film director.

### DIGEST OF RATE CARD NO. 6 (Jan. 1, 1969)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	ID
Class AA—5:59-11 p.m., daily.						
\$600.00	\$400.00	\$250.00	\$150.00	\$100.00	\$80.00	\$50.00

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>ILLINOIS</b>				
	Cook	1,760,500	1,696,900	96
	Dupage	121,100	119,000	98
	Grundy	7,500	7,300	97
	Iroquois	10,900	10,400	95
<b>Between 5-24%</b>	Kane	75,900	73,500	97
	Kankakee	28,100	27,000	96
	Lake	99,800	97,900	98
	Will	69,000	67,200	97
<b>INDIANA</b>				
	Lake	167,600	162,500	97
	Porter	22,700	22,000	97
<b>Station Totals</b>		<b>2,414,700</b>	<b>2,333,400</b>	<b>96</b>
Net Weekly Circulation (March 1969)			220,459	
Average Daily Circulation (March 1969)			52,435	

# Illinois—Chicago

**WGN-TV**



Ch. 9

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 110-kw visual, 22-kw aural. Antenna: 1360-ft. above av. terrain, 1359-ft. above ground, 1952-ft. above sea level.

Latitude 41° 53' 55.5"  
Longitude 87° 37' 23.0"

Transmitter: John Hancock Center, 875 N. Michigan Ave.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI, City News.

Facsimile Service: UPI.

News Film Service: UPI.

AM Affiliate: WGN, 50-kw, 720 kHz.

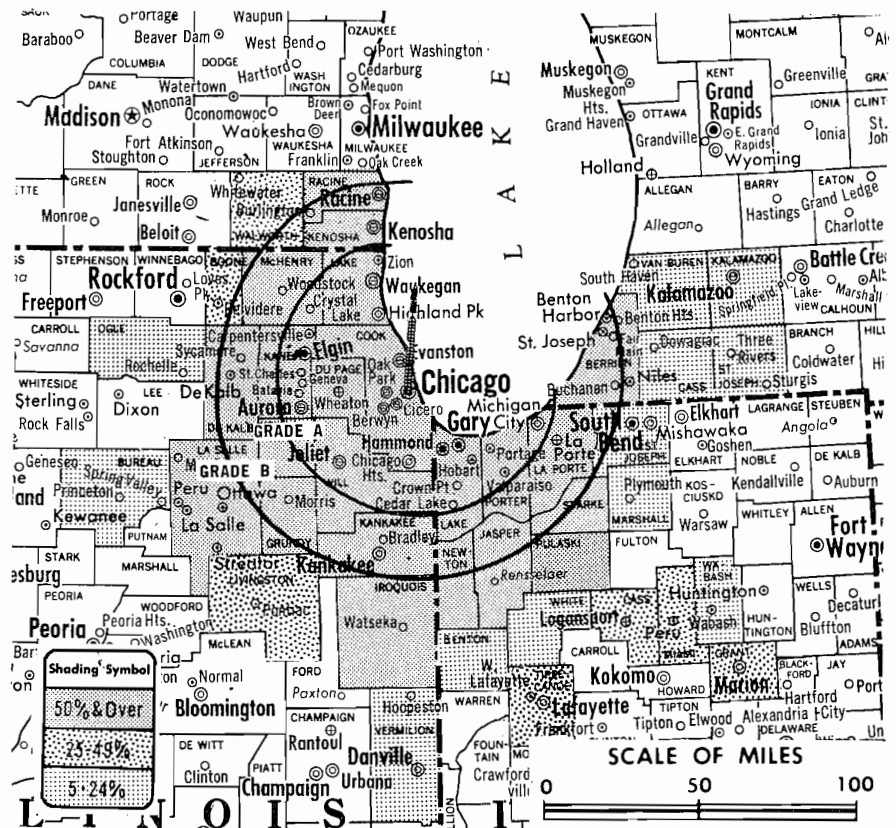
Total Households: © SRDS

Consumer Market Data as of 1/1/70.

TV Homes: TV% and Circulation

© 1969 American Research Bureau.

County coverage based on ARB study (see page 4-b).



WGN-TV Ref: FCC File No. B1CT-4179 Granted 3/26/69

©American Map Co., Inc., N.Y., No. 14244

## WGN-TV

Licensee: WGN Continental Broadcasting Co., 2501 Bradley Place, Chicago (60618).

Studio: 2501 Bradley Place, Chicago (60618).

Telephone: 312-528-2311. TWX No.: 312-222-9280.

Ownership: Tribune Co., 100%, publisher of Chicago Tribune and Chicago Today. Interlocking ownership with WPIX-TV and WPIX-FM, News Syndicate Co. Inc. (New York Daily News) which also owns WICC Bridgeport, Conn. WGN Continental Broadcasting Co. also owns: WGN-AM, Chicago; KDAL-AM-TV, Duluth/Superior; KWGN-TV, Denver; WGN Continental Productions Company, Chicago; WGN Televents, Inc. (CATV). For CATV interests, see Broadcasters in CATV. Tribune Co. also owns Fort Lauderdale News, Pompano Beach Sun-Sentinel, Orlando Morning Sentinel & Afternoon Star.

Began Operation: April 5, 1948.

Represented (sales) by WGN-TV Sales, 500 N. Michigan Ave., Chicago. WGN Continental Sales Co. (New York, San Francisco, Los Angeles); Edward Petry & Co. Inc. (Atlanta, Dallas, Detroit, St. Louis, Philadelphia); Harry S. Hyett Co. (Minneapolis); Bill Creed Associates (Boston, New England); Bob Hix Co. Inc. (Denver); Andy McDermott Sales Ltd. (Canada).

Represented (legal) by Kirkland, Ellis, Hodson, Chaffetz, Masters & Rowe.

Personnel:

WARD L. QUAAL, president.  
DANIEL T. PECARO, v.p. & general manager.  
RALPH F. BATT, v.p. & engineering manager.  
JOHN M. McDANIELS, v.p. & general sales manager.  
ALEXANDER C. FIELD JR., v.p. & mgr. public affairs, WGN group stations.  
JOHN J. (JACK) BRENNAN, national sales manager.  
BRUCE DENNIS, v.p. & news manager, group stations.  
DANIEL CALIBRARO, v.p. & assistant to the president.  
JACK JACOBSON, program manager.  
DONALD H. KNAUTZ, operations manager.  
EUGENE C. FILIP, manager, public affairs.  
ROBERT D. MANEWITH, news manager.  
WOODROW CRANE, chief engineer.  
JACK BRICKHOUSE, sports manager.  
JAMES G. HANLON, v.p., public relations & advertising.  
E. BOYD SEGHERS JR., sales promotion & research manager.

## DIGEST OF RATE CARD NO. 30—(Jan. 1, 1970)

Hour	30 Min.	15 Min.	5 Min.	Min.	30 or 20 Sec.	10 Sec.	
Class A—7 p.m.-midnight, daily.	\$4100	\$2600	\$1795	\$1000	\$850*	\$510*	\$340*
	*Section 1.						

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>ILLINOIS</b>				
	Cook	1,760,500	1,696,900	96
	DeKalb	18,600	17,900	96
	Dupage	121,100	119,000	98
	Grundy	7,500	7,300	97
	Iroquois	10,900	10,400	95
	Kane	75,900	73,500	97
	Kankakee	28,100	27,000	96
	Kendall	6,200	6,100	98
	Lake	99,800	97,900	98
	La Salle	37,400	35,700	95
	McHenry	31,100	30,600	98
	Will	69,000	67,200	97
<b>50% &amp; Over</b>				
<b>INDIANA</b>				
	Jasper	5,400	5,100	95
	Lake	167,600	162,500	97
	La Porte	33,200	32,300	97
	Newton	3,600	3,400	96
	Porter	22,700	22,000	97
	Pulaski	3,700	3,400	92
	Starke	5,200	4,900	95
<b>MICHIGAN</b>				
	Berrien	51,600	49,500	96
<b>WISCONSIN</b>				
	Kenosha	36,200	35,200	97
	Racine	48,100	47,100	98
<b>ILLINOIS</b>				
	Boone	6,800	6,500	96
	Livingston	12,500	11,800	94
(Continued on page 225-b)				

Station Totals	3,746,200	3,617,700	96
Net Weekly Circulation (March 1969)	2,255,248		
Average Daily Circulation (March 1969)	1,247,106		

# WGN

*...the most  
respected call letters  
in broadcasting*

## WGN CONTINENTAL BROADCASTING COMPANY

- Chicago: WGN Radio, WGN Television,  
WGN Continental Productions Company
- Duluth-Superior: KDAL Radio and KDAL Television
- Denver: KWGN Television
- Michigan and California: WGN Televents, community antenna television
- New York, Chicago, Los Angeles, San Francisco and Tokyo\*:  
WGN Continental Sales Company

\*We are proud to announce the opening of a  
liaison office in Tokyo's new 40-story World Trade Building  
to service Japan, Hong Kong, Taiwan and Thailand.

# Illinois—Chicago

**WFLD-TV**

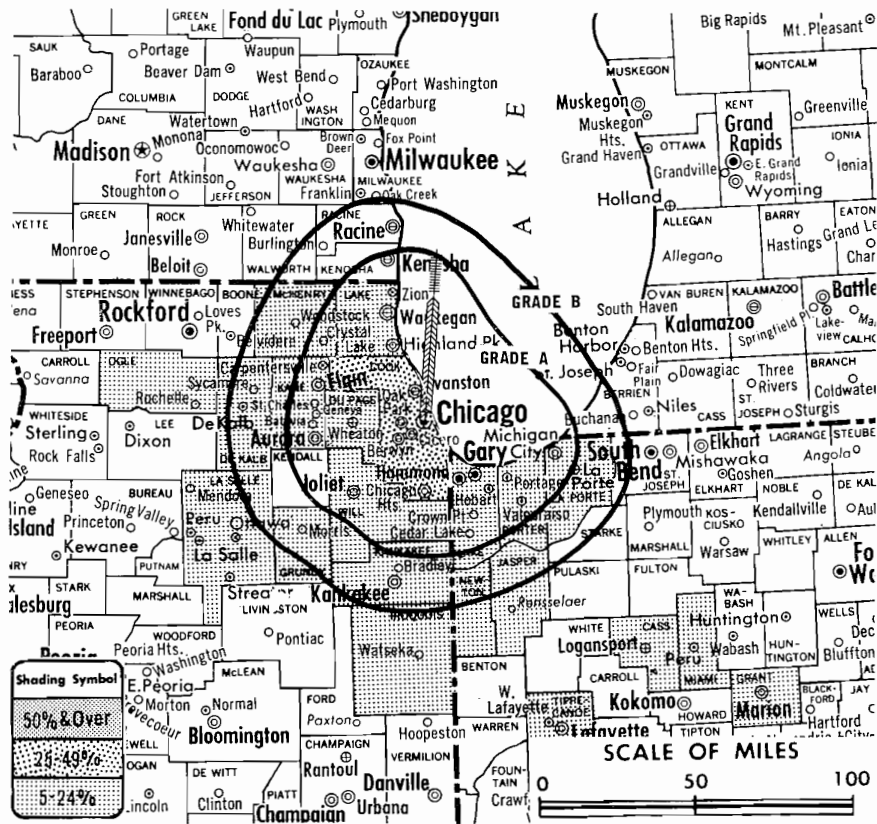
Ch. 32



Technical Facilities: Channel No. 32 (578-584 MHz). Authorized power: 1375-kw max. & 610-kw horizontal visual, 275-kw max. & 122-kw horizontal aural. Antenna: 1410-ft. above av. terrain, 1453-ft. above ground, 2049-ft. above sea level.  
 Latitude 41° 53' 55.5"  
 Longitude 87° 37' 23.0"

Transmitter: John Hancock Bldg.  
 TV tape: Recording facilities.  
 Color: Live, film, slide & tape.  
 News Wire Service: AP, UPI.  
 Facsimile Service: AP.

Total Households: © SRDS  
 Consumer Market Data as of 1/1/70.  
 TV Homes: TV% and Circulation  
 © 1969 American Research Bureau.  
 County coverage based on ARB study (see page 4-b).



WFLD-TV Ref: FCC File No. BPCP-4194 Granted 4/10/69

©American Map Co., Inc., N.Y., No. 14244

## WFLD-TV

Network Service: None, independent.  
 Licensee: TV Chicago, a Joint Venture, 401 N. Wabash Ave.  
 Studio: Marina City, 300 N. State St. (60610).  
 Telephone: 312-527-4300.  
 Ownership: Field Communications Corp., 50%; Irwill Inc. (Dubinsky group, see WTVO, Rockford), 33-11/12%; H & E TV Inc. (Balanban Corp.), 13-11/12%; Shefco Inc., 7.33%; Willand Corp., 7.33%; Froelich & Friedland Inc., 7.33%.  
 Began Operation: Jan. 4, 1966.  
 Represented (sales) by Metro TV Sales.  
 Represented (legal) by Dow, Lohnes & Albertson.  
 Represented (engineering) by Cohen & Dippell.  
 Personnel:  
 E. H. SHOMO, president & general manager.  
 FRANK X. DALY, national sales manager.  
 JACK BIVANS, general sales manager.  
 CLIFFORD BRAUN, program manager.  
 WILLIAM KUSACK, v.p. & chief engineer.  
 WILLIAM AXTELL, mgr., advertising, sales promotion & research.  
 DWIGHT BISCHER, news director.  
 JERRY FIELD, film manager.

### DIGEST OF RATE CARD NO. 6 (Sept. 1, 1969)

Hour 30 Min. 15 Min. 5 Min. Min. 30 Sec. 20 Sec. 10 Sec.  
 Class A—7-10 p.m., daily.  
 \$200.00 \$100.00 \$75.00 \$40.00

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Between 25-49%</b>	<b>ILLINOIS</b>			
	Cook	1,760,500	1,696,900	96
	<b>ILLINOIS</b>			
	Dekalb	18,600	17,900	96
	Dupage	121,100	119,000	98
	Grundy	7,500	7,300	97
	Iroquois	10,900	10,400	95
	Kane	75,900	73,500	97
	Kankakee	28,100	27,000	96
	Kendall	6,200	6,100	98
	Lake	99,800	97,900	98
	La Salle	37,400	35,700	95
	McHenry	31,100	30,600	98
	Ogle	12,900	12,400	96
	Will	69,000	67,200	97
	<b>INDIANA</b>			
	Cass	13,100	12,400	95
	Grant	25,000	23,900	96
	Jasper	5,400	5,100	95
	Lake	167,600	162,500	97
	La Porte	33,200	32,300	97
	Miami	13,500	12,900	96
	Newton	3,600	3,400	96
	Porter	22,700	22,000	97
	Tippecanoe	28,300	26,600	94
<b>Station Totals</b>		<b>2,898,900</b>	<b>2,800,500</b>	<b>96</b>
<b>Net Weekly Circulation (March 1969)</b>				<b>601,319</b>
<b>Average Daily Circulation (March 1969)</b>				<b>218,140</b>

# Illinois—Chicago



**WLS-TV**

Ch. 7

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 63-kw aural. Antenna: 890-ft. above av. terrain, 969-ft. above ground, 1549-ft. above sea level.

Latitude 41° 53' 16"  
Longitude 87° 37' 45"

Transmitter: Marina City.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI, City News.

Facsimile Service: AP, UPI.

TV tape: Recording facilities.

AM Affiliate: WLS, 50-kw, 890 kHz (ABC).

FM Affiliate: WLS-FM, 20-kw, 94.7 MHz (No. 234), 580-ft.

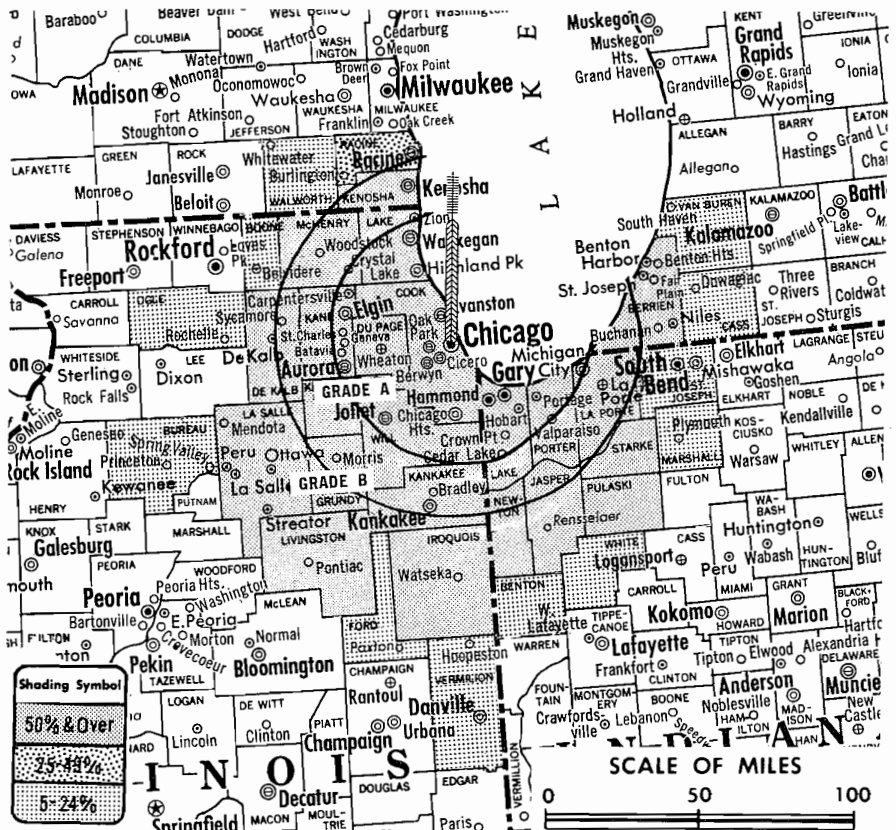
Total Households: © SRDS

Consumer Market Data as of 1/1/70.

TV Homes: TV % and Circulation

© 1969 American Research Bureau.

County coverage based on ARB study (see page 4-b).



WLS-TV Ref: FCC File No. BPCT-3033 Granted 9/21/62

©American Map Co., Inc., N.Y., No. 14244

## WLS-TV

Licensee: American Broadcasting Companies Inc., 190 N. State St., Chicago, Ill. (60601).

Studio: 190 N. State St.

Telephone: 312-263-0800. TWX No.: 312-222-9530.

Ownership: See WABC-TV, New York.

Began Operation: Oct. 13, 1943.

Represented (sales) by ABC Television Spot Sales Inc.

Represented (legal) by McKenna & Wilkinson.

Represented (engineering) by Kear & Kennedy.

Personnel:

- JOHN SEVERINO, general manager.
- J. WARREN TOMASSEN, general sales manager.
- CLAR W. HEIDER, administrative assistant.
- JON F. RUBY, sales manager.
- GEORGE RESING JR., director of programming.
- ERNST LEDEBUHR, comptroller.
- WILLIAM FYFFE, news director.
- JONATHAN OLKEN, advertising & promotion director.
- EDWARD C. HIPPE, director of engineering.

### DIGEST OF FALL RATE CARD—(Sept. 8, 1969)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. 10 Sec.  
6 p.m.-midnight, daily.

\$5090 \$3060 \$2030 \$1280 \$2900\* \$2400\* \$1500\*

\*1A.

NETWORK BASE HOURLY RATE: \$4500.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	ILLINOIS			
	Cook	1,760,500	1,696,900	96
	Dekalb	18,600	17,900	96
	Dupage	121,100	119,000	98
	Grundy	7,500	7,300	97
	Iroquois	10,900	10,400	95
Kane	75,900	73,500	97	

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	Kankakee	28,100	27,000	96
	Kendall	6,200	6,100	98
	Lake	99,800	97,900	98
	La Salle	37,400	35,700	95
	Livingston	12,500	11,800	94
	McHenry	31,100	30,600	98
	Will	69,000	67,200	97
	INDIANA			
	Jasper	5,400	5,100	95
	Lake	167,600	162,500	97
<b>Between 25-49%</b>	La Porte	33,200	32,300	97
	Newton	3,600	3,400	96
	Porter	22,700	22,000	97
	Pulaski	3,700	3,400	92
	Starke	5,200	4,900	95
MICHIGAN				
Berrien	51,600	49,500	96	
WISCONSIN				
Kenosha	36,200	35,200	97	
<b>Between 25-49%</b>	WISCONSIN Racine	48,100	47,100	98
<b>Between 5-24%</b>	ILLINOIS			
	Boone	6,800	6,500	96
	Bureau	11,900	11,400	95
	Ford	5,300	5,100	96
	Ogle	12,900	12,400	96
	Vermilion	33,000	31,500	96
INDIANA				
Benton	3,200	3,100	95	
Marshall	11,200	10,700	96	
St. Joseph	77,500	75,100	97	
White	6,300	6,000	95	
MICHIGAN				
Cass	12,700	12,200	96	
Van Buren	16,700	16,200	97	
WISCONSIN				
Walworth	17,500	16,900	96	

Station Totals 3,473,300 3,355,600 96  
Net Weekly Circulation (March 1969) 2,424,008  
Average Daily Circulation (March 1969) 1,527,474

# Illinois—Chicago



**WMAQ-TV**



Ch. 5

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 41.1-kw visual, 8-kw aural. Antenna: 1307-ft. above av. terrain, 1316-ft. above ground, 1909-ft. above sea level.

Latitude 41° 53' 55.5"  
Longitude 87° 37' 23.0"

Transmitter: John Hancock Center, 875 N. Michigan Ave.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

Facsimile Service: AP, UPI.

News Film Service: NBC.

AM Affiliate: WMAQ, 50-kw, 670 kHz (NBC).

FM Affiliate: WMAQ-FM, 6-kw, 101.1 MHz (No. 266), 1167-ft.

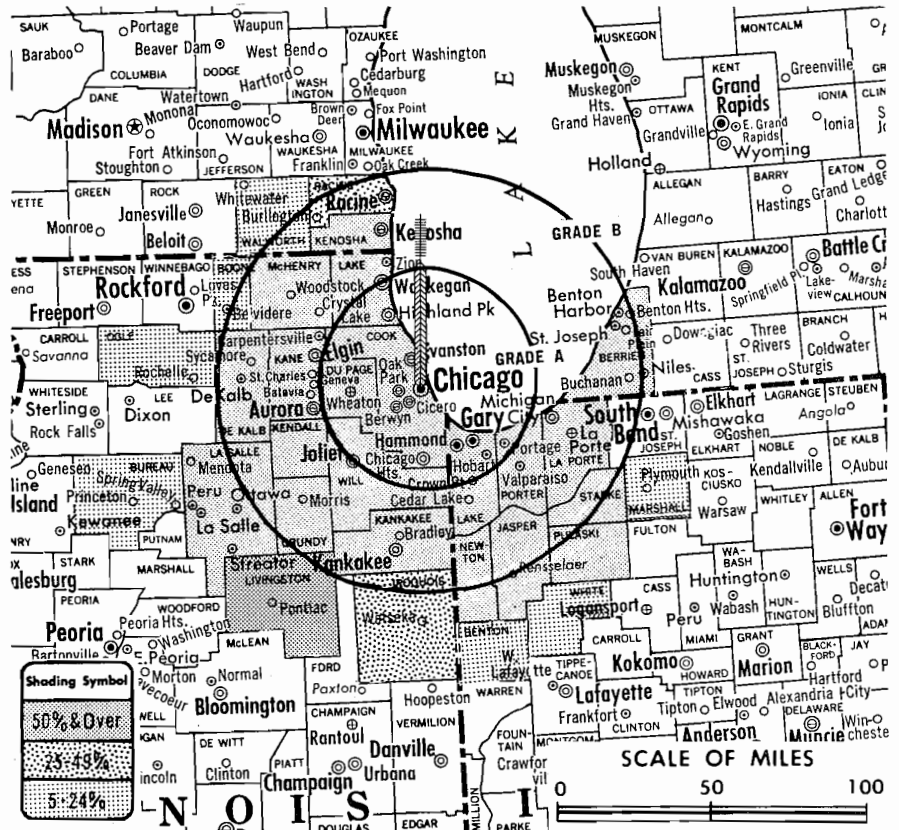
Total Households: © SRDS

Consumer Market Data as of 1/1/70.

TV Homes: TV% and Circulation

© 1969 American Research Bureau.

County coverage based on ARB study (see page 4-b).



WMAQ-TV Ref: FCC File No. BPCT-4223 Granted 5/14/69

©American Map Co., Inc., N.Y., No. 14244

## WMAQ-TV

Licensee: National Broadcasting Co. Inc., Merchandise Mart, Chicago (60654).

Studio: Merchandise Mart.

Telephone: 312-644-8300. TWX No.: 312-222-9441.

Ownership: See WNBC-TV, New York.

Began Operation: Jan. 7, 1949.

Represented (sales) by NBC Spot Sales; Bomar Lowrance & Assoc. (Dallas, Atlanta & St. Louis).

Personnel:

- ROBERT LEMON, v.p. & general manager.
- W. C. PRATHER, station manager.
- CHET CAMPBELL, mgr., advertising, promotion & merchandising.
- JAMES R. HOEL, manager, sales.
- ROBERT WALSH, local sales manager.
- JAY CHILDS, manager, business affairs.
- DAN ANDERSON, manager, press department.
- HARRY TRIGG, program manager & film buyer.
- JOHN C. BURNS, asst. program manager.
- CURT PIERCE, director, technical operations.
- RICHARD E. ZIMMER, coordinator, sales development.

### DIGEST OF RATE CARD NO. 30 (Jan. 5, 1970)

Hour	30 Min.	15 Min.	20 Sec.	ID
Class A—6 p.m.-midnight, daily.				
\$5000.00	\$3000.00	\$2000.00	\$2300.00*	\$1500.00*

\*Class AA—6:29-10:29 p.m., daily.

NETWORK BASE HOURLY RATE: \$4800.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	ILLINOIS			
	Cook	1,760,500	1,696,900	96
	Dekalb	18,600	17,900	96
	Dupage	121,100	119,000	98

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>				
	ILLINOIS—(Continued)			
	Grundy	7,500	7,300	97
	Kane	75,900	73,500	97
	Kankakee	28,100	27,000	96
	Kendall	6,200	6,100	98
	Lake	99,800	97,900	98
	La Salle	37,400	35,700	95
	Livingston	12,500	11,800	94
	McHenry	31,100	30,600	98
	Will	69,000	67,200	97
	INDIANA			
	Jasper	5,400	5,100	95
	Lake	167,600	162,500	97
	La Porte	33,200	32,300	97
	Newton	3,600	3,400	96
	Porter	2,700	2,200	97
	Pulaski	3,700	3,400	92
	Starke	5,200	4,900	95
	MICHIGAN			
	Berrien	51,600	49,500	96
	WISCONSIN			
	Kenosha	36,200	35,200	97
<b>Between 25-49%</b>	ILLINOIS			
	Iroquois	10,900	10,400	95
	WISCONSIN			
	Racine	48,100	47,100	98
<b>Between 5-24%</b>	ILLINOIS			
	Boone	6,800	6,500	96
	Bureau	11,900	11,400	95
	Ogle	12,900	12,400	96
	INDIANA			
	Benton	3,200	3,100	95
	Marshall	11,200	10,700	96
White	6,300	6,000	95	
WISCONSIN				
	Walworth	17,500	16,900	96
Station Totals		3,565,400	3,445,100	96
Net Weekly Circulation (March 1969)			2,437,847	
Average Daily Circulation (March 1969)			1,718,786	

# Illinois—Chicago

## WSNS-TV

Ch. 44

Technical Facilities: Channel No. 44 (650-656 MHz). Authorized power: 2500-kw max. & 610-kw horizontal visual, 500-kw max. & 122-kw horizontal aural. Antenna: 1430-ft. above av. terrain, 1452-ft. above ground, 2046-ft. above sea level.

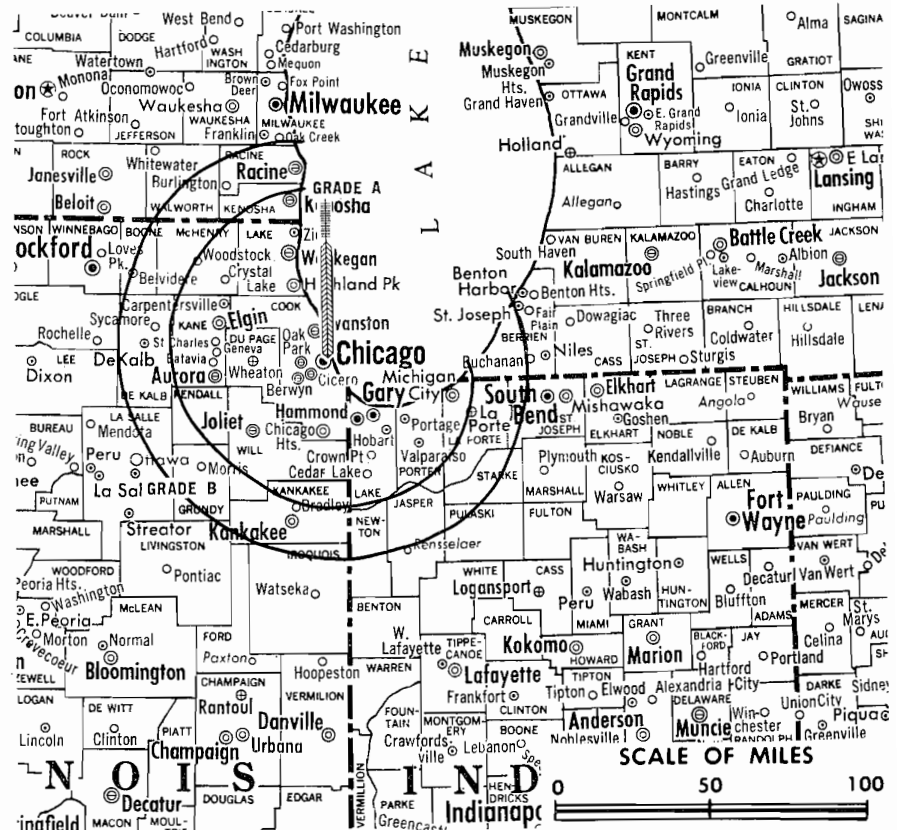
Latitude 41° 53' 55.5"  
Longitude 87° 37' 23.0"

Transmitter: Hancock Bldg., 875 N. Michigan Ave.

TV tape: Recording facilities.

Color: Live, film, slide & tape.

News Wire Service: AP.



WSNS-TV Ref: FCC File No. BMPCT—6816 Granted

©American Map Co., Inc., N.Y., No. 14244

## WSNS-TV

Network Service: None, independent.

Grantee: Video 44, a Joint Venture, 430 W. Grant Pl., Chicago, Ill. (60614).

Studio: 430 W. Grant Place, Chicago, Ill. (60614).

Telephone: 312-929-1200.

Ownership: Harriscop of Chicago Inc., 50%; Rivergrove Theatre Corp., 20%; Velma Entertainment Corp., 20%; Riverdale Drive-In Inc., 10%. For other Harriscop interests, see KBAK-TV, Bakersfield, Cal.

Began Operation: April 5, 1970.

Represented (legal) by Cohn & Marks.

Represented (engineering) by Hammett & Edison.

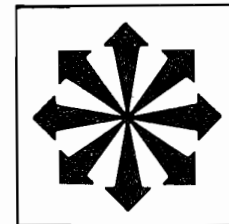
Personnel:

BURT I. HARRIS, pres., Harriscop (Los Angeles).  
ALAN SILVERMAN, pres., Essaness Theatre Corp.  
YALE ROE, vice president & general manager.  
CHARLES W. ALTON, chief engineer.  
JAMES T. KELLY, sales manager.

### DIGEST OF RATE CARD NO. 1 (March 1, 1970)

Hour	30 Min.	15 Min.	Min.	30 Sec.	10 Sec.
Class AA—5-10:30 p.m., daily.					
\$260.00			\$10.00		

# BLACKBURN & COMPANY, INC.



**RADIO • TV • CATV • NEWSPAPER BROKERS  
NEGOTIATIONS • FINANCING • APPRAISALS**

WASHINGTON, D.C.	1725 K Street, N.W.	(202) 333-9270
CHICAGO	333 N. Michigan Ave.	(312) 346-6460
ATLANTA	1655 Peachtree Rd., N.E.	(404) 873-5626
BEVERLY HILLS	9645 Wilshire Blvd.	(213) 274-8151

# Illinois—Decatur



**WAND**

Ch. 17

Technical Facilities: Channel No. 17 (488-494 MHz). Authorized power: 1977-kw max. and 1380-kw horizontal visual, 197.7-kw max. and 138.5-kw horizontal aural. Antenna: 1030-ft. above av. terrain, 1063-ft. above ground, 1749-ft. above sea level.

Latitude 39° 57' 07"  
Longitude 88° 49' 55"

Transmitter: Near Argenta, Ill.

Studio: South Side Dr.

Telephone: 217-428-4304.

TWX No.: 910-243-0458.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

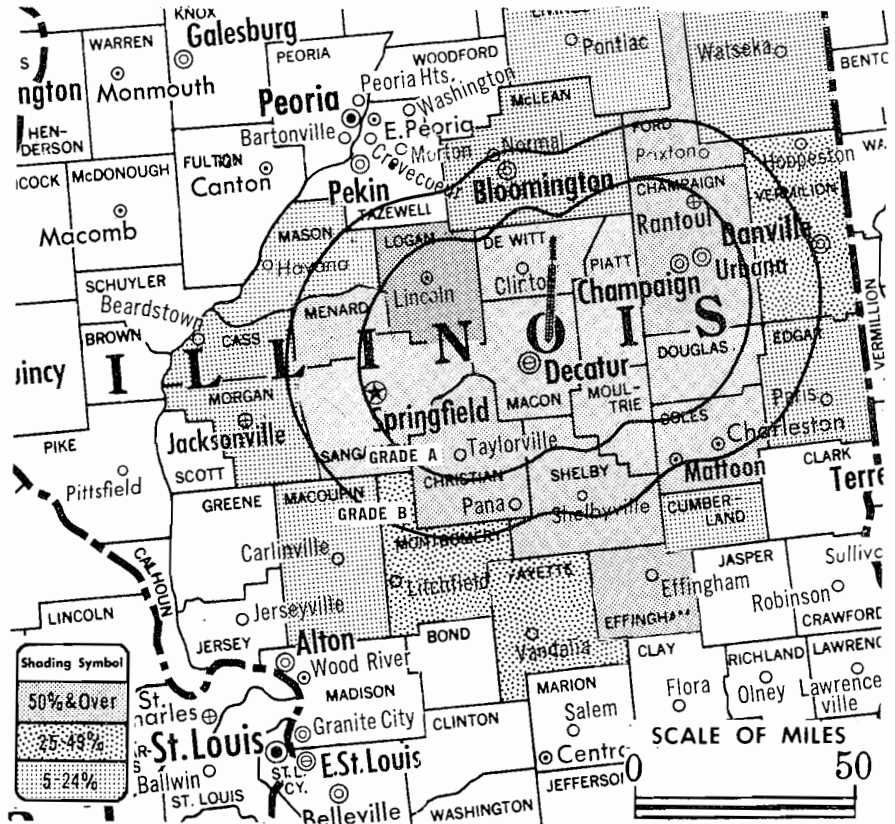
Facsimile Service: AP.

News Film Service: ABC.

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation

© 1969 American Research Bureau.

County coverage based on ARB study (see page 4-b).



WAND Ref: FCC File No. BPT-3718 Granted 6/28/66

©American Map Co., Inc., N.Y., No. 14244

## WAND

Licensee: WAND Television Inc., Box 631, Decatur, Ill. (62525).

Ownership: Publicly owned LIN Bcstg. owns 100% of WAND Television. LIN principals are: Donald A. Pels, pres. & chief exec. officer; Jack W. Lee, v.p.; John D. Diamond, secy. LIN Bcstg. also owns WAVY-TV, Portsmouth, Va.; radios KAAY & FM, Little Rock; KEEL & FM, Shreveport; WAKY, Louisville; KILT & FM, Houston; WBBF & FM, Rochester, N.Y.; WIL & FM, St. Louis.

Begin Operation: Aug. 16, 1953. Sale to present owner by Metro-media Inc. approved Dec. 22, 1965 by FCC (Television Digest, Vol. 5:41-42, 52). Sale to Metromedia by owner George A. Bolas and associates approved Sept. 28, 1960 (Vol. 16:3, 40). Sale of control to George A. Bolas, W. Clarke & Gilbert Swanson by W. L. Shellabarger and associates approved by FCC May 28, 1958 (Vol. 14:15, 22).

Represented (sales) by Avco Radio Television Sales Inc.

Represented (legal) by Wilmer, Cutler & Pickering.

Personnel:

- JACK KUSSART, president & general manager.
- DON V. LINDSEY, sales manager.
- WAYNE SEMPLE, chief engineer.
- JAMES DeBOLD, program director.

### DIGEST OF RATE CARD NO. 4—(Feb. 23, 1969)

Hour	30 Min.	15 Min.	5 Min.	Min.	30 Sec.	20 Sec.	10 Sec.	
Class A—6:30-10 p.m., daily.	\$600	\$360	\$260	\$150	.....	\$200*	\$160*	\$100*

\*G1.

NETWORK BASE HOURLY RATE: \$425.

Net Weekly Circulation	State County	Total Households	TV Homes	%	
<b>50% &amp; Over</b>	<b>ILLINOIS</b>				
		Champaign	42,500	40,400	95
		Christian	11,300	10,800	95
		Coles	14,400	13,700	95
		De Witt	5,800	5,500	96
		Douglas	6,600	6,300	96
		Effingham	7,200	6,500	91
		Ford	5,300	5,100	96
		Logan	10,000	9,500	95
		Macon	42,100	40,500	96
		Menard	3,100	2,900	94
		Moultrie	4,300	4,000	93
	Piatt	4,800	4,600	97	
	Sangamon	52,200	49,400	95	
	Shelby	6,900	6,400	93	
<b>Between 25-49%</b>	<b>ILLINOIS</b>				
		Fayette	5,700	5,300	93
		Montgomery	9,800	9,200	94
	Vermilion	33,000	31,500	96	
<b>Between 5-24%</b>	<b>ILLINOIS</b>				
		Cass	4,200	4,000	94
		Cumberland	3,200	3,000	93
		Edgar	7,000	6,600	95
		Iroquois	10,900	10,400	95
		Livingston	12,500	11,800	94
		Mc Lean	28,700	27,200	95
		Macoupin	13,900	13,300	95
		Mason	4,900	4,700	96
	Morgan	10,800	10,100	93	
<b>Station Totals</b>		462,400	447,400	97	
<b>Net Weekly Circulation (March 1969)</b>				205,923	
<b>Average Daily Circulation (March 1969)</b>				132,427	



# Illinois—Harrisburg



**WSIL-TV**

Ch. 3

[Also owns satellite KPOB-TV,  
Poplar Bluff, Mo.]

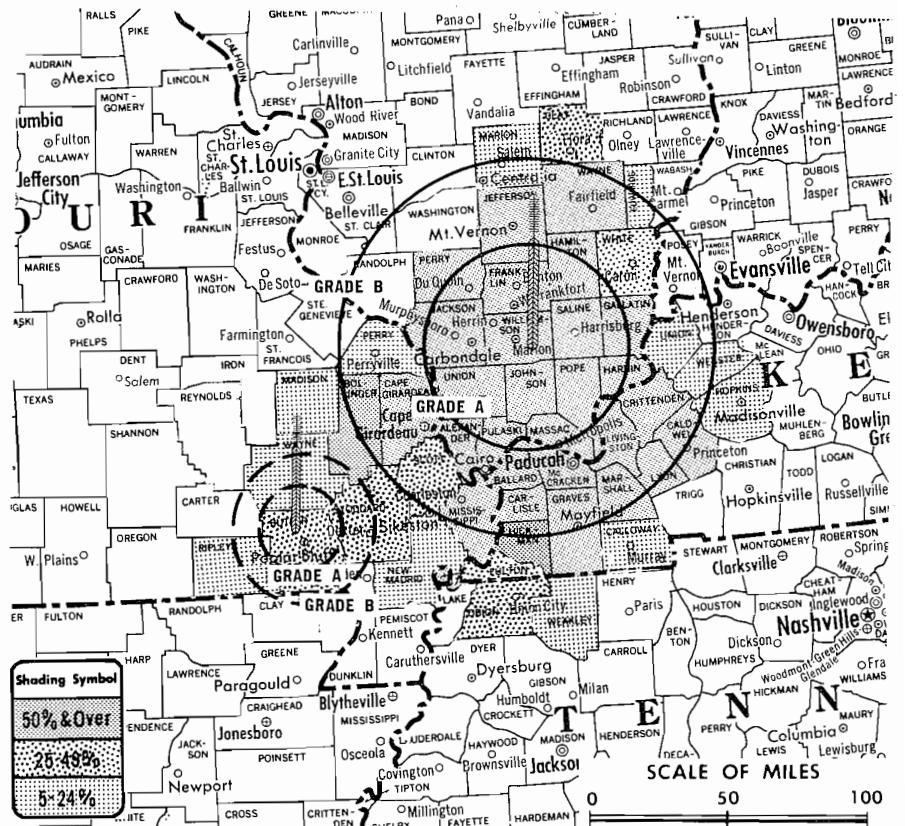
Technical Facilities: Channel No. 3  
(60-66 MHz). Authorized power:  
100-kw visual, 20-kw aural. An-  
tenna: 883-ft. above av. terrain,  
854-ft. above ground, 1459-ft.  
above sea level.

Latitude 37° 36' 49"  
Longitude 88° 52' 16"

Transmitter: 2-mi. W of Cereal  
Springs.

Color: Network, live, film, slide &  
tape.

News Wire Service: UPI.



WSIL-TV Ref: FCC File No. BPCT-2562 Granted 11/12/58

©American Map Co., Inc., N.Y., No. 14244

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV % and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see  
page 4-b).

## WSIL-TV

Licensee: Turner-Farrar Assn., Television Bldg., 21 W. Poplar St.  
Studio: 21 W. Poplar St., Harrisburg, Ill. (62946).

Telephone: 618-253-7922.

Ownership: O. L. Turner, 25%; C. O. Farrar, 25%; Ethel Turner,  
5%; Harry R. Horning, 5%; O. L. Turner, trustee, 40%. This  
partnership also operates Southern Ill. theatre chain and owns  
satellite KPOB-TV (Ch. 15), Poplar Bluff, Mo.

Began Operation: Dec. 6, 1953 on Ch. 22; changed to Ch. 3 in  
March 1959.

Represented (sales) by Jack Masla.

Represented (legal) by McKenna & Wilkinson.

Personnel:

O. L. TURNER, manager & film buyer.  
CHARLES GILLIAM, chief engineer.

### DIGEST OF RATE CARD NO. 3—(Jan. 1, 1962)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	20 Sec.	10 Sec.
Class A—6:30-9:30 p.m., daily.	\$400.00	\$220.00	\$140.00	\$122.00	\$90.00	\$60.00 \$30.00

NETWORK BASE HOURLY RATE: \$350.

ARB Data: Figures include Satellite KPOB-TV,  
Poplar Bluff, Mo.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	ILLINOIS			
	Alexander	4,100	3,700	90
	Franklin	11,100	10,300	93
	Gallatin	1,800	1,600	90
	Hamilton	2,800	2,400	88

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>				
	ILLINOIS—(Continued)			
	Hardin	1,300	1,200	94
	Jackson	14,200	13,100	93
	Jefferson	9,400	8,700	92
	Johnson	1,400	1,300	92
	Massac	4,800	4,400	93
	Perry	5,300	4,900	93
	Pope	700	600	88
	Pulaski	2,600	2,300	90
	Saline	7,000	6,500	93
	Union	4,200	4,000	94
	Wayne	5,400	4,800	89
	Williamson	15,100	14,200	94

	KENTUCKY			
	Ballard	2,900	2,700	95
	Caldwell	4,700	4,200	89
	Carlisle	1,700	1,600	96
	Crittenden	2,200	2,000	91
	Graves	10,400	9,800	95
	Hickman	1,800	1,700	94
	Livingston	2,300	2,200	93
	Lyon	1,300	1,100	91
	Mc Cracken	21,000	20,100	96
	Marshall	6,600	6,300	96

	MISSOURI			
	Bollinger	2,200	2,000	90
	Cape Girardeau	14,700	14,000	95
	Mississippi	5,000	4,600	94

	ILLINOIS			
	Clay	4,500	4,100	90
	White	5,700	5,100	89

	KENTUCKY			
	Fulton	3,100	2,900	93
	MISSOURI			
	Butler	10,100	9,100	90
	Scott	10,300	9,800	95
	Stoddard	8,300	7,800	94

(Continued on page 225-b)

Station Totals	336,800	313,800	93
Net Weekly Circulation (March 1969)			151,581
Average Daily Circulation (March 1969)			81,423

# Illinois—Jacksonville-Springfield-Quincy



**WJYY-TV**

Ch. 14

Technical Facilities: Channel No. 14 (470-476 MHz). Authorized power: 1700-kw max. & 275-kw horizontal visual, 246-kw max. & 39.8-kw horizontal aural. Antenna: 1610-ft. above av. terrain, 1585-ft. above ground, 2185-ft. above sea level.

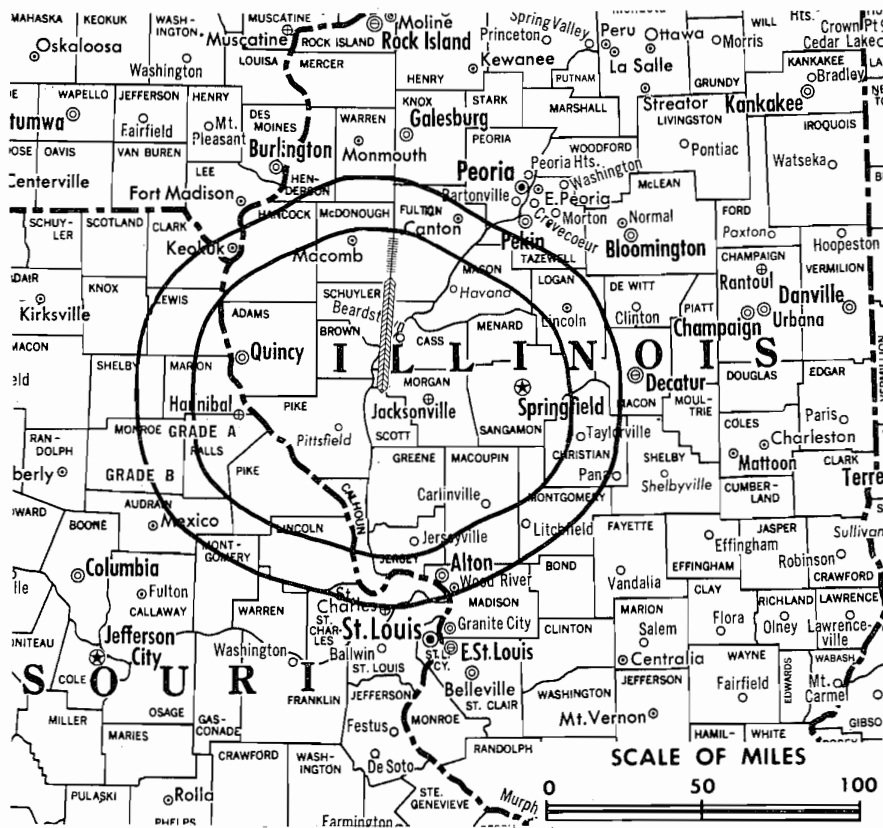
Latitude 39° 45' 52"  
Longitude 90° 30' 29"

Transmitter: 1-4-mi. NE of Bluff, Ill.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

ARB Data: Not available.



WJYY-TV Ref: FCC File No. BMPCT-7056 Granted 11/12/69

©American Map Co., Inc., N.Y., No. 14244

## WJYY-TV

Licensee: Look TV Corp., c/o Keith Moyer, 1232 W. Main St., Taylorville, Ill.

Studio: 1314 W. Walnut St., Jacksonville, Ill. (62650).

Telephone: 217-243-3367.

Ownership: Keith Moyer, pres., 93.313%; A. W. Applebee, v.p., .001%; J. M. Trotter, secy.-treas., .001%; more than 50 others hold remaining 6.685%.

Began Operation: Aug. 17, 1969.

Represented (sales) by Weed Television Corp.

## Personnel:

KEITH MOYER, president & general manager.

JAMES C. HILDERBRAND, station manager.

EARL J. GALLAGHER, sales manager.

JEROME FEIN, program director.

HAROLD ESKEW, chief engineer.

## DIGEST OF RATE CARD NO. 1—(June 1, 1968)

Hour	30 Min.	15 Min.	5 Min.	Min.	30 Sec.	ID	
Class AA—6:30-10 p.m., daily.	\$510.00	\$260.00	\$170.00	\$130.00	\$90.00	\$80.00	\$60.00
NETWORK BASE HOURLY RATE:							

# TAILORED RATE...

You can run YOUR full-page station ad facing YOUR station listing

# for as little as \$180

For Further Information — PLEASE USE HANDY POSTAGE-PAID ORDER CARD #6 BOUND INSIDE THE BACK COVER OF THE STATIONS VOLUME

# Illinois—La Salle



**WEEQ-TV**



Ch. 35

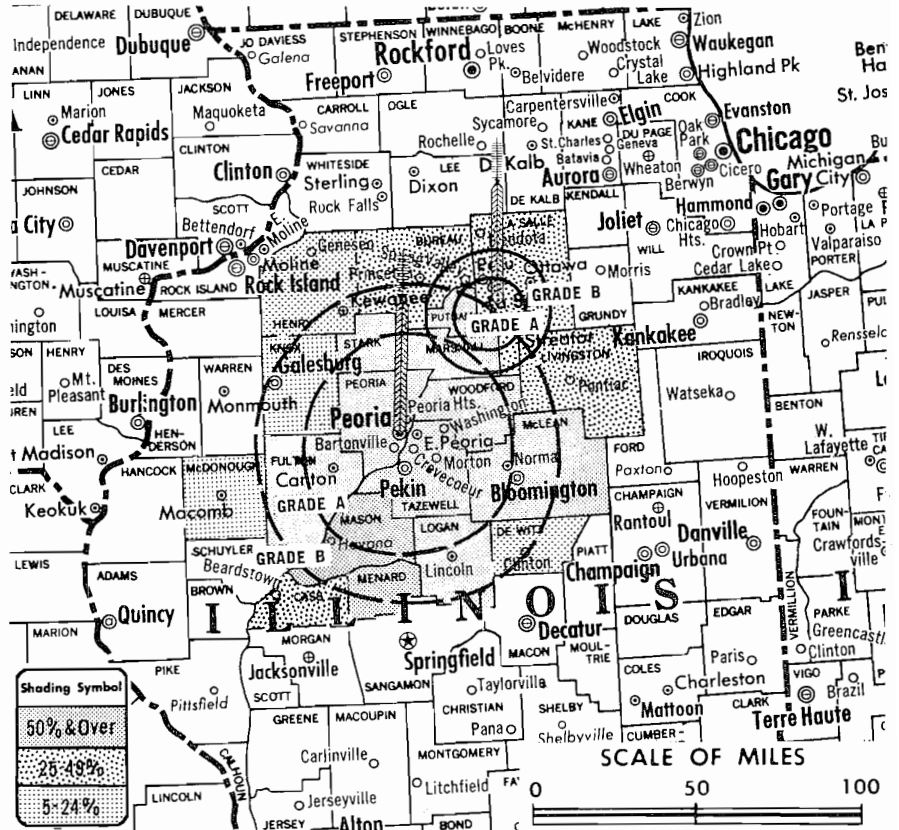
[Satellite of WEEK-TV, Peoria, Ill.]

Technical Facilities: Channel No. 35 (596-602 MHz). Authorized power: 15.1-kw visual, 3.02-kw aural. Antenna: 440-ft. above av. terrain, 445-ft. above ground, 1095-ft. above sea level.

Latitude 41° 14' 02"  
Longitude 89° 02' 25"

Transmitter: 1.7-mi. NE of Tonica, Ill.

Color: Network only.



County coverage based on ARB study (see page 4-b).

WEEQ-TV Ref: FCC File No. BPCT-2180 Granted 2/13/57

©American Map Co., Inc., N.Y., No. 14244

## WEEQ-TV

Network Service: NBC, same as WEEK-TV, Peoria.

Licensee: Mid-America TV Co., 2907 Springfield Rd., E. Peoria, Ill. (61611).

Telephone: 815-442-8213.

Studio: 1.7-mi. NE of Tonica, Ill.

Began Operation: Nov. 10, 1957.

Represented (sales) by The Katz Agency Inc.

Personnel:

EARL McMULLEN, chief engineer.

Rates: Sold in combination with WEEK-TV, Peoria.

NETWORK BASE HOURLY RATE: Bonus to WEEK-TV, Peoria.

ARB Data for this Station Included with Parent WEEK-TV, Peoria, Ill. The above map reflects coverage of both Parent and Satellite.

# TAILORED RATE...

You can run YOUR full-page station ad facing YOUR station listing

## for as little as \$180

For Further Information - PLEASE USE HANDY POSTAGE-PAID ORDER CARD (6) FOUND INSIDE THE BACK COVER OF THE STATIONS VOLUME

# Illinois—Moline



**WQAD-TV**



Ch. 8

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 282-kw visual, 141-kw aural. Antenna: Directional, 1010-ft. above av. terrain, 1058-ft. above ground, 1813-ft. above sea level.

Latitude 41° 18' 44"  
Longitude 90° 22' 47"

Transmitter: 2.8-mi. S of Orion on U.S. 150.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

Facsimile Service: AP.

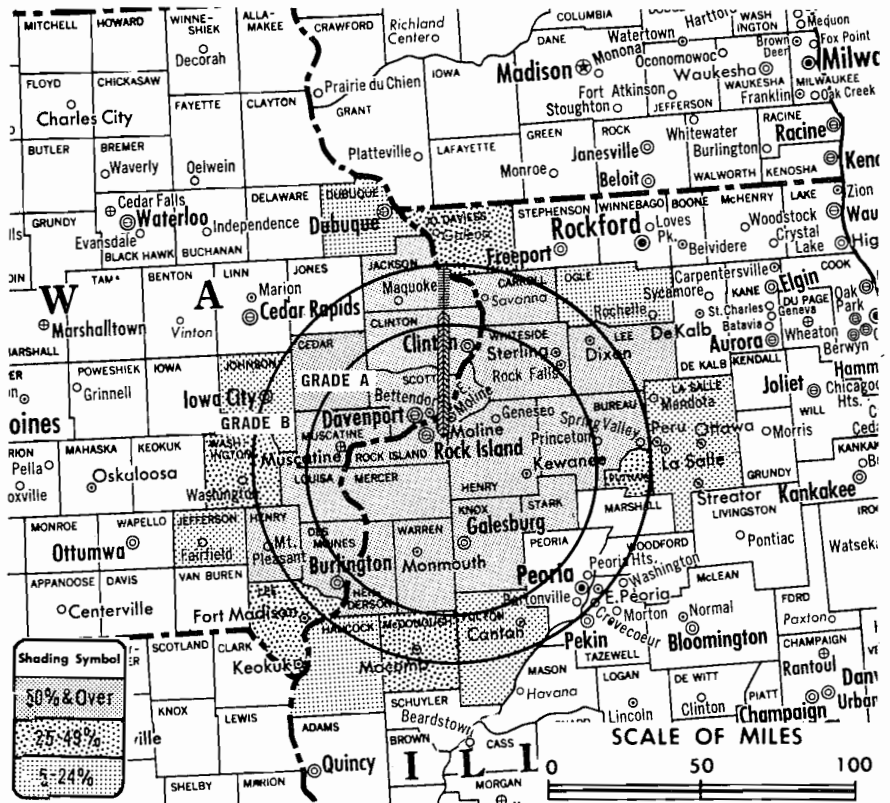
Total Households: © SRDS

Consumer Market Data as of 1/1/70.

TV Homes: TV% and Circulation

© 1969 American Research Bureau.

County coverage based on ARB study (see page 4-b).



WQAD-TV Ref: FCC File No. BPCT-2440 Granted 5/16/62

© American Map Co., Inc., N.Y., No. 14244

## WQAD-TV

Licensee: Moline Television Corp., 3003 Park 16th St. (61265)

Studio: 3003 Park 16th St. Telephone: 309-764-9694.

Ownership: Francis J. Coyle, chmn., 11.2%; Arthur M. Swift, exec. v.p., 9.9%; Charles G. Agnew, v.p., 4.5%; Victor B. Day, v.p., 9.0%; L. S. Helfrich, v.p., 4.5%; Richard Stengel, v.p., 8.1%; Samuel M. Gilman, secy.-treas., 4.5%; Frank P. Schreiber, 9.0%; Harry McLaughlin, 4.5%; David Parson, 9.0%; Philip Sitrick, 2.2%; Thomas M. Thomas, Paul Versluis, Richard Waxenberg, 4.5% each; George Young, 3.6%; 9 others, none with as much as 2%.

Began Operation: Aug. 1, 1963.

Represented (sales) by The Katz Agency.

Represented (legal) by Pierson, Ball & Dowd.

Personnel:

ARTHUR M. SWIFT, executive vice president & general manager.  
WILLIAM L. SNYDER, general sales manager.  
GENE SPRY, asst. general sales manager.  
RON KLAYMAN, director of programming & promotion.  
LLOYD BOLKCOM, director of community affairs & operations.  
RAY KRUEGER, chief engineer.

DIGEST OF RATE CARD NO. A-12 & P-7—(June 1, 1969)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	ID
Class AA	6:30-10 p.m., daily.					
\$1000.00	\$600.00	\$360.00	\$320.00			Graded rates apply*

\*Highest rate: \$225.

NETWORK BASE HOURLY RATE: \$950.

Station Totals include all  
counties in which circulation  
is more than 1%

	Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	ILLINOIS				
		Bureau	11,900	11,400	95
		Carroll	6,200	6,000	96
		Henderson	2,700	2,500	94
		Henry	16,800	16,300	97
		Knox	20,800	20,200	97
		Lee	11,100	10,600	96
		Mercer	5,200	5,000	97
		Rock Island	50,900	49,700	98
		Stark	2,300	2,200	96
		Warren	6,600	6,400	96
		Whiteside	20,600	19,800	96
		IOWA			
		Cedar	5,700	5,500	97
		Clinton	18,400	17,900	97
	ILLINOIS				
		Jo Daviess	6,600	6,200	93
		Mc Donough	9,400	9,000	96
<b>Between 25-49%</b>		Putnam	1,500	1,400	92
	IOWA				
		Lee	13,500	13,000	96
	Washington	5,900	5,500	94	
<b>Between 5-24%</b>	ILLINOIS				
		Fulton	13,300	12,700	95
		Hancock	7,400	7,100	96
		La Salle	37,400	35,700	95
		Ogle	12,900	12,400	96
IOWA					
	Dubuque	26,100	24,700	95	
	Jefferson	4,900	4,600	95	
	Johnson	17,500	16,500	94	
Station Totals			671,600	646,600	96
Net Weekly Circulation (March 1969)				264,055	
Average Daily Circulation (March 1969)				157,180	

# Illinois—Peoria



**WEEK-TV**



Ch. 25

[Also operates satellite WEEQ-TV, La Salle, Ill.]

Technical Facilities: Channel No. 25 (536-542 MHz). Authorized power: 1000-kw max. and 560-kw horizontal visual, 200-kw max. and 112-kw horizontal aural. Antenna: 604.9-ft. above av. terrain, 605-ft. above ground, 1349-ft. above sea level.

Latitude 40° 37' 42"  
Longitude 89° 32' 51.2"

Transmitter: 2907 Springfield Hill Rd.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

Facsimile Service: UPI.

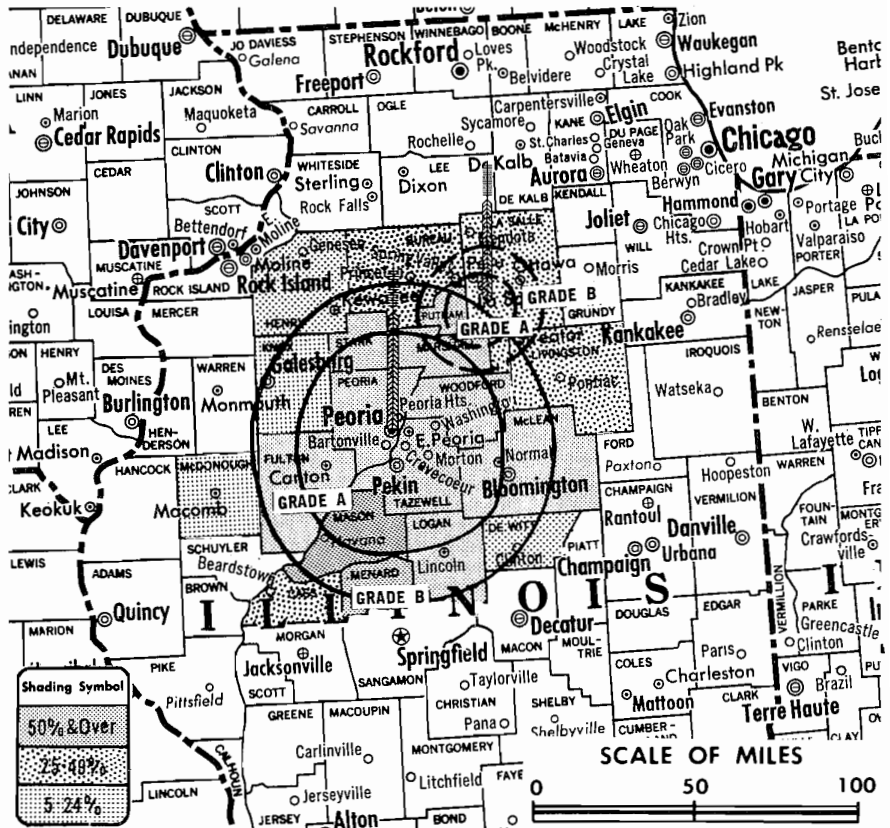
Total Households: © SRDS

Consumer Market Data as of 1/1/70.

TV Homes: TV% and Circulation

© 1969 American Research Bureau.

County coverage based on ARB study (see page 4-b).



WEEK-TV CP: BPCT—3205 Granted 8/30/63

©American Map Co., Inc., N.Y., No. 14244

## WEEK-TV

Licensee: Mid-America TV Co., 2907 Springfield Rd., E. Peoria.

Studio: 2907 Springfield Rd., E. Peoria, Ill. (61611).

Telephone: 309-699-3961. TWX No.: 910-652-4455.

Ownership: Mid-America is a wholly-owned subsidiary of Kansas City Southern Industries Inc. For other interests, see KRCG, Jefferson City, Mo.

Began Operation: Feb. 1, 1953. Sale, including satellite WEEQ-TV, to present owner by West Central Bcstg. Co. (Kerr-McGee interests) approved July 13, 1966 by FCC (Television Digest, Vol. 6:29).

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Kear & Kennedy.

Personnel:

FRED C. MUELLER, general manager.

PHIL MERGENER, sales manager.

WAYNE LOVELY, chief engineer.

RICHARD EVANS, program director & film buyer.

DALE SCHWARTZ, production director.

ROGER OTTENBACH, promotion manager.

TOM CONNOR, news director.

ROBERT KROEPEL, film editor.

### DIGEST OF RATE CARD NO. P13—(July 1, 1969)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.

Class A—6-10:30 p.m., daily.

\$600.00 \$420.00 ..... Graded rates apply\*

\*Highest rate: \$190.

NETWORK BASE HOURLY RATE: \$650.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	ILLINOIS			
	Fulton	13,300	12,700	95
	Logan	10,000	9,500	95
	Mc Lean	28,700	27,200	95
	Marshall	4,200	4,000	95
	Mason	4,900	4,700	96
	Menard	3,100	2,900	94
	Peoria	62,700	60,200	96
	Putnam	1,500	1,400	92
	Stark	2,300	2,200	96
Tazewell	36,500	35,300	97	
Woodford	8,100	7,700	94	
<b>Between 25-49%</b>	ILLINOIS			
	Bureau	11,900	11,400	95
	Cass	4,200	4,000	94
	La Salle	37,400	35,700	95
Livingston	12,500	11,800	94	
<b>Between 5-24%</b>	ILLINOIS			
	De Witt	5,800	5,500	96
	Henry	16,800	16,300	97
	Knox	20,800	20,200	97
Mc Donough	9,400	9,000	96	
Station Totals		413,800	395,700	95
Net Weekly Circulation (March 1969)				189,301
Average Daily Circulation (March 1969)				138,848

ARB Data for this Station Includes Satellite

WEEQ-TV, La Salle, Ill.

# Illinois—Peoria



**WIRL-TV**



Ch. 19

Technical Facilities: Channel No. 19 (500-506 MHz). Authorized power: 476.4-kw maximum and 186-kw horizontal visual, 18.6-kw aural. Antenna: 660-ft. above av. terrain, 656-ft. above ground, 1330-ft. above sea level.

Latitude 40° 39' 11"  
Longitude 89° 35' 13"

Transmitter: 500 N. Stewart St., Creve Coeur, Ill.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

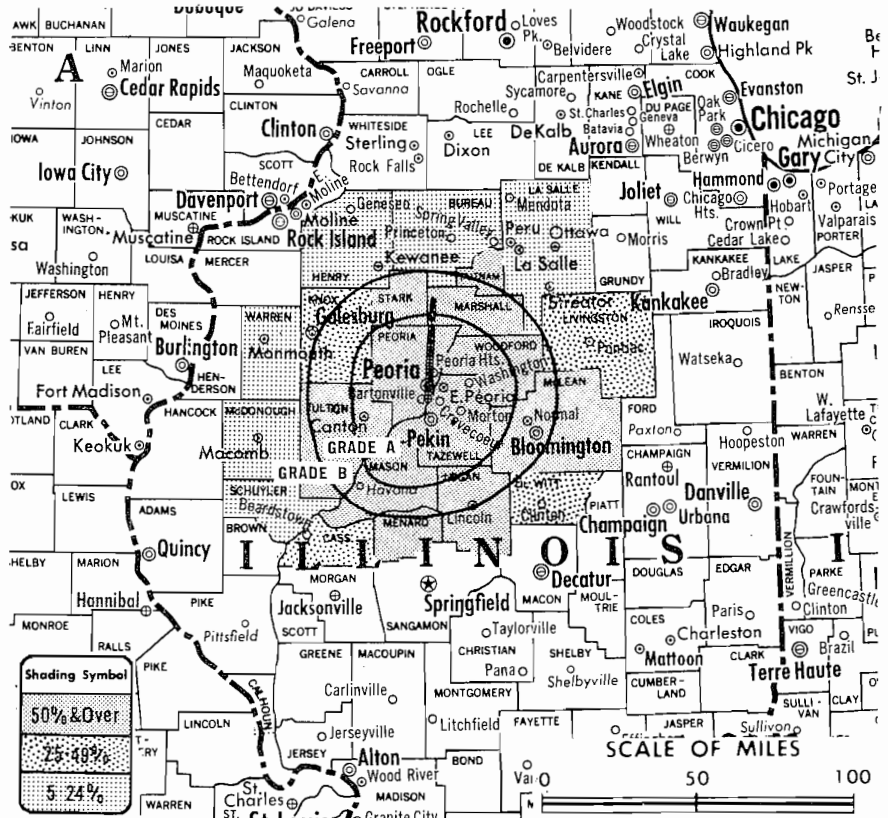
News Wire Service: UPI.

News Film Service: ABC.

Facsimile Service: UPI.

AM Affiliate: WIRL, 5-kw, 1290 kHz.

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).



WIRL-TV Ref: FCC File No. BMPCT-4076 Granted 7/6/56

©American Map Co., Inc., N.Y., No. 14244

## WIRL-TV

Licensee: Mid America Media Inc., 109 S.W. Jefferson Ave. (61602).

Studio: 500 N. Stewart St., Creve Coeur, Ill.

Telephone: 309-676-8911. TWX No.: 309-697-1802.

Ownership: Mid America Media Inc., associated with radios WIRL, Peoria; WKAN, Kankakee; WRRR, Rockford; WQUA, Moline, all Ill.; WIRE, Indianapolis, Ind.; K10A, Des Moines, Ia. Also associated with Kankakee, Ill. Daily Journal; Ottawa, Ill. Republican-Times; LaPorte, Ind. Herald-Argus.

Began Operation: Oct. 20, 1953. Sale to Twelve Ninety Radio Corp., (now Mid America Media Inc.) by Metromedia approved July 21, 1965 (Television Digest, Vol. 5:14) by FCC. Sale to Metropolitan Bcstg. (now Metromedia Inc.) by Peoria Journal Star approved Dec. 29, 1959 by FCC (Vol. 15:43, 16:1). Sale to Peoria Journal Star by Hugh R. Norman group approved by FCC April 28, 1954 (Vol. 10:13, 15, 18).

Represented (sales) by Edward Petry & Co.

Personnel:

- BURRELL L. SMALL, president.
- HOWARD N. FREDERICK, v.p. & general manager.
- ROBERT RICE, sales manager.
- AL UZZELL, production manager.
- DON CLAUSEN, chief engineer.

### DIGEST OF RATE CARD NO. 21—(June 1, 1968)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	ID
Class AA—7-10 p.m., daily.	\$600.00	\$360.00	\$240.00	\$150.00		Graded rates apply*

\*Class AA—6:30-10 p.m., daily. Highest rate: \$250.

NETWORK BASE HOURLY RATE: \$550.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	ILLINOIS			
	Fulton	13,300	12,700	95
	Logan	10,000	9,500	95
	Mc Lean	28,700	27,200	95
	Marshall	4,200	4,000	95
	Mason	4,900	4,700	96
	Menard	3,100	2,900	94
	Peoria	62,700	60,200	96
	Putnam	1,500	1,400	92
	Stark	2,300	2,200	96
Tazewell	36,500	35,300	97	
Woodford	8,100	7,700	94	
<b>Between 25-49%</b>	ILLINOIS			
	Cass	4,200	4,000	94
	De Witt	5,800	5,500	96
	Knox	20,800	20,200	97
Livingston	12,500	11,800	94	
<b>Between 5-24%</b>	ILLINOIS			
	Bureau	11,900	11,400	95
	Henry	16,800	16,300	97
	La Salle	37,400	35,700	95
	Mc Donough	9,400	9,000	96
	Schuyler	2,700	2,500	95
Warren	6,600	6,400	96	
Station Totals		447,300	427,900	95
Net Weekly Circulation (March 1969)				185,520
Average Daily Circulation (March 1969)				113,104

# Illinois—Peoria



**WMBD-TV**



Ch. 31

Technical Facilities: Channel No. 31 (572-578 MHz). Authorized power: 1000-kw max. and 678-kw horizontal visual, 135-kw aural. Antenna: 670-ft. above av. terrain, 609-ft. above ground, 1349-ft. above sea level.

Latitude 40° 38' 6.8"  
Longitude 89° 32' 18.5"

Transmitter: Fahey Hollow Rd., E. Peoria, Ill.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.

News Film Service: CBS.

AM Affiliate: WMBD, 5-kw, 1470 kHz (CBS).

FM Affiliate: WMBD-FM, 27-kw, 93.3 MHz (No. 227), 562-ft.

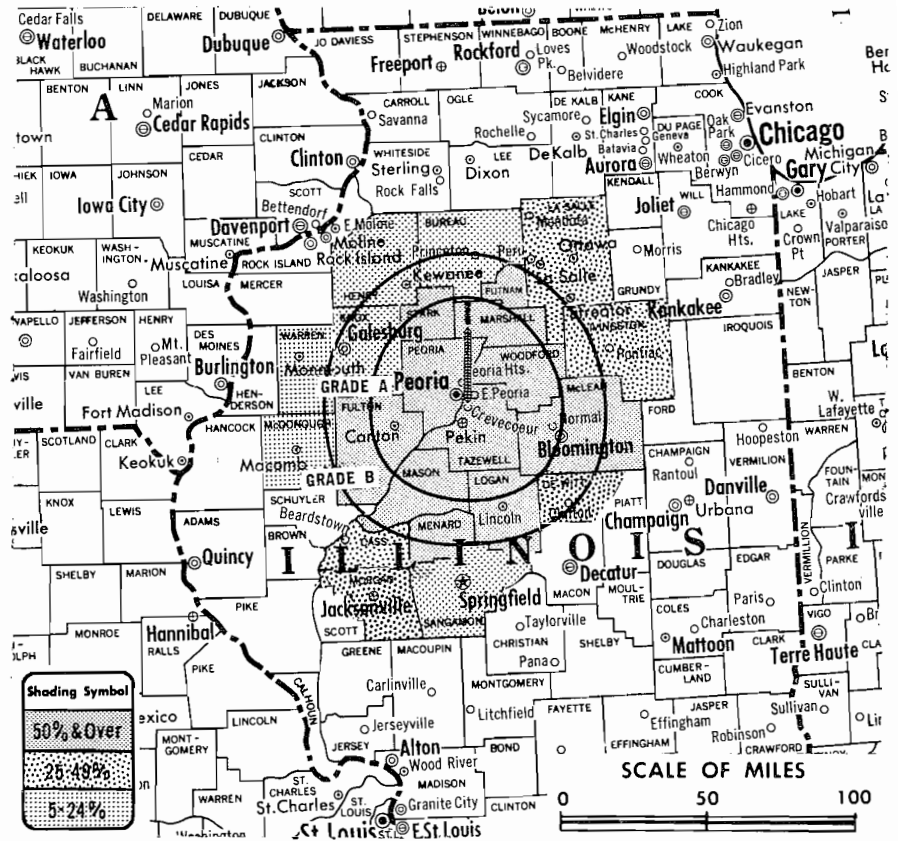
Total Households: © SRDS

Consumer Market Data as of 1/1/70.

TV Homes: TV% and Circulation

© 1969 American Research Bureau.

County coverage based on ARB study (see page 4-b).



WMBD-TV Ref: FCC File No. BPCT-2541 Granted 11/10/58

© American Map Co., Inc., N.Y., No. 14244

## WMBD-TV

Licensee: Midwest Television Inc., 509 S. Neil St., Champaign, Ill. (61820).

Studio: 212 S.W. Jefferson Ave., Peoria, Ill. (61602).

Telephone: 309-676-0711.

TWX No.: 910-652-3954.

Ownership: Midwest TV Inc.; see WCIA, Champaign, Ill.

Began Operation: Jan. 1, 1958. Sale to present owner by Charles C. Caley and John E. Fetzer approved June 15, 1960 by FCC (Television Digest, Vol. 16:13, 25).

Represented (sales) by Peters, Griffin, Woodward Inc.

Represented (legal) by Covington & Burling.

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

Personnel:

- AUGUST C. MEYER, president.
- GUY MAIN, executive vice president.
- WILLIAM L. BROWN, vice president & general manager.
- WILLIAM R. MOYLAN, manager
- NEIL BURK, chief engineer.
- JOHN KETTERER, program & film coordinator.

DIGEST OF RATE CARD NO. 13—(Feb. 15, 1970)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.

Class AA—6:30-10 p.m., daily.

\$600.00 \$360.00 ..... Graded rates apply\*

\*Highest rate: \$120.

NETWORK BASE HOURLY RATE: \$575.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	ILLINOIS			
	Fulton	13,300	12,700	95
	Logan	10,000	9,500	95
	Mc Lean	28,700	27,200	95
	Marshall	4,200	4,000	95
	Mason	4,900	4,700	96
	Menard	3,100	2,900	94
	Peoria	62,700	60,200	96
	Putnam	1,500	1,400	92
	Stark	2,300	2,200	96
Tazewell	36,500	35,300	97	
Woodford	8,100	7,700	94	
<b>Between 25-49%</b>	ILLINOIS			
	Cass	4,200	4,000	94
	De Witt	5,800	5,500	96
	La Salle	37,400	35,700	95
Livingston	12,500	11,800	94	
Morgan	10,800	10,100	93	
<b>Between 5-24%</b>	ILLINOIS			
	Bureau	11,900	11,400	95
	Henry	16,800	16,300	97
	Knox	20,800	20,200	97
	Mc Donough	9,400	9,000	96
Sangamon	52,200	49,400	95	
Warren	6,600	6,400	96	
<b>Station Totals</b>		<b>411,100</b>	<b>393,200</b>	<b>95</b>
<b>Net Weekly Circulation (March 1969)</b>			<b>198,005</b>	
<b>Average Daily Circulation (March 1969)</b>			<b>135,389</b>	

# Illinois—Quincy-Hannibal, Mo.



**WGEM-TV**



Ch. 10

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 31.6-kw visual, 31.6-kw aural. Antenna: 814-ft. above av. terrain, 674-ft. above ground, 1433-ft. above sea level.

Latitude 39° 57' 03"  
Longitude 91° 19' 54"

Transmitter: North Columbus Rd.

Studio: Hotel Quincy (62301).

TV tape: Recording facilities.

Color: Network, live, film & slide.

News Wire Service: UPI.

Facsimile Service: AP.

AM Affiliate: WGEM, 5-kw, 1440 kHz.

FM Affiliate: WGEM-FM, 27.5-kw, 105.1 MHz (No. 286), 640-ft. antenna height.

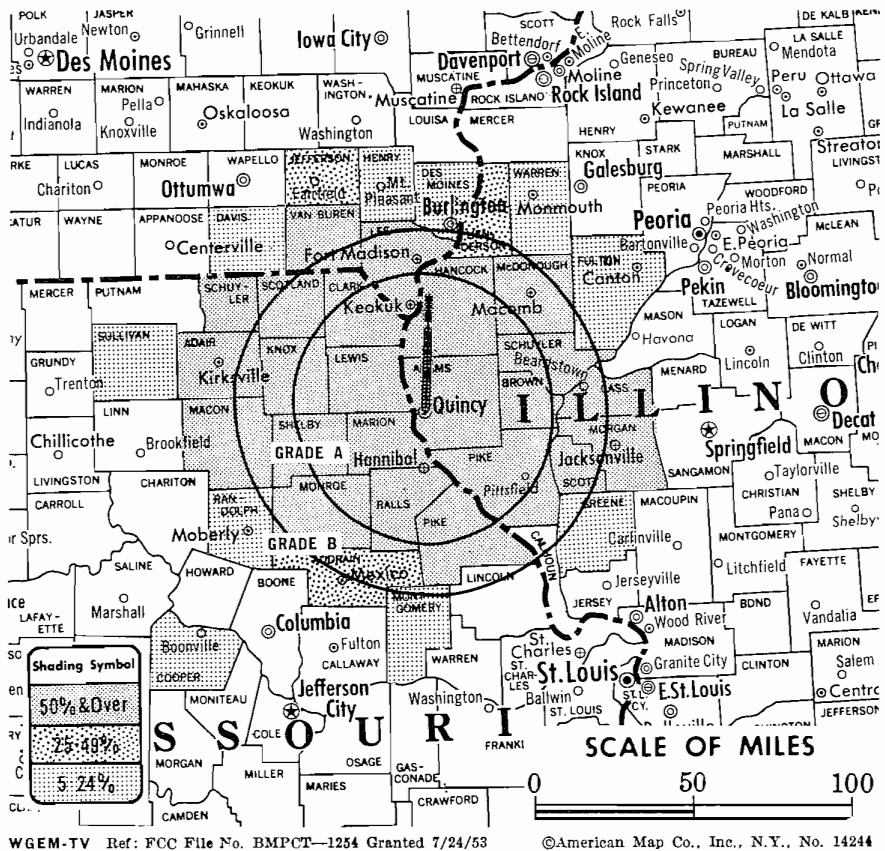
Total Households: © SRDS

Consumer Market Data as of 1/1/70.

TV Homes: TV% and Circulation

© 1969 American Research Bureau.

County coverage based on ARB study (see page 4-b).



## WGEM-TV

Network Service: NBC.

Licensee: Quincy Bcstg. Co., Hotel Quincy, Quincy, Ill.

Telephone: 217-222-6840. TWX No.: 910-246-3209.

Ownership: Quincy Newspapers Inc., publisher of Quincy Herald-Whig, 88%; Joseph S. Bonansinga, v.p.-treas., 2%.

Began Operation: Aug. 27, 1953.

Represented (sales) by Adam Young Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Lohnes & Culver.

Personnel:

JOSEPH S. BONANSINGA, v.p., treasurer, & general manager.

J. BEN STEWART, commercial manager.

FRED COLGAN, program director & film buyer.

BILL WEGMAN, farm director.

JIM MARTENS, chief engineer.

### DIGEST OF RATE CARD NO. 8—(Oct. 1, 1967)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.

Class A—6:30-10 p.m., daily.

\$600.00 \$350.00 \$250.00 \$150.00 \$110.00 \$85.00 \$55.00

NETWORK BASE HOURLY RATE: \$600 (NBC).

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>ILLINOIS</b>				
	Adams	23,100	22,300	96
	Brown	1,900	1,700	93
	Cass	4,200	4,000	94
	Hancock	7,400	7,100	96
	Mc Donough	9,400	9,000	96
	Morgan	10,800	10,100	93
	Pike	6,200	5,800	94
	Schuyler	2,700	2,500	95
	Scott	1,500	1,400	97
<b>50% &amp; Over</b>				

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>IOWA</b>				
	Lee	13,500	13,000	96
	Van Buren	2,900	2,700	94
<b>MISSOURI</b>				
	Adair	6,900	6,600	95
	Clark	2,900	2,700	94
	Knox	2,000	1,900	95
	Lewis	3,800	3,500	94
	Macon	5,200	4,900	94
	Marion	8,700	8,300	96
	Monroe	3,700	3,500	95
	Pike	5,700	5,300	93
	Ralls	2,300	2,200	96
	Schuyler	1,400	1,300	90
	Scotland	1,900	1,800	95
	Shelby	2,900	2,700	94
<b>ILLINOIS</b>				
	Henderson	2,700	2,500	94
<b>Between 25-49%</b>				
	<b>IOWA</b>			
	Jefferson	4,900	4,600	95
	<b>MISSOURI</b>			
	Audrain	8,900	8,600	96
<b>ILLINOIS</b>				
	Fulton	13,300	12,700	95
	Greene	5,000	4,800	96
	Warren	6,600	6,400	96
<b>IOWA</b>				
	Davis	2,700	2,500	95
	Des Moines	15,100	14,600	96
	Henry	5,100	4,700	93
<b>MISSOURI</b>				
	Cooper	4,700	4,400	94
	Montgomery	3,800	3,600	94
	Randolph	7,600	7,200	94
	Sullivan	3,000	2,800	94
<b>Station Totals</b>		<b>324,800</b>	<b>307,900</b>	<b>94</b>
<b>Net Weekly Circulation (March 1969)</b>				<b>126,396</b>
<b>Average Daily Circulation (March 1969)</b>				<b>87,386</b>



# Illinois—Rockford



**WREX-TV**



Ch. 13

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 316-kw visual, 39.8-kw aural. Antenna: 710-ft. above av. terrain, 652-ft. above ground, 1542-ft. above sea level.

Latitude 42° 17' 50"  
Longitude 89° 14' 24"

Transmitter: W. Auburn & Winnebago Rds.

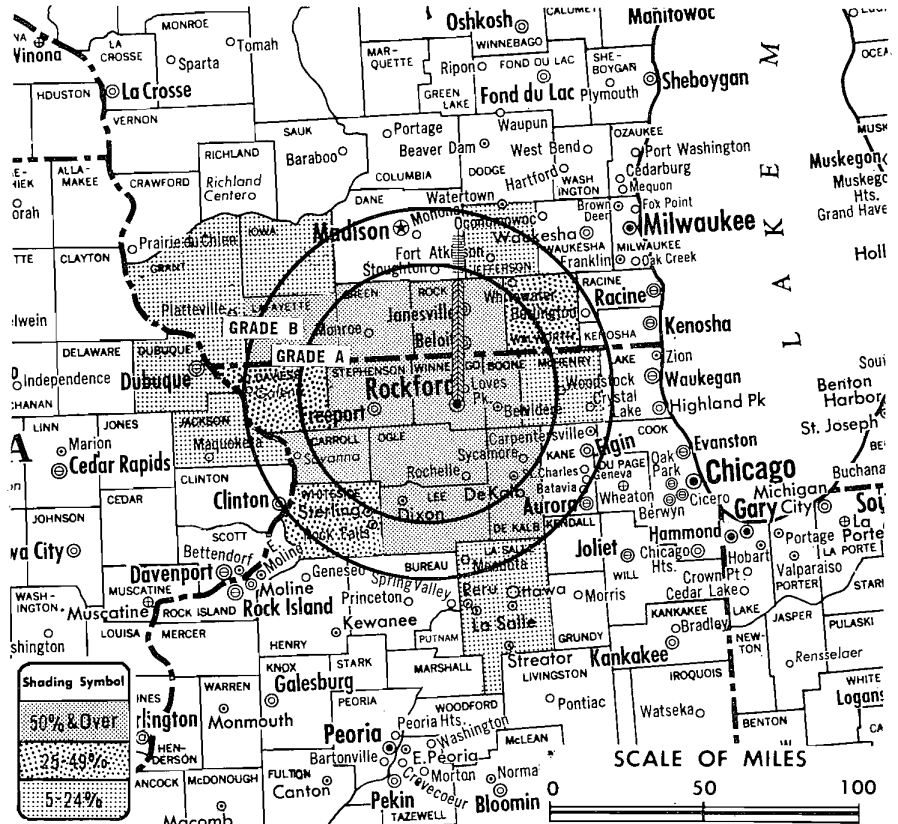
Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.

News Film Service: ABC.

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).



WREX-TV Ref: FCC File No. BPCT-3263 Granted 1/3/64

©American Map Co., Inc., N.Y., No. 14244

## WREX-TV

Network Service: ABC.

Licensee: Gilmore Bcstg. Corp., W. Auburn & Winnebago Rds., Rockford, Ill. (61103).

Studio: W. Auburn & Winnebago Rds.

Telephone: 815-968-1813.

TWX No.: 815-331-1096, Winnebago, Ill.

Ownership: James S. Gilmore Jr., 100.0% For other interests, see KODE-TV, Joplin, Mo.

Began Operation: Sept. 18, 1953. Sale to present owner by Gannett Co. Inc. approved by FCC Aug. 29, 1969 (Television Digest, Vol. 9:35). Previous sale by Greater Rockford Television Inc. approved June 26, 1963 by FCC.

Represented (sales) by H-R Television Inc.

Represented (legal) by Kirkland, Ellis, Hodson, Chaffetz, Masters & Rowe.

### Personnel:

J. MICHAEL BAISCH, v.p., general manager.  
JACK MAZZIE, station manager.  
JOHN McWEENY, general sales manager.  
AL BILARDELLO, local sales manager.  
SHARON TAMMEN, promotion manager.  
GENE HINES, film manager.

### DIGEST OF RATE CARD NO. 8—(Sept. 8, 1968)

Hour	30 Min.	15 Min.	5 Min.	Min. or 30 Sec.	20 Sec.	10 Sec.
Class AA—7-10 p.m., daily.	\$700.00	\$420.00	\$280.00	\$175.00	Graded rates apply*	

\*Highest rate: \$250.

NETWORK BASE HOURLY RATE: \$750 (ABC).

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	ILLINOIS			
	Boone	6,800	6,500	96
	Carroll	6,200	6,000	96
	Dekalb	18,600	17,900	96
	Lee	11,100	10,600	96
	Ogle	12,900	12,400	96
	Stephenson	15,800	15,100	96
Winnebago	77,700	75,200	97	
WISCONSIN	Green	8,000	7,600	96
	Lafayette	4,900	4,600	95
	Rock	38,700	37,600	97
<b>Between 25-49%</b>	ILLINOIS			
	Jo Daviess	6,600	6,200	93
Whiteside	20,600	19,800	96	
WISCONSIN	Walworth	17,500	16,900	96
<b>Between 5-24%</b>	ILLINOIS			
	La Salle	37,400	35,700	95
	McHenry	31,100	30,600	98
	IOWA			
	Dubuque	26,100	24,700	95
Jackson	6,500	6,200	95	
WISCONSIN	Grant	12,800	11,900	93
	Iowa	5,200	4,900	94
	Jefferson	16,400	15,800	97
Station Totals		888,600	858,100	97
Net Weekly Circulation (March 1969)			215,512	
Average Daily Circulation (March 1969)			137,545	

# Illinois—Rockford



**WTVO**

Ch. 17

Technical Facilities: Channel No. 17 (488-494 MHz). Authorized power: 1175-kw max. & 759-kw horizontal visual, 124-kw max. & 79.4-kw horizontal aural. Antenna: 674-ft. above av. terrain, 710-ft. above ground, 1501-ft. above sea level.

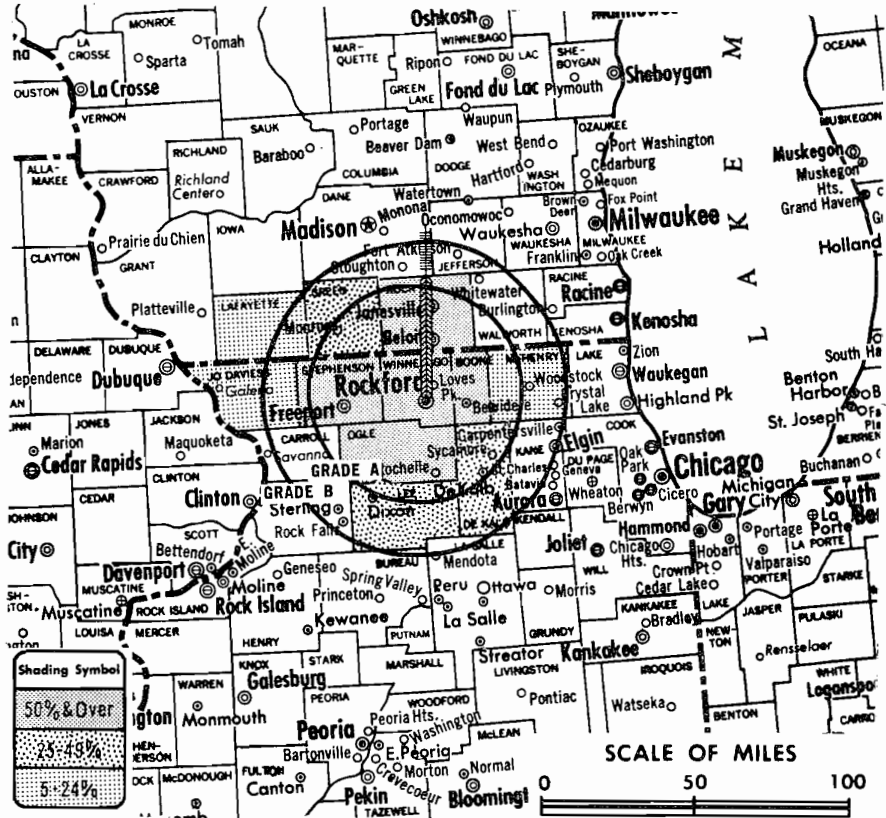
Latitude 42° 17' 14"  
Longitude 89° 10' 16"

Transmitter: Meridian Rd.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.



Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).

WTVO Ref: FCC File No. BMPCT-6289 Granted 1/11/87

©American Map Co., Inc., N.Y., No. 14244

## WTVO

Licensee: Winnebago Television Corp., Meridian Rd., Box 470 (61105).

Studio: Meridian Rd.

Telephone: 815-963-5413. TWX No.: 815-398-0165.

Ownership: H. & E. Balaban Corp., 47.5%; Dubinsky Brothers Theatre Corp., 47.5%; 5% held in trust, to be acquired by Harold Froelich, (Television Digest, Vol. 15:13). Officers of Winnebago Television Corp.: Harry Balaban, pres.; Irwin Dubinsky, v.p.; Elmer Balaban, secy.; H. W. Dubinsky, treas. For other Balaban interests see WICS, Springfield, Ill.

Began Operation: April 29, 1953.

Represented (sales) by Adam Young Inc.

Represented (legal) by McKenna & Wilkinson.

Represented (engineering) by Alfred J. Petzke.

Personnel:

HAROLD FROELICH, general manager.  
TOM D. ANDERSON, general sales manager.  
JOHN ADAMANY, local sales manager.  
RICHARD McDANIEL, program director.  
AL PETZKE, chief engineer.  
HANK TAYLOR, film director.

### DIGEST OF RATE CARD NO. 13 (Sept. 15, 1967)

Hour	30 Min.	15 Min.	30 Sec.	20 Sec.	ID	
Class AA—6:30-10 p.m., daily.	\$600.00	\$350.00	\$300.00	\$120.00	\$110.00	\$96.00

NETWORK BASE HOURLY RATE: \$450.

	Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>		ILLINOIS			
		Boone	6,800	6,500	96
		Ogle	12,900	12,400	96
		Stephenson	15,800	15,100	96
		Winnebago	77,700	75,200	97
		WISCONSIN			
		Rock	38,700	37,600	97
<b>Between 25-49%</b>		ILLINOIS			
		Dekalb	18,600	17,900	96
		Lee	11,100	10,600	96
		WISCONSIN			
		Green	8,000	7,600	96
<b>Between 5-24%</b>		ILLINOIS			
		Jo Daviess	6,600	6,200	93
		McHenry	31,100	30,600	98
		WISCONSIN			
		Lafayette	4,900	4,600	95
Station Totals			309,100	298,000	96
Net Weekly Circulation (March 1969)				145,256	
Average Daily Circulation (March 1969)				97,979	

For Theatrical Interests with  
TV Station Ownership  
See Services Volume

# Illinois—Freeport-Rockford



**WCEE-TV**



Ch. 23

Technical Facilities: Channel No. 23 (524-530 MHz). Authorized power: 676-kw max. and 567-kw horizontal visual, 101-kw max. and 84.2-kw horizontal aural. Antenna: 721-ft. above av. terrain, 731-ft. above ground, 1549-ft. above sea level.

Latitude 42° 17' 48"  
Longitude 89° 10' 15"

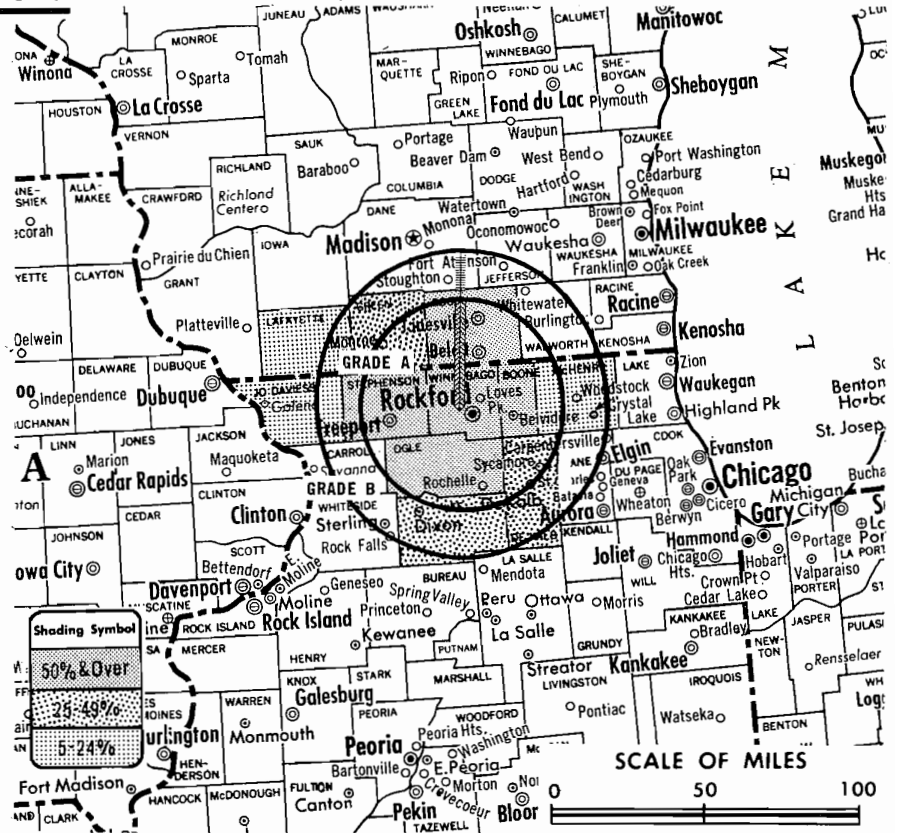
Transmitter: 1.7-mi. W of Rockford.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.



Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).

WCEE-TV Ref: FCC File No. BPCT-3395 Granted 10/12/64

©American Map Co., Inc., N.Y., No. 14244

## WCEE-TV

Licensee: Rock River TV Corp., 2523 N. Meridian Rd., Rockford (61105).

Studio: 2523 N. Meridian Rd., P.O. Box 957.

Telephone: 815-965-0523.

Ownership: Edward B. Holt, pres., 4.22%; Hugh E. Powell, v.p., 5.32%; David S. Paddock, secy., 4.22%; Harley W. Mullins, treas., 5.32%; David A. Carlson, 5.32%; C. Gordon Smith, 5.32%; John B. Thorsen, 2.11%; over 20 others, none with as much as 3%.

Began Operation: Sept. 12, 1965.

Represented (sales) by The Meeker Co. Inc.; Harry S. Hyett Co. Inc. (Minneapolis); Gene Gray Co. (St. Louis, Kansas City); Busby Finch & Woods Inc. (Atlanta, Dallas).

Represented (legal) by Fletcher, Heald, Rowell, Kenehan & Hildreth.

Personnel:

- EARL HICKERSON, vice president & general manager.
- JIM THOMAS, operations manager.
- DEAN WARD, general sales manager.
- JOHNNY BROWN, local sales manager.
- CHUCK FABER, managing editor, news.
- DEAN TURMAN, chief engineer.
- TOM GEORGE, production manager.

### DIGEST OF RATE CARD NO. 3

(Sept. 1, 1968)

30 Min. 15 Min. 10 Min. 5 Min. Min. 30 Sec. 20 Sec.  
Class A—6:30-10 p.m., daily.  
\$250.00 \$175.00 \$150.00 \$125.00 \$100.00\* \$83.00\* \$83.00\*

\*Class AA

NETWORK BASE HOURLY RATE: \$325.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	ILLINOIS			
	Boone	6,800	6,500	96
	Ogle	12,900	12,400	96
	Stephenson	15,800	15,100	96
	Winnebago	77,700	75,200	97
	WISCONSIN			
	Rock	38,700	37,600	97
<b>Between 25-49%</b>	ILLINOIS			
	Dekalb	18,600	17,900	96
	Lee	11,100	10,600	96
	WISCONSIN			
	Green	8,000	7,600	96
<b>Between 5-24%</b>	ILLINOIS			
	Jo Daviess	6,600	6,200	93
	McHenry	31,100	30,600	98
	WISCONSIN			
	Lafayette	4,900	4,600	95
Station Totals		2,356,000	2,271,700	96
Net Weekly Circulation (March 1969)			146,473	
Average Daily Circulation (March 1969)			96,398	

For Color & UHF Penetration by Markets

See Services Volume

# Illinois—Rock Island



**WHBF-TV**



Ch. 4

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 14.1-kw aural. Antenna: 1000-ft. above av. terrain, 998-ft. above ground, 1773-ft. above sea level.

Latitude 41° 19' 40"  
Longitude 90° 22' 47"

Transmitter: U.S. Hwy. 150, approx. 15-mi. SE of Rock Island.

TV tape: Recording facilities.

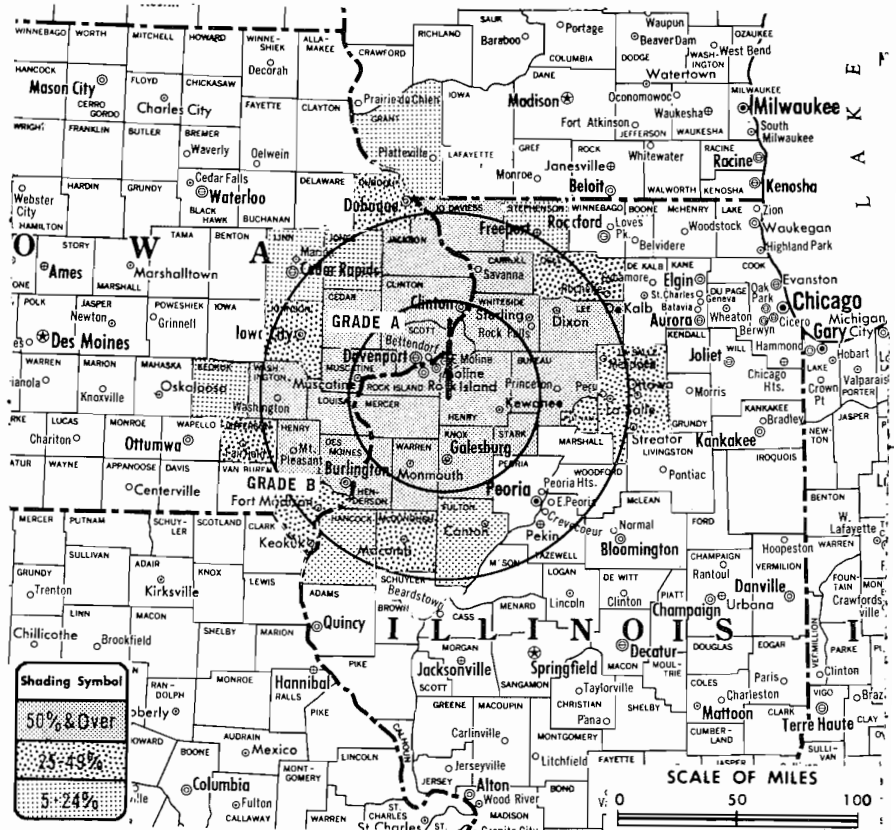
Color: Network, live, film, slide & tape.

News Wire Service: AP.

News Film Service: CBS.

Facsimile Service: UPI.

AM & FM Affiliates: See below.



WHBF-TV Ref: FCC File No. BPCT-2747 Granted 2/12/60

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Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).

## WHBF-TV

Licensee: Rock Island Broadcasting Co., Telco Bldg.  
Studio: Telco Bldg. (61201).  
Telephone: 309-786-5441. TWX No.: 309-788-0712.  
AM Affiliate: WHBF, 5-kw, 1270 kHz (CBS).  
FM Affiliate: WHBF-FM, 39-kw, 98.9 MHz (No. 255), 900-ft. antenna height.  
Ownership: Ben H. Potter, pres., 19.274%; Marguerite F. Potter, treas., 19.294%; Mildred Ruth Johnson, 25%; Aileen T. Potter, secy.; J. W. Potter Co., 17.156% (publisher of Rock Island Argus); estate of John W. Potter (Marguerite F. and Ben H. Potter, trustees), 19.274%. J. W. Potter Co. and Potter family also own radio KBUN, Bemidji, Minn.  
Began Operation: July 1, 1950.  
Represented (sales) by Edward Petry & Co.; Harry S. Hyett (Minneapolis).  
Represented (legal) by Dow, Lohnes & Albertson.  
Represented (engineering) by Lohnes & Culver.  
Personnel:  
BEN H. POTTER, president.  
MAURICE CORKEN, vice president & general manager.  
TED ARNOLD, vice president, sales director.  
GEORGE KOPLOW, program mgr. & film buyer.  
DEWEY L. NELSEN, manager, national sales.  
EDWARD E. DeLONG, promotion & merchandising manager.  
WILLIAM ELLISON, TV news director.  
ROBERT J. SINNETT, vice president, engineering.  
JERRY KEEFE, asst. chief engineer—TV.

### DIGEST OF RATE CARD NO. 1 (Sept. 22, 1969)

Hour 30 Min. 15 Min. 10 Min. 5 Min. 20 Sec. 8 Sec.  
Class AA—7-10 p.m., daily.  
\$1050.00 \$630.00 ..... Graded rates apply\*

\*Highest rate: \$600.

NETWORK BASE HOURLY RATE: \$1050.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	ILLINOIS			
	Bureau	11,900	11,400	95
	Carroll	6,200	6,000	96
	Henderson	2,700	2,500	94
	Henry	16,800	16,300	97
	Jo Davises	6,600	6,200	93
	Knox	20,800	20,200	97
	Lee	11,100	10,600	96
	Mercer	5,200	5,000	97
	Rock Island	50,900	49,700	98
	Stark	2,300	2,200	96
	Warren	6,600	6,400	96
	Whiteside	20,600	19,800	96
<b>Between 25-49%</b>	IOWA			
	Cedar	5,700	5,500	97
	Clinton	18,400	17,900	97
	Des Moines	15,100	14,600	96
	Henry	5,100	4,700	93
	Jackson	6,500	6,200	95
	Louisa	2,600	2,500	95
	Muscatine	11,700	11,300	97
	Scott	39,900	38,700	97
	Washington	5,900	5,500	94
<b>Between 5-24%</b>	ILLINOIS			
	La Salle	37,400	35,700	95
	Mc Donough	9,400	9,000	96
	Ogle	12,900	12,400	96
	Putnam	1,500	1,400	92
IOWA				
Dubuque	26,100	24,700	95	
Jefferson	4,900	4,600	95	
Johnson	17,500	16,500	94	
Lee	13,500	13,000	96	
ILLINOIS	Fulton	13,300	12,700	95
(Continued on page 225-b)				
Station Totals		754,900	726,200	96
Net Weekly Circulation (March 1969)			301,897	
Average Daily Circulation (March 1969)			218,702	

# Illinois—Springfield



**WICS**

Ch. 20

[Also operates WICD, Champaign, Ill.]

**Technical Facilities:** Channel No. 20 (506-512 MHz). Authorized power: 468-kw max. and 309-kw horizontal visual, 83.3-kw max. and 55-kw horizontal aural. Antenna: 940-ft. above av. terrain, 999-ft. above ground, 1590-ft. above sea level.

Latitude 39° 48' 15"  
Longitude 89° 27' 40"

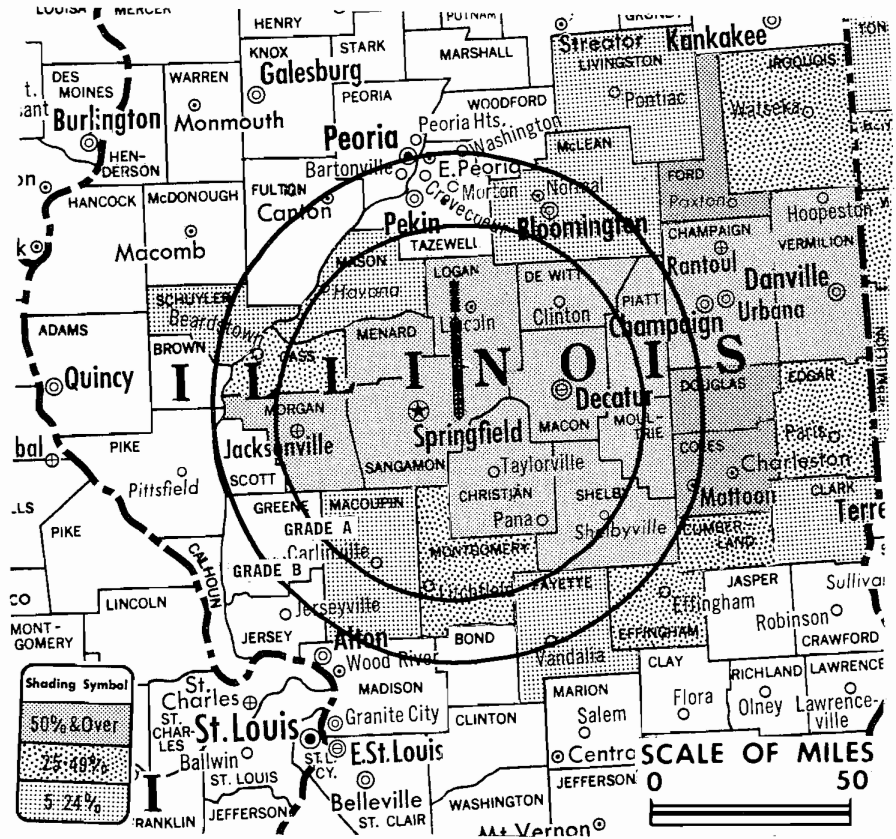
Holds CP for change to 1515-kw max. & 684-kw horizontal visual, 151.5-kw max. & 68.4-kw horizontal aural, 1430-ft. above av. terrain, 1454-ft. above ground, 2045-ft. above sea level. BMPCT-7045.

Transmitter: Mechanicsburg, Ill.

Color: Network, live, film, slide & tape.

News Wire Service: UPI. Facsimile Service: UPI. News Film Service: NBC.

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).



WICS Ref: FCC File No. BMPCT-7045 Granted 8/8/69

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## WICS

Licensee: Plains Television Corp., 2680 East Cook St.  
Studio: 2680 East Cook St. (62703).  
Telephone: 217-528-0465. TWX No.: 217-546-0349.  
Ownership: Transcontinental Properties Inc., 50%; H. & E. Balaban Corp. (theatres), 50%. Herbert Scheffel and Alfred G. Burger estate own 50% each of Transcontinental. Scheffel also has interest in WXTV, Paterson, N.J. & WFLD-TV, Chicago. Harry & Elmer Balaban control H. & E. Balaban Corp. which owns 50% of WTVO, Rockford, Ill. H & E Balaban controls Ch. 66 CP, Flint, Mich. Plains Television also owns WICD, Champaign, Ill., and WHNB-TV, New Britain-Hartford, Conn.  
Began Operation: Sept. 17, 1953.  
Represented (sales) by Katz Television.  
Represented (legal) by McKenna & Wilkinson.  
Represented (engineering) by David L. Steel Sr.  
Personnel:  
MILTON D. FRIEDLAND, v.p. & general manager.  
ROBERT B. FARROW, director of national sales.  
JERROLD MERRITT, director of engineering.  
JACK HOSKINS, program manager & film buyer.  
H. K. SPRINGER, controller.

DIGEST OF RATE CARD NO. A12  
(Oct. 1, 1969)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	20 Sec.	10 Sec.
Class AAA—7-10 p.m. daily.	\$810.00	\$486.00	\$324.00	\$297.00	\$270.00	Graded rates apply*

\*Highest rate: \$378.

NETWORK BASE HOURLY RATE: \$450.

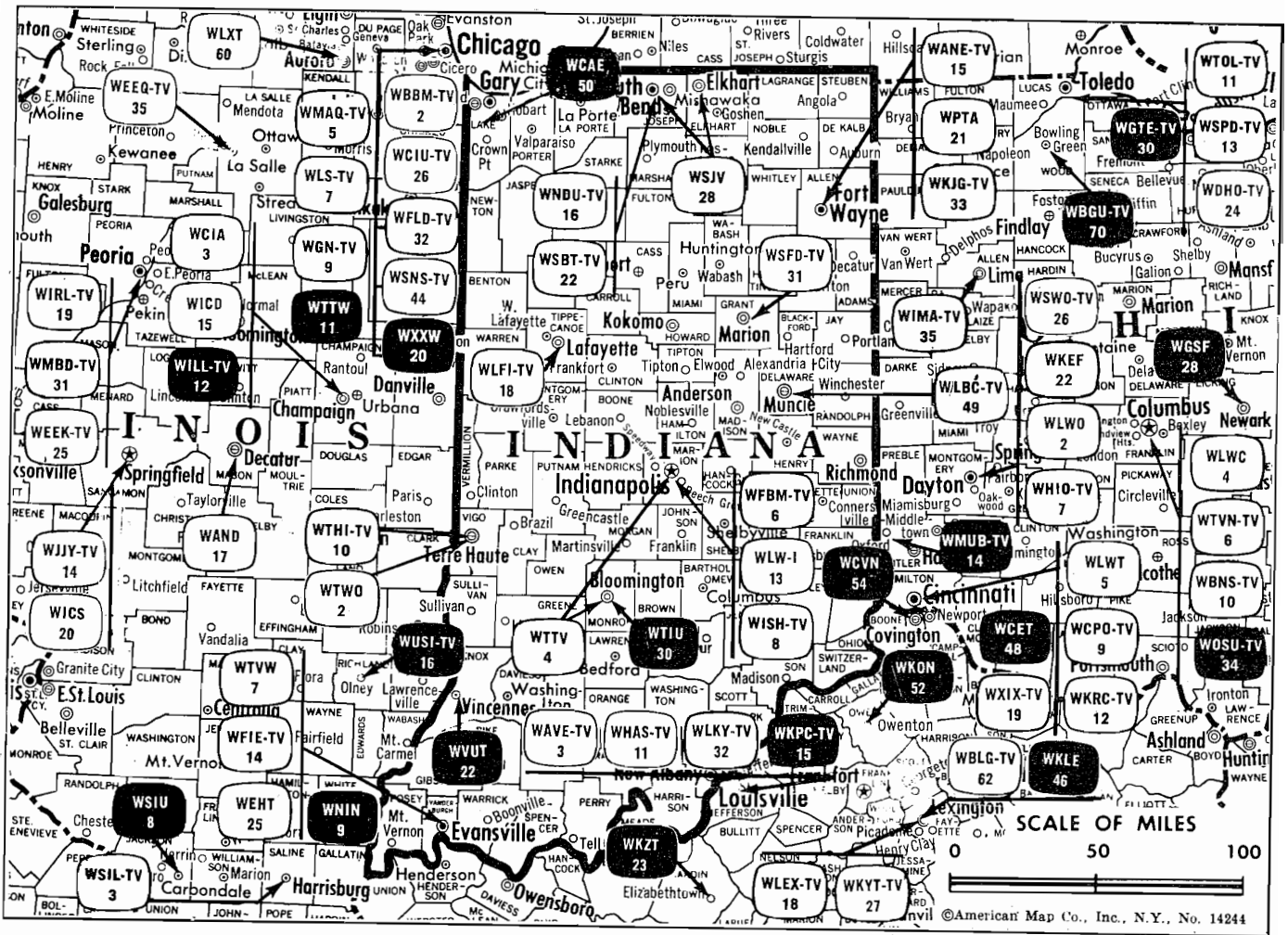
**ARB Data: Figures for this station include satellite WICD, Champaign, Ill.**

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	<b>ILLINOIS</b>			
	Champaign	42,500	40,400	95
	Christian	11,300	10,800	95
	Coles	14,400	13,700	95
	De Witt	5,800	5,500	96
	Douglas	6,600	6,300	96
	Ford	5,300	5,100	96
	Logan	10,000	9,500	95
	Macon	42,100	40,500	96
	Menard	3,100	2,900	94
	Morgan	10,800	10,100	93
	Moultrie	4,300	4,000	93
Piatt	4,800	4,600	97	
Sangamon	52,200	49,400	95	
Shelby	6,900	6,400	93	
Vermilion	33,000	31,500	96	
<b>Between 25-49%</b>	<b>ILLINOIS</b>			
	Cass	4,200	4,000	94
	Cumberland	3,200	3,000	93
	Edgar	7,000	6,600	95
	Effingham	7,200	6,500	91
	Iroquois	10,900	10,400	95
Montgomery	9,800	9,200	94	
<b>INDIANA</b>	Benton	3,200	3,100	95
	Fountain	6,100	5,800	96
	Warren	2,300	2,200	94
<b>Between 5-24%</b>	<b>ILLINOIS</b>			
	Clark	5,000	4,700	94
	Fayette	5,700	5,300	93
	Livingston	12,500	11,800	94
	Mc Lean	28,700	27,200	95
	Macoupin	13,900	13,300	95
Mason	4,900	4,700	96	
Schuyler	2,700	2,500	95	

(Continued on page 225-b)

Station Totals	581,400	553,300	95
Net Weekly Circulation (March 1969)			242,342
Average Daily Circulation (March 1969)			157,882

# Indiana



Market	ARB Net Weekly Circulation	Rank	ARB ADI TV Households	Rank
Indianapolis	692,724	20	616,100	18
South Bend-Elkhart	245,441	86	158,900	88
Evansville	235,184	90	152,700	91
Ft. Wayne	214,081	96	153,700	89
Terre Haute	185,166	106	135,700	102
Lafayette	43,098	197	26,600	190
Muncie	22,875	208	*	*
Marion	7,535	220	*	*

## Indiana Station Status as of March 1, 1970

	VHF	UHF	TOTAL
Commercial Television Stations	7	11	18
Educational Television Stations	0	3	3
			21

**State Cross Reference List**  
Communities That Receive Programs of Stations That Are Located Elsewhere

**WSJV**  
Elkhart (See South Bend, Ind.)

**HAMILTON-LANDIS & ASSOCIATES, INC.—NATIONWIDE MEDIA BROKERS**  
THE OFFICE NEAREST YOU IS—1507 TRIBUNE TOWER, CHICAGO, ILL. 60611 • (312) 337-2754

# State Educational Technical Facilities

(Complete Data in Educational Directory)

## WTIU Bloomington

Ch. 30

Non-Commercial Educational Station

Licensee: Trustees of Indiana U., Bloomington, Ind. (47401).

Technical Facilities: Channel No. 30 (566-572 MHz). Authorized power: 214-kw max. & 200-kw horizontal visual, 42.6-kw max. & 39.8-kw horizontal aural. Antenna: 710-ft. above av. terrain, 644-ft. above ground, 1444-ft. above sea level.

Latitude    39°    08'    32"  
Longitude    86°    29'    43"

## WNIN Evansville

Ch. 9

Non-Commercial Educational Station

Grantee: Evansville-Vanderburgh School Corp., 1 S.E. Ninth St., Evansville, Ind. (47708).

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 282-kw visual, 56.2-kw aural. Antenna: 580-ft. above av. terrain, 570-ft. above ground, 1040-ft. above sea level.

Latitude    38°    01'    31"  
Longitude    87°    21'    43"

## WCAE St. John

Ch. 50

Non-Commercial Educational Station

Licensee: Lake Central School Corp., St. John, Ind. (46373).

Technical Facilities: Channel No. 50 (686-692 MHz). Authorized power: 12-kw visual, 2.4-kw aural. Antenna: 340-ft. above av. terrain, 337-ft. above ground, 1037-ft. above sea level.

Latitude    41°    28'    1"  
Longitude    87°    28'    25"

## WVUT Vincennes

Ch. 22

Non-Commercial Educational Station

Grantee: Board of Trustees for Vincennes University, 1002 N. First St.

Technical Facilities: Channel No. 22 (518-524 MHz). Authorized power: 56.2-kw visual, 5.62-kw aural. Antenna: 540-ft. above av. terrain, 524-ft. above ground, 1024-ft. above sea level.

Latitude    38°    39'    06"  
Longitude    87°    28'    37"

# Indiana

## WFBM-TV, Indianapolis (ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>50% &amp; Over</b>	INDIANA—(Continued)			
	Warren	2,300	2,200	94
	White	6,300	6,000	95
<b>Between 25-49%</b>	ILLINOIS			
	Edgar	7,000	6,600	95
	INDIANA			
	Fayette	7,000	6,700	96
	Jackson	10,400	10,000	96
	Jay	8,500	8,000	94
	Vigo	36,200	34,800	96
<b>Between 5-24%</b>	ILLINOIS			
	Crawford	6,700	6,400	95
	Richland	5,000	4,600	92
	Vermilion	33,000	31,500	96
	MICHIGAN			
	Davless	8,100	7,500	93
	Dubois	8,300	7,700	93
	Franklin	4,600	4,300	93
	Fulton	5,200	5,000	96
	Harrison	5,600	5,300	95
	Huntington	11,000	10,600	97
	Knox	13,800	13,200	95
	Martin	3,300	3,100	94
	Orange	5,300	5,000	94
	Ripley	6,100	5,800	94
	Sullivan	7,300	6,900	95
	Union	1,600	1,500	94
	Wayne	24,000	23,100	96
	KENTUCKY			
Carroll	2,600	2,400	94	

## WISH-TV, Indianapolis (ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>Between 25-49%</b>	INDIANA			
	Clay	8,300	8,000	96
	Fayette	7,000	6,700	96
	Jay	8,500	8,000	94
	Parke	4,600	4,500	97
	Ripley	6,100	5,800	94
	Vermillion	5,600	5,400	96
	Wabash	10,800	10,100	94
	Wayne	24,000	23,100	96
<b>Between 5-24%</b>	ILLINOIS			
	Edgar	7,000	6,600	95
	Vermilion	33,000	31,500	96
	INDIANA			
	Benton	3,200	3,100	95
	Fountain	6,100	5,800	96
	Franklin	4,600	4,300	93
	Fulton	5,200	5,000	96
	Greene	9,300	8,800	95
	Harrison	5,600	5,300	95
	Orange	5,300	5,000	94
Sullivan	7,300	6,900	95	
Union	1,600	1,500	94	
Vigo	36,200	34,800	96	
Warren	2,300	2,200	94	
Washington	6,100	5,700	93	

# Indiana—Evansville



**WEHT**

Ch. 25



Technical Facilities: Channel No. 25 (536-542 MHz). Authorized power: 250-kw max. and 162-kw horizontal visual, 50-kw max. and 32.4-kw horizontal aural. Antenna: 1030-ft. above av. terrain, 988-ft. above ground, 1449-ft. above sea level.

Latitude 37° 51' 56"  
Longitude 87° 34' 04"

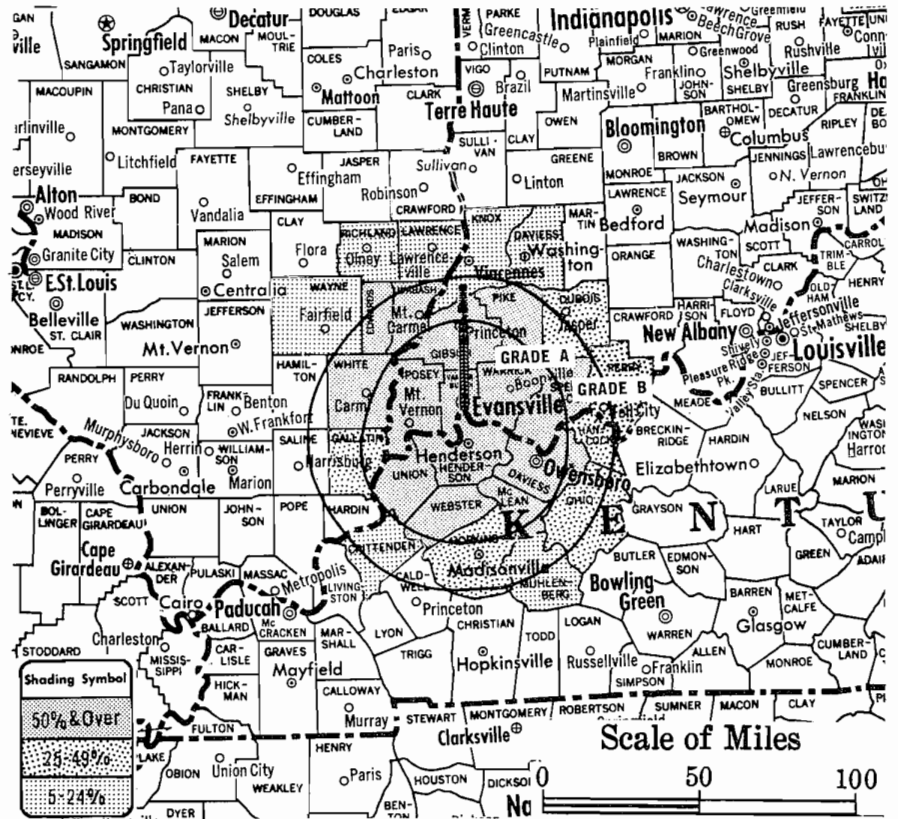
Transmitter: Marywood Dr., Henderson County, Ky.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.



Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).

WEHT Ref: FCC Doc. No. 14,229 Granted 7/15/65

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## WEHT

Licensee: Gilmore Broadcasting Corp., Box 395, Evansville (47704).

Studio: Marywood Dr., Henderson County, Ky.

Telephone: 812-424-9215, Evansville.

Ownership: See KODE-TV, Joplin, Mo.

Began Operation: Sept. 11, 1953. Sale to present owner by Henry S. Hilberg and associates approved July 20, 1964 by FCC (Television Digest, Vol. 4:16, 29). Sale to Hilberg group by M. A. Lightman's Malco Theatres Inc. approved by FCC Oct. 24, 1956 (Vol. 12:35, 43).

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by Kirkland, Ellis, Hodson, Chaffetz, Masters & Rowe.

Represented (engineering) by Cohen & Dippell.

Personnel:

- HAMILTON SHEA, executive vice president.
- WILLIAM R. HIGHT, general manager & film buyer.
- JAMES H. MANION, general sales manager.
- BROD SEYMOUR, program director.
- ELMER CHANCELLOR, chief engineer.

### DIGEST OF RATE CARD NO. 18A (Sept. 1, 1969)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	ID
Class AA—6:30-10 p.m., daily.	\$440.00	\$264.00	\$176.00	\$154.00	\$125.00	\$105.00
NETWORK BASE HOURLY RATE: \$425.						

For Group Ownership of Television Stations,  
See Services Volume

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	ILLINOIS			
	Edwards	2,100	1,900	90
	Wabash	4,300	4,000	93
	White	5,700	5,100	89
	INDIANA			
	Gibson	8,600	8,200	95
	Pike	4,500	4,200	92
	Posey	6,700	6,200	92
	Spencer	4,900	4,600	94
	Vanderburgh	53,900	51,400	95
	Warrick	7,500	7,100	94
	KENTUCKY			
Daviess	24,800	23,600	95	
Henderson	11,200	10,500	94	
Mc Lean	3,200	3,000	93	
Union	4,600	4,300	93	
Webster	5,000	4,500	90	
<b>Between 25-49%</b>	ILLINOIS			
	Gallatin	1,800	1,600	90
	INDIANA			
	Dubois	8,300	7,700	93
	Perry	5,600	5,200	93
	KENTUCKY			
Hancock	1,400	1,200	90	
Hopkins	12,500	11,600	92	
Ohio	5,600	5,200	92	
<b>Between 5-24%</b>	ILLINOIS			
	Lawrence	5,100	4,800	94
	Richland	5,000	4,600	92
	Wayne	5,400	4,800	89
	INDIANA			
	Daviess	8,100	7,500	93
Knox	13,800	13,200	95	
KENTUCKY				
Crittenden	2,200	2,000	91	
Muhlenberg	8,200	7,600	93	
Station Totals		253,400	237,600	93
Net Weekly Circulation (March 1969)				146,551
Average Daily Circulation (March 1969)				104,719



# Indiana—Evansville



**WFIE-TV**



Ch. 14

Technical Facilities: Channel No. 14 (470-476 MHz). Authorized power: 200-kw max. & 178-kw horizontal visual, 40-kw max. & 35.5-kw horizontal aural. Antenna: 560-ft. above av. terrain, 533-ft. above sea level.

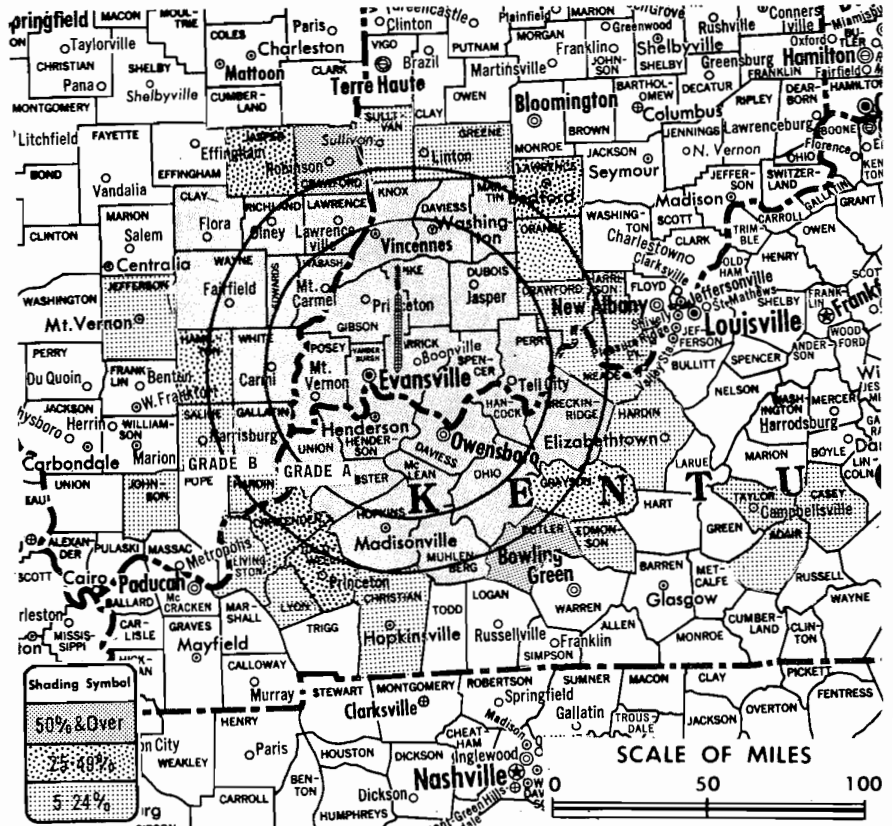
Latitude 37° 59' 21"  
Longitude 87° 35' 37"

Transmitter: 1115 Mount Auburn Rd.  
TV tape: Recording facilities.

Represented (legal) by Covington & Burling.

Color: Network, live, film, slide & tape.

News Wire Service: AP.



Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).

WFIE-TV Ref: FCC File No. DOC.—11797 Granted 3/15/57

©American Map Co., Inc., N.Y., No. 14244

## WFIE-TV

Licensee: WFIE Inc., 1115 Mount Auburn Rd. (47712).

Studio: 1115 Mount Auburn Rd. Telephone: 812-425-6201.

Ownership: Orion Bcstg., 100%. For other interests, see WAVE-TV, Louisville, Ky.

Began Operation: Nov. 9, 1953. Sale to present owner by Jesse D. Fine theatre family approved July 18, 1956 by FCC (Television Digest, Vol. 12:25, 26, 29).

Represented (sales) by The Katz Agency Inc.

### Personnel:

RALPH S. JACKSON, president.  
KELLY ATHERTON, v.p. & general manager.  
T. BALLARD MORTON JR., secretary-treasurer.  
ELMER INGRASSIA, national sales manager.  
CHET BEHRMAN, program manager.  
PAUL HARMON, production manager.  
MIKE VANDEVEER, news director.  
MARION B. PAUL, chief engineer.

### DIGEST OF RATE CARD NO. P15 & A19—(Sept. 1, 1969)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. 10 Sec.  
Class AA—6:30-10 p.m., daily.

\$425.00 \$275.00 \$140.00 \$108.00 Graded rates apply\*

\*Highest rate: \$145.

NETWORK BASE HOURLY RATE: \$425.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	ILLINOIS			
	Edwards	2,100	1,900	90
	Wabash	4,300	4,000	93
	White	5,700	5,100	89

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	INDIANA			
	Gibson	8,600	8,200	95
	Posey	6,700	6,200	92
	Spencer	4,900	4,600	94
	Vanderburgh	53,900	51,400	95
	Warrick	7,500	7,100	94
<b>Between 25-49%</b>	KENTUCKY			
	Daviess	24,800	23,600	95
	Henderson	11,200	10,500	94
	Mc Lean	3,200	3,000	93
	Union	4,600	4,300	93
	Webster	5,000	4,500	90
<b>Between 5-24%</b>	ILLINOIS			
	Gallatin	1,800	1,600	90
	INDIANA			
	Dubois	8,300	7,700	93
	Perry	5,600	5,200	93
	Pike	4,500	4,200	92
	KENTUCKY			
	Hancock	1,400	1,200	90
<b>Between 5-24%</b>	ILLINOIS			
	Clay	4,500	4,100	90
	Crawford	6,700	6,400	95
	Lawrence	5,100	4,800	94
	Richland	5,000	4,600	92
	Wayne	5,400	4,800	89
<b>Between 5-24%</b>	INDIANA			
	Daviess	8,100	7,500	93
	Knox	13,800	13,200	95
	KENTUCKY			
	Crittenden	2,200	2,000	91
	Hopkins	12,500	11,600	92
	Muhlenberg	8,200	7,600	93
Station Totals		241,200	226,100	93
Net Weekly Circulation (March 1969)				136,873
Average Daily Circulation (March 1969)				91,760

# Indiana—Evansville



**WTVW**

Ch. 7

Technical Facilities Channel No. 7  
(174-180 MHz). Authorized power:  
316-kw visual, 63.1-kw aural. An-  
tenna: 1000-ft. above av. terrain,  
988-ft. above ground, 1468-ft.  
above sea level.

Latitude 38° 01' 31"  
Longitude 87° 21' 43"

Transmitter: 1-mi. S of Chandler, Ind.

TV tape: Recording facilities.

Color: Network, live, film, slide &  
tape.

News Wire Service: UPI.

News Film Service: ABC.

Represented (engineering) by Jules  
Cohen & Associates.

Represented (legal) by Wilner,  
Scheiner & Greeley.

Total Households: © SRDS

Consumer Market Data as of 1/1/70.

TV Homes: TV% and Circulation

© 1969 American Research Bureau.

County coverage based on ARB study (see  
page 4-b).



WTVW Ref: FCC File No. BPCT-3991 Granted 6/29/67

©American Map Co., Inc., N.Y., No. 14244

## WTVW

Licensee: Evansville Television Inc., 405 Carpenter St., Evansville,  
Ind. (47708).

Studio: 405 Carpenter St.

Telephone: 812-422-1121. TWX No.: 812-425-4161.

Ownership: Evansville TV Inc., 100% owned by Fuqua Communica-  
tions Inc. For other interests, see WJBF (TV), Augusta, Ga.

Began Operation: Aug. 21, 1956. Sale of control to Fuqua by  
Polaris Corp. approved by FCC Sept. 26, 1966 (Television Digest,  
Vois. 5:51, 6:39). Previous sale of control by Ferris E. Traylor,  
Rex Schepp and Miklos Sperling to Producers Inc. (Polaris)  
approved Aug. 27, 1962 by FCC, (Vol. 2:35).

Represented (sales) by H-R Television.

Personnel:

- ASA STALLWORTH JR., president.
- E. BERRY SMITH, vice president & general manager.
- I. A. SAUCIER JR., general sales manager.
- ALBERT FODERS, operation manager.
- JOHN SCHUTA, chief engineer.
- HAL KATTAU, promotion manager.

### DIGEST OF RATE CARD NO. 13 (Aug. 15, 1969)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. 10 Sec.  
Class AA—6:30-10 p.m., daily.

\$850.00 \$510.00 \$297.00 \$212.00 \$200.00 \$150.00 \$90.00

NETWORK BASE HOURLY RATE: \$925.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	ILLINOIS			
	Clay	4,500	4,100	90
	Crawford	6,700	6,400	95
	Edwards	2,100	1,900	90
	Gallatin	1,800	1,600	90
	Lawrence	5,100	4,800	94
	Richland	5,000	4,600	92
	Wabash	4,300	4,000	93
	Wayne	5,400	4,800	89
	White	5,700	5,100	89

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	INDIANA			
	Daviess	8,100	7,500	93
	Dubois	8,300	7,700	93
	Gibson	8,600	8,200	95
	Knox	13,800	13,200	95
	Martin	3,300	3,100	94
	Perry	5,600	5,200	93
	Pike	4,500	4,200	92
	Posey	6,700	6,200	92
	Spencer	4,900	4,600	94
	Vanderburgh	53,900	51,400	95
	Warrick	7,500	7,100	94
	KENTUCKY			
	Breckinridge	4,600	4,200	92
	Butler	2,300	2,100	91
Daviess	24,800	23,600	95	
Hancock	1,400	1,200	90	
Henderson	11,200	10,500	94	
Hopkins	12,500	11,600	92	
Mc Lean	3,200	3,000	93	
Muhlenberg	8,200	7,600	93	
Ohio	5,600	5,200	92	
Union	4,600	4,300	93	
Webster	5,000	4,500	90	
<b>Between 25-49%</b>	ILLINOIS			
	Hamilton	2,800	2,400	88
	Jasper	3,100	2,800	92
	INDIANA			
	Lawrence	11,800	11,200	96
Orange	5,300	5,000	94	
<b>Between 5-24%</b>	KENTUCKY			
	Caldwell	4,700	4,200	89
	Crittenden	2,200	2,000	91
Grayson	4,800	4,300	90	
<b>Between 5-24%</b>	ILLINOIS			
	Hardin	1,300	1,200	94
Jefferson	9,400	8,700	92	

(Continued on page 274-b)

Station Totals	571,800	537,000	93
Net Weekly Circulation (March 1969)		235,184	
Average Daily Circulation (March 1969)		153,981	

# Indiana—Fort Wayne



**WANE-TV**



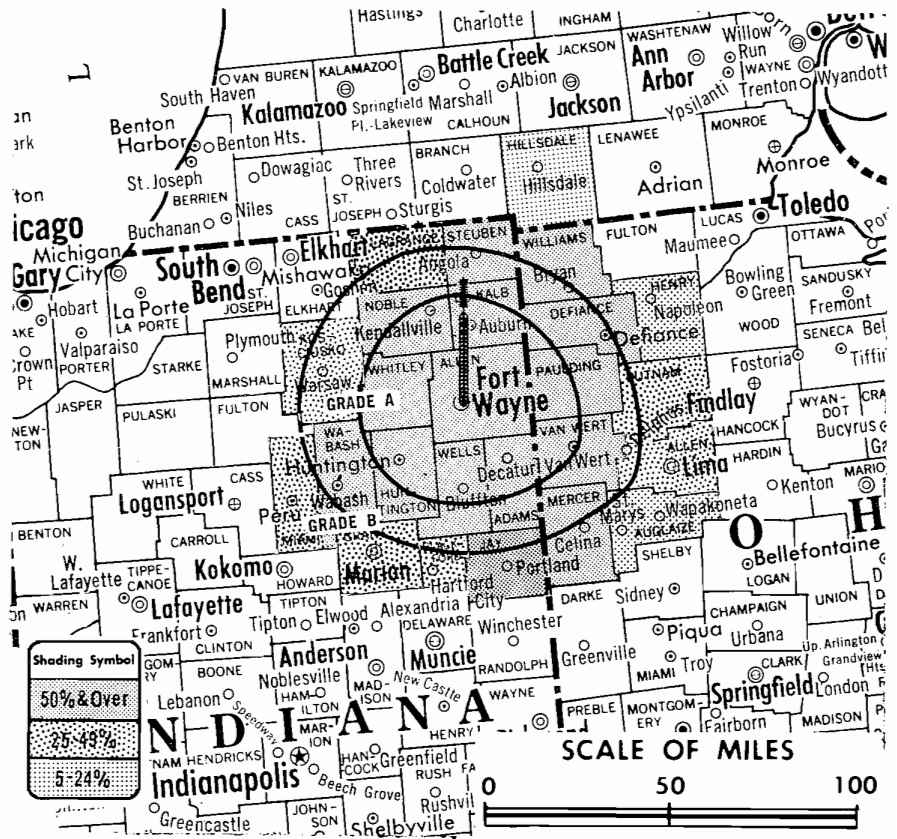
Ch. 15

Technical Facilities: Channel No. 15 (476-482 MHz). Authorized power: 436-kw maximum and 144-kw horizontal visual, 28.2-kw horizontal aural. Antenna: 830-ft. above av. terrain, 836-ft. above ground, 1649-ft. above sea level.

Latitude 41° 05' 35"  
Longitude 85° 10' 42"

Transmitter: 2915 West State Blvd.  
Studio: 2915 West State Blvd.  
TV tape: Recording facilities.  
Color: Network, live, film, slide & tape.  
News Wire Service: AP.  
Facsimile Service: AP.  
News Film Service: CBS.

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).



WANE-TV Ref: FCC File No. BPCT-2515 Granted 7/30/58

©American Map Co., Inc., N.Y., No. 14244

## WANE-TV

Licensee: Indiana Bcstg. Corp., 2915 West State Blvd., Ft. Wayne, Ind. (46808).

Telephone: 219-742-9411. TWX No.: 810-332-1508.

Ownership: Corinthian Broadcasting Corp., 100%. For other interests, see KOTV, Tulsa, Okla.

Began Operation: Sept. 26, 1954. Sale to present owner by Universal Bcstg. (McConnell) approved Oct. 10, 1956 by FCC. Previous sale as WINT by R. Morris Pierce group approved June 13, 1956. (Television Digest, Vol. 12:24, 34, 41).

Represented (sales) by Harrington, Righter & Parsons.

Represented (legal) by Covington & Burling.

Personnel:

C. WREDE PETERSMEYER, president.  
REID G. CHAPMAN, v.p., general manager & film buyer.  
FRANCIS H. CONWAY, general sales manager.  
ELIZABETH BEDREE, promotion director.  
HARRY MICHAELS, program director.  
WALTER H. JONES, chief engineer.

DIGEST OF RATE CARD NO. 11—(Sept. 15, 1969)

Hour	30 Min.	15 Min.	5 Min.	30 Sec.	20 Sec.	10 Sec.
Class A—6-11 p.m., daily.						
\$550.00	\$375.00		\$195.00			Graded rates apply*

\*Highest rate: \$200.

NETWORK BASE HOURLY RATE: \$525.

For Index to Contents  
See Services Volume

	Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	<b>INDIANA</b>				
		Adams	7,200	6,900	95
		Allen	81,400	78,600	97
		De Kalb	9,300	9,100	97
		Huntington	11,000	10,600	97
		Jay	8,500	8,000	94
		Noble	9,600	9,100	95
		Steuben	5,500	5,300	96
		Wabash	10,800	10,100	94
		Wells	6,600	6,300	95
	Whitley	6,400	6,200	97	
	<b>OHIO</b>				
		Defiance	9,900	9,600	96
		Mercer	9,500	9,100	96
		Paulding	5,200	5,000	96
		Van Wert	8,900	8,600	97
	Williams	9,700	9,200	96	
<b>Between 25-49%</b>	<b>INDIANA</b>				
		Blackford	4,800	4,600	96
		Grant	25,000	23,900	96
		Kosciusko	14,100	13,500	95
		La Grange	4,900	4,400	89
	Miami	13,500	12,900	96	
	<b>OHIO</b>				
		Allen	34,000	32,700	96
	Putnam	7,700	7,400	96	
<b>Between 5-24%</b>	<b>MICHIGAN</b>				
		Hillsdale	10,900	10,300	95
	<b>OHIO</b>				
	Auglaize	11,500	11,000	96	
	Henry	7,800	7,600	97	
Station Totals			450,800	433,300	96
Net Weekly Circulation (March 1969)					214,081
Average Daily Circulation (March 1969)					147,732

# Indiana—Fort Wayne



**WKJG-TV**



Ch. 33

Technical Facilities: Channel No. 33 (584-590 MHz). Authorized power: 263-kw visual, 49-kw aural. Antenna: 770-ft. above av. terrain, 793-ft. above ground, 1593-ft. above sea level.

Latitude 41° 05' 36.00"  
Longitude 85° 10' 28.47"

Transmitter: 2633 West State Blvd.  
TV tape: Recording facilities.

AM Affiliate: WKJG, 5-kw, 1380 kHz (NBC).

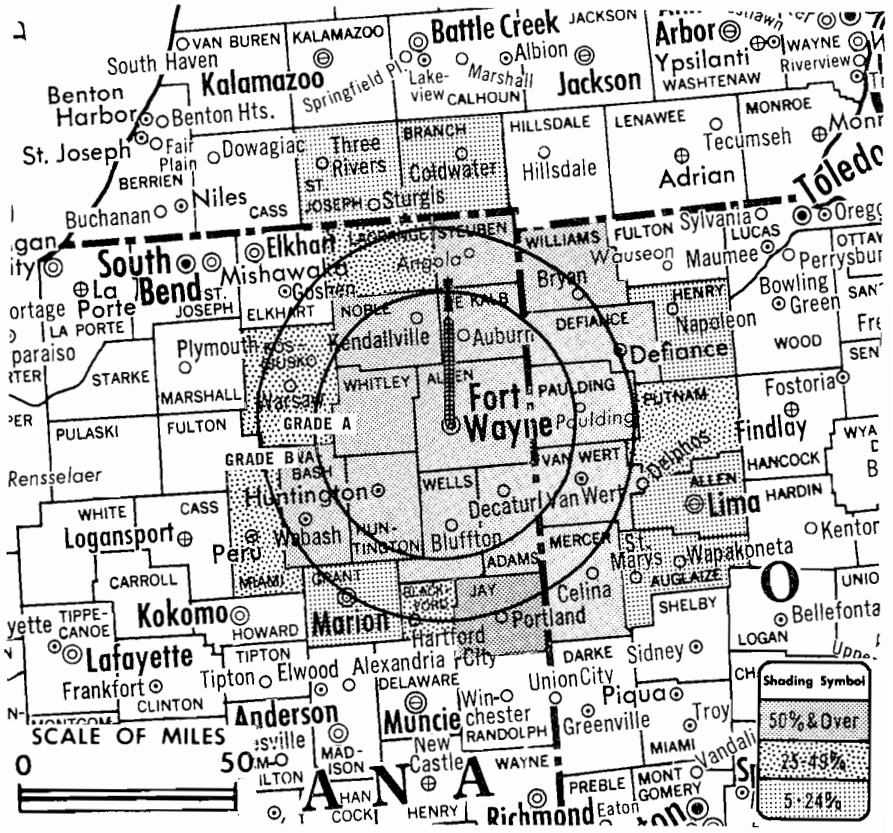
FM Affiliate: WKJG, 48-kw, 97.3 MHz (No. 247), 510-ft. antenna.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

News Film Service: NBC.

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).



WKJG-TV Ref: FCC File No. BPCT-516 Granted 5/21/53

©American Map Co., Inc., N.Y., No. 14244

## WKJG-TV

Licensee: WKJG Inc., 2633 West State Blvd., Fort Wayne, Ind. (46808).

Studio: 2633 West State Blvd.

Telephone: 219-422-7474.

TWX No.: 219-241-2083.

Ownership: Truth Publishing Co., 60%; Walter R. Beardsley, 25%; John F. Dille Jr., 15%. Truth Publishing publishes Elkhart Truth and is licensee of WSJV (TV) there.

Began Operation: Nov. 21, 1953. Sale to present owners by Clarence L. Schust, H. Leslie Popp and associates approved March 13, 1957 by FCC (Television Digest, Vol. 13:5, 11).

Represented (sales) by Blair Television.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Lohnes & Culver.

### Personnel:

- JOHN F. DILLE JR., president.
- HILLIARD GATES, v.p. & general manager.
- PAUL C. BRINES, v.p.
- WILLIAM KLINE, commercial manager.
- CALO O. MAHLOCK, program & promotion mgr. & film buyer.
- WILLIAM NICHOLS, operations manager.
- JACK GRAY, news director.
- WAYNE ROTHGEB, farm director.
- EUGENE A. CHASE, chief engineer.

DIGEST OF RATE CARD NO. B-9  
(May 15, 1969)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. 10 Sec.  
Class AA—7:30-11 p.m., daily.

\$550.00 \$340.00 \$220.00 \$140.00 \$240.00\* \$160.00\* \$80.00\*

\*Section 1.

NETWORK BASE HOURLY RATE: \$550.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	INDIANA			
	Adams	7,200	6,900	95
	Allen	81,400	78,600	97
	De Kalb	9,300	9,100	97
	Huntington	11,000	10,600	97
	Jay	8,500	8,000	94
	Noble	9,600	9,100	95
	Stauben	5,500	5,300	96
	Wabash	10,800	10,100	94
	Wells	6,600	6,300	95
	Whitley	6,400	6,200	97
	OHIO			
Defiance	9,900	9,600	96	
Mercer	9,500	9,100	96	
Paulding	5,200	5,000	96	
Van Wert	8,900	8,600	97	
Williams	9,700	9,200	96	
<b>Between 25-49%</b>	INDIANA			
	Blackford	4,800	4,600	96
	Kosciusko	14,100	13,500	95
	La Grange	4,900	4,400	89
Miami	13,500	12,900	96	
OHIO				
Putnam	7,700	7,400	96	
<b>Between 5-24%</b>	INDIANA			
	Grant	25,000	23,900	96
	MICHIGAN			
	Branch	10,500	10,200	96
St Joseph	14,900	14,500	97	
OHIO				
Allen	34,000	32,700	96	
Auglaize	11,500	11,000	96	
Henry	7,800	7,600	97	
<b>Station Totals</b>		<b>404,100</b>	<b>387,700</b>	<b>95</b>
Net Weekly Circulation (March 1969)			198,078	
Average Daily Circulation (March 1969)			133,758	

# Indiana—Fort Wayne



**WPTA**



Ch. 21

Technical Facilities: Channel No. 21 (512-518 MHz). Authorized power: 175-kw max. & 110-kw horizontal visual, 30.8-kw max. & 22-kw horizontal aural. Antenna: 760-ft. above av. terrain, 767-ft. above ground, 1584-ft. above sea level.

Latitude 41° 06' 03"  
Longitude 85° 11' 00"

Transmitter: 3333 Butler Rd.

TV tape: Recording facilities.

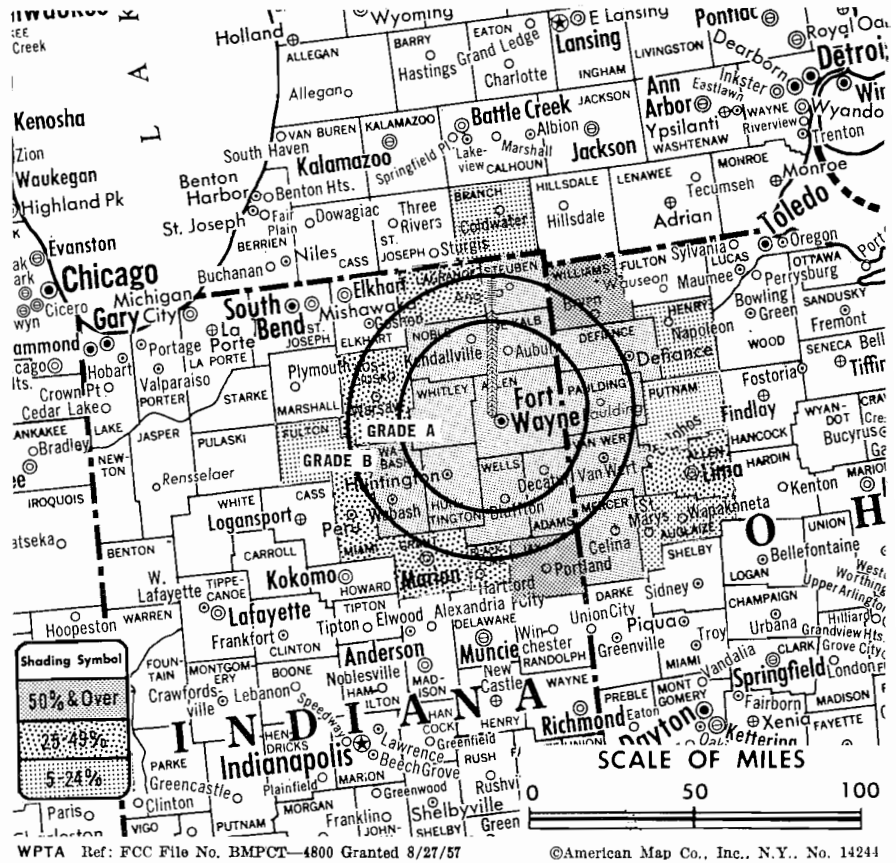
FM Affiliate: WPTH, 44-kw, 95.1 MHz (No. 236), 680-ft. antenna.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

News Film Service: ABC.

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
(County coverage based on ARB study (see page 4-b).



## WPTA

Grantee: Sarkes Tarzian Inc., E. Hillside Dr., Bloomington, Ind.

Studio: 3333 Butler Rd., Fort Wayne, Ind. (46804).

Telephone: 219-483-0584. Telex: 232434.

Ownership: See WTTV, Bloomington-Indianapolis.

Began Operation: Sept. 28, 1957.

Represented (sales) by Metro TV Sales.

Represented (legal) by Cohn & Marks.

### Personnel:

SARKES TARZIAN, president.

DON DILLION, general manager.

MARVIN GOTTLIEB, general sales manager.

GEORGE CASTLE, chief engineer.

MARC MANGES, program manager & film buyer.

CYNTHIA SEAMAN, promotion director.

### DIGEST OF RATE CARD NO. 15 (Sept. 1, 1969)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	ID
Class AA—7:30-11 p.m., daily.	\$550.00	\$350.00	\$225.00	\$185.00	\$140.00	\$170.00 \$85.00

NETWORK BASE HOURLY RATE: \$525.

For Index to Contents  
See Services Volume

	Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>		INDIANA			
		Adams	7,200	6,900	95
		Allen	81,400	78,600	97
		De Kalb	9,300	9,100	97
		Huntington	11,000	10,600	97
		Jay	8,500	8,000	94
		Noble	9,600	9,100	95
		Steuben	5,500	5,300	96
		Wabash	10,800	10,100	94
		Whitley	6,600	6,200	97
<b>Between 25-49%</b>		OHIO			
		Defiance	9,900	9,600	96
		Mercer	9,500	9,100	96
		Paulding	5,200	5,000	96
		Van Wert	8,900	8,600	97
<b>Between 5-24%</b>		INDIANA			
		Blackford	4,800	4,600	96
		Grant	25,000	23,900	96
		Kosciusko	14,100	13,500	95
		La Grange	4,900	4,400	89
	OHIO				
	Miami	13,500	12,900	96	
	Allen	34,000	32,700	96	
<b>Between 5-24%</b>		INDIANA			
		Fulton	5,200	5,000	96
		MICHIGAN			
	Branch	10,500	10,200	96	
	OHIO				
	Auglaize	11,500	11,000	96	
	Henry	7,800	7,600	97	
	Putnam	7,700	7,400	96	
Station Totals			467,400	449,100	96
Net Weekly Circulation (March 1969)				209,761	
Average Daily Circulation (March 1969)				133,095	

# Indiana—Indianapolis



**WFBM-TV**



Ch. 6

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 990-ft. above av. terrain, 1019-ft. above ground, 1849-ft. above sea level.

Latitude 39° 53' 59"  
Longitude 86° 12' 02"

Transmitter: 79th St. & Township Rd.

TV tape: Recording facilities.

AM Affiliate: WFBM, 5-kw, 1260 kHz.

FM Affiliate: WFBM-FM, 51.9-kw, 94.7 MHz (No. 234).

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI, Reuters.

News Film Service: Time-Life News Bureau, NBC.

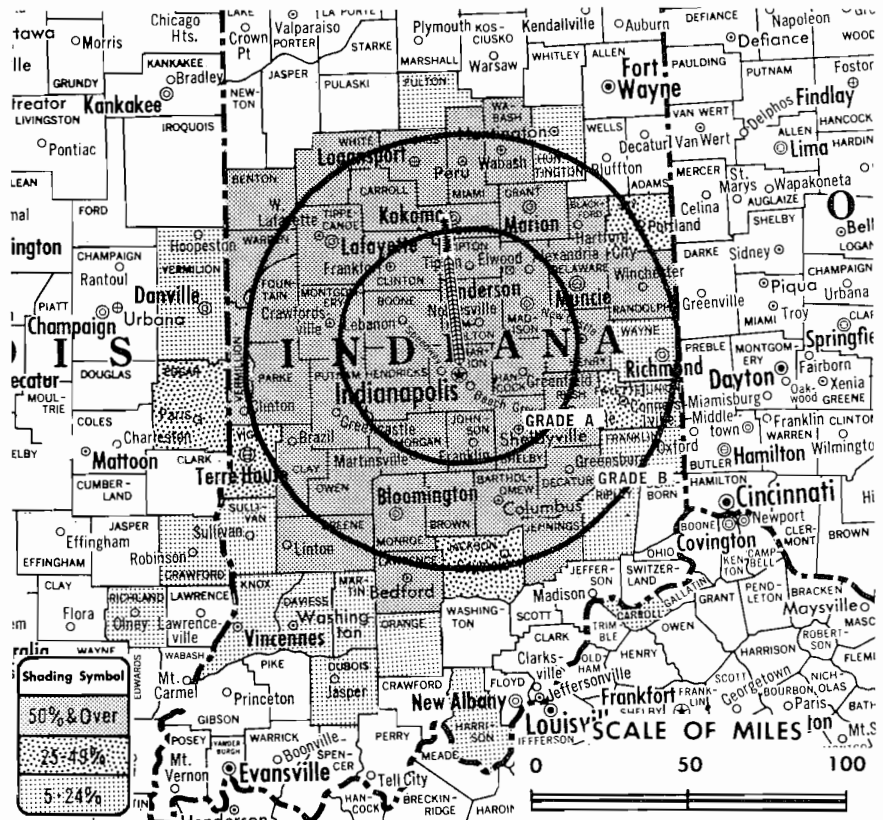
Total Households: © SRDS

Consumer Market Data as of 1/1/70.

TV Homes: TV % and Circulation

© 1969 American Research Bureau.

County coverage based on ARB study (see page 4-b).



WFBM-TV Ref: FCC File No. BMPCT-1529 Granted 12/29/53

©American Map Co., Inc., N.Y. No. 14244

## WFBM-TV

Licensee: Time-Life Broadcast Inc., 1330 N. Meridian St., Indianapolis, Ind. (46202).

Studio: 1330 N. Meridian St.

Telephone: 317-635-9326.

TWX No.: 317-634-5992.

Ownership: Time-Life Broadcast Inc., 100%; subsidiary of Time Inc. For other interests, see Time Inc. under Group Ownership.

Began Operation: May 30, 1949. Sale to present owner by H. M. Bitner interests approved by FCC April 17, 1957 (Television Digest, Vol. 12:50-51; 13:16).

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Pierson, Ball & Dowd.

Represented (engineering) by Jansky & Bailey.

Personnel:

- ELDON CAMPBELL, v.p. & general manager.
- JERRY R. CHAPMAN, station manager.
- JAMES B. MATHIS, sales manager.
- EARL JOHNSON, program manager & film buyer.
- KEITH C. STRANGE, promotion manager.
- WILLIAM DAVIDSON, management services director.
- CHARLES O'DONNELL, operations manager.
- JULIO FERNANDEZ, production manager.
- ROBERT FLANDERS, director of engineering.
- ROBERT GAMBLE, news & information services manager.
- TOM CARNEGIE, sports director.

DIGEST OF RATE CARD NO. 36A

(Sept. 1, 1969)

Hour. 30 Min. 15 Min. 5 Min. Min. 20 Sec. ID  
Class AA—7:30-11 p.m., daily.  
\$1550.00 \$1150.00 \$825.00 \$415.00 \$600.00 \$450.00 \$225.00

NETWORK BASE HOURLY RATE: \$1625.

260-b

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>INDIANA</b>				
	Bartholomew	17,300	16,600	96
	Benton	3,200	3,100	95
	Blackford	4,800	4,600	96
	Boone	9,800	9,500	97
	Brown	2,100	2,000	96
	Carroll	5,400	5,200	96
	Cass	13,100	12,400	95
	Clay	8,300	8,000	96
	Clinton	10,400	10,000	97
	Decatur	7,400	7,000	95
	Delaware	37,600	36,400	97
	Fountain	6,100	5,800	96
	Grant	25,000	23,900	96
	Greene	9,300	8,800	95
	Hamilton	14,600	14,200	97
	Hancock	10,300	10,000	97
	Hendricks	15,200	14,800	97
	Henry	15,800	15,200	97
	Howard	24,500	23,700	97
<b>50% &amp; Over</b>	Jennings	5,700	5,400	95
	Johnson	15,500	15,200	98
	Lawrence	11,800	11,200	96
	Madison	42,700	41,500	97
	Marion	241,000	233,200	97
	Miami	13,500	12,900	96
	Monroe	21,900	20,500	93
	Montgomery	11,200	10,800	97
	Morgan	12,300	11,900	97
	Owen	3,800	3,600	95
	Parke	4,600	4,500	97
	Putnam	7,100	6,800	96
	Randolph	9,700	9,200	96
	Rush	5,700	5,500	97
	Shelby	11,900	11,500	97
	Tippecanoe	28,300	26,600	94
	Tipton	4,700	4,600	97
	Vermillion	5,600	5,400	96
	Wabash	10,800	10,100	94

(Continued on page 253-b)

Station Totals	992,000	950,900	95
Net Weekly Circulation (March 1969)			692,724
Average Daily Circulation (March 1969)			472,440

# Swing Some Weight In Indianapolis.

Plenty happening . . . all good. We're bashing out old buildings to make room for a new Convention Center, a new Indiana University-Purdue regional campus, Project H redevelopment, housing for the aged, new hotels. Giving us a new high profile on the marketing scene.

Our people are buyers. Have 3.5 billion dollars to spend annually. Making us one of the nation's richest large metropolitan areas. In fact, metropolitan Indianapolis accounts for one fourth of Indiana's total personal income.

We're close to the nation's center of population . . . and in the heart of the nation's mass market for factory output. 14th in ADI market sales, 17th in total sales, according to Sales Management.

The WFBM Stations can give you a strong and convincing selling voice in this market. People watch and listen to us. Like the way we've kept up with the city's progress. To prove we're favorites, check your rating books and contact our KATZ representative. And then come swing with us.

**the WFBM**  
**STATIONS**



INDIANAPOLIS, INDIANA  
REPRESENTED NATIONALLY BY THE KATZ AGENCY



# Indiana—Indianapolis



**WISH-TV**



Ch. 8

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 316-kw visual, 42.7-kw aural. Antenna: 990-ft. above av. terrain, 997-ft. above ground, 1847-ft. above sea level.

Latitude 39° 45' 39"  
Longitude 86° 00' 21"

Requests change to 47.4-kw aural, 987-ft. above av. terrain, 1002-ft. above ground, 1847-ft. above sea level, lat. 39° 53' 58", long. 86° 13' 28"; transmitter to W. 79th St. & Payne Rd. BPCT—4067.

Transmitter: 553 South Post Rd. (46239).

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

News Film Service: CBS.

Facsimile Service: UPI.

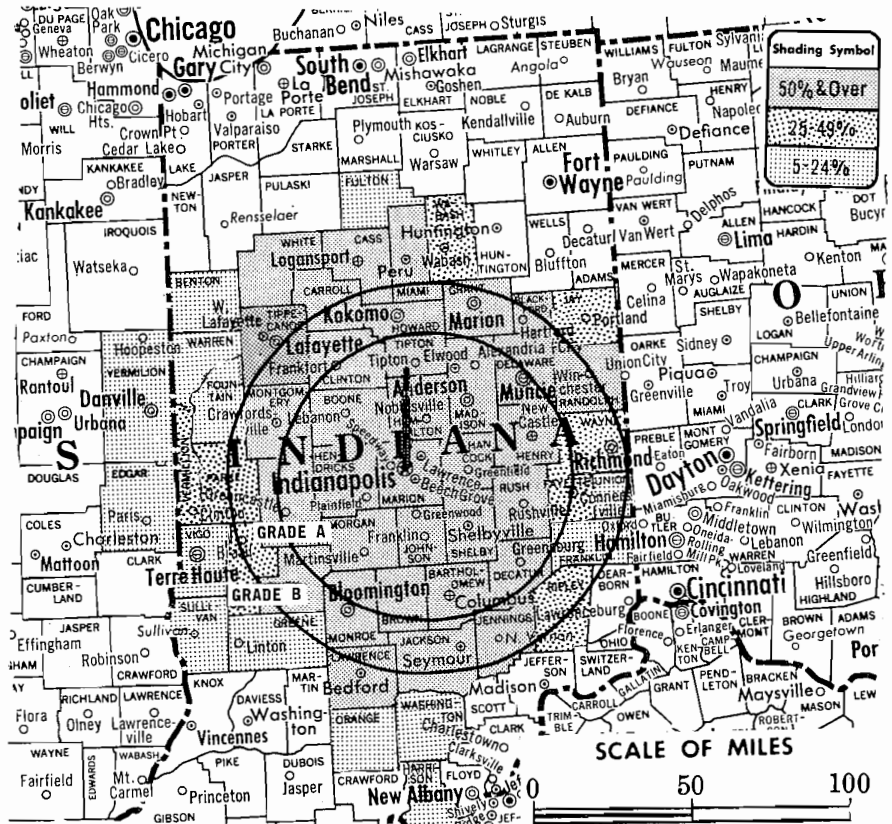
Total Households: © SRDS

Consumer Market Data as of 1/1/70.

TV Homes: TV% and Circulation

© 1969 American Research Bureau.

County coverage based on ARB study (see page 4-b).



WISH-TV Ref: FCC File No. BPCT—110 Granted 1/28/54

©American Map Co., Inc., N.Y., No. 14244

## WISH-TV

Licensee: Indiana Broadcasting Corporation, Box 1950, Indianapolis, Ind. (46206).

Studio: 1950 N. Meridian St.

Telephone: 317-924-4381. TWX No.: 317-635-2107.

Ownership: Corinthian Broadcasting Corp., 100%. For other interests, see KOTV, Tulsa, Okla.

Began Operation: July 1, 1954. Sale, along with WANE-TV, Fort Wayne & radio WANE, to present owners approved Oct. 10, 1956 by FCC (Television Digest, Vol. 12:34, 41).

Represented (sales) by Blair Television.

Represented (legal) by Covington & Burling.

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

Personnel:

JAMES C. RICHDALE, president.

ROBERT B. McCONNELL, v.p., general manager.

KEVIN WEIS, treasurer.

L. B. SCHOFIELD, secretary.

HOWARD BUNNELL, commercial manager.

JAMES CULBERTSON, advertising & promotion director.

DAVE SMITH, program manager.

C. E. WALLACE, chief engineer.

LEE GILES, news director.

### DIGEST OF RATE CARD NO. 9

(Sept. 1, 1969)

Hour	30 Min.	15 Min.	5 Min.	20 Sec.	10 Sec.
Class AA—7:30-11 p.m., daily.					
\$2000.00	\$1200.00				Graded rates apply*

\*Highest rate: \$650.

NETWORK BASE HOURLY RATE: \$1500.

Group Owners are Listed in Services Volume

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>INDIANA</b>				
	Bartholomew	17,300	16,600	96
	Blackford	4,800	4,600	96
	Boone	9,800	9,500	97
	Brown	2,100	2,000	96
	Carroll	5,400	5,200	96
	Cass	13,100	12,400	95
	Clinton	10,400	10,000	97
	Decatur	7,400	7,000	95
	Delaware	37,600	36,400	97
	Grant	25,000	23,900	96
	Hamilton	14,600	14,200	97
	Hancock	10,300	10,000	97
	Hendricks	15,200	14,800	97
	Henry	15,800	15,200	97
	Howard	24,500	23,700	97
	Jackson	10,400	10,000	96
<b>50% &amp; Over</b>	Jennings	5,700	5,400	95
	Johnson	15,500	15,200	98
	Lawrence	11,800	11,200	96
	Madison	42,700	41,500	97
	Marion	241,000	233,200	97
	Miami	13,500	12,900	96
	Monroe	21,900	20,500	93
	Montgomery	11,200	10,800	97
	Morgan	12,300	11,900	97
	Owen	3,800	3,600	95
	Putnam	7,100	6,800	96
	Randolph	9,700	9,200	96
	Rush	5,700	5,500	97
	Shelby	11,900	11,500	97
	Tippecanoe	28,300	26,600	94
	Tipton	4,700	4,600	97
	White	6,300	6,000	95

(Continued on page 253-b)

Station Totals	973,800	934,800	96
Net Weekly Circulation (March 1969)			640,147
Average Daily Circulation (March 1969)			435,824



# Indiana—Indianapolis



**WLWI**



Ch. 13

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 295-kw visual, 29.5-kw aural. Antenna: 982-ft. above av. terrain, 1022-ft. above ground, 1846-ft. above sea level.

Latitude 39° 55' 43"  
Longitude 86° 10' 55"

Transmitter: Ditch Rd. & 96th St.  
Studio: 1401 N. Meridian St. (46202)

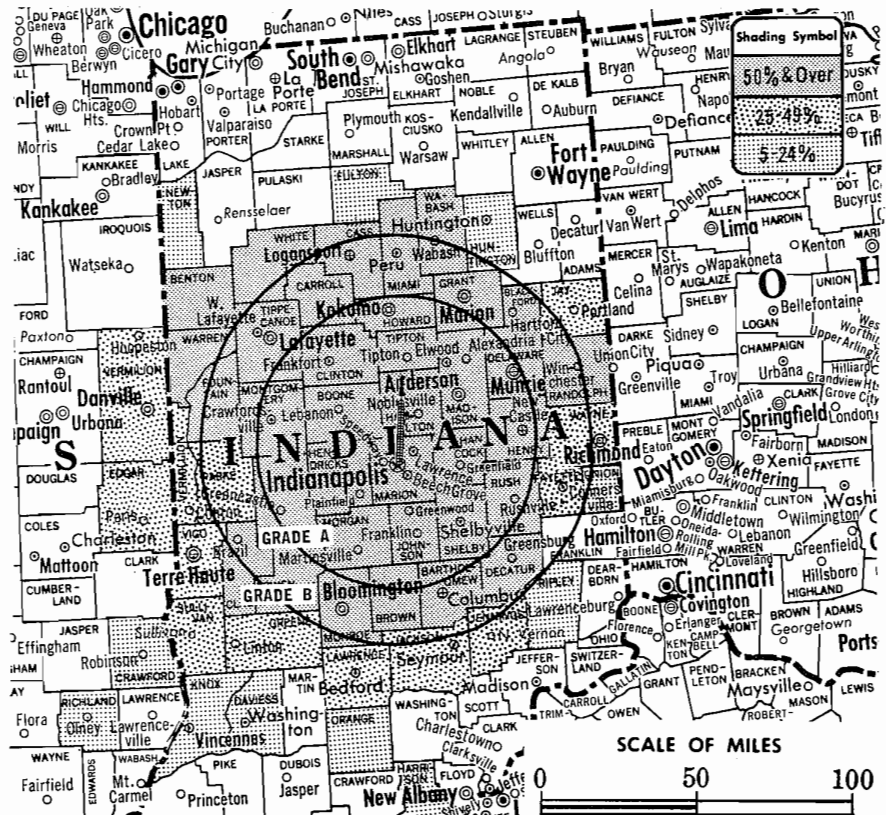
TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

Facsimile Service: AP.

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).



WLWI-1 Ref: FCC File No. BPT-1837 Granted 3/6/57

©American Map Co., Inc., N.Y., No. 14244

## WLWI

Licensee: Avco Broadcasting Corp., 1401 N. Meridian St., Indianapolis, Ind. (46202).

Telephone: 317-639-2311.

Ownership: Subsidiary of Avco Corp. For other interests, see WLWT, Cincinnati, O.

Began Operation: Oct 30, 1957.

Represented (sales) by Avco Radio Television Sales Inc.

Represented (legal) by Hogan & Hartson.

### Personnel:

WILLIAM E. WUERCH, vice president & general manager.  
JOHN R. STUART, general sales manager.  
WILLIAM RISMILLER, local sales manager.  
JOHN SCHMUHL, program director.  
STAN PEDERSON, promotion & publicity director.  
WILLIAM H. DEAN JR., news director.  
NORMAN NIXON, chief engineer.  
CHARLES LARSEN, director, community services.  
LINDA McELWAIN, film director.  
MARY MANDABACH, operations manager.

### DIGEST OF RATE CARD NO. 18 (Sept. 14, 1969)

Hour	30 Min.	40 Sec.	30 Sec.	20 Sec.	ID
Class AA—7:30-11 p.m., daily.					
\$1500.00	\$900.00				Graded rates apply*

\*Highest rate: \$1000.

NETWORK BASE HOURLY RATE: \$1250.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>INDIANA</b>				
<b>50% &amp; Over</b>	Bartholomew	17,300	16,600	96
	Benton	3,200	3,100	95
	Blackford	4,800	4,600	96
	Boone	9,800	9,500	97

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>INDIANA—(Continued)</b>				
	Brown	2,100	2,000	96
	Carroll	5,400	5,200	96
	Cass	13,100	12,400	95
	Clay	8,300	8,000	96
	Clinton	10,400	10,000	97
	Decatur	7,400	7,000	95
	Delaware	37,600	36,400	97
	Fountain	6,100	5,800	96
	Grant	25,000	23,900	96
	Hamilton	14,600	14,200	97
	Hancock	10,300	10,000	97
	Hendricks	15,200	14,800	97
	Henry	15,800	15,200	97
	Howard	24,500	23,700	97
<b>50% &amp; Over</b>	Johnson	15,500	15,200	98
	Madison	42,700	41,500	97
	Marion	241,000	233,200	97
	Miami	13,500	12,900	96
	Monroe	21,900	20,500	93
	Montgomery	11,200	10,800	97
	Morgan	12,300	11,900	97
	Owen	3,800	3,600	95
	Putnam	7,100	6,800	96
	Randolph	9,700	9,200	96
	Rush	5,700	5,500	97
	Shelby	11,900	11,500	97
	Tippecanoe	28,300	26,600	94
Tipton	4,700	4,600	97	
Wabash	10,800	10,100	94	
Warren	2,300	2,200	94	
White	6,300	6,000	95	

Between	State County	Total Households	TV Homes	%
<b>25-49%</b>	ILLINOIS			
	Edgar	7,000	6,600	95
	Vermilion	33,000	31,500	96

(Continued on page 274-b)

Station Totals	980,900	941,000	95
Net Weekly Circulation (March 1969)			674,006
Average Daily Circulation (March 1969)			399,265

# Indiana—Bloomington-Indianapolis

## WTTV

Ch. 4

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 56.2-kw visual, 11.2-kw aural. Antenna: 1190-ft. above av. terrain, 1225-ft. above ground, 2100-ft. above sea level.

Latitude 39° 24' 26.5"  
Longitude 86° 08' 52.0"

Transmitter: Trafalgar, Ind.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

AM Affiliate: WTTV, 5-kw, (.5-kw-N), 1370 kHz (ABC).

FM Affiliate: WTTV-FM, 37-kw, 92.3 MHz (No. 222), 1090-ft. antenna height.

News Wire Service: AP.

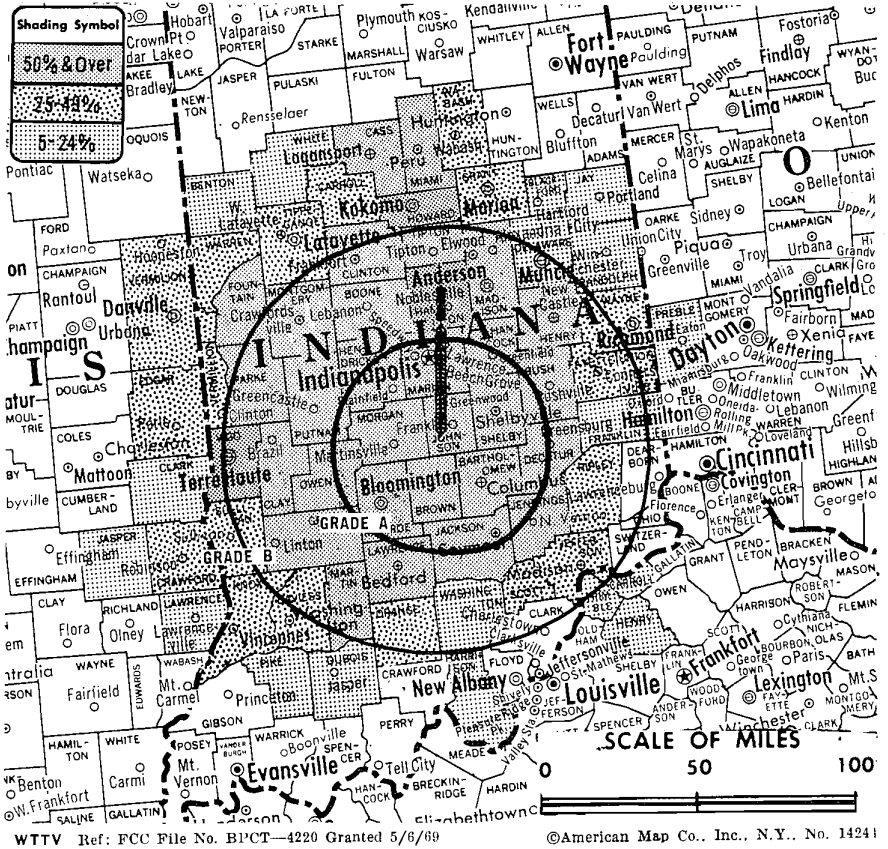
Total Households: © SRDS

Consumer Market Data as of 1/1/70.

TV Homes: TV% and Circulation

© 1969 American Research Bureau.

County coverage based on ARB study (see page 4-b).



WTTV Ref: FCC File No. B1CT-4220 Granted 5/6/69

©American M&P Co., Inc., N.Y., No. 14241

## WTTV

Network Service: None, independent.

Licensee: Sarkes Tarzian Inc., E. Hillside Drive, Bloomington.

Studios: South Highland and East Davis, Bloomington; 3490 Bluff Rd., Indianapolis, Ind. (46217).

Business Office: 3490 Bluff Rd., Indianapolis.

Telephone: 317-787-2211, Indianapolis. Telex No.: 027-432.

Ownership: Sarkes Tarzian, pres., 51%; Mary Tarzian, secy.-treas., 18%; Verage Tarzian, director; Thomas Tarzian, 15.5%; Patricia Tarzian, 15.5%. Firm also manufactures TV-radio parts & tubes. Also operates WPTA, Ft. Wayne (Ch. 21); WPTH-FM, Ft. Wayne; WATI, Indianapolis.

Began Operation: Nov. 11, 1949.

Represented (sales) by Metro Television Sales.

Represented (legal) by Cohn & Marks.

Represented (engineering) by Kear & Kennedy.

Personnel:

SARKES TARZIAN, president.  
ELMER SNOW, general manager.  
DONALD TILLMAN, program manager.  
CLYDE V. DUTTON, general sales manager.  
BERNARD J. SOUERS, local sales manager.  
DONALD H. MORGAN, chief engineer.

### DIGEST OF RATE CARD NO. 23

(Aug. 1, 1968)

Hour 30 Min. 15 Min. 5 Min. Min. 30 Sec. 10 Sec.  
Class A—4:30-11:30 p.m., Mon.-Fri.; 2-11:30 p.m., Sat.-Sun.  
\$700.00 \$420.00 \$280.00 \$175.00 \$300.00\* \$180.00\* \$150.00\*

\*Class A—3:30 p.m.-midnight., Mon.-Fri.; noon-11 p.m., Sat.; 2-11 p.m., Sun.

Also see Sarkes Tarzian Listings under Manufacturers of Transmitters, Studio and Closed-Circuit Equipment.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>				
<b>INDIANA</b>				
	Bartholomew	17,300	16,600	96
	Boone	9,800	9,500	97
	Brown	2,100	2,000	96
	Cass	13,100	12,400	95
	Clay	8,300	8,000	96
	Clinton	10,400	10,000	97
	Decatur	7,400	7,000	95
	Fountain	6,100	5,800	96
	Greene	9,300	8,800	95
	Hamilton	14,600	14,200	97
	Hancock	10,300	10,000	97
	Hendricks	15,200	14,800	97
	Henry	15,800	15,200	97
	Howard	24,500	23,700	97
	Jackson	10,400	10,000	96
	Jennings	5,700	5,400	95
	Johnson	15,500	15,200	98
	Lawrence	11,800	11,200	96
	Madison	42,700	41,500	97
	Marion	241,000	233,200	97
	Martin	3,300	3,100	94
	Miami	13,500	12,900	96
	Monroe	21,900	20,500	93
	Montgomery	11,200	10,800	97
	Morgan	12,300	11,900	97
	Owen	3,800	3,600	95
	Parke	4,600	4,500	97
	Putnam	7,100	6,800	96
	Rush	5,700	5,500	97
	Shelby	11,900	11,500	97
	Tipton	4,700	4,600	97
	Vigo	36,200	34,800	96
<b>ILLINOIS</b>				
	Crawford	6,700	6,400	95
	Edgar	7,000	6,600	95
	Vermilion	33,000	31,500	96

(Continued on page 274-b)

Station Totals	1,353,900	1,300,100	96
Net Weekly Circulation (March 1969)			550,734
Average Daily Circulation (March 1969)			296,005

# Indiana—Lafayette



**WLFI-TV**

Ch. 18

Technical Facilities: Channel No. 18 (494-500 MHz). Authorized power: 186-kw visual, 26.3-kw aural. Antenna: 660-ft. above av. terrain, 651-ft. above ground, 1301-ft. above sea level.

Latitude 40° 24' 07"

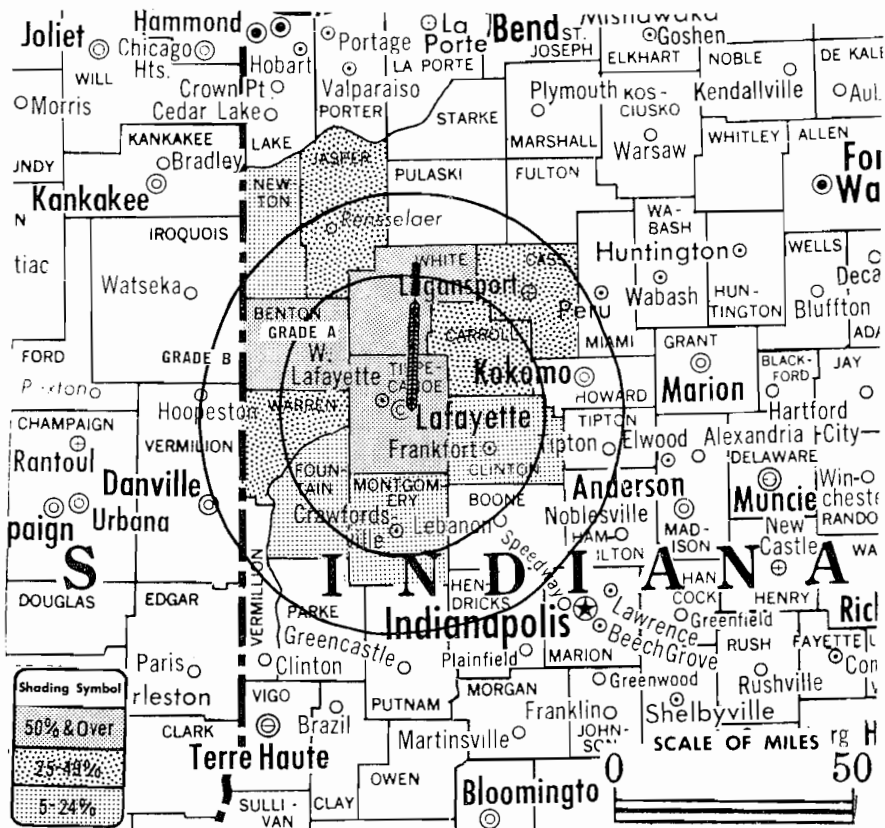
Longitude 86° 50' 59"

Transmitter: McCarty Lane.

TV tape: Recording facilities.

Color: Network, live, film & slide.

News Wire Service: AP.



Total Households: © SRDS  
 Consumer Market Data as of 1/1/70.  
 TV Homes: TV% and Circulation  
 © 1969 American Research Bureau.  
 County coverage based on ARB study (see page 4-b).

WLFI-TV Ref: FCC File No. BPC7-2258 Grante 4/3/57

©American Map Co., Inc., N.Y., No. 14244

## WLFI-TV

Network Service: CBS.

Licensee: RJN Broadcasting Inc., McCarty Lane, Lafayette, Ind.

Studio: McCarty Lane (47905).

Telephone: 317-447-2113.

Ownership: Richard F. Shively, pres., 100%; Christian J. Mertz, v.p.; Eula K. Reid, secy.-treas. Shively has 16.67% of Fer-Rich Bcstg. Inc., which in turn has 92.7% of KNOP-TV & KNOP, North Platte, Neb. Shively also has interest in Telesis Corp. (see CATV Group Ownership).

Began Operation: May 8, 1953 on Ch. 59. Sale to RJN Bcstg. Inc. (Richard F. Shively) by Sarkes Tarzian Inc. approved by FCC Nov. 3, 1967. Previously sold as Ch. 59, but left the air May 15, 1959 while sale to Sarkes Tarzian was pending. Sale to Sarkes Tarzian by Henry Rosenthal and associates approved June 17, 1959 by FCC; resumed operation on Ch. 18 Nov. 15, 1959 (Television Digest, Vol. 15:19-20, 25, 46). Transfer of TV and radio WASK to Rosenthal group from founder O. E. Richardson approved Feb. 20, 1957 by FCC (Vol. 13:4, 8).

Represented (sales) by Jack Masla & Co.

Represented (legal) by Wilner, Scheiner & Greeley.

Represented (engineering) by Jules Cohen & Associates.

Personnel:

RICHARD LONG, manager, sales mgr. & film buyer.  
 STEVAN SPEHEGER, assistant manager & chief engineer.  
 BOB URAL, news director.  
 RICHARD LIGHT, operations manager.

### DIGEST OF RATE CARD NO. 7—(Feb. 15, 1970)

Hour 30 Min. 15 Min. 5 Min. Min. 30 Sec. 20 Sec. 10 Sec.  
 Class AA—7:30-11 p.m., daily.  
 \$300.00 \$180.00 \$120.00 \$75.00 \$60.00 \$45.00 \$36.00 \$22.50  
 NETWORK BASE HOURLY RATE: \$85.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	INDIANA			
	Benton	3,200	3,100	95
	Tippecanoe	28,300	26,600	94
	White	6,300	6,000	95
<b>Between 25-49%</b>	INDIANA			
	Carroll	5,400	5,200	96
	Cass	13,100	12,400	95
	Jasper	5,400	5,100	95
	Warren	2,300	2,200	94
<b>Between 5-24%</b>	INDIANA			
	Clinton	10,400	10,000	97
	Fountain	6,100	5,800	96
	Montgomery	11,200	10,800	97
	Newton	3,600	3,400	96
Station Totals		257,500	246,100	95
Net Weekly Circulation (March 1969)				43,098
Average Daily Circulation (March 1969)				24,054

# Indiana—Marion

## WSFD-TV

(formerly WTAF-TV)

Ch. 31

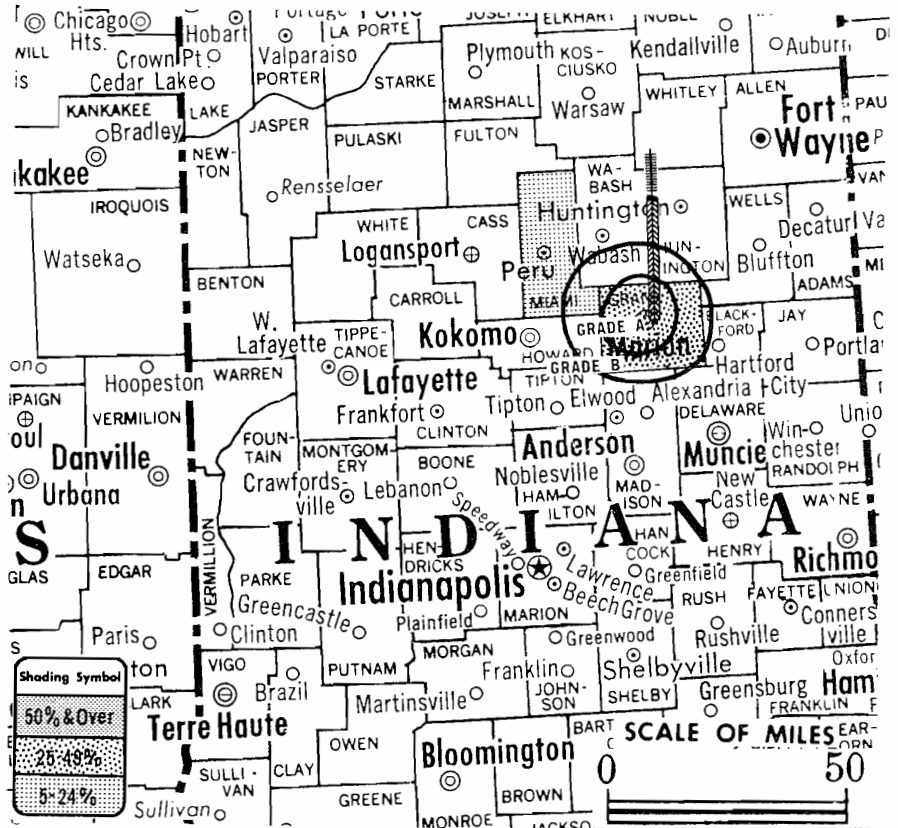
Technical Facilities: Channel No. 31 (572-578 MHz). Authorized power: 21.9-kw visual, 2.19-kw aural. Antenna: 250-ft. above av. terrain, 233-ft. above ground, 1033-ft. above sea level.

Latitude 40° 33' 26"  
Longitude 85° 39' 52"

Transmitter: 314 S. Boots St.

News Wire Service: UPI.

Facsimile Service: UPI.



WSFD-TV Ref: FCC File No. BPCT-2923 Granted 4/3/62

©American Map Co., Inc., N.Y., No. 14244

## WSFD-TV

Network Service: None, independent.

Licensee: R. David Boyer, Trustee, P.O. Box 631, Marion, Ind. (46953).

Studio: 314 S. Boots St. (46952). Telephone: 317-664-7117.

Ownership: Northern Indiana Bcstrs., 76%; Eugene C. Thompson, 18.4%, Northern Indiana Bcstrs. is owned by Wm. N. Udell & wife and is the licensee of WIMS, Michigan City, Ind.

Began Operation: Nov. 3, 1962. Transfer of control to Anthony R. Martin-Trigona from Northern Indiana Bcstrs. approved Oct. 31, 1968 but sale was not completed. Previous sale of 70% to Northern Indiana Bcstrs. by Eugene C. Thompson approved Dec. 31, 1963 by FCC (Television Digest, Vol. 4:1).

Represented (legal) by Booth & Freret.

Represented (engineering) by Markley & Jones.

### DIGEST OF RATE CARD NO. 1

(Aug. 1, 1962)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	ID
Class A—6-10:30 p.m., daily.						
\$105.00	\$63.00	\$42.00	\$26.25	\$21.00	\$15.75	\$10.50

Net Weekly Circulation	State County	Total Households	TV Homes	%
Between 25-49%	INDIANA Grant	25,000	23,900	96
Between 5-24%	INDIANA Miami	13,500	12,900	96
Station Totals		91,700	87,600	95
Net Weekly Circulation (March 1969)				7,535
Average Daily Circulation (March 1969)				1,691

# Indiana—Muncie



Ch. 49

Technical Facilities: Channel No. 49 (680-686 MHz). Authorized power: 141-kw visual, 28.2-kw aural. Antenna: 500-ft. above av. terrain, 542-ft. above ground, 1492-ft. above sea level.  
 Latitude 40° 09' 01"  
 Longitude 85° 22' 45"

Transmitter: State Rd. No. 35, SE of Muncie.

Studio: State Rd. No. 35, SE of Muncie.

AM Affiliate: WLBC, 1-kw (.25-kw-N), 1340 kHz (CBS).

FM Affiliate: WLBC-FM, 14-kw, 104.1 MHz (No. 281), 240-ft.

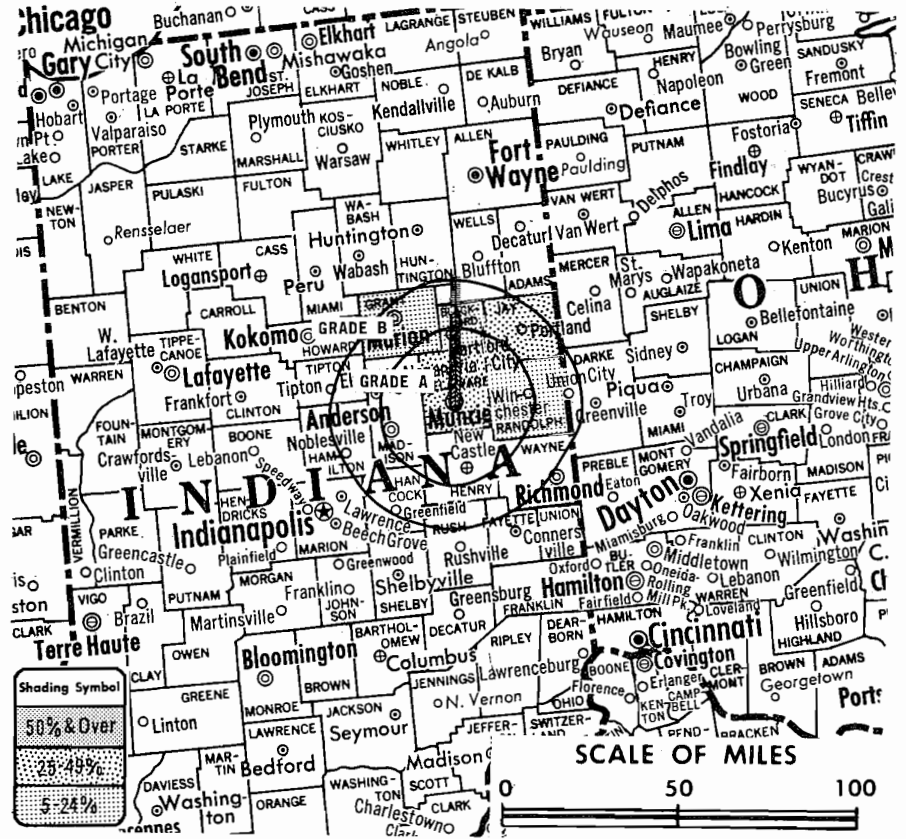
Color: Network & tape.

News Wire Service: UPI.

Facsimile Service: UPI.

Represented (engineering) by Silliman, Moffet & Kowalski.

Total Households: © SRDS  
 Consumer Market Data as of 1/1/70.  
 TV Homes: TV% and Circulation  
 © 1969 American Research Bureau.  
 County coverage based on ARB study (see page 4-b).



WLBC-TV Ref: FCC File No. BPCT-3357 Granted 7/14/64 ©American Map Co., Inc., N.Y., No. 14244

## WLBC-TV

Network Service: ABC, NBC.

Licensee: Tri-City Radio Corp., 820 E. 29th St., Muncie, Ind. (47302).

Ownership: Donald A. Burton, pres. & treas., 51%; Estate of William F. Craig, v.p., 46.5%; Garnet M. Burton, secy., 1.5%; and 3 others, each holding less than .5%.

Began Operation: April 29, 1953.

Represented (sales) by The Devney Organization Inc.

Represented (legal) by John M. Midlen.

### Personnel:

- DON BURTON, president, treasurer & general manager.
- JOHN M. CRAIG, vice president & director, sales.
- GARNET BURTON, secretary.
- ANN CRAIG, assistant treasurer.
- FLORENCE BOYD, v.p. & executive secretary.
- PATRICK S. FINNEGAN, v.p. & chief engineer.
- LEE ALLERTON, v.p. & program director.

## DIGEST OF RATE CARD NO. 7 (July 1, 1969)

Hour	30 Min.	15 Min.	5 Min.	Min.	30 or 20 Sec.	10 Sec.
Class A—7:30-11 p.m., daily.						
	\$240.00	\$144.00	\$120.00	\$60.00	\$60.00	\$48.00 \$30.00

NETWORK BASE HOURLY RATE: \$200.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Between 25-49%</b>	INDIANA Delaware	37,600	36,400	97
	Jay	8,500	8,000	94
<b>Between 5-24%</b>	INDIANA Blackford	4,800	4,600	96
	Grant	25,000	23,900	96
	Randolph	9,700	9,200	96
Station Totals		385,100	372,000	96
Net Weekly Circulation (March 1969)				22,875
Average Daily Circulation (March 1969)				8,282

# Indiana—South Bend



Ch. 16

Technical Facilities: Channel No. 16 (482-488 MHz). Authorized power: 282-kw visual, 46.8-kw aural. Antenna: 586-ft. above av. terrain, 552-ft. above ground, 1397-ft. above sea level, with 1/2° electrical beam tilt.

Latitude 41° 36' 26"  
Longitude 86° 12' 48"

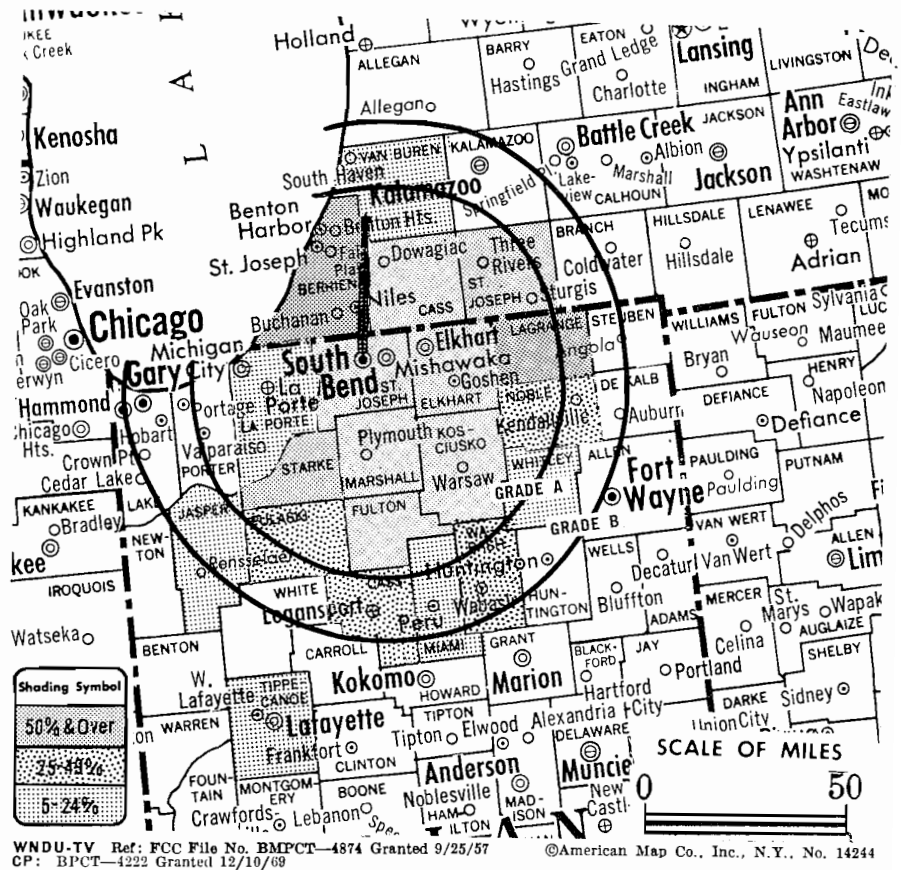
Holds CP for change to 3770-kw max. & 1955-kw horizontal visual, 754-kw max. & 390-kw horizontal aural, 1069-ft. above av. terrain, 1068-ft. above ground, 1913-ft. above sea level, lat. 41° 36' 20", long. 86° 12' 44.5", transmitter to SW corner of Ironwood & Kern Rds.

Transmitter: Ironwood & Kern Rds.  
AM Affiliate: WNDU, 1-kw (.25-kw N), 1490 kHz (ABC).

FM Affiliate: WNDU-FM, 20-kw, 92.9 MHz (No. 225), 485-ft.

TV tape: Recording facilities. Color: Network, live, film, slide & tape. News Wire Service: UPI. Facsimile Service: UPI.

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).



## WNDU-TV

Licensee: Michiana Telecasting Corp., University of Notre Dame, Notre Dame, Ind. (46556).

Studio: P.O. Box 16, South Bend, Ind. (46624).

Telephone: 219-233-7111, South Bend.

Ownership: Michiana Telecasting Corp., 100%; Rev. Theodore M. Hesburgh, C.S.C., pres. (president of U. of Notre Dame); Rev. Edmund P. Joyce, C.S.C., secy.-treas.

Began Operation: July 15, 1955.

Represented (sales) by Adam Young Inc.

Represented (legal) by Dempsey & Koplovitz.

Represented (engineering) by Kear & Kennedy.

### Personnel:

WM. THOMAS HAMILTON, exec. v.p. & general manager.  
BAZIL O'HAGAN, v.p., TV, radio & CATV operations.  
DAVID L. O'SHEA, sales manager.  
WILLIAM A. GARDEN, director sales service.  
PAUL E. WALTON JR., dir. of program operations.  
DAVE WILLIAMS, director of promotion.  
BILL SIMINSKI, production manager.  
THOMAS DENNIN, sports director.  
HARRY KEVORKIAN, director of news & public affairs.  
RAY JACKSON, chief engineer.

### DIGEST OF RATE CARD NO. 12—(May 1, 1969)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 8 Sec.

Class AA—6:30-10 p.m., daily.

\$525.00 \$315.00 \$210.00 \$131.00 Graded rates apply\*

\*Highest rate: \$195.

NETWORK BASE HOURLY RATE: \$525.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	INDIANA			
	Elkhart	36,500	34,600	95
	Fulton	5,200	5,000	96
	Kosciusko	14,100	13,500	95
	La Grange	4,900	4,400	89
	Marshall	11,200	10,700	96
<b>Between 25-49%</b>	St Joseph	77,500	75,100	97
	Starke	5,200	4,900	95
	MICHIGAN			
<b>Between 5-24%</b>	Berrien	51,600	49,500	96
	Cass	12,700	12,200	96
	St Joseph	14,900	14,500	97
	INDIANA			
<b>Between 5-24%</b>	Cass	13,100	12,400	95
	Noble	9,600	9,100	95
	Pulaski	3,700	3,400	92
	Wabash	10,800	10,100	94
	INDIANA			
<b>Between 5-24%</b>	Jasper	5,400	5,100	95
	La Porte	33,200	32,300	97
	Miami	13,500	12,900	96
	Tippecanoe	28,300	26,600	94
	Whitley	6,400	6,200	97
MICHIGAN				
Van Buren	16,700	16,200	97	
Station Totals		411,300	393,900	95
Net Weekly Circulation (March 1969)			207,295	
Average Daily Circulation (March 1969)			128,062	

Map reflects proposed facilities

# Indiana—South Bend



**WSBT-TV**



Ch. 22

Technical Facilities: Channel No. 22 (518-524 MHz). Authorized power: 2175-kw max. & 586.53-kw horizontal visual, 435-kw max. & 117.3-kw horizontal aural. Antenna: 1070-ft. above av. terrain, 1048-ft. above ground, 1917.5-ft. above sea level.

Latitude 41° 37' 00"  
Longitude 86° 13' 01"

Transmitter: 60351 Ironwood Rd.

TV tape: Recording facilities.

AM Affiliate: WSBT, 5-kw, 960 kHz (CBS).

FM Affiliate: WSBT-FM, 10-kw, 101.5 MHz (No. 268), 959-ft. antenna height.

Color: Network, live, film, slide & tape.

News Wire Service: AP, Western Union Sports.

News Film Service: CBS.

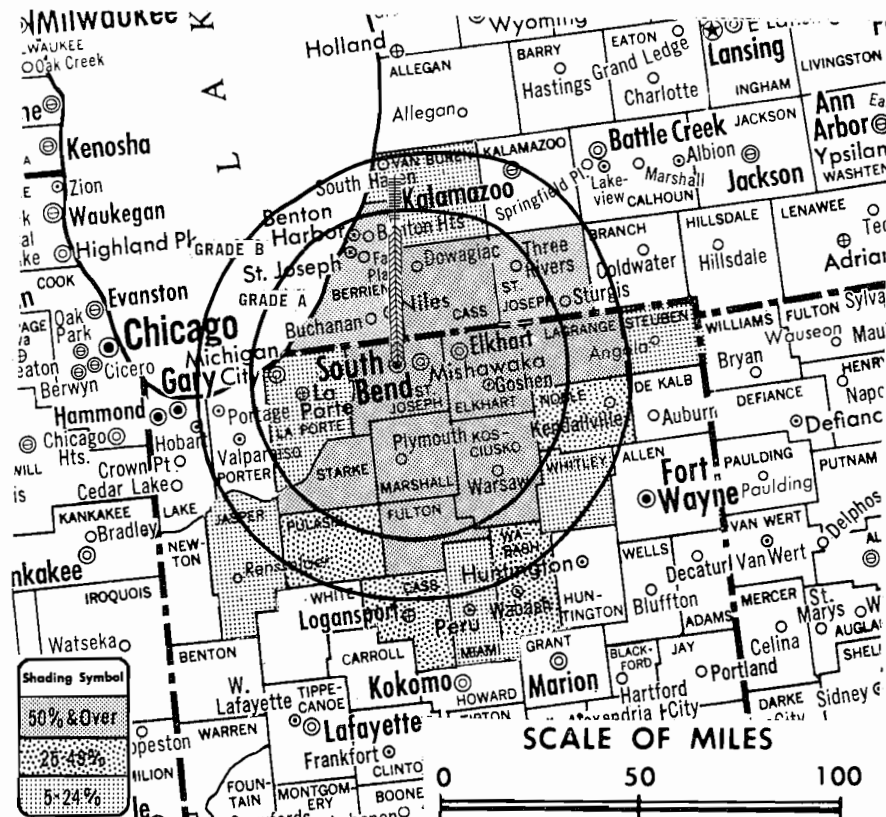
Total Households: © SRDS

Consumer Market Data as of 1/1/70.

TV Homes: TV% and Circulation

© 1969 American Research Bureau.

County coverage based on ARB study (see page 4-b).



WSBT-TV Ref: FCC File No. BPCT—3748 Granted 8/17/66

©American Map Co., Inc., N.Y., No. 14244

## WSBT-TV

Licensee: South Bend Tribune.

Studio: 300 West Jefferson Blvd. (46601).

Telephone: 219-233-3141. TWX No.: 219-282-8154.

Ownership: Same as South Bend Tribune which also owns WDBJ-TV, Roanoke, Va. & publishes Hagerstown (Md.) Herald and Mail; Imperial Valley Press, El Centro, Cal.; Brawley (Cal.) News; Indio (Cal.) Daily News; Daily Herald-Telephone, Bloomington, Ind.; Daily Times-Mail, Bedford, Ind.

Began Operation: Dec. 21, 1952.

Represented (engineering) by David Steel Sr.

Represented (legal) by Hogan & Hartson.

Represented (sales) by The Katz Agency Inc.

Personnel:

- JACK E. DOUGLAS, general manager.
- NORBERT J. GASSENSMITH, program director & film buyer.
- WALTER A. SWEITZER, public service director.
- ROBERT W. BELL, chief engineer.
- JERRY BLECK, national sales manager.
- JAMES D. FREEMAN, local sales manager.
- JUSTIN R. MEACHAM, promotion manager.
- ROLAND KELLY, news director.
- TOM BRUBAKER, production manager.
- JOE PATE, sports director.

DIGEST OF RATE CARD NO. 11A—(June 1, 1969)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.

Class AAA—7-9:30 p.m., daily.

\$625.00 \$425.00 \$225.00 \$225.00 Graded rates apply\*

\*Highest rate: \$240.

NETWORK BASE HOURLY RATE: \$625.

	Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	<b>INDIANA</b>				
		Elkhart	36,500	34,600	95
		Fulton	5,200	5,000	96
		Kosciusko	14,100	13,500	95
		La Grange	4,900	4,400	89
		Marshall	11,200	10,700	96
		Pulaski	3,700	3,400	92
		St Joseph	77,500	75,100	97
		Starke	5,200	4,900	95
		<b>MICHIGAN</b>			
	Berrien	51,600	49,500	96	
	Cass	12,700	12,200	96	
	St Joseph	14,900	14,500	97	
<b>Between 25-49%</b>	<b>INDIANA</b>				
		Cass	13,100	12,400	95
		La Porte	33,200	32,300	97
		Miami	13,500	12,900	96
		Noble	9,600	9,100	95
	Wabash	10,800	10,100	94	
<b>Between 5-24%</b>	<b>INDIANA</b>				
		Jasper	5,400	5,100	95
		Porter	22,700	22,000	97
		Steuben	5,500	5,300	96
		Whitley	6,400	6,200	97
	<b>MICHIGAN</b>				
	Branch	10,500	10,200	96	
	Kalamazoo	56,900	55,100	97	
	Van Buren	16,700	16,200	97	
Station Totals			2,513,200	2,423,800	96
Net Weekly Circulation (March 1969)					245,441
Average Daily Circulation (March 1969)					170,175

# Indiana—Elkhart-South Bend



**WSJV**



Ch. 28

Technical Facilities: Channel No. 28 (554-560 MHz). Authorized power: 229-kw max. and 204-kw horizontal visual, 44.5-kw max. and 40.7-kw horizontal aural. Antenna: 690-ft. above av. terrain, 649-ft. above ground, 1524-ft. above sea level.

Latitude 41° 36' 58"  
Longitude 86° 11' 32"

Holds CP for change to 4160-kw visual, 760-kw aural, 1086-ft. above av. terrain, 1044-ft. above ground, 1914-ft. above sea level. BPCT—4165.

Transmitter: Grass Rd., 3-mi. SW of Mishawaka, Ind.

TV tape: Recording facilities.

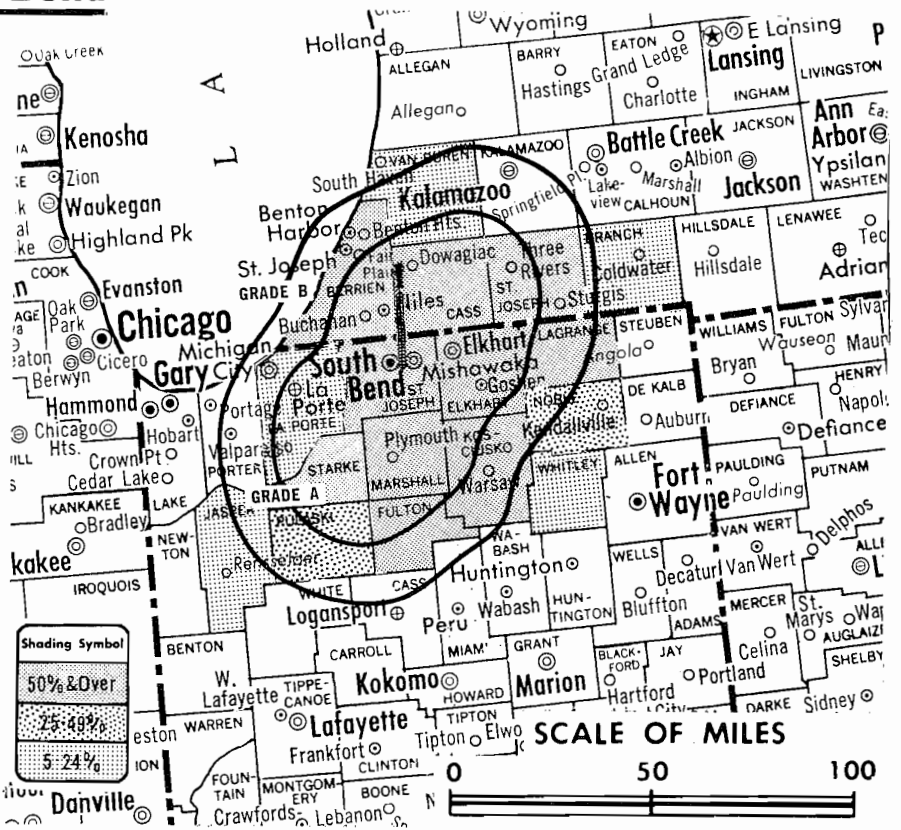
AM Affiliate: WTRC, 1-kw, 1340 kHz (NBC).

FM Affiliate: WFIM, 14.5-kw, 100.7 MHz (No. 264), 550-ft.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).



WSJV Ref: FCC File No. DOC.—12134 Granted 11/15/67  
CP: BPCT—4165 Granted 12/10/69

©American Map Co., Inc., N.Y., No. 14244

## WSJV

Licensee: Truth Publishing Co. Inc., 421 S. 2nd St., Elkhart.  
Mailing Address: Box 28, South Bend, Ind. (46624).  
Studio: 3600 Oakland Ave., Elkhart (46514).  
Telephone: 219-293-8616, Elkhart; 219-232-2828, South Bend.  
TWX No.: 810-294-2242.

Ownership: John F. Dille Jr., pres., 52.94%; Walter R. Beardsley, 47.06%. Truth Publishing Co. also publishes the Elkhart Truth. Truth Publishing owns 60%, Beardsley 25% and Dille 15% of WKJG-TV, Ft. Wayne (WKJG). Mr. Dille has an interest in a CATV system in Lafayette, Ind.

Began operation: March 15, 1954.  
Represented (sales) by Blair Television.  
Represented (legal) by Dow, Lohnes & Albertson.  
Represented (engineering) by Lohnes & Culver.

Personnel:  
JOHN F. DILLE JR., president.  
PAUL C. BRINES, executive vice president.  
DON E. FULLER, vice president & general manager.  
KEN OWENS, assistant station manager.  
AL WATERS, general sales manager.  
JAMES BLACKLAW, program & operations manager.  
ARTHUR C. WHITAKER JR., film director.  
LOUIS SWIFT, chief engineer.

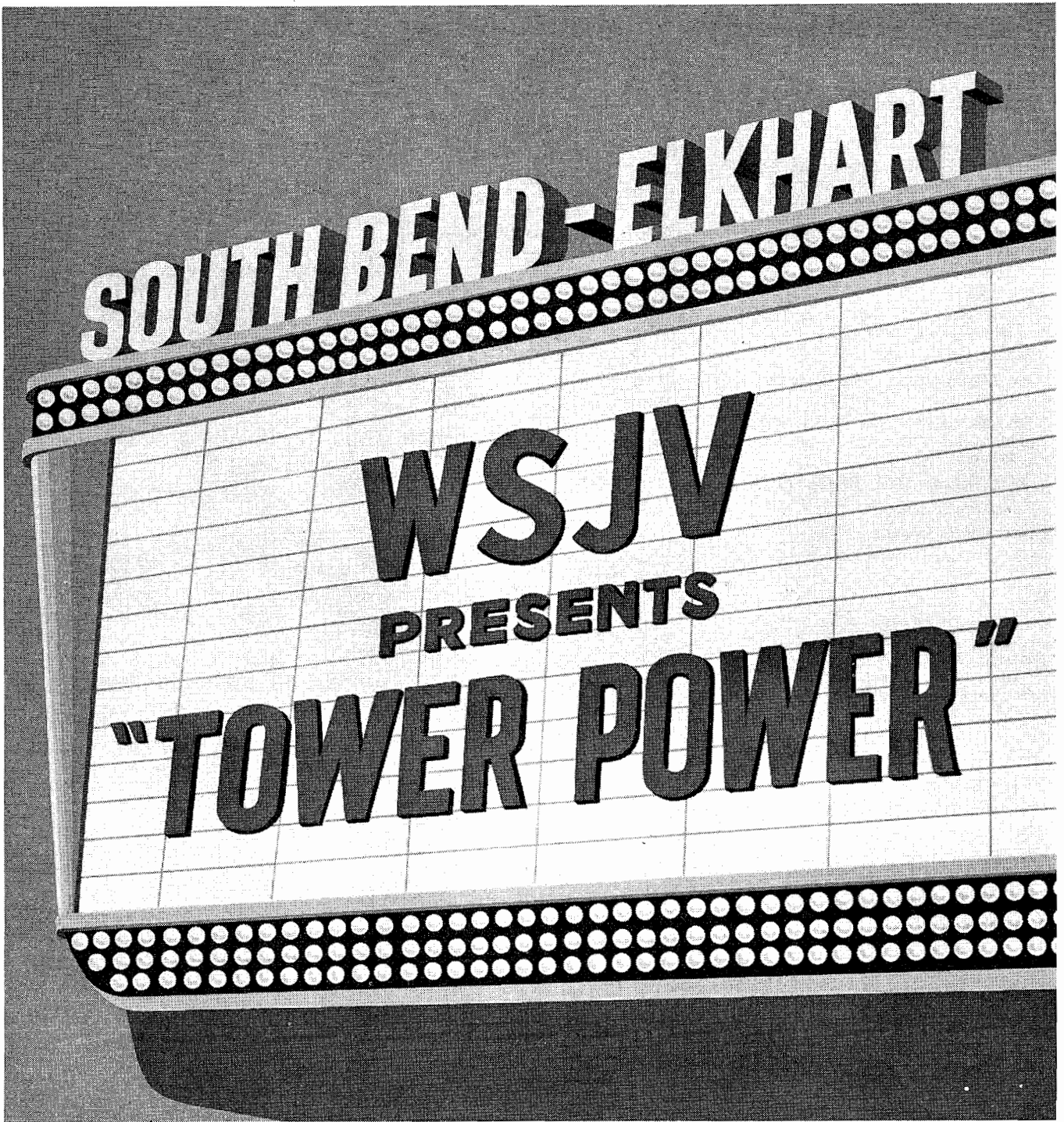
### DIGEST OF RATE CARD NO. 20 (Sept. 1, 1969)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.  
Class AA—6:30-10 p.m., daily.  
\$500.00 \$300.00 \$200.00 \$125.00 ..... \$140.00 \$120.00  
NETWORK BASE HOURLY RATE: \$475.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	INDIANA			
	Elkhart	36,500	34,600	95
	Fulton	5,200	5,000	96
	Kosciusko	14,100	13,500	95
	La Grange	4,900	4,400	89
	Marshall	11,200	10,700	96
	St Joseph	77,500	75,100	97
Starke	5,200	4,900	95	
<b>Between 25-49%</b>	MICHIGAN			
	Berrien	51,600	49,500	96
	Cass	12,700	12,200	96
St Joseph	14,900	14,500	97	
<b>Between 5-24%</b>	ILLINOIS			
	Ogle	12,900	12,400	96
	INDIANA			
	Jasper	5,400	5,100	95
	La Porte	33,200	32,300	97
Whitley	6,400	6,200	97	
MICHIGAN				
Branch	10,500	10,200	96	
Van Buren	16,700	16,200	97	
Station Totals		2,315,100	2,231,300	96
Net Weekly Circulation (March 1969)			200,894	
Average Daily Circulation (March 1969)			120,201	

Map reflects proposed facilities.  
Target date August 1970.





Over 4 Million Watts Maximum ERP • New Tower: 1,086 Feet  
above Average Terrain • Air Date: August 31, 1970.

*See our listing for all the exciting details.*

**WSJV-TV**

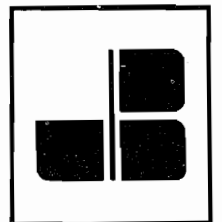
SOUTH BEND - **28** ABC  
ELKHART

THE COMMUNICANA GROUP  
INDIANA COMMUNICATORS



The Communicana Group also includes WKJG-TV, AM and FM, Ft. Wayne;  
WTRC and WFIM (FM), Elkhart; and *The Elkhart Truth* (Newspaper)

JOHN F. DILLE, JR. IS PRESIDENT OF THE COMMUNICANA GROUP



BLAIR TELEVISION

# Indiana—Terre Haute



**WTHI-TV**



Ch. 10

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 960-ft. above av. terrain, 990-ft. above ground, 1546-ft. above sea level.

Latitude 39° 14' 36"  
Longitude 87° 23' 07"

Transmitter: E of U.S. 41 & 150, .34-mi. S of Farmersburg, Ind.

Studio: 918 Ohio St.

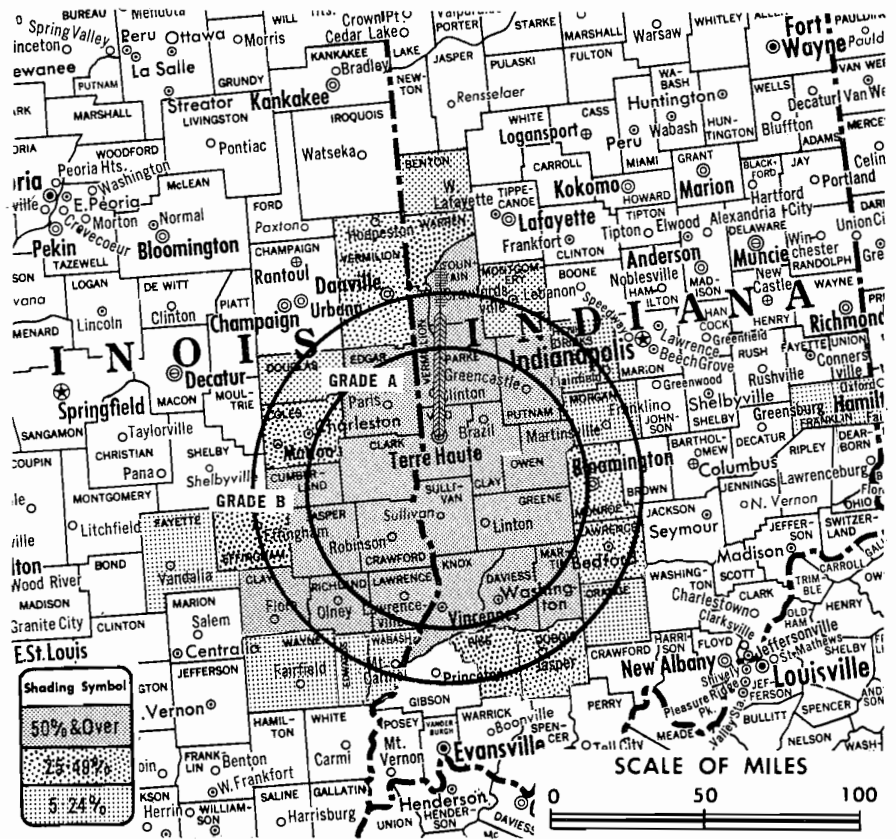
AM Affiliate: WTHI, 1-kw, 1480 kHz (ABC).

FM Affiliate: WTHI-FM, .95-kw, 99.9 MHz (No. 260), 420-ft. antenna height.

Color: Network, film, slide & tape.

News Wire Service: AP.

News Film Service: CBS.



WTHI-TV Ref: FCC File No. BPCT-3289 Granted 6/18/64

©American Map Co., Inc., N.Y., No. 14244

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV % and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).

## WTHI-TV

Network Service: ABC, CBS.

Licensee: Wabash Valley Bcstg. Corp., 918 Ohio St. (47808).

Telephone: 812-232-9481. TWX No.: 812-361-2315.

Ownership: Anton Hulman Jr., pres., 80.7%; J. R. Cloutier, treas., 14.1%; Henry P. Smith, 5.2%.

Began Operation: July 22, 1954.

Represented (sales) by Edward Petry & Co. Inc.

Represented (legal) by Haley, Bader & Potts.

Represented (engineering) by Cohen & Dippell.

Personnel:

ANTON HULMAN JR., president & general manager.

J. R. CLOUTIER, exec. v.p. & treas.

BEN FALBER JR., v.p., dir. of operations & film buyer.

RUSS ARNOLD, v.p. & chief engineer.

R. K. LARR, sales manager.

LOU FROEB, promotion & merchandising.

### DIGEST OF RATE CARD NO. III—(Sept. 22, 1968)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class AA—	7-10:30 p.m.,	daily.				
\$700.00	\$420.00	\$280.00	\$245.00	\$210.00	Graded rates apply*	

\*Highest rate: \$326.

NETWORK BASE HOURLY RATE: \$725 (CBS), \$725 (ABC).

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	ILLINOIS			
	Clark	5,000	4,700	94
	Clay	4,500	4,100	90
	Crawford	6,700	6,400	95

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	ILLINOIS—(Continued)			
	Cumberland	3,200	3,000	93
	Edgar	7,000	6,600	95
	Jasper	3,100	2,800	92
	Lawrence	5,100	4,800	94
	Richland	5,000	4,600	92
	INDIANA			
	Clay	8,300	8,000	96
	Daviess	8,100	7,500	93
	Fountain	6,100	5,800	96
	Greene	9,300	8,800	95
	Knox	13,800	13,200	95
Martin	3,300	3,100	94	
Owen	3,800	3,600	95	
Parke	4,600	4,500	97	
Putnam	7,100	6,800	96	
Sullivan	7,300	6,900	95	
Vermillion	5,600	5,400	96	
Vigo	36,200	34,800	96	
<b>Between 25-49%</b>	ILLINOIS			
	Coles	14,400	13,700	95
	Effingham	7,200	6,500	91
	Vermilion	33,000	31,500	96
	INDIANA			
Dubois	8,300	7,700	93	
Lawrence	11,800	11,200	96	
Monroe	21,900	20,500	93	
Pike	4,500	4,200	92	
Warren	2,300	2,200	94	
<b>Between 5-24%</b>	ILLINOIS			
	Douglas	6,600	6,300	96
	Edwards	2,100	1,900	90
	Fayette	5,700	5,300	93
	Wabash	4,300	4,000	93
Wayne	5,400	4,800	89	
(Continued on page 274-b)				
Station Totals		656,200	626,800	96
Net Weekly Circulation (March 1969)			185,166	
Average Daily Circulation (March 1969)			129,988	

# Indiana—Terre Haute



**WTWO**



Ch. 2

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 19.5-kw aural. Antenna: 950-ft. above av. terrain, 994-ft. above ground, 1544-ft. above sea level.

Latitude 39° 14' 33"  
Longitude 87° 23' 29"

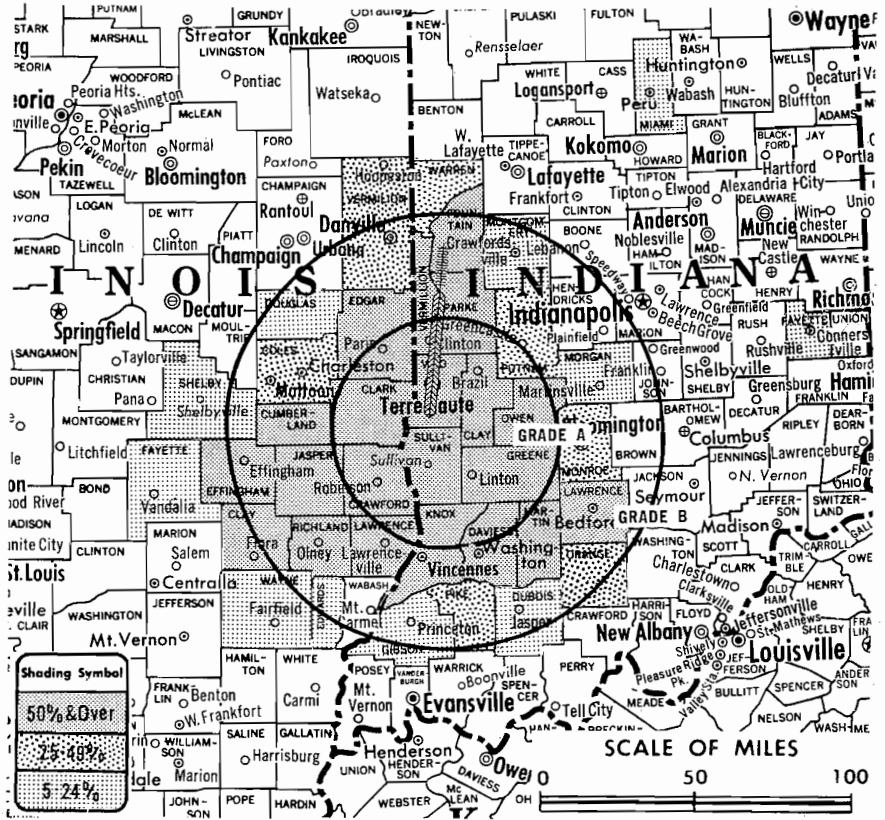
Transmitter: 1-mi. SW of Farmersburg on W side of U.S. Hwys. 41 & 150.

TV tape: Recording facilities.

Color: Network, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.



Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).

WTWO Ref: FCC File No. BNPCT-6077 Granted 4/2/65

©American Map Co., Inc., N.Y., No. 14244

## WTWO

Network Service: NBC. ABC on per program basis.

Licensee: Illiana Telecasting Corp., P.O. Box 299.

Studio: P.O. Box 299 (47808).

Telephone: 812-232-9504.

Ownership: J. R. Livesay, pres., 22.5%; John T. Gelder Jr., exec. v.p., 15.36%; H. Ralph Johnston, secy., .8%; George O. Nichols, treas., 2.1%; George R. Ranes, 11.8%; John A. Templeton, 6.5%; Marshall T. Hubbard, 3.88%; others, none with as much as 5%. Note: Sale to Booth Newspapers pend.

Began Operation: Sept. 1, 1965.

Represented (sales) by Peters, Griffin, Woodward Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Lohnes & Culver.

Personnel:

- JOHN T. GELDER JR., exec. v.p. & general manager.
- ROBERT B. BEALL, asst. gen. mgr. & sales manager.
- PAUL DENEHIE, operations manager.
- ARDEN RAMSEY, chief engineer.
- JOHN PALMER, news director.

### DIGEST OF RATE CARD NO. 3—(May 4, 1969)

Hour 30 Min. 15 Min. 10 Min. Min. 20 Sec. 10 Sec.  
Class AA—7-11 p.m., daily.  
\$700.00 \$420.00 \$280.00 \$240.00 Graded rates apply\*

\*Highest rate: \$250.

NETWORK BASE HOURLY RATE: \$675.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	ILLINOIS			
	Clarke	5,000	4,700	94
	Clay	4,500	4,100	90
	Crawford	6,700	6,400	95
	Cumberland	3,200	3,000	93

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	ILLINOIS—(Continued)			
	Edgar	7,000	6,600	95
	Effingham	7,200	6,500	91
	Jasper	3,100	2,800	92
	Lawrence	5,100	4,800	94
	Richland	5,000	4,600	92
	INDIANA			
	Clay	8,300	8,000	96
	Daviess	8,100	7,500	93
	Fountain	6,100	5,800	96
<b>Between 25-49%</b>	Greene	9,300	8,800	95
	Knox	13,800	13,200	95
	Lawrence	11,800	11,200	96
	Martin	3,300	3,100	94
	Owen	3,800	3,600	95
	Parke	4,600	4,500	97
	Sullivan	7,300	6,900	95
	Vermillion	5,600	5,400	96
	Vigo	36,200	34,800	96
	<b>Between 5-24%</b>	ILLINOIS		
Coles		14,400	13,700	95
Vermilion		33,000	31,500	96
INDIANA				
Monroe		21,900	20,500	93
Orange		5,300	5,000	94
Pike		4,500	4,200	92
Putnam		7,100	6,800	96
Warren		2,300	2,200	94
<b>Between 5-24%</b>		ILLINOIS		
	Douglas	6,600	6,300	96
	Edwards	2,100	1,900	90
	Fayette	5,700	5,300	93
	Shelby	6,900	6,400	93
Wayne	5,400	4,800	89	
(Continued on next page)				
Station Totals		518,900	491,600	94
Net Weekly Circulation (March 1969)				174,957
Average Daily Circulation (March 1969)				102,289

# Indiana

## WLWI, Indianapolis

(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>Between 25-49 %</b>	INDIANA			
	Fayette	7,000	6,700	96
	Greene	9,300	8,800	95
	Jackson	10,400	10,000	96
	Jay	8,500	8,000	94
	Jennings	5,700	5,400	95
	Lawrence	11,800	11,200	96
	Parke	4,600	4,500	97
	Sullivan	7,300	6,900	95
	Vermillion	5,600	5,400	96
	Vigo	36,200	34,800	96
	Wayne	24,000	23,100	96
<b>Between 5-24 %</b>	ILLINOIS			
	Crawford	6,700	6,400	95
	Richland	5,000	4,600	92
	INDIANA			
	Daviess	8,100	7,500	93
	Fulton	5,200	5,000	96
	Harrison	5,600	5,300	95
	Huntington	11,000	10,600	97
	Knox	13,800	13,200	95
	Newton	3,600	3,400	96
	Orange	5,300	5,000	94
	Ripley	6,100	5,800	94
Union	1,600	1,500	94	

## WTWO, Terre Haute

(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>Between 5-24 %</b>	INDIANA			
	Dubois	8,300	7,700	93
	Fayette	7,000	6,700	96
	Gibson	8,600	8,200	95
	Miami	13,500	12,900	96
	Montgomery	11,200	10,800	97
	Morgan	12,300	11,900	97

## WTHI-TV, Terre Haute

(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>Between 5-24 %</b>	INDIANA			
	Benton	3,200	3,100	95
	Franklin	4,600	4,300	93
	Hendricks	15,200	14,800	97
	Montgomery	11,200	10,800	97
	Morgan	12,300	11,900	97
	Orange	5,300	5,000	94

For Market Rankings  
See Services Volume

# WTTV, Indianapolis

(ARB Data Continued)

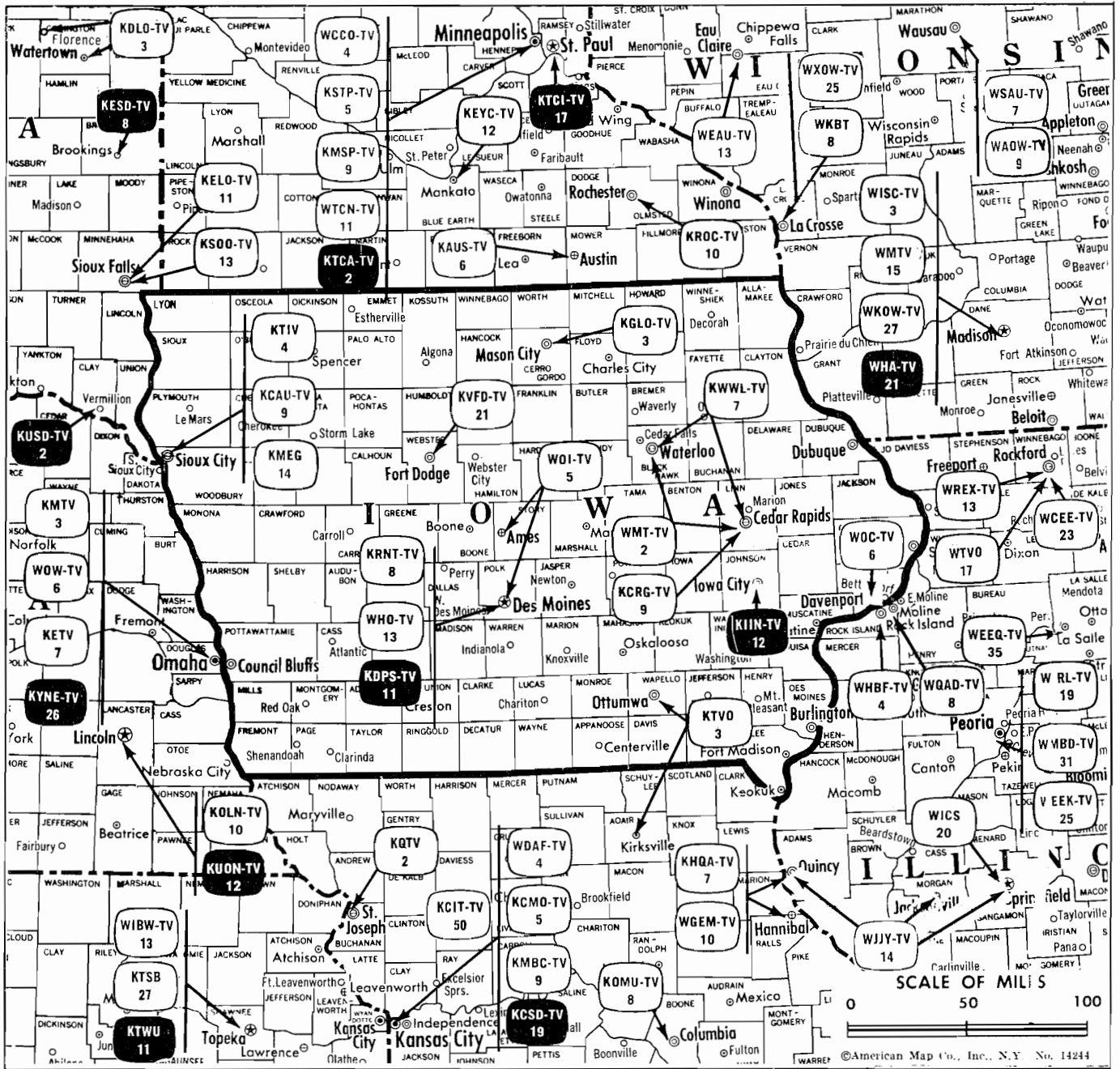
Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>Between 25-49 %</b>	INDIANA			
	Carrroll	5,400	5,200	96
	Daviess	8,100	7,500	93
	Delaware	37,600	36,400	97
	Fayette	7,000	6,700	96
	Grant	25,000	23,900	96
	Jefferson	7,200	6,800	95
	Knox	13,800	13,200	95
	Orange	5,300	5,000	94
	Ripley	6,100	5,800	94
	Scott	4,900	4,500	93
	Sullivan	73,00	6,900	95
	Tippecanoe	28,300	26,600	94
	Union	1,600	1,500	94
	Vermillion	5,600	5,400	96
	Wabash	10,800	10,100	94
	Warren	2,300	2,200	94
Wayne	24,000	23,100	96	

<b>Between 5-24 %</b>	ILLINOIS			
	Clark	5,000	4,700	94
	Jasper	3,100	2,800	92
	Lawrence	5,100	4,800	94
	INDIANA			
	Benton	3,200	3,100	95
	Blackford	4,800	4,600	96
	Dubois	8,300	7,700	93
	Franklin	4,600	4,300	93
	Harrison	5,600	5,300	95
	Jay	8,500	8,000	94
	Pike	4,500	4,200	92
	Randolph	9,700	9,200	96
	Washington	6,100	5,700	93
	White	6,300	6,000	95
	KENTUCKY			
	Carrroll	2,600	2,400	94
Henry	3,700	3,500	93	
Trimble	1,500	1,400	94	
OHIO				
Preble	10,300	10,000	98	

## WTVW, Evansville

(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>Between 5-24 %</b>	ILLINOIS—(Continued)			
	Johnson	1,400	1,300	92
	Saline	7,000	6,500	93
	INDIANA			
	Crawford	2,100	1,900	90
	Greene	9,300	8,800	95
	Harrison	5,600	5,300	95
	Sullivan	7,300	6,900	95
	KENTUCKY			
	Adair	4,400	3,700	85
	Casey	3,400	2,900	85
	Christian	16,000	15,000	94
	Edmonson	2,000	1,800	87
	Hardin	18,200	17,400	96
	Livingston	2,300	2,200	93
	Lyon	1,300	1,100	91
	Meade	7,700	7,400	97
Taylor	6,000	5,400	90	



Market	ARB Net Weekly Circulation	Rank	ARB ADI TV Households	Rank
Davenport-Rock Island-Moline (Quad City)	301,897	69	257,700	66
Cedar Rapids-Waterloo	271,284	77	236,200	71
Des Moines	252,255	82	256,500	67
Sioux City	179,925	109	127,900	116
Rochester-Mason City-Austin	156,667	123	95,800	139
Ottumwa-Kirkville	98,060	164	39,800	178

**HAMILTON-LANDIS & ASSOCIATES, INC.—NATIONWIDE MEDIA BROKERS**  
 THE OFFICE NEAREST YOU IS—1507 TRIBUNE TOWER, CHICAGO, ILL. 60611 • (312) 337-2754

**Iowa**

**State Educational Technical Facilities**  
(Complete Data in Educational Directory)

**KDIN-TV**  
**Des Moines**  
Ch. 11

Non-Commercial Educational Station

Licensee: State Educational Radio & TV Facility Board, P.O. Box 1758, Des Moines, Ia. (50306).

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 28.8-kw visual, 5.75-kw aural. Antenna: 320-ft. above av. terrain, 407-ft. above ground, 1233-ft. above sea level.

Latitude 41° 35' 01"  
Longitude 93° 38' 28"

**KIIN-TV**  
**Iowa City**  
Ch. 12

Non-Commercial Educational Station

Grantee: State Educational Radio & TV Facility Board, P.O. Box 1758, Des Moines (50306).

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1440-ft. above av. terrain, 1449-ft. above ground, 2249-ft. above sea level.

Latitude 41° 43' 14.5"  
Longitude 91° 20' 29.5"

**WMT-TV, Cedar Rapids**

(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
	IOWA—(Continued)			
	Mahaska	7,200	6,800	95
	Muscatine	11,700	11,300	97
	Wapello	14,600	14,100	96
	Wright	6,000	5,800	97
<b>Between 5-24 %</b>	MINNESOTA			
	Fillmore	6,700	6,400	95
	MISSOURI			
	Putnam	1,800	1,700	97
	WISCONSIN			
	La Crosse	21,900	21,300	97

**KCRG-TV, Cedar Rapids-Waterloo**

(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
	IOWA—(Continued)			
	Monroe	2,700	2,600	95
	Muscatine	11,700	11,300	97
	Wapello	14,600	14,100	96
	Wright	6,000	5,800	97
<b>Between 5-24 %</b>	MINNESOTA			
	Fillmore	6,700	6,400	95
	WISCONSIN			
	Iowa	5,200	4,900	94
	Lafayette	4,900	4,600	95

**Iowa Station Status as of March 1, 1970**

	VHF	UHF	TOTAL
○ Commercial Television Stations	10	2	12
● Educational Television Stations	2	0	2
			14

**State Cross Reference List**  
Communities That Receive Programs of Stations That Are Located Elsewhere

**WOI-TV, Ames**

(See Des Moines, Ia.)

**KWWL-TV, Cedar Rapids**

(See Waterloo, Ia.)

**WOW-TV, Council Bluffs**

(See Omaha, Neb.)

**WHBF-TV, Davenport**

(See Rock Island, Ill.)

**WQAD-TV, Davenport**

(See Moline, Ill.)

**KMMT & KROC-TV, Mason City**

(See Austin & Rochester, Minn.)

**KTVO, Ottumwa**

(See Kirksville, Mo.)

**KCRG-TV & WMT-TV, Waterloo**

(See Cedar Rapids, Ia.)

**KRNT-TV, Des Moines**

(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
	IOWA			
	Adams	1,900	1,800	93
	Audubon	2,900	2,800	97
	Franklin	4,400	4,200	97
	Sac	5,200	4,900	95
	Tama	6,600	6,300	96
	Taylor	2,500	2,300	92
<b>Between 5-24 %</b>	MISSOURI			
	Harrison	3,400	3,200	93
	Putnam	1,800	1,700	97
	Sullivan	3,000	2,800	94

# Iowa—Cedar Rapids-Waterloo



**KCRG-TV**



Ch. 9

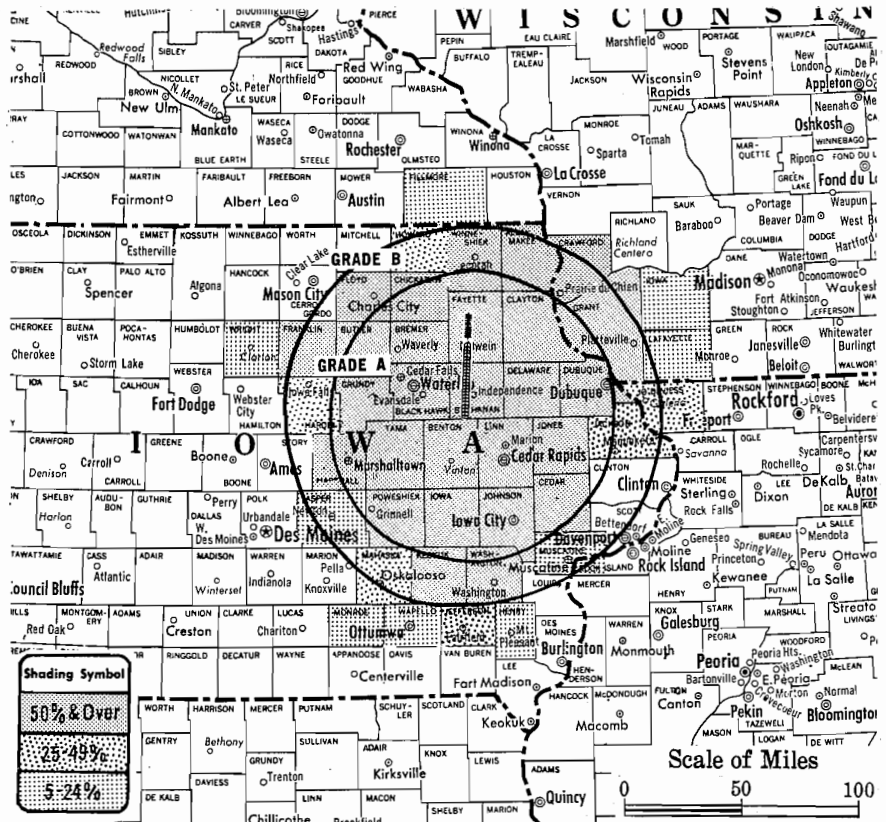
Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 295-kw visual, 58.9-kw aural. Antenna: 2000-ft. above av. terrain, 1926-ft. above ground, 2934-ft. above sea level.

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

Transmitter: 4.5-mi. NW of Walker.  
Color: Network, live, film, slide & tape.

News Wire Service: AP.

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



Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).

KCRG-TV Ref: FCC File No. BMPCT-6432 Granted 1/11/67 ©American M&P Co., Inc., N.Y., No. 14244

## KCRG-TV

Licensee: Cedar Rapids Television Co., First St. at First Ave. S.W., Cedar Rapids, Ia. (52404).

Studio: First St. at First Ave. S.W.

Telephone: 319-364-4194. TWX No.: 910-525-1341.

Ownership: Cedar Rapids Television Co. (wholly-owned subsidiary of The Gazette Co., publisher of Cedar Rapids Gazette), 100%.

Began Operation: Oct. 15, 1953.

Represented (sales) by Edward Petry & Co. Inc.

Represented (legal) by Kirkland, Ellis, Hodson, Chaffetz, Masters & Rowe.

Represented (engineering) by Kear & Kennedy.

Personnel:

- JOSEPH F. HLADKY JR., president.
- ED LASKO, general manager.
- RONALD L. STACK, general sales manager.
- EDNA A. HERBST, promotion, publicity & public affairs.
- JACK GILBERT, program director.
- WALTER ALLISS, chief engineer.
- ERV SHOEMAKER, creative director.

DIGEST OF RATE CARD NO. III—(Sept. 22, 1968)

Hour	30 Min.	15 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class AA—7-10 p.m., daily.					
\$700.00	\$400.00	\$250.00	\$170.00	Graded rates apply*	

\*Highest rate: \$382.

NETWORK BASE HOURLY RATE: \$825.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	IOWA Allamakee	4,400	4,200	95
	Benton	7,100	6,900	97
	Black Hawk	41,100	40,000	97
	Bremer	6,800	6,500	96

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	IOWA—(Continued)			
	Buchanan	5,900	5,700	96
	Butler	5,300	5,000	95
	Cedar	5,700	5,500	97
	Chickasaw	4,200	4,000	96
	Clayton	6,700	6,200	94
	Delaware	5,100	4,900	96
	Dubuque	26,100	24,700	95
	Fayette	8,700	8,400	96
	Floyd	6,400	6,100	96
	Franklin	4,400	4,200	97
	Grundy	4,400	4,300	97
	Iowa	4,900	4,700	96
	Johnson	17,500	16,500	94
	Jones	6,300	6,100	97
	Keokuk	4,700	4,400	94
	Linn	51,700	50,300	97
	Marshall	12,400	12,200	98
	Poweshiek	5,700	5,400	96
Tama	6,600	6,300	96	
Washington	5,900	5,500	94	
Winneshiek	5,800	5,500	94	
WISCONSIN	Crawford	3,700	3,600	95
	Grant	12,800	11,900	93
<b>Between 25-49%</b>	ILLINOIS Jo Daviess	6,600	6,200	93
	IOWA Hardin	7,900	7,600	96
	Howard	4,000	3,600	92
	Jackson	6,500	6,200	95
	Jefferson	4,900	4,600	95
Mahaska	7,200	6,800	95	
<b>Between 5-24%</b>	IOWA Henry	5,100	4,700	93
	Jasper	11,900	11,500	97

(Continued on page 276-b)

Station Totals	494,200	474,200	96
Net Weekly Circulation (March 1969)	258,629		
Average Daily Circulation (March 1969)	154,602		

# Iowa—Cedar Rapids-Waterloo



**WMT-TV**



Ch. 2

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1449-ft. above av. terrain, 1355-ft. above ground, 2395-ft. above sea level.

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

Transmitter: 4.75-mi. N of Urbana.

Studio: 600 Old Marion Rd., NE.

Telephone: 319-364-0171.

TWX No.: 910-525-1326.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

Facsimile Service AP.

AM Affiliate: WMT, 5-kw, 600 kHz (CBS).

FM Affiliate: WMT-FM, 32-kw, 96.5 MHz (No. 243) 540-ft.

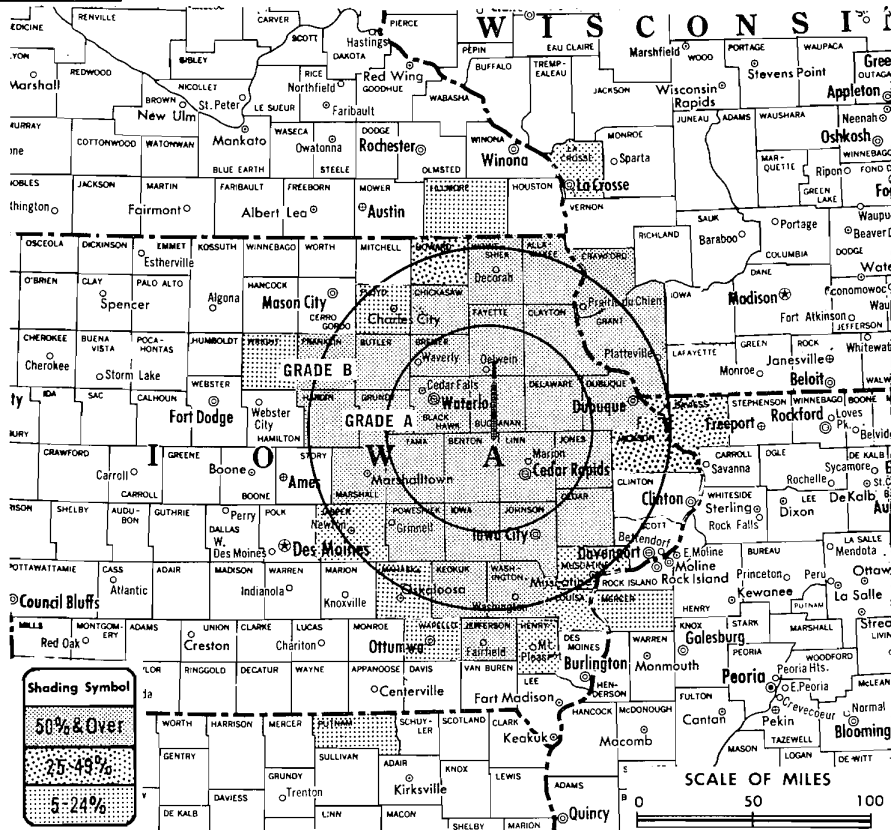
Total Households: © SRDS

Consumer Market Data as of 1/1/70.

TV Homes: TV% and Circulation

© 1969 American Research Bureau.

County coverage based on ARE study (see page 4-b).



## WMT-TV

Licensee: WMT Inc., Fifth Floor, Paramount Theater Bldg., Cedar Rapids (52406).

Ownership: WMT Inc., wholly owned subsidiary of Orion Bcstg. Inc. For other interests, see WAVE-TV, Louisville, Ky.

Began Operation: Sept. 30, 1953. Sale to present owner by American Bcstg. Stations Inc., William B. Quorton & others, approved by FCC June 12, 1968 (Television Digest, Vol. 8:25).

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Covington & Burling.

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

Personnel:

- RALPH S. JACKSON, president.
- LEW VAN NOSTRAND, vice president & general manager.
- DOUGLAS B. GRANT, v.p., TV operations & film buyer.
- T. BALLARD MORTON JR., secretary-treasurer.
- JOHN STOCK, assistant secretary-treasurer.
- WILLIAM ALFORD, director of sales.
- JIM WARD, merchandising manager.
- GRANT PRICE, director news & public affairs.
- BOB NANCE, farm director.
- ROSS L. WILSON, chief engineer.

### DIGEST OF RATE CARD NO. A22—(June 1, 1969)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.

Class A—6-10:30 p.m., daily.

\$825.00 \$500.00 ..... Graded rates apply\*

\*Highest rate: \$270.

NETWORK BASE HOURLY RATE: \$925.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	IOWA			
	Allamakee	4,400	4,200	95
	Benton	7,100	6,900	97
	Black Hawk	41,100	40,000	97
	Bremer	6,800	6,500	96
	Buchanan	5,900	5,700	96
	Butler	5,300	5,000	95

## Net Weekly Circulation State County Total Households TV Homes %

<b>IOWA—(Continued)</b>				
	Cedar	5,700	5,500	97
	Chickasaw	4,200	4,000	96
	Clayton	6,700	6,200	94
	Delaware	5,100	4,900	96
	Dubuque	26,100	24,700	95
	Fayette	8,700	8,400	96
	Franklin	4,400	4,200	97
	Grundy	4,400	4,300	97
	Hardin	7,900	7,600	96
	Iowa	4,900	4,700	96
<b>50% &amp; Over</b>	Jefferson	4,900	4,600	95
	Johnson	17,500	16,500	94
	Jones	6,300	6,100	97
	Keokuk	4,700	4,400	94
	Linn	51,700	50,300	97
	Marshall	12,400	12,200	98
	Poweshiek	5,700	5,400	96
	Tama	6,600	6,300	96
	Washington	5,900	5,500	94
	Winneshiek	5,800	5,500	94
<b>WISCONSIN</b>				
	Crawford	3,700	3,600	95
	Grant	12,800	11,900	93
<b>ILLINOIS</b>				
<b>Between 25-49%</b>	Jo Daviess	6,600	6,200	93
<b>IOWA</b>				
	Howard	4,000	3,600	92
	Jackson	6,500	6,200	95
<b>ILLINOIS</b>				
	Mercer	5,200	5,000	97
<b>IOWA</b>				
<b>Between 5-24%</b>	Floyd	6,400	6,100	96
	Henry	5,100	4,700	93
	Jasper	11,900	11,500	97
	Louisa	2,600	2,500	95
(Continued on page 276-b)				
<b>Station Totals</b>		652,200	628,300	96
<b>Net Weekly Circulation (March 1969)</b>			271,284	
<b>Average Daily Circulation (March 1969)</b>			209,111	



# Iowa—Davenport



**WOC-TV**



Ch. 6

**Technical Facilities:** Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 15.1-kw aural. Antenna: 942-ft. above av. terrain, 978-ft. above ground, 1645-ft. above sea level.

Latitude 41° 32' 50"  
Longitude 90° 28' 36"

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

**Color:** Network, live, film, slide & tape.

**News Wire Service:** AP, UPI.

**Facsimile Service:** UPI.

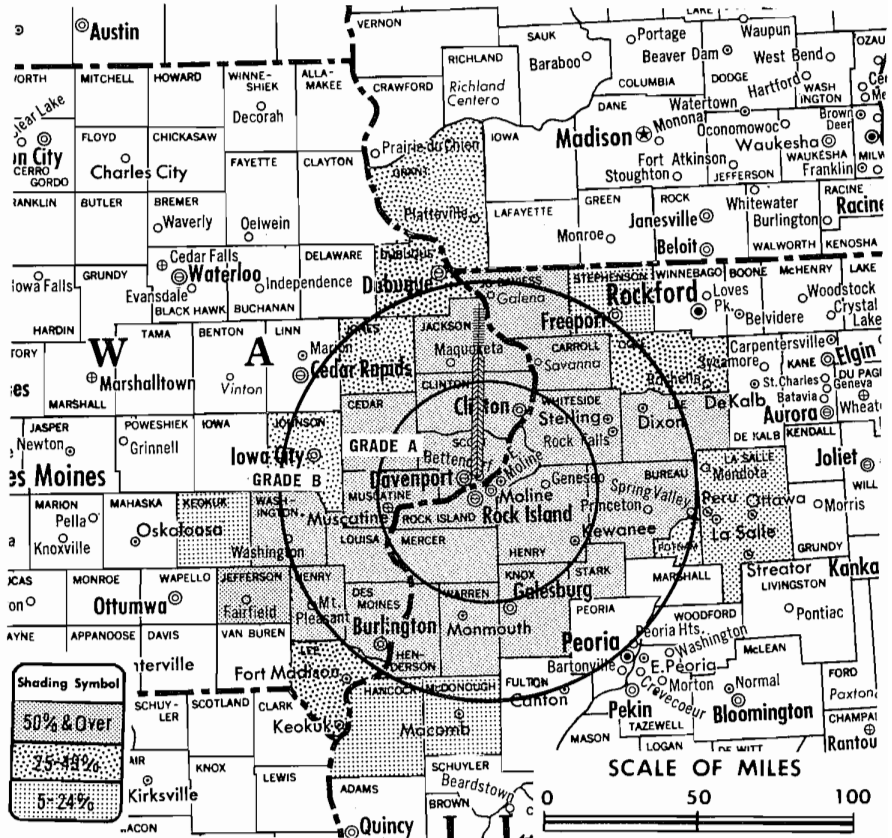
**News Film Service:** NBC.

**AM Affiliate:** WOC, 5-kw, 1420 kHz (NBC).

**FM Affiliate:** WOC-FM, 43-kw, 103.7 MHz (No. 279), 860-ft.

**Studio:** 805 Brady St.

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).



WOC-TV Ref: FCC File No. BPCT-2592 Granted 9/25/59

©American Map Co., Inc., N.Y., No. 14244

## WOC-TV

Licensee: WOC Broadcasting Co., 805 Brady St., Davenport, Ia. (52808).

Telephone: 319-324-1661. TWX No.: 319-322-0085.

Ownership: WOC Bcstg. Co. is wholly-owned subsidiary of Palmer Bcstg. Co., which owns WHO-TV & WHO, Des Moines. For other interests, see WHO-TV.

Began Operation: Oct. 31, 1949.

Represented (sales) by Peters, Griffin, Woodward Inc.

Represented (legal) by Dow, Lohnes & Albertson.

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

Personnel:

D. D. PALMER, president & treasurer.  
WILLIAM D. WAGNER, v.p. & secretary.  
ROBERT H. KRIEGHOFF, general manager.  
HAROLD R. HEATH, sales manager.  
ED ZACK, program director.  
JACK THOMSEN, news director.  
COY BULLARD, director of engineering.

### DIGEST OF RATE CARD NO. 20—(June 1, 1969)

Hour	30 Min.	15 Min.	30 Sec.	20 Sec.	
Class AA—7-9:30 p.m., daily.	\$1100.00	\$660.00	\$400.00	\$325.00*	\$300.00*

\*Class AA—6:29-9:30 p.m., daily.

NETWORK BASE HOURLY RATE: \$1100.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	ILLINOIS			
	Bureau	11,900	11,400	95
	Carroll	6,200	6,000	96
	Henderson	2,700	2,500	94
	Henry	16,800	16,300	97
	Jo Daviess	6,600	6,200	93
	Knox	20,800	20,200	97

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	ILLINOIS—(Continued)			
	Lee	11,100	10,600	96
	Mercer	5,200	5,000	97
	Rock Island	50,900	49,700	98
	Stark	2,300	2,200	96
	Warren	6,600	6,400	96
	Whiteside	20,600	19,800	96
	IOWA			
	Cedar	5,700	5,500	97
	Clinton	18,400	17,900	97
	Des Moines	15,100	14,600	96
	Henry	5,100	4,700	93
	Jackson	6,500	6,200	95
	Jefferson	4,900	4,600	95
	Louisa	2,600	2,500	95
Muscatine	11,700	11,300	97	
Scott	39,900	38,700	97	
Washington	5,900	5,500	94	
<b>Between 25-49%</b>	ILLINOIS			
	Ogle	12,900	12,400	96
	Putnam	1,500	1,400	92
	IOWA			
Dubuque	26,100	24,700	95	
Johnson	17,500	16,500	94	
Jones	6,300	6,100	97	
Lee	13,500	13,000	96	
<b>Between 5-24%</b>	WISCONSIN			
	Grant	12,800	11,900	93
	ILLINOIS			
	Hancock	7,400	7,100	96
La Salle	37,400	35,700	95	
Mc Donough	9,400	9,000	96	
Stephenson	15,800	15,100	96	
IOWA				
Keokuk	4,700	4,400	94	
Station Totals		632,200	607,500	96
Net Weekly Circulation (March 1969)			299,153	
Average Daily Circulation (March 1969)			218,815	

# Iowa—Des Moines



**KRNT-TV**



Ch. 8

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 316-kw visual, 63.1-kw aural. Antenna: 610-ft. above av. terrain, 709-ft. above ground, 1545-ft. above sea level.

Latitude 41° 35' 18"  
Longitude 93° 37' 46"

Transmitter: KRNT Center, Ninth & Pleasant Sts.

TV tape: Recording facilities.

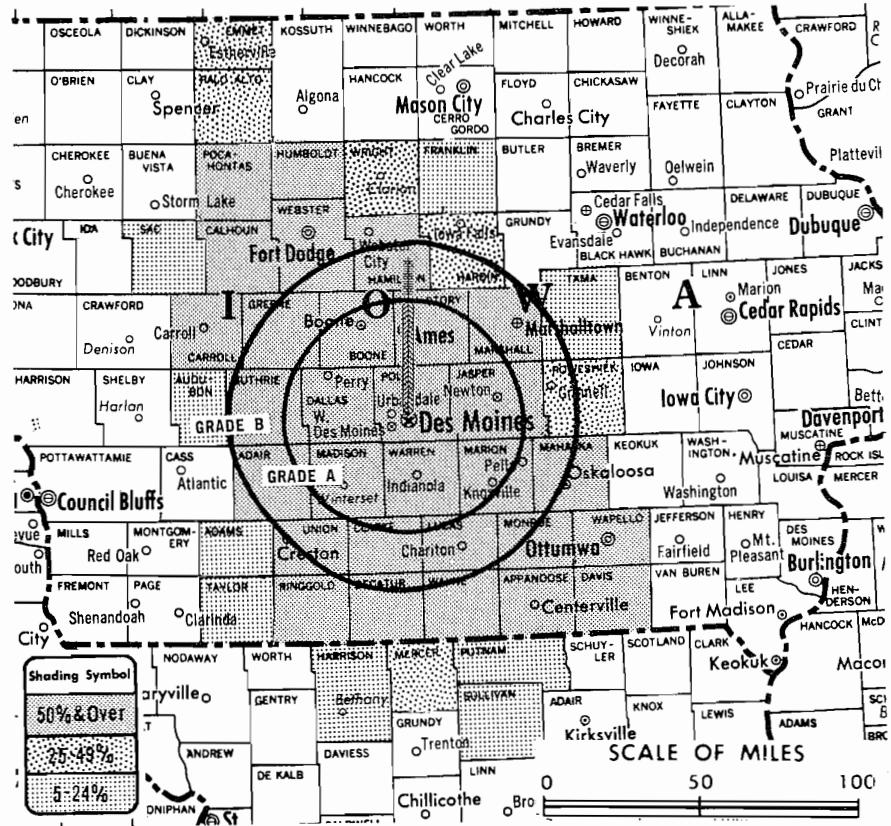
Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

Facsimile Service: AP.

News Film Service: CBS.

AM Affiliate: KRNT, 5-kw, 1350 kHz (CBS).



Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).

KRNT-TV Ref: FCC File No. BMPCT-3106 Granted 7/15/55

©American Map Co., Inc., N.Y., No. 14244

## KRNT-TV

Licensee: Cowles Communications Inc., 9th & Pleasant Sts.

Studio: KRNT Center, Ninth & Pleasant Sts. (50309).

Telephone: 515-243-4141.

Ownership: Cowles Communications, 100%. Cowles Communications also owns 100% of radio affiliate KRNT; WREC-TV, Memphis, Tenn. (WREC) and WESH-TV, Daytona Beach-Orlando, Fla. Members of Cowles family have majority interest in Minneapolis Star and Tribune Co., which owns 47% of WCCO-TV, Minneapolis (WCCO), and 100% of KTVH, Hutchinson, Kan. Cowles newspapers are Des Moines Register and Tribune, Minneapolis Star & Tribune and San Fernando Valley Times. Gardner Cowles owns controlling interest in Fort Pierce (Fla.) News-Tribune. Cowles family also controls Look magazine, which in turn, is the majority owner of San Juan (P.R.) Star.

Began Operation: July 31, 1955.

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Robert A. Marmet.

Represented (engineering) by Lohnes & Culver.

Personnel:

- WILLIAM HIPPEE, general manager.
- JOE HUDGENS, program director & film buyer.
- GUY KOENIGSBERGER, promotion manager.
- CHARLES QUENTIN, chief engineer.
- DICK PERCIVAL, business manager.

DIGEST OF RATE CARD NO. A18  
(June 1, 1969)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.

Class A—7-10:30 p.m., daily.

\$725.00 \$440.00 \$295.00 \$215.00 Graded rates apply\*

\*Highest rate: \$360.

NETWORK BASE HOURLY RATE: \$825.

280-b

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>				
IOWA				
	Adair	2,800	2,700	97
	Appanoose	5,100	4,700	94
	Boone	8,400	8,100	97
	Calhoun	4,800	4,600	96
	Carroll	6,800	6,700	97
	Clarke	2,200	2,100	95
	Dallas	8,000	7,700	97
	Davis	2,700	2,500	95
	Decatur	2,500	2,300	91
	Greene	4,000	3,900	97
	Guthrie	3,700	3,600	96
	Hamilton	6,200	6,000	96
	Humboldt	4,000	3,800	95
	Jasper	11,900	11,500	97
	Lucas	3,100	2,800	93
	Madison	3,800	3,600	97
	Mahaska	7,200	6,800	95
	Marion	7,600	7,300	96
	Marshall	12,400	12,200	98
	Monroe	2,700	2,600	95
	Pocahontas	3,600	3,400	95
	Polk	97,500	94,700	97
	Ringgold	2,000	1,900	96
	Story	15,700	15,000	96
	Union	3,800	3,600	95
	Wapello	14,600	14,100	96
	Warren	6,900	6,700	97
	Wayne	2,600	2,400	93
	Webster	15,700	15,100	96
<b>Between 25-49%</b>				
IOWA				
	Emmet	4,400	4,000	91
	Hardin	7,900	7,600	96
	Palo Alto	3,600	3,300	93
	Poweshiek	5,700	5,400	96
	Wright	6,000	5,800	97
MISSOURI				
	Mercer	1,700	1,500	91

(Continued on page 276-b)

Station Totals	344,700	331,100	96
Net Weekly Circulation (March 1969)			252,255
Average Daily Circulation (March 1969)			189,224

TV Factbook No. 40

# Iowa—Des Moines



**WHO-TV**



Ch. 13

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 316-kw visual, 47.9-kw aural. Antenna: 780-ft. above av. terrain, 743-ft. above ground, 1703-ft. above sea level.

Latitude 41° 39' 12"  
Longitude 93° 20' 56"

Transmitter: 1-mi. S of Mitchellville, on Polk-Jasper County line.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

News Film Service: NBC.

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

FM Affiliate: WHO-FM, 24-kw, 100.3 MHz (No. 262), 617-ft. antenna height.

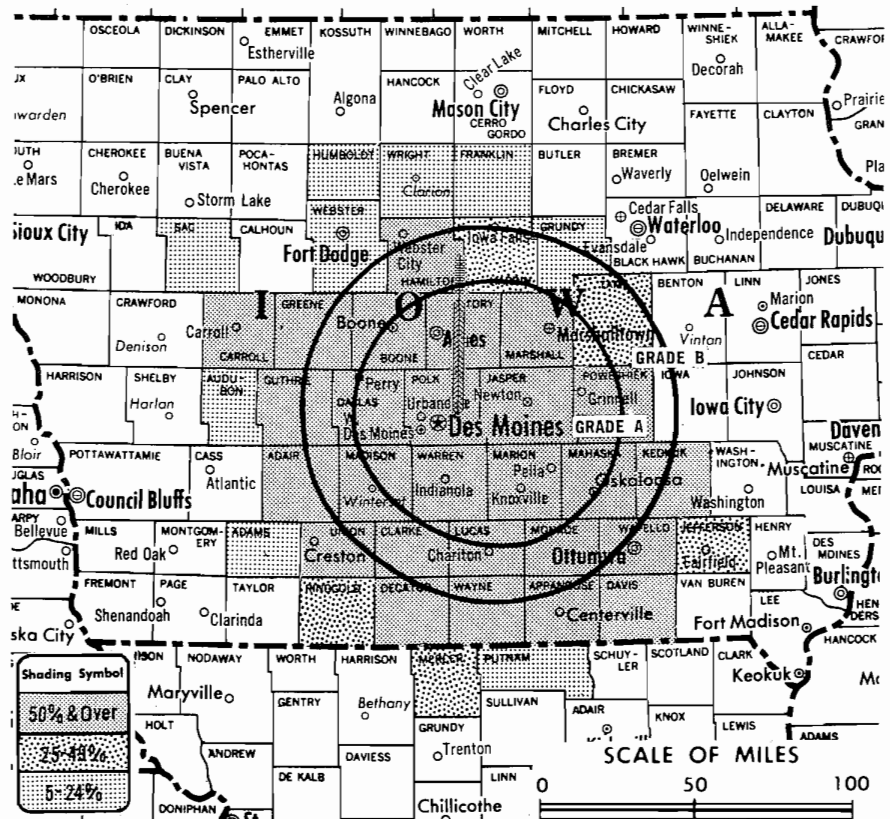
Total Households: © SRDS

Consumer Market Data as of 1/1/70.

TV Homes: TV% and Circulation

© 1969 American Research Bureau.

County coverage based on ARB study (see page 4-b).



WHO-TV Ref: FCC File No. BPCT-334 Granted 9/3/63

© American Map Co., Inc., N.Y., No. 14244

## WHO-TV

Licensee: Palmer Bcstg. Co., 1100 Walnut St., Des Moines, Ia. (50308). Studio: 1100 Walnut St.

Telephone: 515-288-6511. TWX No.: 910-520-2549.

Ownership: Dr. D. D. Palmer, pres. & treas., 77.59%; Wm. D. Wagner, v.p. & secy., 19.23% in Palmer family trusts. Palmer Bcstg. also owns WOC Broadcasting Co., Davenport, Iowa (WOC-TV, WOC & WOC-FM); WNOG & WNFM (FM), Naples, Fla.; CATV systems in Palm Desert, Cal. and Naples, Fla.

Began Operation: April 15, 1954

Represented (sales) by Peters, Griffin, Woodward Inc.

Represented (legal) by Dow, Lohnes & Albertson.

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

Personnel:

DAVID D. PALMER, president & treasurer.

ROBERT H. HARTER, v.p. & general manager.

GEORGE C. CARPENTER, sales manager.

ALVIN H. BARCHESKI, program director.

WARD E. McCLEARY, promotion manager.

WAYNE J. BLICK, auditor & assistant secretary.

ROY W. PRATT, chief engineer.

DIGEST OF RATE CARD NO. 12—(July 1, 1969)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. 10 Sec.  
or more

Class AA—6:30-10 p.m., daily.

\$900.00 \$540.00 \$360.00 \$270.00 \$220.00 \$110.00

NETWORK BASE HOURLY RATE: \$825.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	IOWA			
	Adair	2,800	2,700	97
	Appanoose	5,100	4,700	94
	Boone	8,400	8,100	97
	Carrroll	6,800	6,700	97
	Clarke	2,200	2,100	95
	Dallas	8,000	7,700	97
	Davis	2,700	2,500	95

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	IOWA—(Continued)			
	Decatur	2,500	2,300	91
	Greene	4,000	3,900	97
	Guthrie	3,700	3,600	96
	Hamilton	6,200	6,000	96
	Jasper	11,900	11,500	97
	Keokuk	4,700	4,400	94
	Lucas	3,100	2,800	93
	Madison	3,800	3,600	97
	Mahaska	7,200	6,800	95
	Marion	7,600	7,300	96
	Marshall	12,400	12,200	98
	Monroe	2,700	2,600	95
	Poik	97,500	94,700	97
	Poweshiek	5,700	5,400	96
Story	15,700	15,000	96	
Union	3,800	3,600	95	
Wapello	14,600	14,100	96	
Warren	6,900	6,700	97	
Wayne	2,600	2,400	93	
<b>Between 25-49%</b>	IOWA			
	Hardin	7,900	7,600	96
	Jefferson	4,900	4,600	95
	Ringgold	2,000	1,900	96
Tama	6,600	6,300	96	
<b>MISSOURI</b>	Mercer	1,700	1,500	91
	<b>Between 5-24%</b>	IOWA		
Adams		1,900	1,800	93
Audubon		2,900	2,800	97
Franklin		4,400	4,200	97
Grundy		4,400	4,300	97
Humboldt		4,000	3,800	95
Sac		5,200	4,900	95
Webster		15,700	15,100	96
Wright	6,000	5,800	97	
<b>MISSOURI</b>	Putnam	1,800	1,700	97
	Station Totals	365,700	351,500	96
Net Weekly Circulation (March 1969)			242,798	
Average Daily Circulation (March 1969)			173,152	

# Iowa—Ames-Des Moines



**WOI-TV**



Ch. 5

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 553-ft. above av. terrain, 580-ft. above ground, 1609-ft. above sea level.

Latitude 41° 59' 20"  
Longitude 93° 41' 12"

Transmitter: 4 miles SW of Ames.

Studio: WOI-TV Bldg.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

AM Affiliate: WOI, 5-kw, 640 kHz.

FM Affiliate: WOI-FM, 100-kw, 90.1 MHz (No. 211), 530-ft. antenna height.

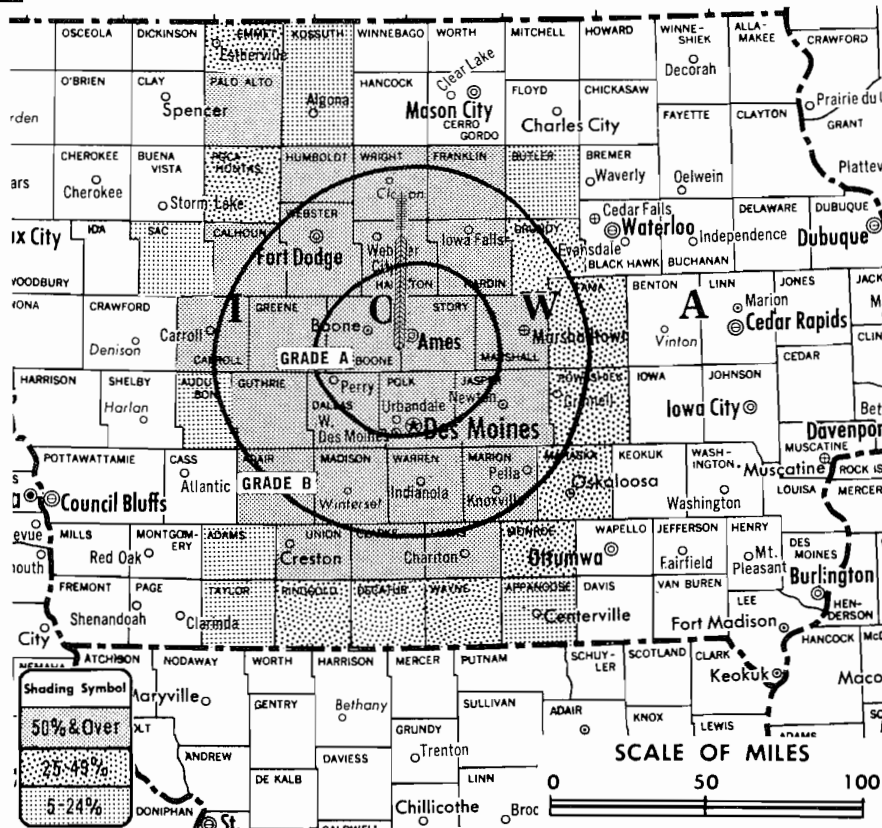
Total Households: © SRDS

Consumer Market Data as of 1/1/70.

TV Homes: TV% and Circulation

© 1969 American Research Bureau.

County coverage based on ARB study (see page 4-b).



## WOI-TV

Licensee: Iowa State University of Science & Technology, Ames, Ia. (50010).

Telephone: 515-294-5555. TWX No.: 910-520-1152.

Began Operation: Feb 21, 1950.

Represented (sales) by H-R Television Inc.

Represented (legal) by Cohn & Marks.

Represented (engineering) by Jansky & Bailey.

Personnel:

DR. ROBERT PARKS, president of Iowa State University.  
ROBERT C. MULHALL, general manager & film buyer.  
JAMES H. DAVIS, assoc. general manager.  
TED TOSTLEBE, commercial manager.  
TOM CARMODY, sales service & promotion manager.  
JANIS MARVIN, traffic & merchandising manager.  
DON MIMMAUGH, film director.  
KEITH KETCHAM, chief engineer.

### DIGEST OF RATE CARD NO. 14

(June 1, 1966)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.

Class A—6:30-10 p.m., Mon.-Fri.; 6:30-10:30 p.m., Sat. & Sun.  
\$800.00 \$480.00 \$320.00 \$240.00 Graded rates apply\*

\*Highest rate: \$350.

NETWORK BASE HOURLY RATE: \$750.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	IOWA			
	Adair	2,800	2,700	97
	Boone	8,400	8,100	97
	Calhoun	4,800	4,600	96
	Carroll	6,800	6,700	97
	Clarke	2,200	2,100	95
	Dallas	8,000	7,700	97
Franklin	4,400	4,200	97	

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	IOWA—(Continued)			
	Greene	4,000	3,900	97
	Guthrie	3,700	3,600	96
	Hamilton	6,200	6,000	96
	Hardin	7,900	7,600	96
	Humboldt	4,000	3,800	95
	Jasper	11,900	11,500	97
	Lucas	3,100	2,800	93
	Madison	3,800	3,600	97
	Marion	7,600	7,300	96
	Marshall	12,400	12,200	98
	Palo Alto	3,600	3,300	93
	Polk	97,500	94,700	97
	Story	15,700	15,000	96
Union	3,800	3,600	95	
Warren	6,900	6,700	97	
Webster	15,700	15,100	96	
Wright	6,000	5,800	97	
<b>Between 25-49%</b>	IOWA			
	Decatur	2,500	2,300	91
	Emmet	4,400	4,000	91
	Grundy	4,400	4,300	97
	Mahaska	7,200	6,800	95
	Monroe	2,700	2,600	95
	Pocahontas	3,600	3,400	95
Poweshiek	5,700	5,400	96	
Ringgold	2,000	1,900	96	
Tama	6,600	6,300	96	
Wayne	2,600	2,400	93	
<b>Between 5-24%</b>	IOWA			
	Adams	1,900	1,800	93
	Appanoose	5,100	4,700	94
	Audubon	2,900	2,800	97
	Butler	5,300	5,000	95
Kossuth	7,000	6,800	97	
Sac	5,200	4,900	95	
Taylor	2,500	2,300	92	
Station Totals		427,800	411,500	96
Net Weekly Circulation (March 1969)			240,877	
Average Daily Circulation (March 1969)			148,208	

# Iowa—Fort Dodge



**KVFD-TV**

Ch. 21

Technical Facilities: Channel No. 21 (512-518 MHz). Authorized power: 330.1-kw, maximum and 170-kw horizontal visual, 19-kw aural. Antenna: Directional, 630-ft. above av. terrain, 650-ft. above ground, 1760-ft. above sea level.

Latitude 42° 29' 16"  
Longitude 94° 12' 09"

Holds CP for change to 872-kw max. & 414-kw horizontal visual, 87.2-kw max. & 41.4-kw horizontal aural, 1160-ft. above av. terrain, 1206-ft. above ground, 2362-ft. above sea level, lat. 42 49' 03", long. 94° 24' 41", transmitter to 1-mi. N of Bradgate. BPCT-4251.

Transmitter: Television Square, Fort Dodge.

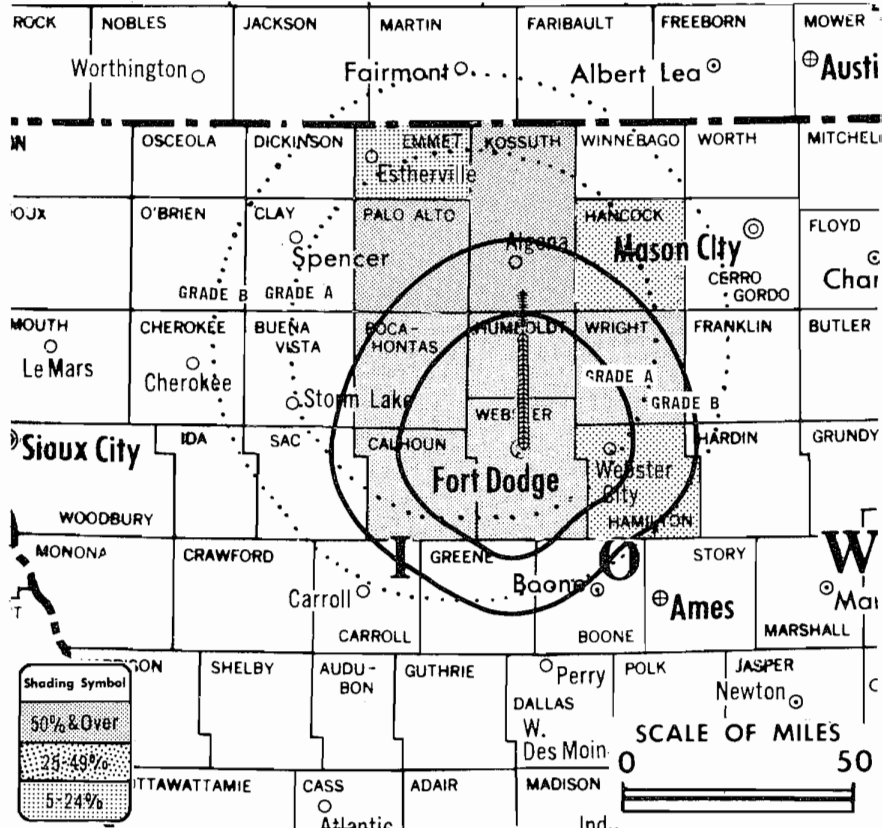
Color: Network, live, film, slide & tape.

News Wire Service: AP.

AM Affiliate: KVFD, 1-kw (.25-kw night), 1400 kHz (MBS).

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.

County coverage based on ARB study (see page 4-b).



KVFD-TV Ref: FCC File No. BMPCT-3391 Granted 10/3/55  
CP: BPCT-4251 Granted 10/20/69

©American Map Co., Inc., N.Y., No. 14241

## KVFD-TV

Licensee: Northwest Television Co., 912 First Ave. S., Fort Dodge, Ia. (50501).

Studio: Television Square, Fort Dodge.

Telephone: 515-573-4121.

Ownership: Edward Breen, pres., 18.9%; George Haire, v.p., 1.4%; Robert Kelley, secy., .41%; Northwest Bcstg. Co. (KVFD), 31.22%; over 200 other stockholders, none with more than 1%.

Began Operation: Nov. 23, 1953.

Represented (sales) by Howard Television.

Personnel:

EDWARD BREEN, president & film buyer.  
EVE RUBENSTEIN, station manager.  
DICK JOHNSON, program director.  
DAVID SINCLAIR, vice president, engineering.

### DIGEST OF RATE CARD NO. 6 (Jan. 1, 1967)

Hour	30 Min.	15 Min.	5 Min.	Min. or 30 Sec.	20 Sec.	10 Sec.
Class AA—6:59-10 p.m., daily.						
\$170.00	\$115.00	\$90.00	\$60.00	\$50.00	\$40.00	\$30.00

NETWORK BASE HOURLY RATE: \$100.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	IOWA			
	Calhoun	4,800	4,600	96
	Humboldt	4,000	3,800	95
	Kossuth	7,000	6,800	97
	Palo Alto	3,600	3,300	93
	Pocahontas	3,600	3,400	95
<b>Between 5-24%</b>	Webster	15,700	15,100	96
	Wright	6,000	5,800	97
	IOWA			
	Emmet	4,400	4,000	91
	Hamilton	6,200	6,000	96
	Hancock	4,000	3,800	96
Station Totals		87,500	83,700	95
Net Weekly Circulation (March 1969)				32,406
Average Daily Circulation (March 1969)				20,782

For ARB County-by-County Data

See Services Volume

# Iowa—Mason City



**KGLO-TV**



Ch. 3

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1510-ft. above av. terrain, 1524.5-ft. above ground, 2758.4-ft. above sea level.

Latitude 43° 12' 25"  
Longitude 92° 50' 00"

Transmitter: 4-mi. E of St. Ansgar, Ia.

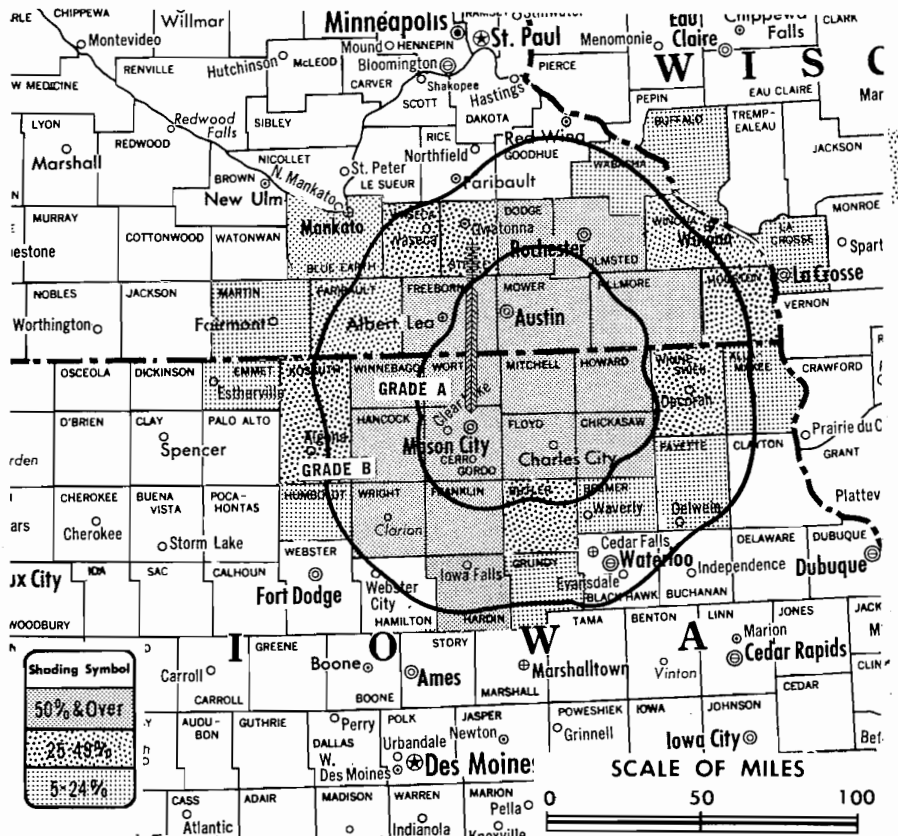
Studio: 2nd & Pennsylvania Ave.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

News Film Service: CBS.

AM Affiliate: KGLO, 5-kw, 1300 kHz (CBS).



Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV % and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).

KGLO-TV Ref: FCC File No. BPCT-3275 Granted 3/10/65

©American Map Co., Inc., N.Y., No. 14244

## KGLO-TV

Licensee: Lee Enterprises Inc., 2nd & Pennsylvania Ave. (50401).

Telephone: 515-423-2540. TWX No.: 515-424-1987.

Ownership: Lee Enterprises Inc. See KHQA-TV, Hannibal, Mo.-Quincy, Ill.

Began Operation: May 15, 1954.

Represented (sales) by H-R Television Inc.

Represented (legal) by Pierson, Ball & Dowd.

Represented (engineering) by David L. Steel Sr.

Personnel:

MERRITT MILLIGAN, general manager, broadcast divisions.  
LLOYD D. LOERS, general manager.  
ROBERT G. FRUEHE, national sales manager.  
BART CURRAN, production director.  
KEN KEW, news director.  
AL HEINZ, farm director.  
DAVID R. SAPPENFIELD, chief engineer.

DIGEST OF RATE CARD NO. 15A\*—(Nov. 1, 1969)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class 1—6:59-10:01 p.m., daily.	\$700.00	\$420.00	\$280.00	\$200.00	\$155.00	\$85.00 \$60.00

\*Sold nationally in combination with KEYC-TV Mankato, Minn.

NETWORK BASE HOURLY RATE: \$475.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	IOWA			
	Cerro Gordo	16,600	16,100	97
	Chickasaw	4,200	4,000	96
	Floyd	6,400	6,100	96
	Franklin	4,400	4,200	97
	Hancock	4,000	3,800	96
	Hardin	7,900	7,600	96

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	IOWA—(Continued)			
	Howard	4,000	3,600	92
	Mitchell	4,100	3,900	96
	Winnebago	3,900	3,800	96
	Worth	2,700	2,600	96
	Wright	6,000	5,800	97
	MINNESOTA			
	Dodge	3,800	3,600	94
	Fillmore	6,700	6,400	95
	Freeborn	11,300	10,900	96
Mower	13,900	13,500	97	
Olmsted	22,300	21,500	97	
<b>Between 25-49%</b>	IOWA			
	Butler	5,300	5,000	95
	Kossuth	7,000	6,800	97
	Winneshiek	5,800	5,500	94
	MINNESOTA			
	Faribault	6,800	6,500	95
	Houston	5,500	5,300	95
Steele	8,200	7,900	97	
Waseca	5,100	4,900	96	
Winona	12,200	11,400	94	
<b>Between 5-24%</b>	IOWA			
	Allamakee	4,400	4,200	95
	Bremer	6,800	6,500	96
	Emmet	4,400	4,000	91
	Fayette	8,700	8,400	96
	Grundy	4,400	4,300	97
	Humboldt	4,000	3,800	95
	MINNESOTA			
	Blue Earth	13,900	13,100	95
	Martin	7,300	6,900	95
Wabasha	4,800	4,600	96	
WISCONSIN				
Buffalo	3,800	3,500	95	
La Crosse	21,900	21,300	97	
Station Totals		359,100	344,300	95
Net Weekly Circulation (March 1969)				132,378
Average Daily Circulation (March 1969)				92,094

# Iowa—Sioux City



**KCAU-TV**



Ch. 9

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

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

Transmitter: 4-mi. E, .75-mi. N of James, Ia.

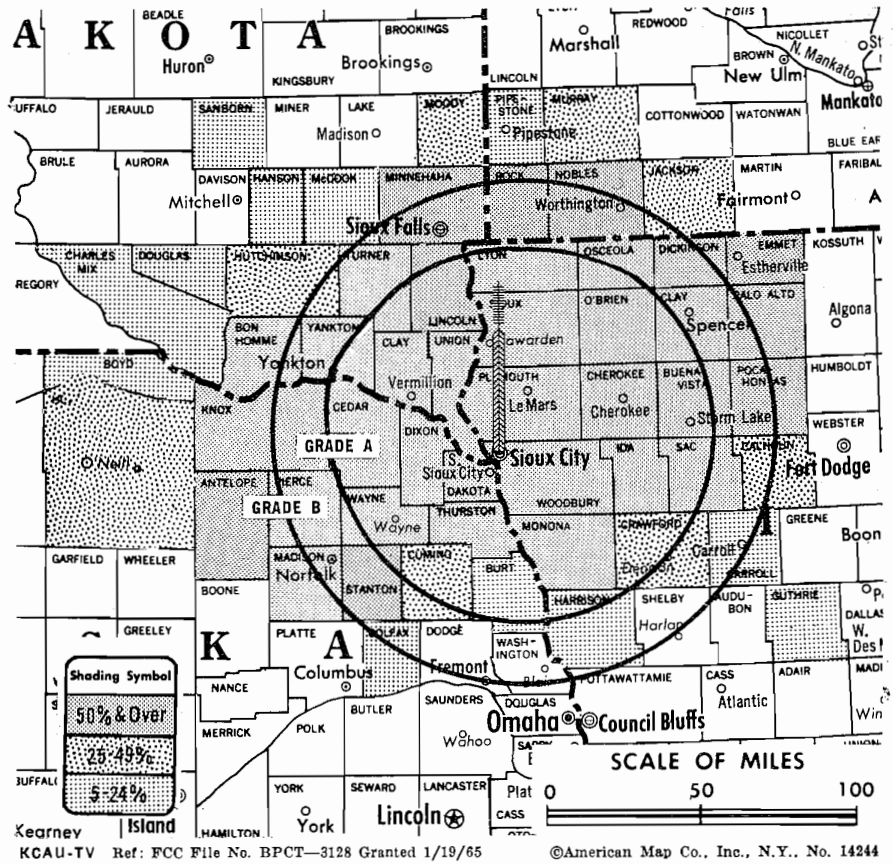
Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

Facsimile Service: UPI.

TV tape: Recording facilities.

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).



## KCAU-TV

Network Service: ABC.

Licensee: Forward of Iowa Inc., 7th & Douglas Sts. (51101).

Studio: TV Theatre, 7th & Douglas Sts.

Telephone: 712-277-2345.

Ownership: Forward Communications Corp., see WSAU-TV, Wausau, Wis.

Began Operation: March 29, 1953. Sale to present owner by People's Bcstg. Corp. approved Oct. 27, 1965 by FCC (Television Digest, Vol. 5:30) Sale to People's by Cowles Bcstg. Co. was approved Nov. 27, 1957 by FCC (Vol. 13:41, 44, 49).

Represented (sales) by The Meeker Co.; Harry S. Hyett Co. Inc. (Minneapolis); Busby, Finch & Woods Inc. (South & SW).

Represented (legal) by McKenna & Wilkinson.

Personnel:

- WILLIAM F. TURNER, exec. vice president & general manager.
- CLAIR W. GILES, assistant general manager.
- PAUL J. O'BRYAN, general sales manager.
- SCOTT MARRINER, local sales manager.
- DAVID L. SLATER, operations manager.
- BILL HARLING, production director.
- CHARLES HARNESS, news director.
- GLEN LARSEN, technical director.
- JIM HENRY, promotion manager.
- PAT FRANCIS, traffic manager.

### DIGEST OF RATE CARD NO. 15A (Jan. 1, 1970)

Hour	30 Min.	15 Min.	5 Min.	Min.	30 or 20 Sec.	10 Sec.
Class A—6:30-10 p.m., daily.	\$600.00	\$360.00	\$240.00	\$180.00	\$125.00	\$62.00

NETWORK BASE HOURLY RATE: \$900.

For Group Ownership of Stations  
See Services Volume

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>IOWA</b>				
	Buena Vista	6,500	6,300	96
	Cherokee	5,200	5,000	96
	Clay	5,600	5,300	94
	Dickinson	3,900	3,600	94
	Emmet	4,400	4,000	91
	Ida	2,800	2,700	96
	Lyon	4,000	3,800	94
	Monona	3,500	3,400	96
	O'Brien	5,700	5,500	97
	Osceola	2,900	2,800	95
	Palo Alto	3,600	3,300	93
	Plymouth	6,700	6,500	97
	Pocahontas	3,600	3,400	95
	Sac	5,200	4,900	95
	Sioux	7,400	6,800	93
	Woodbury	35,300	34,200	97
<b>MINNESOTA</b>				
	Nobles	6,800	6,500	97
	Rock	3,400	3,300	97
<b>50% &amp; Over</b>				
<b>NEBRASKA</b>				
	Antelope	2,600	2,300	91
	Cedar	3,600	3,500	96
	Dakota	4,100	4,000	98
	Dixon	2,000	1,900	97
	Knox	3,800	3,400	90
	Madison	8,500	7,900	93
	Pierce	2,500	2,400	95
	Stanton	1,700	1,600	93
	Thurston	1,400	1,400	94
	Wayne	2,900	2,900	98
<b>SOUTH DAKOTA</b>				
	Bon Homme	2,900	2,600	92
	Clay	3,200	3,100	96
	Lincoln	3,800	3,700	96
	Minnehaha	30,600	29,900	98
	Turner	3,600	3,400	96
	Union	3,100	3,000	98
	Yankton	5,000	4,800	95

(Continued on page 290-b)

Station Totals	496,200	475,800	95
Net Weekly Circulation (March 1969)			179,925
Average Daily Circulation (March 1969)			121,370

# Iowa—Sioux City



**KMEG**

Ch. 14



Technical Facilities: Channel No. 14 (470-476 MHz). Authorized power: 1000-kw max. & 380-kw horizontal visual, 200-kw max. & 75.9-kw horizontal aural, 1152-ft. above av. terrain, 1000-ft. above sea level. Latitude 42° 30' 53" Longitude 96° 18' 14"

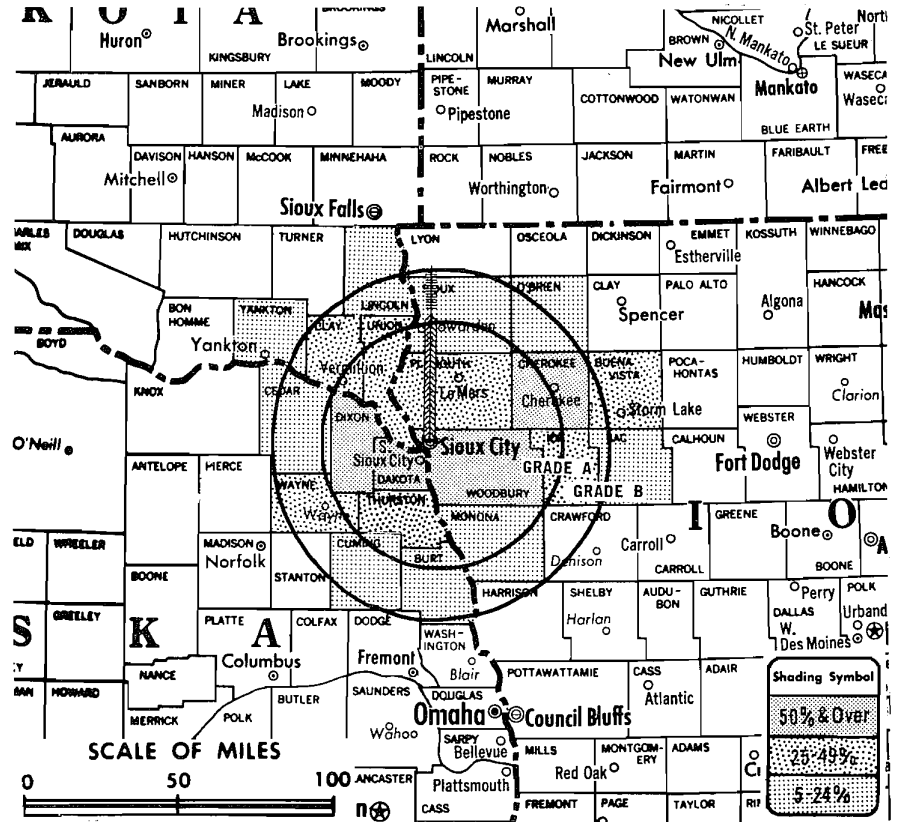
Transmitter: Rural Rt. 2, 1-mi. E of city limits.

Color: Network, live, film, slide & tape.

TV tape: Recording facilities.

News Wire Service: UPI.

Total Households: © SRDS  
 Consumer Market Data as of 1/1/70.  
 TV Homes: TV% and Circulation  
 © 1969 American Research Bureau.  
 County coverage based on ARB study (see page 4-b).



KMEG Ref: FCC File No. BPCT—3871 Granted 2/13/67

©American Map Co., Inc., N.Y., No. 14244

## KMEG

Network Service: CBS.

Licensee: Medallion Broadcasters Inc., Box 657, 7th & Floyd Blvd., Sioux City (51102).

Studio: 1301 7th St., Sioux City.

Telephone: 712-277-3554. TWX No.: 910-967-2060.

Ownership: Fetzer Bcstg. For other interests, see WKZO-TV, Kalamazoo, Mich.

Began Operation: Sept. 5, 1967. Sale to present owner by Medallion Bcstrs. (Robert B. Donovan, Edgar F. Pechacek et al.) approved by FCC Aug. 13, 1969 (Television Digest, Vol. 9:33).

Represented (legal) by Dow, Lohnes & Albertson.

Represented (sales) by Avery-Knodel Inc.

Personnel:

- JOHN E. FETZER, president.
- ROBERT B. DONOVAN, vice president & general manager.
- ROBERT G. ENGELHARDT, asst. mgr. & technical director.
- HOWARD GARLAND, program director.
- DEL KENTNER, business manager.
- TERRY LALLEY, sales manager.
- KEN LAWSON, news supervisor.

### DIGEST OF RATE CARD NO. 3 (Aug. 1, 1968)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. 10 Sec.  
 Class AA—7-10 p.m., daily.  
 \$225.00 \$140.00 \$85.00 \$65.00 \$48.00\* \$48.00\* \$32.00\*

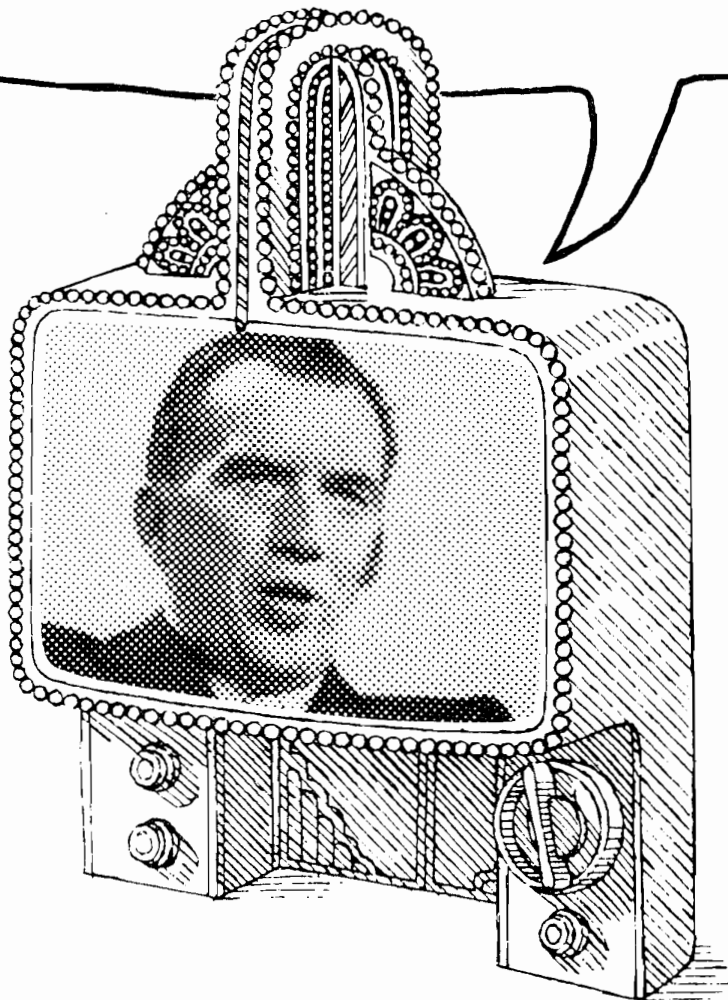
\*Class AA—7-9:30 p.m., daily.

NETWORK BASE HOURLY RATE: \$80.00

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	IOWA			
	Cherokee	5,200	5,000	96
	Woodbury	35,300	34,200	97
	NEBRASKA			
<b>Between 25-49%</b>	Dakota	4,100	4,000	98
	Dixon	2,000	1,900	97
	IOWA			
	Buena Vista	6,500	6,300	96
	Ida	2,800	2,700	96
<b>Between 5-24%</b>	Plymouth	6,700	6,500	97
	NEBRASKA			
	Thurston	1,400	1,400	94
	Wayne	2,900	2,900	98
	SOUTH DAKOTA			
<b>Between 5-24%</b>	Clay	3,200	3,100	96
	Union	3,100	3,000	98
	IOWA			
	Monona	3,500	3,400	96
	O'Brien	5,700	5,500	97
	Sac	5,200	4,900	95
	Sioux	7,400	6,800	93
	NEBRASKA			
	Burt	2,700	2,600	97
	Cedar	3,600	3,500	96
Cuming	3,700	3,500	95	
<b>Between 5-24%</b>	SOUTH DAKOTA			
	Lincoln	3,800	3,700	96
	Yankton	5,000	4,800	95
Station Totals		157,500	152,300	97
Net Weekly Circulation (March 1969)				46,435
Average Daily Circulation (March 1969)				30,667



# In Sioux City...



## Ed Sullivan is KMEG-TV

The channel 14 efficiency experts deliver the Siouxland sales center at the right price. With a million-watt primary signal. No inflated rate cards, no waste audience. Strong movies nightly — Mike Douglas, Truth or Consequences daily. And attractive news buys, early and late.



### *The Felzyer Stations*

**RADIO**  
 WKZO KALAMAZOO-BATTLE CREEK  
 WJEF GRAND RAPIDS  
 WJFM GRAND RAPIDS-KALAMAZOO  
 WWAM/WWTV-FM CADILLAC

**TELEVISION**  
 WKZO-TV GRAND RAPIDS-KALAMAZOO  
 WWTV / CADILLAC TRAVERSE CITY  
 WWUP-TV SAULT STE. MARIE  
 KOLN-TV / LINCOLN, NEBRASKA  
 KGIN-TV GRAND ISLAND, NEB.  
 KMEG-TV SIOUX CITY, IOWA

# **KMEG-TV**

A CBS Affiliate

A megawatt of sales power for Sioux City  
 Avery-Knodel, Inc., Exclusive National Representatives

# Iowa—Sioux City



**KTIV**

Ch. 4



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

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

Transmitter: 4-mi. E, .75-mi. N of James, Ia.

TV tape: Recording facilities.

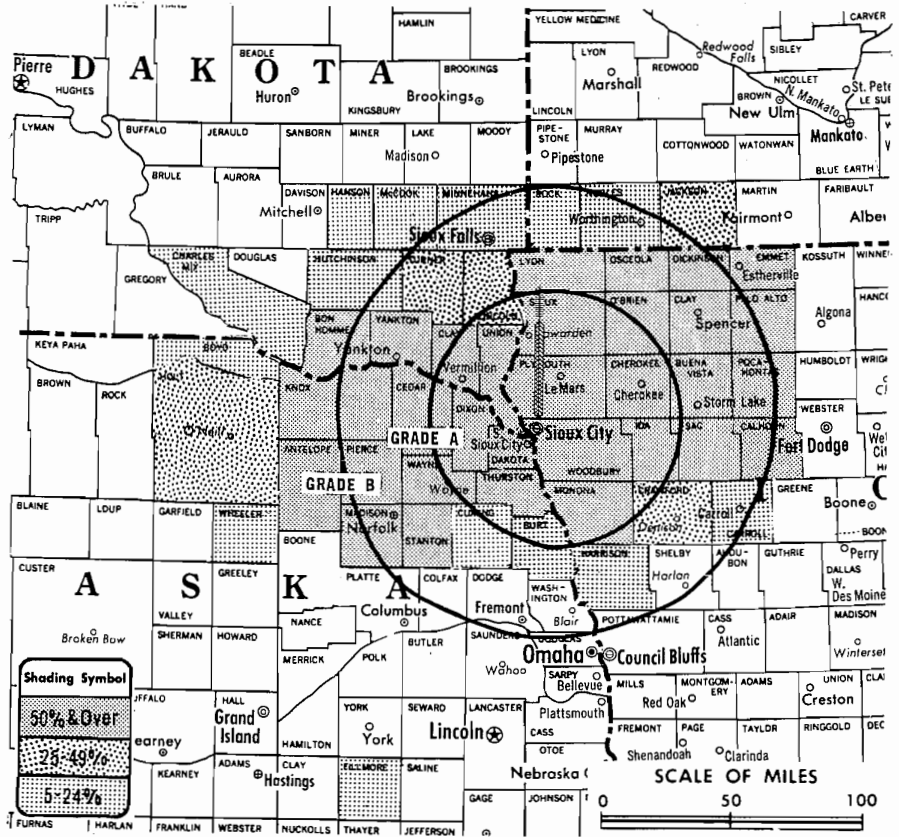
Color: Network, live, film, slide & tape.

News Wire Service: UPI.

AM Affiliate: KSCJ, 5-kw, 1360 kHz (ABC).

Studio: 10th & Grandview Blvd.

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).



KTIV Ref: FCC File No. BPC-3127 Granted 1/19/65

©American Map Co., Inc., N.Y., No. 1424

## KTIV

Network Service: NBC.

Licensee: KTIV Television Co., 10th & Grandview Blvd. (51105).

Telephone: 712-258-0545. TWX No.: 712-991-1850.

Ownership: Perkins Bros. Co. 100% (KSCJ, also affiliated with Journal Tribune Publishing Co.). KTIV officers: Dietrich Dirks, pres.; Gene Flaherty (KSCJ), exec. v.p.; Duane Kidder, v.p.; Bernard Marks, secy.; Elizabeth Sammons, treas. & chmn. of board.

Began Operation: Oct. 9, 1954. Sale of 50%, giving Perkins Bros. 100% control, approved May 26, 1965 by FCC (Television Digest, Vol. 5:24).

Represented (sales) by H-R Television Inc.; Wayne-Evans & Associates (Minneapolis); Soderlund Co. (Omaha).

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Cohen & Dippell.

### Personnel:

DIETRICH DIRKS, president & general manager.  
GENE FLAHERTY, executive v.p. & sales director.  
WILLIAM YENERICH, sales manager.  
DON STONE, program director & film buyer.  
LYNN CARVER, promotion director.  
GENE QUILLEASH, production director.  
LARRY KURTZE, continuity director.  
CARL WELLS, news director.  
ROGER MANSFIELD, sports director.  
AL SMITH, chief engineer.

### DIGEST OF RATE CARD NO. 12—(Sept. 1, 1967)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.  
Class AA—6:31-9:59 p.m., daily.  
\$550.00 \$330.00 \$210.00 ..... Graded rates apply\*

\*Highest rate: \$250.

NETWORK BASE HOURLY RATE: \$650.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>IOWA</b>				
	Buena Vista	6,500	6,300	96
	Calhoun	4,800	4,600	96
	Cherokee	5,200	5,000	96
	Clay	5,600	5,300	94
	Dickinson	3,900	3,600	94
	Emmet	4,400	4,000	91
	Ida	2,800	2,700	96
	Lyon	4,000	3,800	94
	Monona	3,500	3,400	96
	O'Brien	5,700	5,500	97
	Osceola	2,900	2,800	95
	Palo Alto	3,600	3,300	93
	Plymouth	6,700	6,500	97
	Pocahontas	3,600	3,400	95
	Sac	5,200	4,900	95
	Sioux	7,400	6,800	93
	Woodbury	35,300	34,200	97
<b>NEBRASKA</b>				
<b>50% &amp; Over</b>	Antelope	2,600	2,300	91
	Cedar	3,600	3,500	96
	Dakota	4,100	4,000	98
	Dixon	2,000	1,900	97
	Knox	3,800	3,400	90
	Madison	8,500	7,900	93
	Pierce	2,500	2,400	95
	Stanton	1,700	1,600	93
	Thurston	1,400	1,400	94
	Wayne	2,900	2,900	98
<b>SOUTH DAKOTA</b>				
	Bon Homme	2,900	2,600	92
	Clay	3,200	3,100	96
	Union	3,100	3,000	98
	Yankton	5,000	4,800	95

(Continued on page 290-b)

Station Totals	343,200	328,500	95
Net Weekly Circulation (March 1969)			156,729
Average Daily Circulation (March 1969)			109,923

# Iowa—Waterloo-Cedar Rapids



Ch. 7

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 195-kw visual, 27-kw aural. Antenna: 1980-ft. above av. terrain, 2000-ft. above ground, 2980-ft. above sea level.

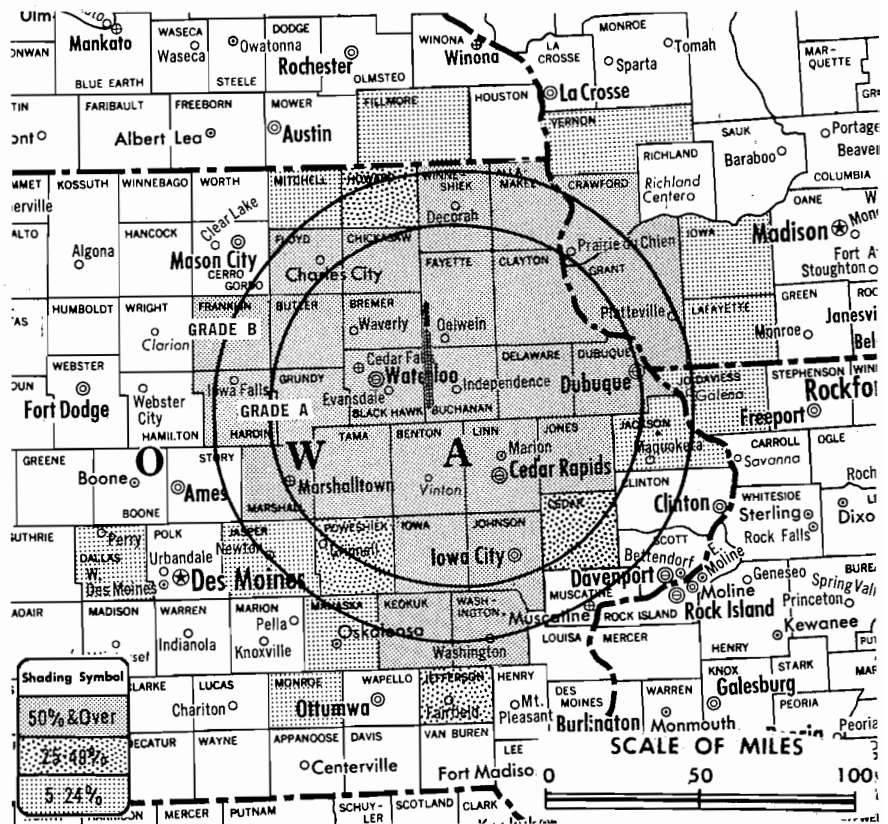
Latitude 42° 24' 04"  
Longitude 91° 50' 43"

Transmitter: 2-mi. N of Rowley, Iowa.  
Color: Network, live, film, slide & tape.

News Wire Service: AP.

Facsimile Service: AP.

AM Affiliate: KWWL, 5-kw, 1330 kHz (MBS).



Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).

KWWL-TV Ref: FCC File No. BMPCT-6729 Granted 1/4/68 ©American Map Co., Inc., N.Y., No. 14241

## KWWL-TV

Licensee: Black Hawk Bcstg. Co., E. Fourth & Franklin Sts., Waterloo, Iowa (50703).

Studio: 500 E. 4th St.

Telephone: 319-234-4404. TWX No.: 319-235-1716.

Ownership: Robert Buckmaster, pres., 11.8%; Donald M. Graham, v.p., 2.9%; Robert Young, treas., 2.2%; the following directors: T. L. Trunnell, 3.8%; Robert J. McCoy, 1.7%; Ralph J. McElroy estate (Robert Buckmaster, executor), 50%; William Bolster estate, 6.8%; Lowell J. Walker, 1.6%; John B. Young, 2.2%; E. E. Wheeler, 2.2%; A. D. Donnell, 1.9%; Dick H. Young, 1.5%; George A. Loveall, 1.6%; Louise M. McKinstry, 1.3%. There are several other stockholders, each owning 1% or less. Also owns radio KLWW, Cedar Rapids, Ia.; KAUS-TV & KAUS, Austin, Minn. & translator K80AW, Dubuque, Ia.

Began Operation: Nov. 25, 1953.

Represented (sales) by Avery-Knodel Inc.; Wayne-Evans & Assoc. (Minneapolis).

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

Represented (engineering) by Jules Cohen & Associates.

Personnel:

- ROBERT BUCKMASTER, president.
- BURNS NUGENT, vice president & general manager.
- THOMAS L. YOUNG, v.p. & assistant to president.
- MILLER ROSKAMP, sales manager.
- WARREN MEAD, v.p. & director of public affairs.
- EDWARD M. TINK, v.p. & director of engineering.
- JAMES BRADLEY, v.p. & program director & film buyer.

### DIGEST OF RATE CARD NO. 20 (Sept. 1, 1969)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AA—7-9:30 p.m., daily.	\$675.00	\$405.00	\$270.00	\$135.00	Graded rates apply*	

\*Highest rate: \$180.

Combination Rates—KWWL-TV & KAUS-TV, Austin, Minn.

NETWORK BASE HOURLY RATE: \$625.

1970-71 Edition

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>				
IOWA				
	Allamakee	4,400	4,200	95
	Benton	7,100	6,900	97
	Black Hawk	41,100	40,000	97
	Bremer	6,800	6,500	96
	Buchanan	5,900	5,700	96
	Butler	5,300	5,000	95
	Chickasaw	4,200	4,000	96
	Clayton	6,700	6,200	94
	Delaware	5,100	4,900	96
	Dubuque	26,100	24,700	95
	Fayette	8,700	8,400	96
	Floyd	6,400	6,100	96
	Franklin	4,400	4,200	97
	Grundy	4,400	4,300	97
	Hardin	7,900	7,600	96
	Iowa	4,900	4,700	96
	Johnson	17,500	16,500	94
	Jones	6,300	6,100	97
	Keokuk	4,700	4,400	94
	Linn	51,700	50,300	97
	Marshall	12,400	12,200	98
	Tama	6,600	6,300	96
	Washington	5,900	5,500	94
	Winnesiek	5,800	5,500	94
WISCONSIN				
	Crawford	3,700	3,600	95
	Grant	12,800	11,900	93
<b>Between 25-49%</b>				
IOWA				
	Cedar	5,700	5,500	97
	Howard	4,000	3,600	92
	Jefferson	4,900	4,600	95
	Poweshiek	5,700	5,400	96
<b>Between 5-24%</b>				
ILLINOIS				
	Jo Daviess	6,600	6,200	93
IOWA				
	Dallas	8,000	7,700	97

(Continued on next page)

Station Totals	423,900	406,300	95
Net Weekly Circulation (March 1969)			244,336
Average Daily Circulation (March 1969)			153,379

**Iowa**

**KCAU-TV, Sioux City**

(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>Between 25-49 %</b>	IOWA			
	Calhoun	4,800	4,600	96
	Crawford	5,500	5,300	97
	MINNESOTA			
	Jackson	4,000	3,800	93
	Murray	3,700	3,500	96
	NEBRASKA			
	Cuming	3,700	3,500	95
	Holt	3,900	3,400	87
	SOUTH DAKOTA			
Hutchinson	3,500	3,300	93	
Moody	2,300	2,200	96	
<b>Between 5-24 %</b>	IOWA			
	Carroll	6,800	6,700	97
	Guthrie	3,700	3,600	96
	Harrison	4,600	4,400	96
	MINNESOTA			
	Pipestone	3,800	3,700	95
	NEBRASKA			
	Boyd	1,300	1,200	92
	Burt	2,700	2,600	97
	Colfax	3,100	2,900	93
	SOUTH DAKOTA			
	Charles Mix	2,400	2,100	89
	Douglas	1,200	1,100	91
	Hanson	1,100	1,100	94
	Mc Cook	2,200	2,200	97
Sanborn	1,100	1,000	92	

**When audience estimates will help TOMORROW, Call for ARB Overnights TODAY!**

**KTIV, Sioux City**

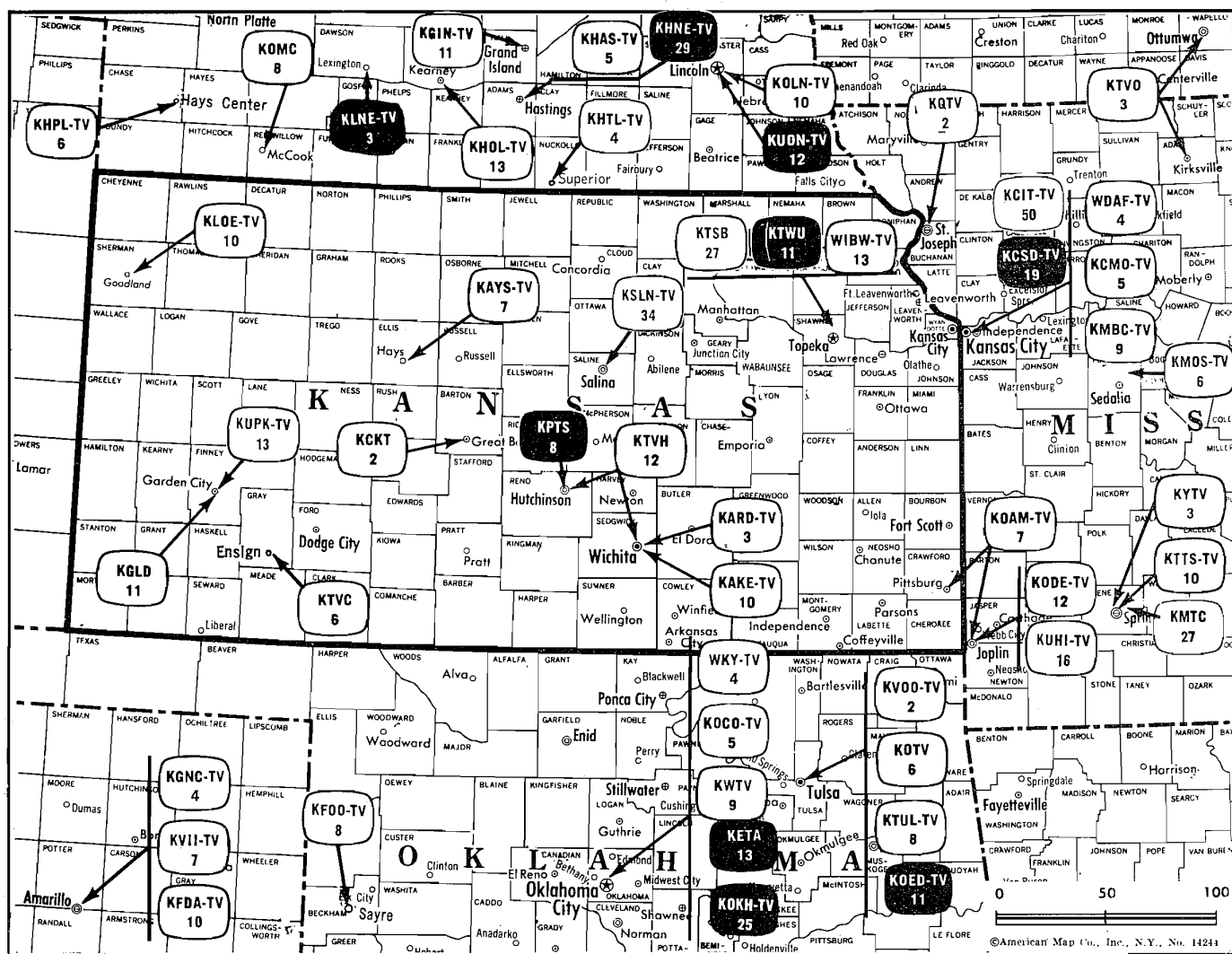
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>Between 25-49 %</b>	IOWA			
	Crawford	5,500	5,300	97
	MINNESOTA			
	Jackson	4,000	3,800	93
	NEBRASKA			
	Holt	3,900	3,400	87
	SOUTH DAKOTA			
Lincoln	3,800	3,700	96	
Turner	3,600	3,400	96	
<b>Between 5-24 %</b>	IOWA			
	Carroll	6,800	6,700	97
	Harrison	4,600	4,400	96
	MINNESOTA			
	Nobles	6,800	6,500	97
	Rock	3,400	3,300	97
	NEBRASKA			
	Boyd	1,300	1,200	92
	Burt	2,700	2,600	97
	Cuming	3,700	3,500	95
	Fillmore	2,900	2,800	96
	Wheeler	400	300	89
	SOUTH DAKOTA			
	Charles Mix	2,400	2,100	89
	Hanson	1,100	1,100	94
Hutchinson	3,500	3,300	93	
Mc Cook	2,200	2,200	97	
Minnehaha	30,600	29,900	98	

**KWWL-TV, Waterloo-Cedar Rapids**

(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>Between 5-24 %</b>	IOWA—(Continued)			
	Jackson	6,500	6,200	95
	Jasper	11,900	11,500	97
	Mahaska	7,200	6,800	95
	Mitchell	4,100	3,900	96
	Monroe	2,700	2,600	95
	MINNESOTA			
	Fillmore	6,700	6,400	95
	WISCONSIN			
	Iowa	5,200	4,900	94
Lafayette	4,900	4,600	95	
Vernon	6,500	6,100	94	



Market	ARB Net Weekly Circulation	Rank	ARB ADI TV Households	Rank
Wichita-Hutchinson	347,634	58	342,000	47
Joplin-Pittsburg	168,683	113	123,500	119
Topeka	159,715	121	106,700	130
Hays	46,530	194	*	*

### Kansas Station Status as of March 1, 1970

	VHF	UHF	TOTAL
Commercial Television Stations	11	1	12
Educational Television Stations	2	0	2
			14

**HAMILTON-LANDIS & ASSOCIATES, INC.—NATIONWIDE MEDIA BROKERS**  
 THE OFFICE NEAREST YOU IS—1507 TRIBUNE TOWER, CHICAGO, ILL. 60611 • (312) 337-2754

# Kansas

## KAKE-TV, Wichita

(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>50% &amp; Over</b>	KANSAS—(Continued)			
	Seward	5,900	5,600	94
	Stafford	2,800	2,600	94
	Stanton	1,000	900	90
	Stevens	1,300	1,200	89
	Sumner	8,900	8,500	95
	Wichita	800	700	91
<b>Between 25-49%</b>	OKLAHOMA			
	Beaver	2,300	2,100	93
	KANSAS			
	Geary	6,800	6,500	96
	Greeley	600	600	94
<b>Between 5-24%</b>	Hodgeman	700	600	92
	Lyon	8,800	8,100	92
	OKLAHOMA			
	Grant	2,200	2,000	94
	Kay	18,300	17,400	95
	COLORADO			
	Baca	2,200	1,700	77
	KANSAS			
	Chautauqua	2,200	2,100	94
	Clay	3,800	3,500	90
	Ellis	6,300	6,100	96
	Lincoln	1,300	1,200	90
	Ness	1,200	1,100	94
	Ottawa	2,200	1,900	90
	Riley	11,600	10,800	93
Rush	1,400	1,300	95	
Wilson	5,100	4,700	91	
Woodson	1,200	1,100	91	
OKLAHOMA				
Alfalfa	4,000	3,700	92	
Garfield	19,400	18,500	95	
Harper	2,000	1,800	93	
Texas	4,900	4,600	93	
Woods	4,900	4,500	92	

## WIBW-TV, Topeka

(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>Between 5-24%</b>	KANSAS—(Continued)			
	Russell	2,900	2,700	94
	Saline	18,300	17,400	95
	Wilson	5,100	4,700	91
	MISSOURI			
	Atchison	2,400	2,200	95
	Buchanan	31,300	29,900	95
	Holt	1,900	1,700	91
	Nodaway	6,300	5,900	94
	NEBRASKA			
	Gage	8,100	7,700	95
	Pawnee	1,100	1,000	91

## State Educational Technical Facilities (Complete Data in Educational Directory)

### KPTS

#### Hutchinson

Ch. 8

Non-Commercial Educational Station

Grantee: Sunflower ETV Corp., 309 E. Third St., Wichita (67202).

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 302-kw visual, 30.2-kw aural. Antenna: 800-ft. above av. terrain, 780-ft. above ground, 2325-ft. above sea level.

Latitude 38° 03' 21"  
Longitude 97° 46' 35"

### KTWU

#### Topeka

Ch. 11

Non-Commercial Educational Station

Licensee: Washburn University of Topeka, 17th & College Sts.

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1064-ft. above av. terrain, 952-ft. above ground, 2029-ft. above sea level.

Latitude 39° 03' 51"  
Longitude 95° 45' 49"

### State Cross Reference List

Communities That Receive Programs of  
Stations That Are Located Elsewhere

### KTVH

#### Hutchinson

(See Wichita, Kan.)

### KODE-TV

#### Pittsburg

(See Joplin, Mo.)

### KAYS-TV, Hays

(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>Between 5-24%</b>	KANSAS			
	Edwards	1,300	1,200	95
	Ellsworth	2,400	2,200	93
	Smith	2,900	2,700	93
	NEBRASKA			
Hitchcock	1,100	1,100	96	

# Kansas—Ensign



**KTVC**

Ch. 6



[Operates in affiliation with KTVH, Hutchinson-Wichita, Kan.]

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

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

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

**Telephone:** 316-227-3121.

**Color:** Network only.

**News Wire Service:** AP.

**Represented (legal) by** Wilner, Scheiner & Greeley.

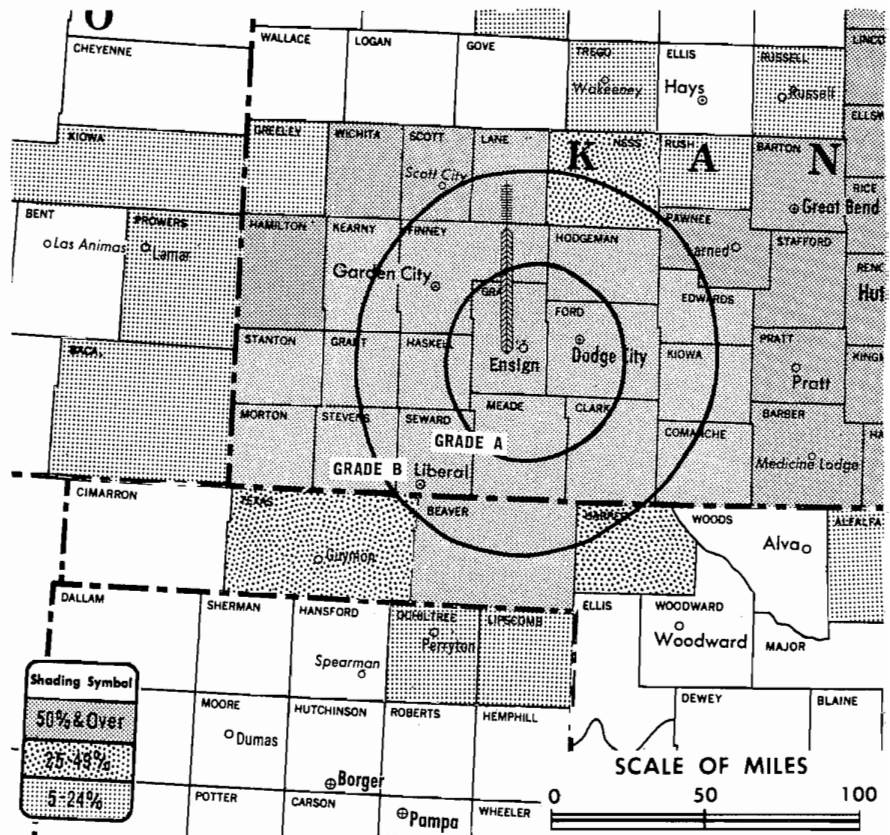
Total Households: © SRDS

Consumer Market Data as of 1/1/70.

TV Homes: TV% and Circulation

© 1969 American Research Bureau.

County coverage based on ARB study (see page 4-b).



KTVC Ref: FCC File No. BPCT-3474 Granted 1/29/65

©American Map Co., Inc., N.Y., No. 14244

## KTVC

**Network Service:** CBS (EMP; private relay from KTVH).

**Licensee:** Southwest Kansas Television Co. Inc., Cimarron, Kan.

**Office:** 2311 W. Wyatt Earp Blvd., Box 157, Dodge City, Kan. (67801).

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

**Ownership:** Leigh Warner, 55.32%; Sidney Warner, 5%; Diane Janoff, 12%; 12 others, none with more than 3%.

**Began Operation:** July 24, 1957. Acquisition of positive control by Leigh Warner approved by FCC Dec. 16, 1969.

**Represented (sales) by** Avery-Knodel Inc.

**Represented (engineering) by** Commercial Radio Equipment Co.

### Personnel:

WAYNE HARRIS, general manager.  
BEN DAVIDSON, chief engineer.

### DIGEST OF RATE CARD NO. 5—(March 1, 1968)

Hour 30 Min. 15 Min. 10 Min. 5 Min. 30 Sec. 20 Sec. 10 Sec.  
Class AA—6:30-10 p.m., daily.

\$130.00 \$85.00 \$55.00 \$45.00 \$35.00 \$22.00 \$16.00 \$12.00

NETWORK BASE HOURLY RATE: \$135.

ARB Data: Included with KTVH, Hutchinson-Wichita. Map reflects coverage of both.

# Kansas—Garden City



**KGLD**

Ch. 11



[Satellite of KARD-TV,  
Wichita, Kan.]

Technical Facilities: Channel No. 11  
(198-204 MHz). Authorized power:  
200-kw visual, 39.8-kw aural. An-  
tenna: 800-ft. above av. terrain,  
834-ft. above ground, 3711-ft.  
above sea level.

Latitude 37° 46' 40"  
Longitude 100° 52' 08"

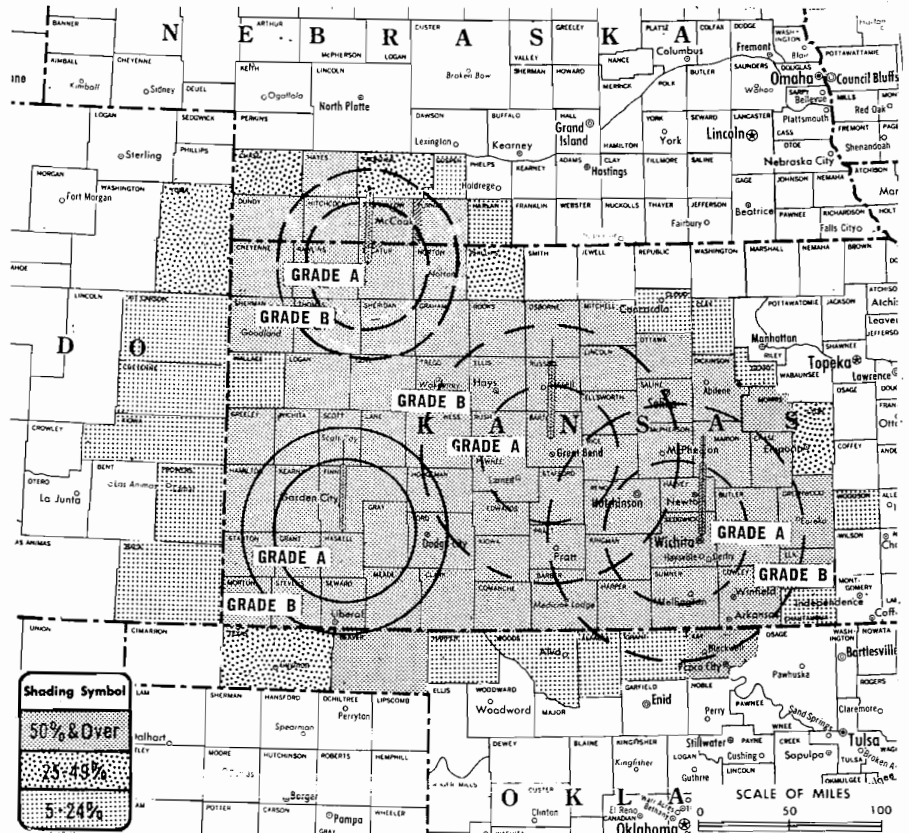
Transmitter: U.S. Hwy. 83, 12.6-mi.  
S of Garden City.

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

Telephone: 316-276-2311.

Color: Network, live, film & slide.

News Wire Service: AP.



County coverage based on ARB study (see  
page 4-b).

KGLD Ref: FCC File No. BPCT-3371 Granted 8/20/64

©American Map Co., Inc., N.Y., No. 14244

## KGLD

Network Service: NBC, same as KARD-TV.

Licensee: Kansas State Network Inc., P.O. Box 333, Wichita, Kan.  
(67201).

Ownership: See KARD-TV, Wichita, Kan.

Began Operation: Nov. 5, 1958. For sale to present owners, see  
KCKT, Great Bend, Kan.

Represented (sales) by Tele-Rep.

Represented (legal) by Koteen & Burt.

Personnel:

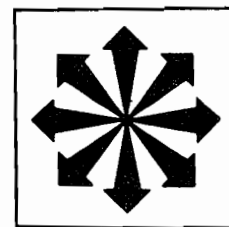
CHARLES BANKS, station manager.  
RON GARDNER, news director.  
JIM SUNDQUIST, chief engineer.

Rates: Offered as bonus with KARD-TV, Wichita and its other  
satellites (Kansas State Network) KCKT, Great Bend and KOMC,  
McCook, Neb.

NETWORK BASE HOURLY RATE: Bonus to KCKT, Great Bend.

ARB Data for this Station Included with Parent  
KARD-TV, Wichita, Kan. Above Map Reflects  
Coverage of Parent and Satellites KCKT, Great  
Bend, Kan. & KOMC, McCook, Neb.

# BLACKBURN & COMPANY, INC.



**RADIO • TV • CATV • NEWSPAPER BROKERS  
NEGOTIATIONS • FINANCING • APPRAISALS**

WASHINGTON, D.C.	1725 K Street, N.W.	(202) 333-9270
CHICAGO	333 N. Michigan Ave.	(312) 346-6460
ATLANTA	1655 Peachtree Rd., N.E.	(404) 873-5626
BEVERLY HILLS	9645 Wilshire Blvd.	(213) 274-8151



# Kansas—Garden City



**KUPK-TV**



Ch. 13

[Satellite of KAKE-TV, Wichita, Kan.]

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 87.1-kw visual, 17.42-kw aural. Antenna: 870-ft. above av. terrain, 876-ft. above ground, 3716-ft. above sea level.

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

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

Color: Network, live, film, slide & tape.

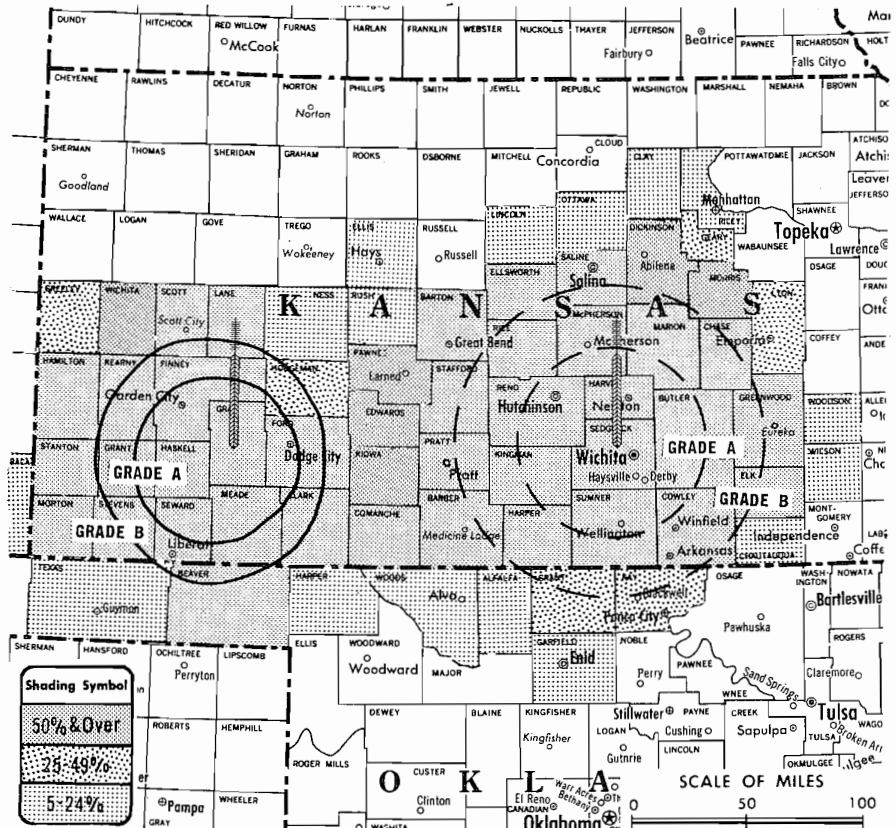
News Wire Service: UPI.

Facsimile Service: UPI.

AM Affiliate: KUPK, 5-kw, 1050 kHz.

FM Affiliate: KUPK-FM, 11-kw, 97.3 MHz, 230-ft.

County coverage based on ARB study (see page 4-b).



KUPK-TV Ref: FCC File No. BPCT-2801 Granted 5/8/64

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## KUPK-TV

Licensee: KAKE-TV & Radio Inc., Box 1010, Wichita, Kan. (67201).

Studio: 8-mi. NW of Copeland, Kan.

Ownership: See KAKE-TV, Wichita, Kan.

Began Operation: Oct. 28, 1964.

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Cohn & Marks.

Represented (engineering) by Lohnes & Culver.

### Personnel:

MARTIN UMANSKY, vice president & general manager.  
BOB SURBER, station manager.  
CHARLES SON, news director.  
PAUL HINDERLITER, chief engineer.  
JOHN STRAUSS, program director.

## DIGEST OF RATE CARD NO. 3

(Oct. 1, 1968)

Hour	30 Min.	15 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class AA—6:30-10 p.m., daily.					
\$140.00	\$90.00	\$55.00	\$35.00	\$22.00	\$11.00

Combination rates with KAKE-TV, Wichita, also available.

NETWORK BASE HOURLY RATE: Bonus to KAKE-TV, Wichita.

ARB Data for this Station Included with Parent KAKE-TV, Wichita, Kan. Above Map Reflects Coverage of both Parent & Satellite.

# Kansas—Goodland



Ch. 10

[Satellite of KAYS-TV, Hays, Kan.]

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 316-kw visual, 45.7-kw aural. Antenna: 770-ft. above av. terrain, 782-ft. above ground, 4474-ft. above sea level.

Latitude 39° 20' 31"  
Longitude 101° 42' 33"

Transmitter: 17th St. & Broadway Ave.

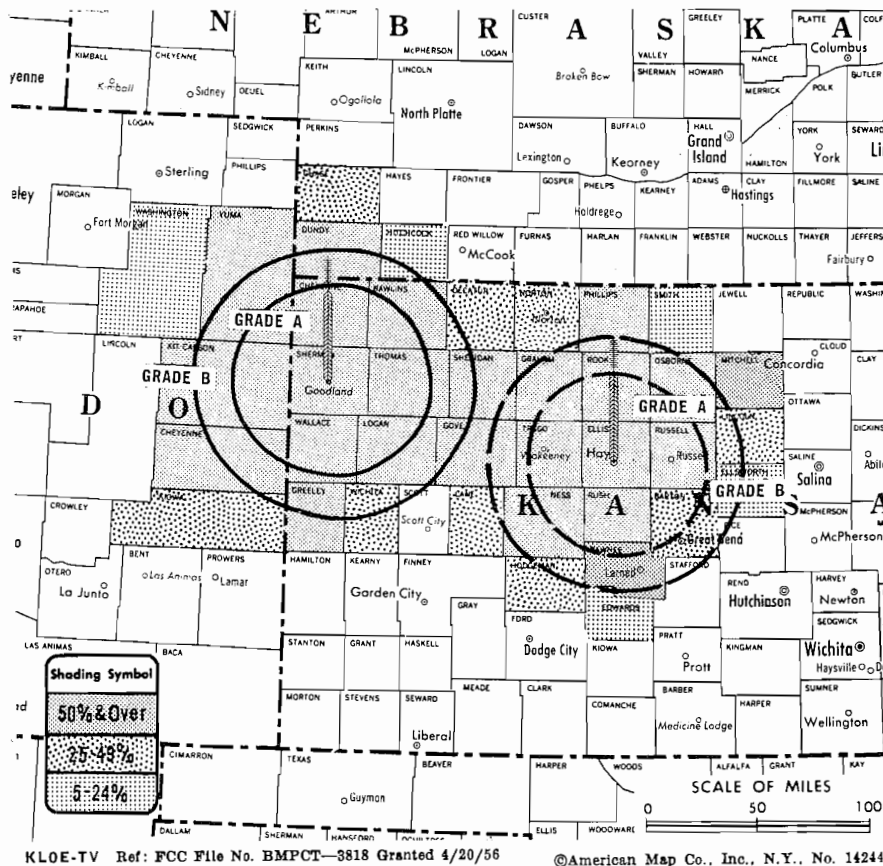
Studio: 17th St. & Broadway Ave.

Telephone: 913-625-2578.

Color: Network only.

AM Affiliate: KLOE, 1-kw, 730-kHz.

News Wire Service: AP.



County coverage based on ARB study (see page 4-b).

## KLOE-TV

Network Service: Same as KAYS-TV, Hays.

Licensee: KAYS Inc., P.O. Box 817, Hays, Kan. (67601).

Ownership: Same as KAYS-TV, Hays, Kan.

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

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by A. L. Stein.

### Personnel:

KAY MELIA, resident manager.

Rates: Sold only in combination with KAYS-TV, Hays, Kan. and as part of Kansas Bcstg. System which includes KTVH, Hutchinson-Wichita; KTVC, Ensign; KAYS-TV; Hays & WIBW-TV, Topeka.

NETWORK BASE HOURLY RATE: \$75. Combination rate with KAYS-TV, Hays, \$225.

ARB Data for this Station Included with Report of Parent KAYS-TV, Hays, Kan. Above Map Reflects Coverage of both Parent & Satellite.

# Kansas—Great Bend



**KCKT**



Ch. 2

[Satellite of KARD-TV,  
Wichita, Kan.]

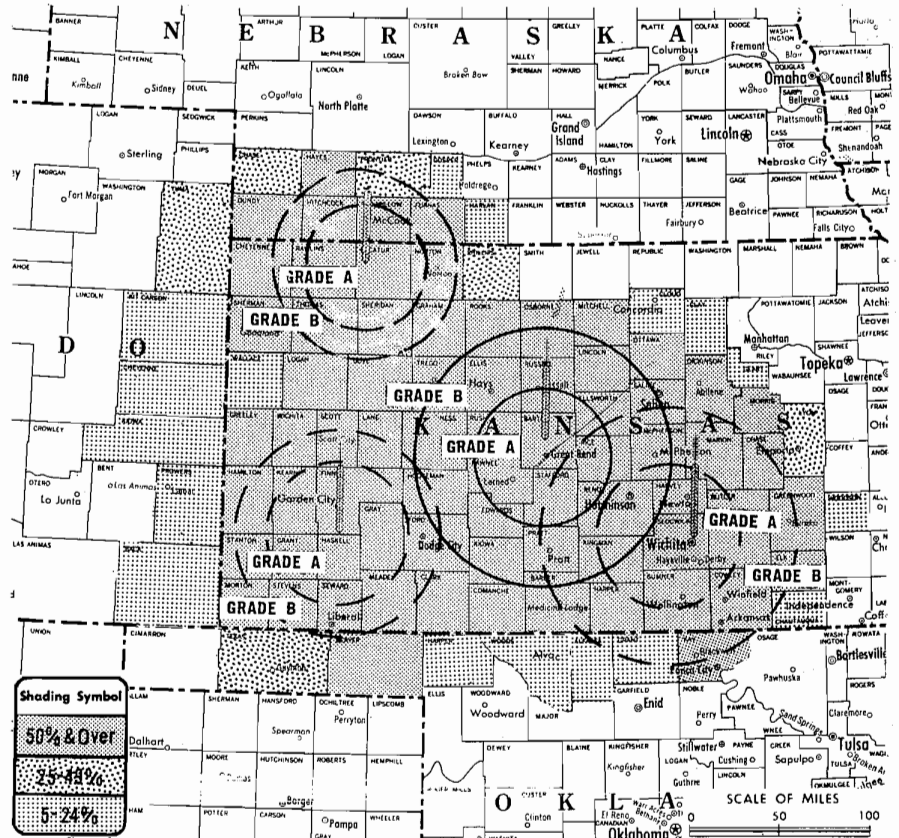
Technical Facilities: Channel No. 2  
(54-60 MHz). Authorized power:  
100-kw visual, 17.8-kw aural. Antenna:  
970-ft. above av. terrain,  
1006-ft. above ground, 2875-ft.  
above sea level.

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

Color: Network, live, film, slide &  
tape.

News Wire Service: AP.

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



KCKT Ref: FCC File No. BPCT-1838 Granted 3/3/54

©American Map Co., Inc., N.Y., No. 14244

County coverage based on ARB study (see  
page 4-b).

## KCKT

Network Service: NBC, same as KARD-TV.

Licensee: Kansas State Network Inc., P.O. Box 333, Wichita, Kan.  
(67201).

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

Telephone: 316-793-7868.

Ownership: See KARD-TV, Wichita, Kan.

Began Operation: Nov. 28, 1954. Sale (with satellites KGLD, Gar-  
den City, Kan. and KOMC, McCook, Neb.) to present owners by  
Central Kansas Television Co. Inc. approved by FCC June 13,  
1962 (Television Digest, Vol. 2.25).

Represented (sales) by Tele-Rep.

Represented (legal) by Koteen & Burt.

### Personnel:

DON SECORD, station manager.  
BOB DUNDAS, news director.  
BILL RANKER, chief engineer.

Rates: Offered as bonus with KARD-TV, Wichita and its other  
satellites (Kansas State Network) KGLD, Garden City and KOMC,  
McCook, Neb.

NETWORK BASE HOURLY RATE: \$325.

ARB Data for this Station Included with Report of  
Parent KARD-TV, Wichita, Kan. Above Map  
Reflects Coverage of Parent and Satellites KGLD,  
Garden City, Kan. & KOMC, McCook, Neb.

# Kansas—Hays



**KAYS-TV**



Ch. 7

[Operates satellite KLOE-TV, Goodland, Kan.]

**Technical Facilities:** Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 32.4-kw aural. Antenna: 710-ft. above av. terrain, 816-ft. above ground, 2840-ft. above sea level.

Latitude 38° 53' 05"  
Longitude 99° 20' 21"

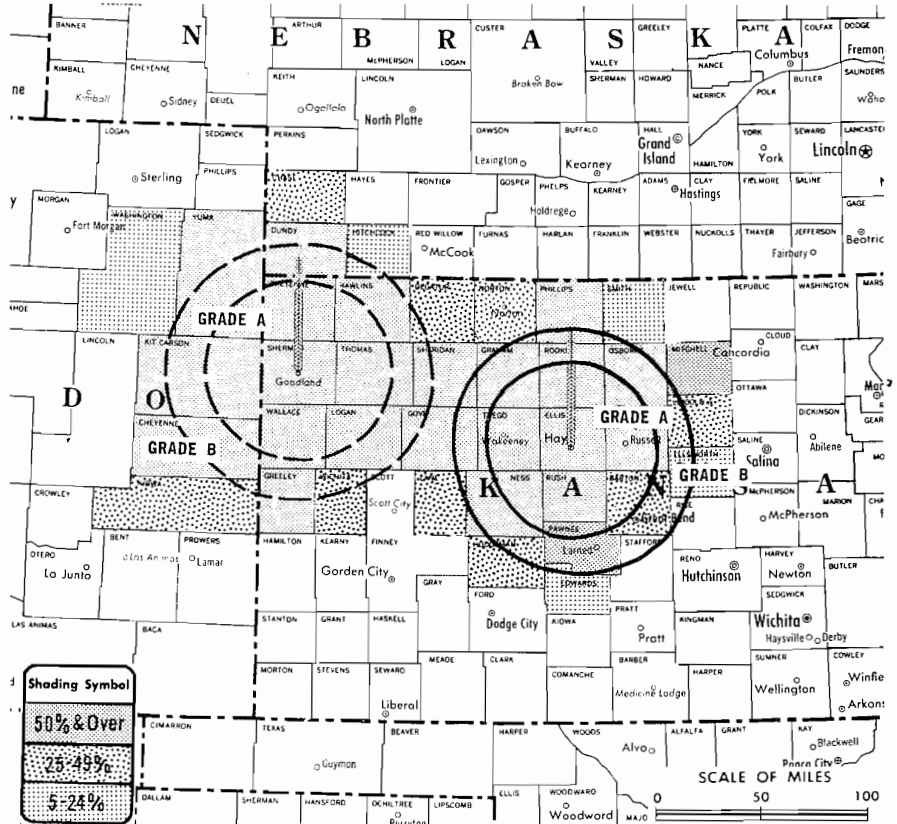
Transmitter: 2300 Hall St.

AM Affiliate: KAYS, 1-kw (.25-kw night), 1400 kHz.

Color: Network & tape.

News Wire Service: AP.

ARB Data: Figures include coverage of satellite KLOE-TV.



KAYS-TV Ref: FCC File No. BPCT—4033 Granted 10/16/67  
KLOE-TV Ref: FCC File No. BPCT—3818 Granted 4/20/56

©American Map Co., Inc., N.Y., No. 14244

Total Households: © ERDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV % and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).

## KAYS-TV

Network Service: CBS, ABC.

Licensee: KAYS Inc., Box 817, Hays.

Studio: 2300 Hall St.

Telephone: 913-625-2578.

Ownership: Ross Beach Jr., 50<sup>2</sup>/<sub>3</sub>%; Robert E. Schmidt, v.p.-gen. mgr., 49<sup>1</sup>/<sub>3</sub>%. Also operates satellite KLOE-TV, Goodland, Kan. Beach family has 56% interest in radio KLOE, Goodland, Kan. which owns radio KCOW, Alliance, Neb.

Began Operation: Sept. 2, 1958.

Represented (sales) by Avery-Knodel Inc.; Blair TV (Kansas Bcstg. System, including KTVH, Hutchinson-Wichita, KTVC, Ensign & KLOE-TV, Goodland).

Represented (legal) by A. L. Stein.

Personnel:

ROBERT E. SCHMIDT, general manager.  
BERNARD BROWN, station manager.  
KEITH TOWNSENDIN, director of engineering.  
ERROL WUERTZ, production manager.

### DIGEST OF RATE CARD NO. 3 (Sept. 1, 1967)\*

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class A—6:30-10 p.m., daily.						
\$250.00	\$150.00	\$100.00	\$65.00	\$60.00	\$36.00	\$27.00

\*Includes KLOE-TV, Goodland.

NETWORK BASE HOURLY RATE: \$150.

Circulation Net Weekly	County State	Total Households	TV Homes	%
<b>50% &amp; Over</b>	COLORADO			
	Cheyenne	600	500	87
	Kit Carson	1,700	1,500	87
	Yuma	2,300	2,100	91

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	KANSAS			
	Cheyenne	1,700	1,600	94
	Ellis	6,300	6,100	96
	Gove	1,200	1,100	90
	Graham	1,800	1,700	95
	Greeley	600	600	94
	Logan	1,200	1,100	91
	Mitchell	2,300	2,100	91
	Ness	1,200	1,100	94
	Osborne	2,000	1,800	90
	Pawnee	2,800	2,600	95
	Phillips	2,400	2,100	89
	Rawlins	1,300	1,200	93
	Rooks	3,100	2,900	95
	Rush	1,400	1,300	95
	Russell	2,900	2,700	94
	Sheridan	1,200	1,100	93
Sherman	3,400	3,200	95	
Thomas	2,400	2,100	91	
Trego	1,400	1,300	92	
Wallace	1,000	1,000	92	
<b>Between 25-49%</b>	NEBRASKA			
	Dundy	800	800	93
<b>Between 5-24%</b>	COLORADO			
	Kiowa	500	400	87
<b>Between 5-24%</b>	KANSAS			
	Barton	10,600	10,300	97
	Decatur	1,600	1,500	94
	Hodgeman	700	600	92
	Lane	900	900	95
	Lincoln	1,300	1,200	90
	Norton	2,400	2,200	94
Wichita	800	700	91	
<b>Between 5-24%</b>	NEBRASKA			
	Chase	1,100	1,000	96
<b>Between 5-24%</b>	COLORADO			
	Washington	1,700	1,500	90
(Continued on page 292-b)				
Station Totals		104,200	97,300	93
Net Weekly Circulation (March 1969)				46,530
Average Daily Circulation (March 1969)				32,829

# Kansas—Pittsburg-Joplin, Mo.



**KOAM-TV**



Ch. 7

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

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

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

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

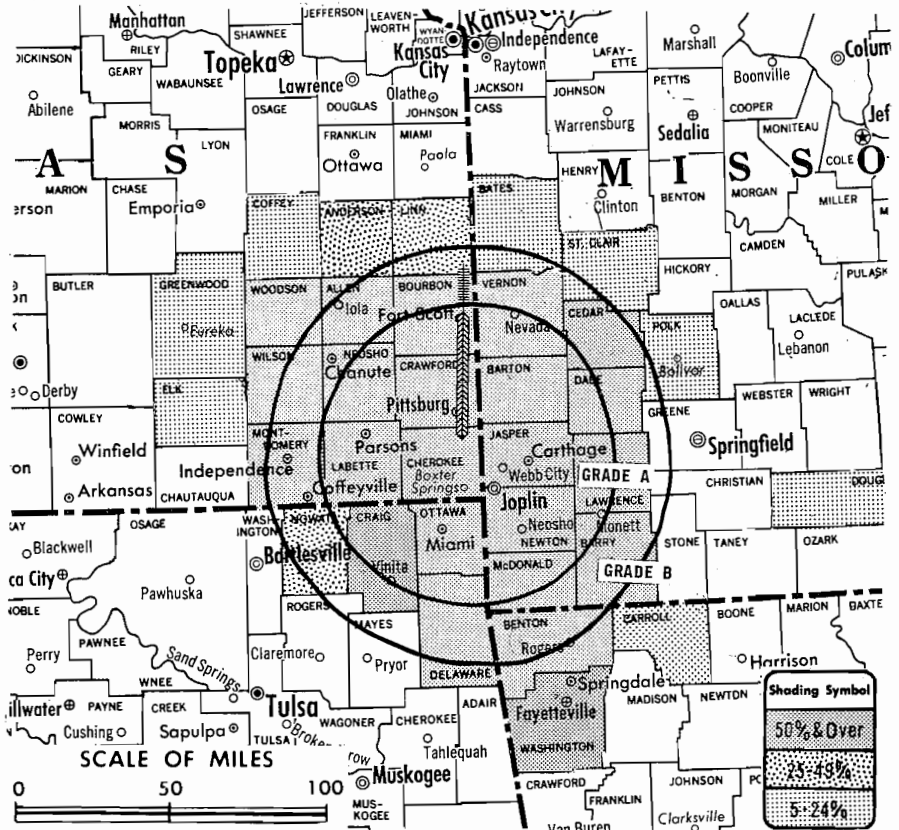
TV tape: Recording facilities.

AM Affiliate: KOAM, 10-kw (5-kw night), 860 kHz (NBC).

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).



KOAM-TV Ref: FCC File No. PBCT-2863 Granted 5/29/61

©American Map Co., Inc., N.Y. No. 14244

## KOAM-TV

Network Service: NBC.

Licensee: Mid-Continent Telecasting Inc., Box 659, Pittsburg, Kan. (66762).

Telephone: 316-231-0400. TWX No.: 316-952-8230.

Ownership: Pittsburg Bcstg. Co. (KOAM) 66.53%; Joplin Globe Publishing Co., publisher of Joplin (Mo.) Globe and News-Herald, 33.23%. Officers: Lester L. Cox, chairman; E. V. Baxter, pres.; R. E. Wade, v.p. & treas.; Mildred Cox, v.p.; Lang Rogers, v.p.; Fred Hughes, secy. Lester E. Cox estate owns 49% of KWTO, Springfield, Mo. Mr. Baxter owns 50% of Pittsburg Bcstg.; Lester L. Cox owns 37.5%; Mildred Cox, 12.5%. Rogers and Hughes representing Joplin Globe. Mildred Cox also is part owner of radio KCIJ, Shreveport, La.

Began Operation: Dec. 5, 1953.

Represented (sales) by The Katz Agency Inc.

Represented (legal) by George O. Sutton.

Represented (engineering) by Lohnes & Culver.

Personnel:

R. E. WADE, v.p., general manager & film buyer.  
LOUIS R. MARTIN, program director.  
LEO S. STAFFORD, chief engineer.

DIGEST OF RATE CARD NO. A13—(July 1, 1969)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. 10 Sec.  
Class A—6-10:30 p.m., daily.  
\$550.00 \$330.00 \$250.00 . . . . . \$150.00\* \$125.00\* \$62.00\*

\*Class AA—7-9:30 p.m., daily.

NETWORK BASE HOURLY RATE: \$450.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	ARKANSAS			
	Benton	14,800	13,300	90
	Washington	24,000	21,500	89
	KANSAS			
	Allen	6,000	5,500	92
Bourbon	6,400	6,000	94	

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>				
KANSAS—(Continued)				
	Cherokee	7,200	6,900	96
	Crawford	14,400	13,700	95
	Labette	8,200	7,800	94
	Montgomery	16,200	15,100	93
	Neosho	6,800	6,400	95
	Wilson	5,100	4,700	91
	Woodson	1,200	1,100	91
MISSOURI				
	Barry	5,500	5,100	93
	Barton	3,300	3,100	94
	Cedar	2,700	2,500	92
	Dade	2,000	1,900	94
	Jasper	28,800	27,400	95
	Lawrence	7,700	7,200	93
	Mc Donald	3,800	3,600	94
	Newton	10,200	9,700	96
	Vernon	5,900	5,400	92
OKLAHOMA				
	Craig	4,500	4,200	93
	Delaware	4,300	3,700	88
	Ottawa	9,300	8,900	95
<b>Between 25-49%</b>				
	KANSAS			
	Anderson	3,100	2,900	94
	Linn	2,300	2,100	94
	OKLAHOMA			
	Nowata	3,200	3,100	95
<b>Between 5-24%</b>				
	ARKANSAS			
	Carroll	4,500	4,000	90
	KANSAS			
	Coffey	2,300	2,100	90
	Elk	1,200	1,100	91
	Greenwood	3,100	2,900	93
	MISSOURI			
	Bates	5,000	4,600	92
	Douglas	2,100	1,900	92
	Polk	4,100	3,700	92
	St Clair	2,900	2,600	90
Station Totals		319,300	300,000	94
Net Weekly Circulation (March 1969)			168,683	
Average Daily Circulation (March 1969)			126,287	

# Kansas—Topeka



**WIBW-TV**



Ch. 13

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 316-kw visual, 40.7-kw aural. Antenna: 1380-ft. above av. terrain, 1255-ft. above ground, 2549-ft. above sea level.

Latitude 39° 00' 18.5"  
Longitude 96° 02' 57.5"

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

Studio: 5600 W. Sixth.

TV tape: Recording facilities.

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

FM Affiliate: WIBW-FM, 47-kw, 97.3 MHz (No. 247), 1220-ft.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

News Film Service: CBS.

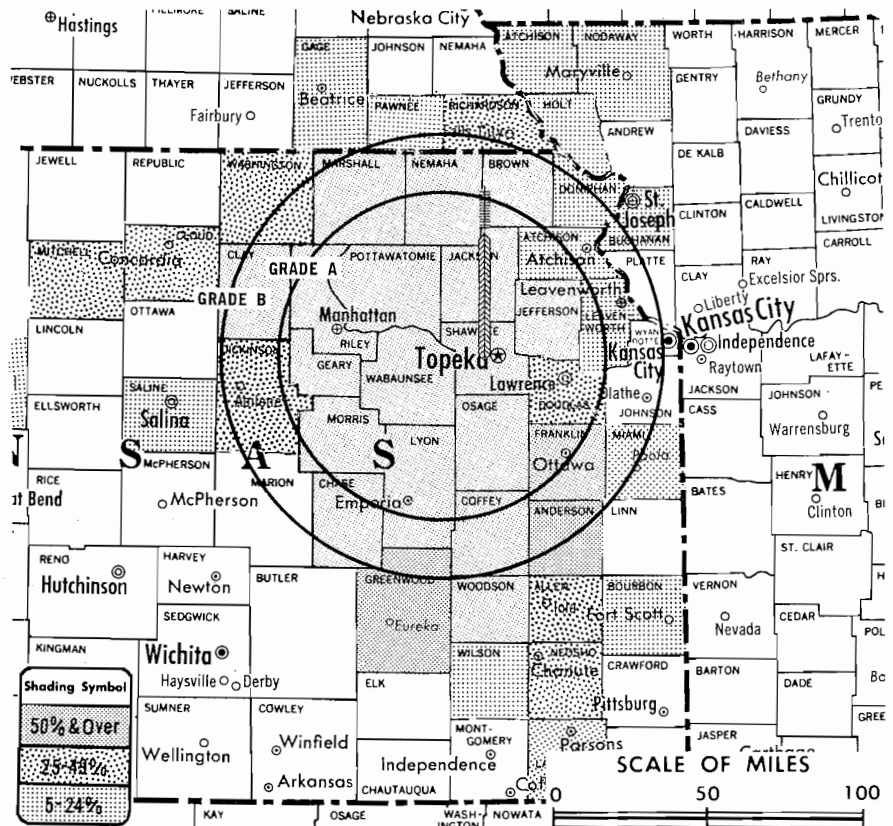
Total Households: © SRDS

Consumer Market Data as of 1/1/70.

TV Homes: TV% and Circulation

© 1969 American Research Bureau.

County coverage based on ARB study (see page 4-b).



WIBW-TV Ref: FCC File No. BPCT-2743 Granted 8/1/82

©American Map Co., Inc., N.Y. No. 14244

## WIBW-TV

Licensee: Stauffer Publications Inc., Box 119 (66601).

Telephone: 913-272-3456. TWX No.: 913-323-6151.

Ownership: Stauffer Publications Inc. Oscar Stauffer, pres. Stauffer also operates radio stations, KSOK, Arkansas City, Kan.; KGFF, Shawnee, Okla. Stauffer publications are Topeka Daily Capital and State Journal, Kansas City Kansan; 15 smaller daily newspapers in Kansas, Oklahoma, Nebraska & Missouri. Stauffer owns KGNC-TV, Amarillo, Tex. (KGNC & FM).

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

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by A. Earl Cullum Jr. Consulting Engineers.

### Personnel:

- THAD M. SANDSTROM, vice president, broadcasting.
- JERRY HOLLEY, station manager.
- RAY C. SENATE, national sales manager.
- PAUL WINDERS, operations manager.
- MAX FALKENSTIEN, manager, news & sports.
- GEORGE LOGAN, farm director.
- FRED WHITE, sports director.
- TOM PARMLEY, news director.

### DIGEST OF RATE CARD NO. 16—(June 1, 1969)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. 10 Sec.  
Class AA—6-10 p.m., daily.  
\$600.00 \$360.00 \$240.00 \$150.00 \$140.00 \$120.00 \$60.00

NETWORK BASE HOURLY RATE: \$575.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	KANSAS			
	Anderson	3,100	2,900	94
	Brown	6,100	5,700	94
	Chase	1,000	900	92
	Clay	3,800	3,500	90
	Coffey	2,300	2,100	90

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>				
KANSAS—(Continued)				
	Franklin	7,900	7,500	95
	Geary	6,800	6,500	96
	Greenwood	3,100	2,900	93
	Jackson	2,900	2,700	93
	Jefferson	3,600	3,300	94
	Lyon	8,800	8,100	92
	Marshall	4,400	4,100	92
	Morris	1,900	1,800	92
	Nemaha	4,600	4,400	95
	Osage	4,300	4,100	94
	Pottawatomie	3,500	3,200	94
	Riley	11,600	10,800	93
	Shawnee	51,600	49,700	96
	Wabaunsee	2,600	2,400	92
	Woodson	1,200	1,100	91
<b>Between 25-49%</b>				
KANSAS				
	Allen	6,000	5,500	92
	Cloud	5,600	5,100	91
	Dickinson	7,300	6,900	94
	Douglas	13,700	12,900	94
	Mitchell	2,300	2,100	91
	Neosho	6,800	6,400	95
	Washington	4,200	3,800	91
NEBRASKA				
	Richardson	3,800	3,600	94
<b>Between 5-24%</b>				
KANSAS				
	Atchison	6,000	5,700	97
	Bourbon	6,400	6,000	94
	Doniphan	3,900	3,700	94
	Ellis	6,300	6,100	96
	Labette	8,200	7,800	94
	Leavenworth	13,400	12,900	96
	Miami	6,200	6,000	97
	Pawnee	2,800	2,600	95

(Continued on page 292-b)

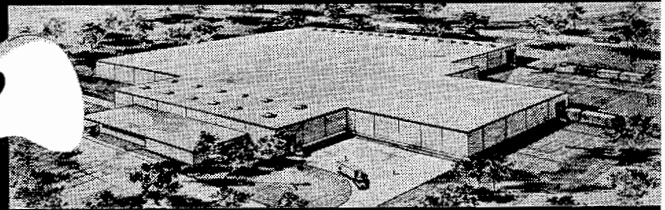
Station Totals	573,500	547,400	95
Net Weekly Circulation (March 1969)		159,715	
Average Daily Circulation (March 1969)		111,752	

# Where's HEADQUARTERS?

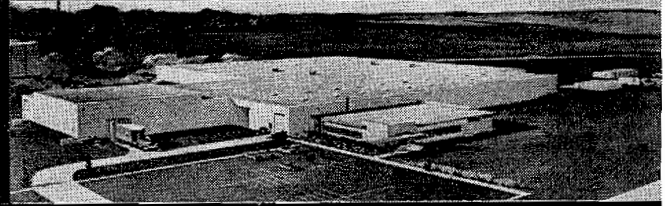
Denver • San Francisco • Austin • Joplin



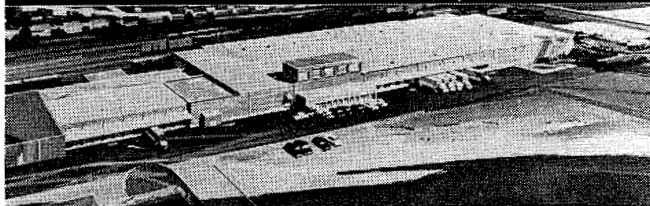
Houston,



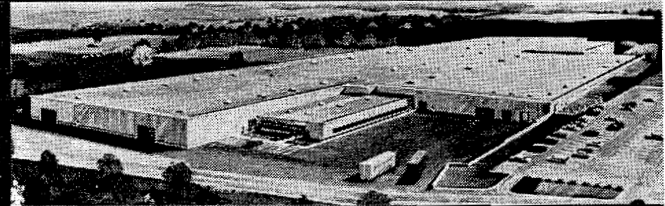
Lincoln,



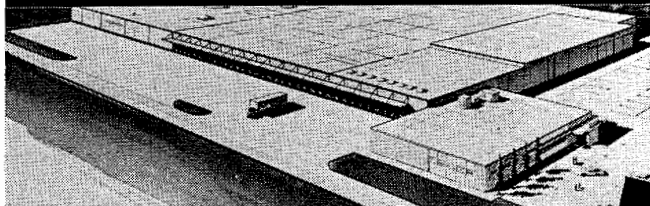
Topeka,



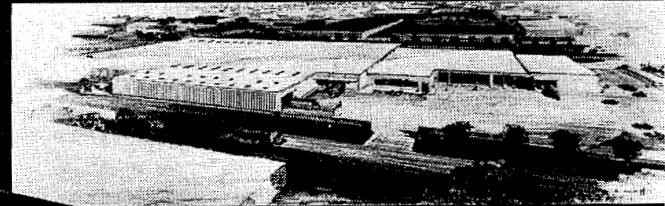
Oklahoma City,



Philadelphia,



Kansas City,



Wichita

Where else but...

**TOPEKA**

**The Fleming Company** — nation's largest independent grocery distributor, with 11 major distribution centers — operates out of Topeka.

Topeka TV viewers staff this nerve center that directs the operations of 1850 supermarkets in 13 states . . . and \$1-BILLION, 100-MILLION in annual sales.

These same viewers measure the advertising effectiveness and consumer acceptance of everything passing through Fleming's vast, computerized inventory — that requires 2,225,000 sq. ft. of warehousing where caselot movement is measured.

What these Topekans see on WIBW-TV affects their working lives just as it affects the private lives of the great bulk of Kansans in the populous eastern third of the state — where two-thirds of the people live and work. WIBW-TV earns its ratings because it has the best of CBS plus community-involved programming that's

people endorsed. WIBW-TV is the only commercial VHF station in the state capital, and also has the enthusiastic following of 50,000 additional home subscribers on 48 cable systems.

**Where else but Topeka** can you sell headquarters and influence your product sales with a very BIG customer?

Let Avery-Knodel tell you about it, or call Topeka, 913-272-3456.



TV Radio FM  
Topeka, Kansas

Affiliate: KGNC, TV Radio FM, Amarillo, Texas

# Kansas—Topeka



**KTSB**



Ch. 27

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

Latitude 39° 05' 33.5"  
Longitude 95° 47' 04.1"

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

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

Facsimile Service: AP.

News Film Service: NBC.

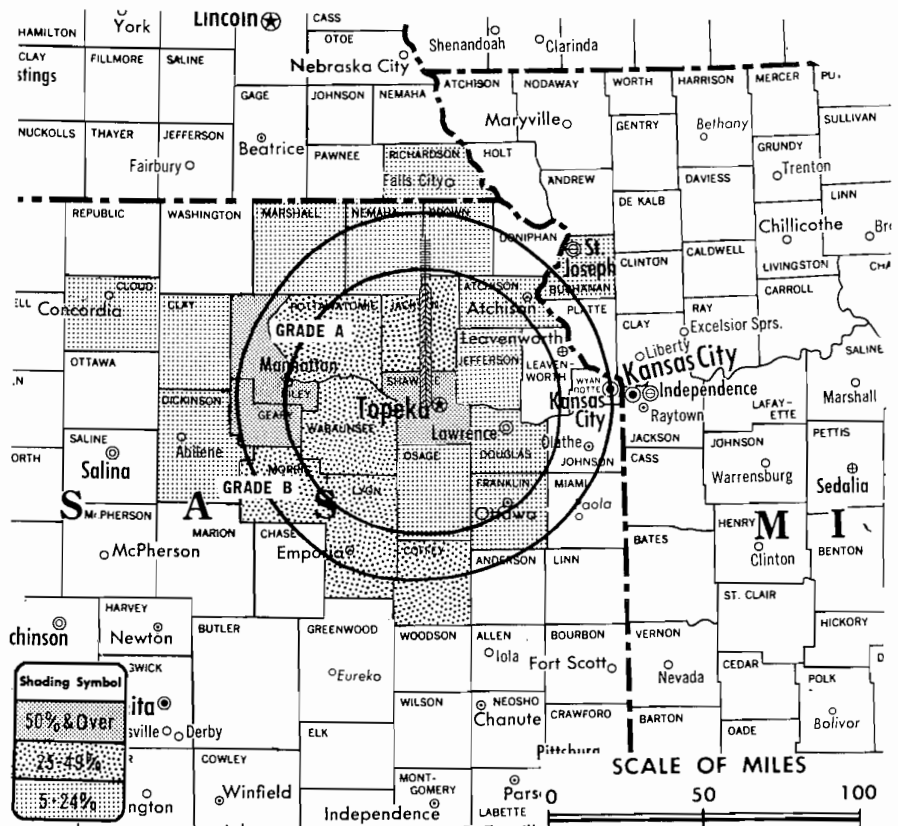
Total Households: © SRDS

Consumer Market Data as of 1/1/70.

TV Homes: TV% and Circulation

© 1969 American Research Bureau.

County coverage based on ARB study (see page 4-b).



KTSB Ref: FCC File No. BNPCT-6498 Granted 10/12/66

© American Map Co., Inc., N.Y., No. 14244

## KTSB

Network Service: NBC.

Licensee: Studio Broadcasting System Div., Highwood Service Inc.

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

Mailing Address: P.O. Box 2700, Topeka, Kan. (66601).

Telephone: 913-582-4000. TWX No.: 910-749-6600.

Ownership: Motorcar Transport Co., 100%, (wholly owned by Ralph C. Wilson Agency). Officers: Ralph C. Wilson Jr., pres.-treas.; Alan B. Bennett, v.p.-gen. mgr.; Richard O. Morrison, exec. v.p.

Began Operation: Dec. 28, 1967.

Represented (sales) by H-R Television.

Represented (legal) by McKenna & Wilkinson.

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

Personnel:

ALAN BRUCE BENNETT, vice president & general manager.  
HARRY L. STRADER, director of production & operations.  
JACK L. ATKINSON, director of accounting.  
HERBERT L. BROWN, director of sales.  
GEORGE R. TEPLANSKY, director of engineering.  
E. RICHARD BREWSTER, director of news.

DIGEST OF RATE CARD NO. TSB-2-69

(July 1, 1969)

Hour 30 Min. 15 Min. 5 Min. Min. 30 Sec. 20 Sec. 10 Sec.  
Class AA—6:30-10 p.m., daily.

\$420.00 \$252.00 \$189.00 \$105.00 \$80.00 \$48.00 \$40.00 \$26.00

NETWORK BASE HOURLY RATE: \$100.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	KANSAS			
	Geary	6,800	6,500	96
	Riley	11,600	10,800	93
<b>Between 25-49%</b>	KANSAS			
	Coffey	2,300	2,100	90
	Jackson	2,900	2,700	93
	Lyon	8,800	8,100	92
	Morris	1,900	1,800	92
	Pottawatomie	3,500	3,200	94
<b>Between 5-24%</b>	KANSAS			
	Atchison	6,000	5,700	97
	Brown	6,100	5,700	94
	Clay	3,800	3,500	90
	Cloud	5,600	5,100	91
	Dickinson	7,300	6,900	94
	Douglas	13,700	12,900	94
	Franklin	7,900	7,500	95
	Jefferson	3,600	3,300	94
	Marshall	4,400	4,100	92
	Nemaha	4,600	4,400	95
Osage	4,300	4,100	94	
MISSOURI				
Buchanan	31,300	29,900	95	
NEBRASKA				
Richardson	3,800	3,600	94	
<b>Station Totals</b>		<b>346,400</b>	<b>331,800</b>	<b>96</b>
<b>Net Weekly Circulation (March 1969)</b>				<b>61,141</b>
<b>Average Daily Circulation (March 1969)</b>				<b>33,094</b>



# Kansas—Wichita



**KAKE-TV**



Ch. 10

[Operates satellite KUPK-TV, Garden City, Kan.]

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 316-kw visual, 42.7-kw aural. Antenna: 1030-ft. above av. terrain, 1079-ft. above ground, 2449-ft. above sea level.

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

Transmitter: State Hwy. 96, 9-mi. NW of city.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

AM Affiliate: KAKE, 1-kw (.25-kw N), 1240 kHz (ABC).

News Wire Service: UPI.

Facsimile Service: UPI.

ARB Data: Figures include KUPK-TV, Garden City.

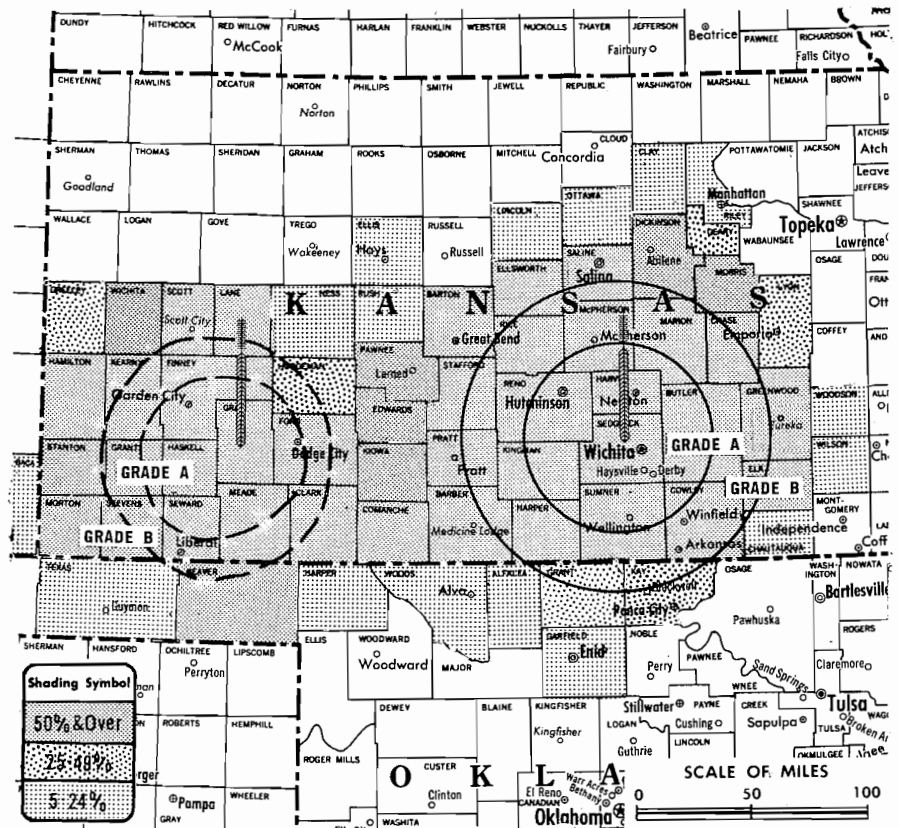
Total Households: © SRDS

Consumer Market Data as of 1/1/70.

TV Homes: TV% and Circulation

© 1969 American Research Bureau.

County coverage based on ARB study (see page 4-b).



KAKE-TV Ref: FCC File No. BMPCT-2215 Granted 7/16/54

©American Map Co., Inc., N.Y., No. 14241

## KAKE-TV

Licensee: KAKE-TV & Radio Inc., 1500 North West St., Box 1010.

Studio: 1500 North West St. (67201).

Telephone: 316-943-4221. TWX No.: 316-554-9452.

Ownership: Mark H. Adams, pres., 3%; Martin Umansky, v.p., 4%; Harold Newby, v.p., 2%; Theodore Gore, v.p., 9%; Charles E. Jones, secy., 6%; Owen McEwen, treas., 7%; Tom Palmer estate, 19%; George Bruce, 2%; Sherrill Corwin, 13%; S. O. Beren, 2%; others. KAKE-TV & Radio also owns radios KUPK & FM, Garden City, Kan.

Began Operation: Oct. 19, 1954.

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Cohn & Marks.

Represented (engineering) by Lohnes & Culver.

### Personnel:

- MARTIN UMANSKY, v.p. & general manager.
- HAROLD NEWBY, v.p. & chief engineer.
- BRYCE BENEDICT, v.p. & general sales manager.
- JOHN FROOME, v.p. & program director.
- BOBBI SMITH, promotion manager.
- BETTY HANNAH, traffic director.
- PAUL THRELFALL, v.p. & manager, news.
- ROBERT FULKERSON, studio engineering supervisor.
- ARNOLD WEDEL, v.p. & office manager.

### DIGEST OF RATE CARD NO. A24 (Oct. 15, 1969)

Hour	30 Min.	15 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class AA—6:30-10 p.m., daily.					
\$940.00	\$530.00	\$360.00	\$240.00	Graded rates apply*	

\*Highest rate: \$360.

NETWORK BASE HOURLY RATE: \$950.

1970-71 Edition

Net Weekly Circulation	State County	Total Households	TV Homes	%
------------------------	--------------	------------------	----------	---

### KANSAS

Barber	2,300	2,200	93
Barton	10,600	10,300	97
Butler	13,600	13,000	96
Chase	1,000	900	92
Clark	900	800	96
Comanche	900	800	89
Cowley	11,900	11,200	94
Dickinson	7,300	6,900	94
Edwards	1,300	1,200	95
Elk	1,200	1,100	91
Ellsworth	2,400	2,200	93
Finney	6,400	6,100	95
Ford	6,900	6,600	96
Grant	1,500	1,500	94
Gray	1,000	1,000	94
Greenwood	3,100	2,900	93
Hamilton	700	600	90
Harper	2,700	2,600	95
Harvey	8,600	8,100	94
Haskell	900	800	95
Kearny	600	600	95
Kingman	2,800	2,700	96
Kiowa	1,500	1,400	89
Lane	900	900	95
Mc Pherson	7,900	7,200	92
Marion	4,300	3,900	92
Meade	1,500	1,500	98
Morris	1,900	1,800	92
Morton	1,100	1,000	93
Pawnee	2,800	2,600	95
Pratt	3,800	3,700	95
Reno	22,100	21,300	96
Rice	3,900	3,800	96
Saline	18,300	17,400	95
Scott	1,600	1,500	95
Sedgwick	124,600	120,600	97

(Continued on page 292-b)

Station Totals	439,700	417,100	94
Net Weekly Circulation (March 1969)			294,498
Average Daily Circulation (March 1969)			196,438

# Kansas—Hutchinson-Wichita



**KTVH**



Ch. 12

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

Latitude 38° 03' 16.5"  
Longitude 97° 46' 40.5"

Transmitter: 9-mi. E of Hutchinson.

TV tape: Recording facilities.

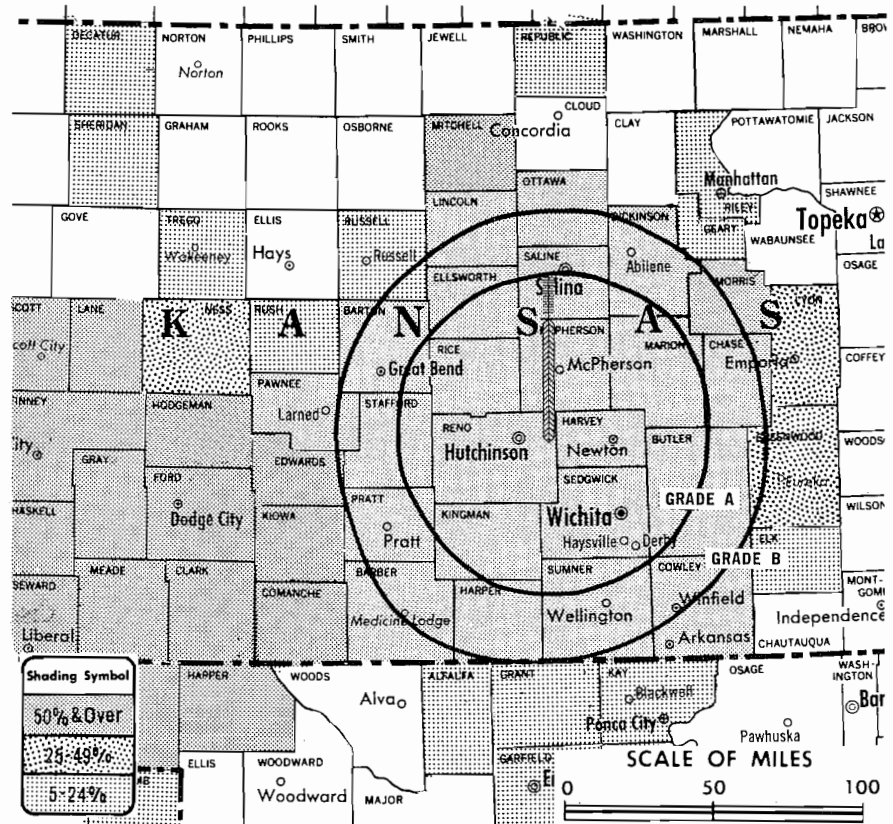
Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

Facsimile Service: UPI.

Represented (engineering) by Jansky & Bailey.

ARB Data: Figures include KTVC, Ensign, Kan.



Total Households: © SRDS

Consumer Market Data as of 1/1/70.

TV Homes: TV% and Circulation

© 1969 American Research Bureau.

County coverage based on ARB study (see page 4-b).

## KTVH

Licensee: Wichita-Hutchinson Co., 1800 N. Plum St., Hutchinson, Kan. (67501).

Studios: 1800 N. Plum St., Hutchinson; 2815 E. 37th N., P.O. Box 12, Wichita (67201).

Telephones: Hutchinson, 316-665-5503; Wichita, 316-838-1411. TWX No.: 316-554-9473.

Ownership: Minneapolis Star and Tribune, 100%. Officers (representing Minneapolis Star and Tribune Co.) are: Joyce A. Swan, pres.; M. Dale Larsen, vice-pres. and gen. mgr.; Otto A. Silha, vice-pres.; C. B. McCue, treas.; Howard Mithun, secy. Minneapolis Star and Tribune is controlled by John Cowles & John Cowles Jr. John Cowles is the brother of Gardner Cowles, chmn. of board, Cowles Communications Inc. For other Cowles interests, see KRNT-TV, Des Moines.

Begin Operation: June 22, 1953; Oct. 19, 1955 FCC approved sale whereby Minneapolis Star and Tribune (Cowles) acquired 80%, with former owners retaining 20% (Television Digest, Vol. 11:28, 43).

Represented (sales) by Blair Television.

Represented (legal) by Robert A. Marmet.

Personnel:

M. DALE LARSEN, exec. v.p. & general manager.  
ROBERT D. SNYDER, asst. gen. mgr. & director of sales.  
JOHN S. MILEHAM, promotion director.  
JULIUS EFFLANDT, director of programming.  
DALE HECKEL, director of engineering.  
GUS GREBE, sports director.  
BILL TIPPIT, news director.

### DIGEST OF RATE CARD NO. 16—(May 1, 1969)

Hour	30 Min.	15 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class AA—6:30-10 p.m., daily.					
\$900.00	\$500.00	\$300.00	\$235.00	Graded rates apply*	

\*Highest rate: \$600.

NETWORK BASE HOURLY RATE: \$750.

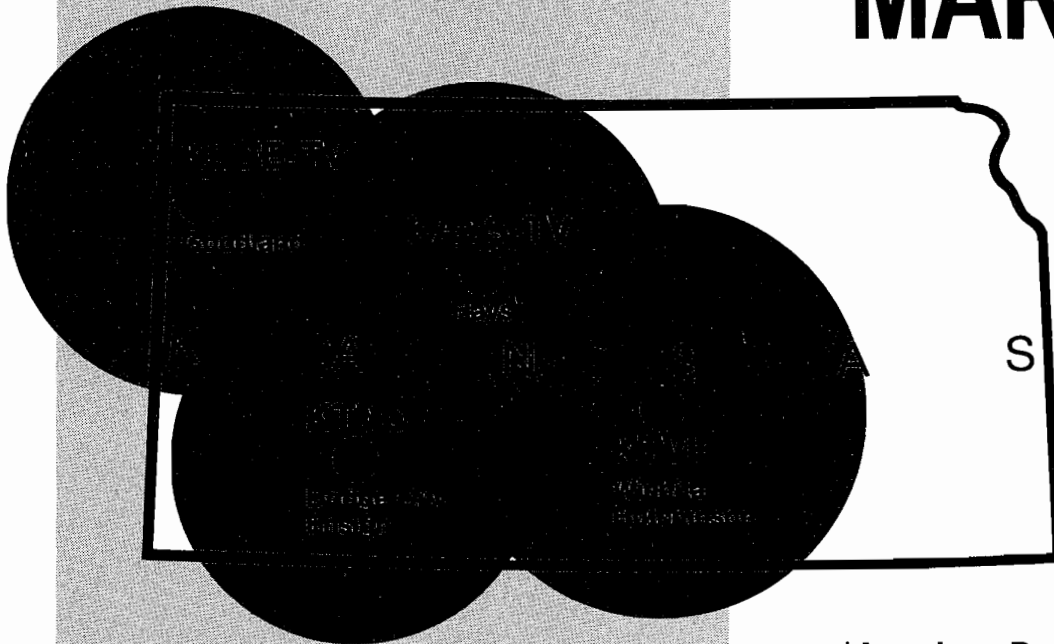
Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>				
<b>KANSAS</b>				
	Barber	2,300	2,200	93
	Barton	10,600	10,300	97
	Butler	13,600	13,000	96
	Chase	1,000	900	92
	Clark	900	800	96
	Comanche	900	800	89
	Cowley	11,900	11,200	94
	Dickinson	7,300	6,900	94
	Edwards	1,300	1,200	95
	Ellsworth	2,400	2,200	93
	Finney	6,400	6,100	95
	Ford	6,900	6,600	96
	Grant	1,500	1,500	94
	Gray	1,000	1,000	94
	Hamilton	700	600	90
	Harper	2,700	2,600	95
	Harvey	8,600	8,100	94
	Haskell	900	800	95
	Hodgeman	700	600	92
	Kearny	600	600	95
	Kingman	2,800	2,700	96
	Kiowa	1,500	1,400	89
	Lane	900	900	95
	Lincoln	1,300	1,200	90
	Mc Pherson	7,900	7,200	92
	Marion	4,300	3,900	92
	Meade	1,500	1,500	98
	Mitchell	2,300	2,100	91
	Morris	1,900	1,800	92
	Morton	1,100	1,000	93
	Ottawa	2,200	1,900	90
	Pawnee	2,800	2,600	95
	Pratt	3,800	3,700	95
	Reno	22,100	21,300	96
	Rice	3,900	3,800	96
	Saline	18,300	17,400	95

(Continued on page 307-b)

Station Totals	488,100	463,900	95
Net Weekly Circulation (March 1969)			299,057
Average Daily Circulation (March 1969)			213,433

4 LEADING INDEPENDENT STATIONS... combined into a far-reaching regional broadcasting system...providing 1.4 million population with top CBS and local programming...and delivering a total area of 94 counties in Kansas, Nebraska, Colorado, Oklahoma and Texas.....better known as the WICHITA-HUTCHINSON MARKET

# THERE'S A NEW MARKET IN THE TOP \*50



\*American Research Bureau  
ADI Rankings

**TOTAL HOUSEHOLDS**

47th 355,400

**TV HOUSEHOLDS**

47th 335,160

**CONSUMER SPENDABLE INCOME**

43rd \$ 3,296,800,000

**TOTAL RETAIL SALES**

39th \$ 2,094,815,000

Source: Data from SRDS Spot Television — Feb. 1970  
Based on ARB ADI area.



**KTVH  
KTVC**

**KANSAS BROADCASTING SYSTEM**

One Order — One Invoice — One Check

**KAYS-TV  
KLOE-TV**



# Kansas—Wichita



**KARD-TV**



Ch. 3

[Operates Kansas State Network, including satellites KCKT, Great Bend, Kan., KGLD, Garden City, Kan. & KOMC, McCook, Neb. (Oberlin, Kan.)]

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1071-ft. above av. terrain. 1079-ft. above ground, 2449-ft. above sea level.

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

Transmitter: Colwich, Kan.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

Facsimile Service: UPI.

FM Affiliate: KARD, 30-kw, 107.3 MHz (No. 297), 860-ft.

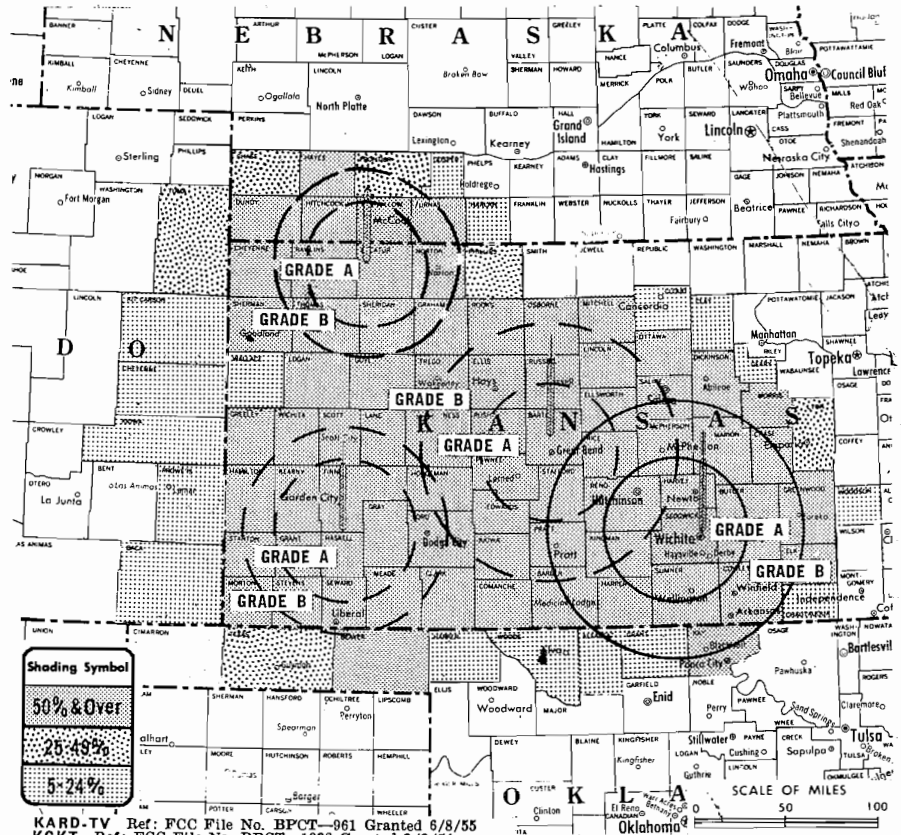
Total Households: © SRDS

Consumer Market Data as of 1/1/70.

TV Homes: TV% and Circulation

© 1969 American Research Bureau.

County coverage based on ARB study (see page 4-b).



KARD-TV Ref: FCC File No. BPCT-861 Granted 6/8/55  
KCKT Ref: FCC File No. BPCT-1888 Granted 3/3/54  
KGLD Ref: BPC-3371 Granted 8/20/64  
KOMC Ref: FCC File No. BMPCT-5393 Granted 10/15/59

©American Map Co., Inc., N.Y., No. 14244

## KARD-TV

Licensee: Kansas State Network Inc., P.O. Box 333 (67201).

Studio: 833 N. Main St., Wichita (67203); P.O. Box 333 (67201).

Telephone: 316-265-5633. TWX No.: 910-741-6976.

Ownership: Estate of George M. Brown, principal stockholder; over 600 other stockholders. Also operates satellites KCKT, Great Bend, Kan., KGLD, Garden City, Kan. and KOMC, McCook, Neb. (Oberlin, Kan.).

Began Operation: Sept. 1, 1955.

Represented (sales) by Tele-Rep.

Represented (legal) by Koteen & Burt.

Personnel:

- CHARLES L. BROWN, chairman of board.
- DON SBARRA, president.
- C. E. HENDRICKSON, v.p. & general sales manager.
- GENE CANFIELD, v.p., local sales.
- BILL SIKES, v.p. & program director.
- R. HERRING, v.p. & engineering director.
- DONALD B. TENER, v.p., secretary-treasurer.
- G. R. (BARRY) STOVER, promotion manager.
- GREG GAMER, v.p., news.

### DIGEST OF RATE CARD NO. II (June 1, 1967)

Hour	30 Min.	15 Min.	5 Min.	Min. or 20 Sec.	ID
Class AA—6:30-10 p.m., daily.	\$1000.00	\$570.00	\$380.00	\$295.00	Graded rates apply*

\*Highest rate: \$424.

NETWORK BASE HOURLY RATE: \$800.

ARB Data for this Station Includes Satellites KCKT, Great Bend, Kan., KGLD, Garden City, Kan. & KOMC, McCook, Neb.

Net Weekly Circulation	State County	Total Households	TV Homes	%
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### KANSAS

Barber	2,300	2,200	93
Barton	10,600	10,300	97
Butler	13,600	13,000	96
Chase	1,000	900	92
Cheyenne	1,700	1,600	94
Clark	900	800	96
Comanche	900	800	89
Cowley	11,900	11,200	94
Decatur	1,600	1,500	94
Dickinson	7,300	6,900	94
Edwards	1,300	1,200	95
Elk	1,200	1,100	91
Ellis	6,300	6,100	96
Ellsworth	2,400	2,200	93
Finney	6,400	6,100	95
Ford	6,900	6,600	96
Gove	1,200	1,100	90
Graham	1,800	1,700	95
Grant	1,500	1,500	94
Gray	1,000	1,000	94
Greeley	600	600	94
Greenwood	3,100	2,900	93
Hamilton	700	600	90
Harper	2,700	2,600	95
Harvey	8,600	8,100	94
Haskell	900	800	95
Hodgeman	700	600	92
Kearny	600	600	95
Kingman	2,800	2,700	96
Kiowa	1,500	1,400	89
Lane	900	900	95
Lincoln	1,300	1,200	90
Logan	1,200	1,100	91
Mc Pherson	7,900	7,200	92
Marion	4,300	3,900	92
Meade	1,500	1,500	98
Mitchell	2,300	2,100	91

50% & Over

(Continued on page 307-b)

Station Totals	572,600	543,200	94
Net Weekly Circulation (March 1969)			347,634
Average Daily Circulation (March 1969)			256,439

## KARD-TV, Wichita

(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
	KANSAS—(Continued)			
	Morris	1,900	1,800	92
	Morton	1,100	1,000	93
	Ness	1,200	1,100	94
	Norton	2,400	2,200	94
	Osborne	2,000	1,800	90
	Ottawa	2,200	1,900	90
	Pawnee	2,800	2,600	95
	Pratt	3,800	3,700	95
	Rawlins	1,300	1,200	93
	Reno	22,100	21,300	96
	Rice	3,900	3,800	96
	Rooks	3,100	2,900	95
	Rush	1,400	1,300	95
	Russell	2,900	2,700	94
	Saline	18,300	17,400	95
	Scott	1,600	1,500	95
	Sedgwick	124,600	120,600	97
50% & Over	Seward	5,900	5,600	94
	Sheridan	1,200	1,100	93
	Sherman	3,400	3,200	95
	Stafford	2,800	2,600	94
	Stanton	1,000	900	90
	Stevens	1,300	1,200	89
	Sumner	8,900	8,500	95
	Thomas	2,400	2,100	91
	Trego	1,400	1,300	92
	Wichita	800	700	91
	NEBRASKA			
	Dundy	800	800	93
	Furnas	1,900	1,800	92
	Hayes	600	600	94
	Hitchcock	1,100	1,100	96
	Red Willow	4,400	4,200	96
	OKLAHOMA			
	Beaver	2,300	2,100	93
	Kay	18,300	17,400	95
	COLORADO			
	Yuma	2,300	2,100	91
	KANSAS			
	Lyon	8,800	8,100	92
	Phillips	2,400	2,100	89
	NEBRASKA			
	Chase	1,100	1,000	96
	Frontier	800	700	95
	OKLAHOMA			
	Texas	4,900	4,600	93
	Between 25-49%			
	COLORADO			
	Baca	2,200	1,700	77
	Cheyenne	600	500	87
	Kiowa	500	400	87
	Kit Carson	1,700	1,500	87
	Prowers	3,700	3,200	86
	KANSAS			
	Chautauqua	2,200	2,100	94
	Clay	3,800	3,500	90
	Cloud	5,600	5,100	91
	Geary	6,800	6,500	96
	Wallace	1,000	1,000	92
	Woodson	1,200	1,100	91
	NEBRASKA			
	Gosper	800	800	97
	Harlan	900	900	95
	OKLAHOMA			
	Alfalfa	4,000	3,700	92
	Grant	2,200	2,000	94
	Harper	2,000	1,800	93
	Woods	4,900	4,500	92

## Kansas—Wichita

### KTVH, Hutchinson-Wichita

(ARB Data Continued)

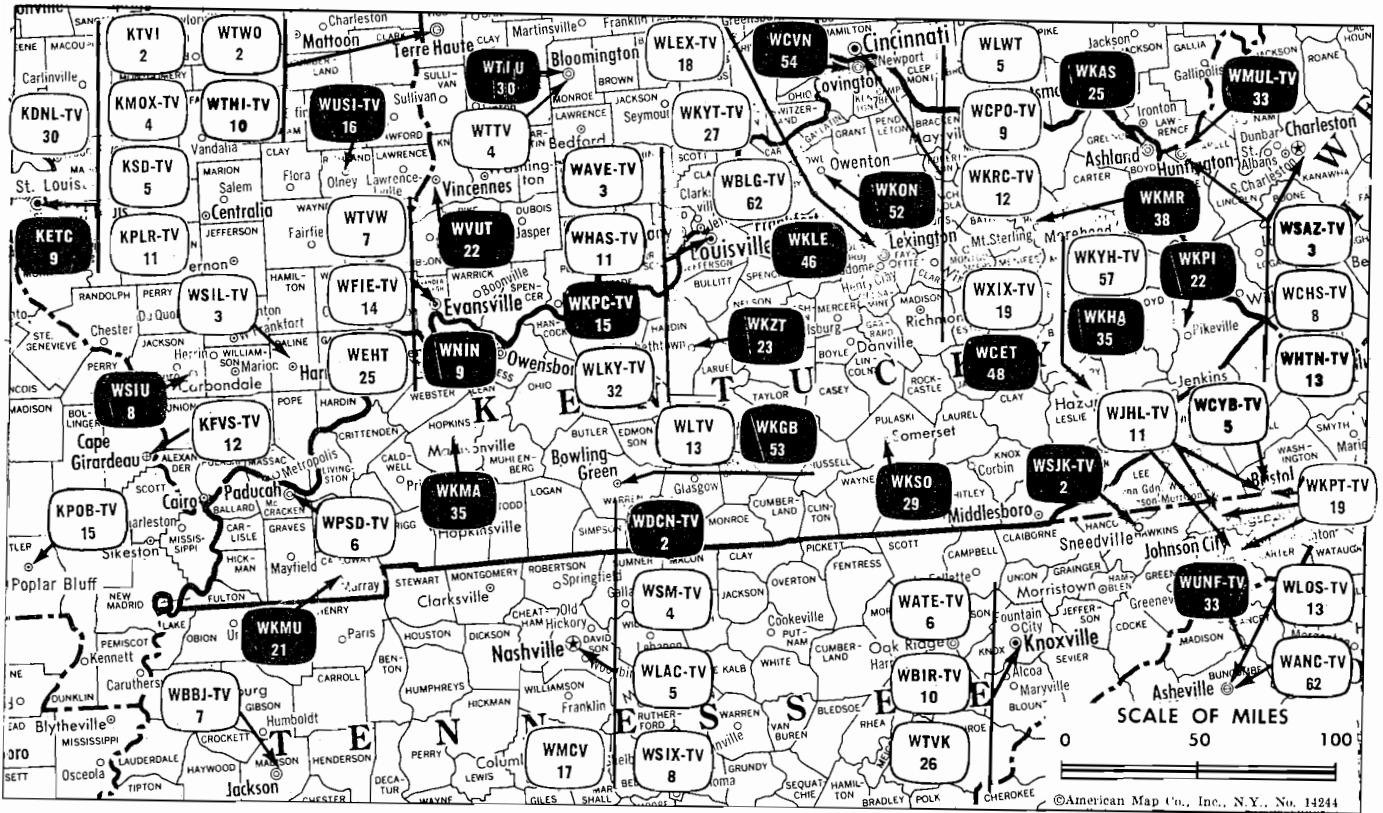
Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
	KANSAS—(Continued)			
	Scott	1,600	1,500	95
	Sedgwick	124,600	120,600	97
	Seward	5,900	5,600	94
	Stafford	2,800	2,600	94
	Stanton	1,000	900	90
50% & Over	Stevens	1,300	1,200	89
	Sumner	8,900	8,500	95
	Wichita	800	700	91
	OKLAHOMA			
	Beaver	2,300	2,100	93
	Harper	2,000	1,800	93
	Between 25-49%			
	KANSAS			
	Greenwood	3,100	2,900	93
	Lyon	8,800	8,100	92
	Ness	1,200	1,100	94
	OKLAHOMA			
	Texas	4,900	4,600	93
	Between 5-24%			
	COLORADO			
	Baca	2,200	1,700	77
	Kiowa	500	400	87
	Prowers	3,700	3,200	86
	KANSAS			
	Decatur	1,600	1,500	94
	Elk	1,200	1,100	91
	Geary	6,800	6,500	96
	Greeley	600	600	94
	Republic	2,800	2,600	92
	Riley	11,600	10,800	93
	Rush	1,400	1,300	95
	Russell	2,900	2,700	94
	Sheridan	1,200	1,100	93
	Trego	1,400	1,300	92
	OKLAHOMA			
	Alfalfa	4,000	3,700	92
	Garfield	19,400	18,500	95
	Grant	2,200	2,000	94
	Kay	18,300	17,400	95
	TEXAS			
	Lipscomb	800	700	87
	Ochiltree	3,700	3,500	94

## BLACKBURN & COMPANY, INC.

RADIO • TV • CATV • NEWSPAPER BROKERS  
NEGOTIATIONS • FINANCING • APPRAISALS

WASHINGTON, D.C. 1725 K Street, N.W. (202) 333-9270  
CHICAGO 333 N. Michigan Ave. (312) 346-6460  
ATLANTA 1655 Peachtree Rd., N.E. (404) 873-5626  
BEVERLY HILLS 9645 Wilshire Blvd. (213) 274-8151

# Kentucky



Market	ARB Net Weekly Circulation	Rank	ARB ADI TV Households	Rank
Louisville	434,661	46	393,900	39
Paducah-Cape Girardeau-Harrisburg	231,857	92	216,500	77
Lexington	152,993	125	123,000	120
Bowling Green	56,054	190	*	*

### Kentucky Station Status as of March 1, 1970

	VHF	UHF	TOTAL
Commercial Television Stations	4	5	9
Educational Television Stations	0	13	13
			<u>22</u>

### State Cross Reference List—Communities That Receive Programs of Stations That Are Located Elsewhere

**KFVS-TV, Paducah**  
(See Cape Girardeau, Mo.)

**WSIL-TV, Paducah**  
(See Harrisburg, Ill.)

**HAMILTON-LANDIS & ASSOCIATES, INC.—NATIONWIDE MEDIA BROKERS**  
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# State Educational Technical Facilities

(Complete Data in Educational Directory)

## WKAS

### Ashland

Ch. 25

Non-Commercial Educational Station

Licensee: Kentucky State Board of Education, Frankfort, Ky. (40601).

Technical Facilities: Channel No. 25 (536-542 MHz). Authorized power: 9.6-kw visual, 1.92-kw aural. Antenna: 500-ft. above av. terrain, 400-ft. above ground, 1200-ft. above sea level.

Latitude	38°	27'	45"
Longitude	82°	37'	13"

## WKGB

### Bowling Green

Ch. 53

Non-Commercial Educational Station

Licensee: Kentucky State Board of Education.

Technical Facilities: Channel No. 53 (704-710 MHz). Authorized power: 667-kw max. & 550-kw horizontal visual, 113-kw max. & 110-kw horizontal aural. Antenna: 810-ft. above av. terrain, 614-ft. above ground, 1370-ft. above sea level.

Latitude	37°	05'	22"
Longitude	86°	38'	05"

## WCVN

### Covington

Ch. 54

Non-Commercial Educational Station

Grantee: Kentucky State Board of Education.

Technical Facilities: Channel No. 54 (710-716 MHz). Authorized power: 8-kw visual, 1.6-kw aural. Antenna: 405-ft. above av. terrain, 309-ft. above ground, 1129-ft. above sea level.

Latitude	39°	01'	50"
Longitude	84°	30'	23"

## WKZT

### Elizabethtown

Ch. 23

Non-Commercial Educational Station

Grantee: Kentucky State Board of Education.

Technical Facilities: Channel No. 23 (524-530 MHz). Authorized power: 688-kw max. & 575-kw horizontal visual, 128-kw max. & 115-kw horizontal aural. Antenna: 652-ft. above av. terrain, 651-ft. above ground, 1446-ft. above sea level.

Latitude	37°	40'	55"
Longitude	85°	50'	32"

## WKHA

### Hazard

Ch. 35

Non-Commercial Educational Station

Licensee: Kentucky State Board of Education.

Technical Facilities: Channel No. 35 (596-602 MHz). Authorized power: 645-kw max. & 417-kw horizontal visual, 129-kw max. & 83.2-kw horizontal aural. Antenna: 1260-ft. above av. terrain, 605-ft. above ground, 2630-ft. above sea level.

Latitude	37°	11'	34"
Longitude	83°	11'	16"

## WKLE

### Lexington-Richmond

Ch. 46

Non-Commercial Educational Station

Licensee: Kentucky State Board of Education.

Technical Facilities: Channel No. 46 (662-668 MHz). Authorized power: 625-kw max. & 525-kw horizontal visual, 125-kw max. & 105-kw horizontal aural. Antenna: 874-ft. above av. terrain, 854-ft. above ground, 1764-ft. above sea level.

Latitude	37°	52'	45"
Longitude	84°	19'	33"

## WKPC-TV

### Louisville

Ch. 15

Non-Commercial Educational Station

Licensee: Board of Education of Jefferson County, 3332 Newburg Rd., Louisville (40218).

Technical Facilities: Channel No. 15 (476-682 MHz). Authorized power: 295-kw max. & 263-kw horizontal visual, 52.8-kw max. & 46.8-kw horizontal aural. Antenna: 877-ft. above av. terrain, 550-ft. above ground, 1520-ft. above sea level.

Latitude	38°	22'	02"
Longitude	85°	49'	53"

## WKMA

### Madisonville

Ch. 35

Non-Commercial Educational Station

Licensee: Kentucky State Board of Education.

Technical Facilities: Channel No. 35 (596-602 MHz). Authorized power: 614-kw max. & 513-kw horizontal visual, 123-kw max. & 102-kw horizontal aural. Antenna: 1043-ft. above av. terrain, 995-ft. above ground, 1545-ft. above sea level.

Latitude	37°	11'	25"
Longitude	87°	30'	47"

## WKMR

### Morehead

Ch. 38

Non-Commercial Educational Station

Licensee: Kentucky State Board of Education.

Technical Facilities: Channel No. 38 (614-620 MHz). Authorized power: 683-kw max. & 562-kw horizontal visual, 137-kw max. & 112-kw horizontal aural. Antenna: 965-ft. above av. terrain, 605-ft. above ground, 1986-ft. above sea level.

Latitude	38°	10'	38"
Longitude	83°	24'	18"

## WKMU

### Murray-Mayfield

Ch. 21

Non-Commercial Educational Station

Grantee: Kentucky State Board of Education.

Technical Facilities: Channel No. 21 (512-518 MHz). Authorized power: 691-kw max. & 575-kw horizontal visual, 138-kw max. & 115-kw horizontal aural. Antenna: 663-ft. above av. terrain, 652-ft. above ground, 1182-ft. above sea level.

Latitude	36°	41'	33"
Longitude	88°	32'	10"

# Kentucky

## WKON Owenton

Ch. 52

Non-Commercial Educational Station

Licensee: Kentucky State Board of Education.

Technical Facilities: Channel No. 52 (698-704 MHz). Authorized power: 691-kw max. & 550-kw horizontal visual, 138-kw max. & 115-kw horizontal aural. Antenna: 710-ft. above av. terrain, 598-ft. above ground, 1548-ft. above sea level.

Latitude 38° 31' 32"  
Longitude 84° 48' 40"

## WKPI Pikeville

Ch. 22

Non-Commercial Educational Station

Licensee: Kentucky State Board of Education.

Technical Facilities: Channel No. 22 (518-524 MHz). Authorized power: 1320-kw max. & 468-kw horizontal visual, 264-kw max. & 93.3-kw horizontal aural. Antenna: 1415-ft. above av. terrain, 153-ft. above ground, 2994-ft. above sea level.

Latitude 37° 17' 06"  
Longitude 82° 31' 29"

## WKSO Somerset

Ch. 29

Non-Commercial Educational Station

Licensee: Kentucky State Board of Education.

Technical Facilities: Channel No. 29 (560-566 MHz). Authorized power: 584-kw max. & 378-kw horizontal visual, 117-kw max. & 75.6-kw horizontal aural. Antenna: 1460-ft. above av. terrain, 996-ft. above ground, 2526-ft. above sea level.

Latitude 37° 10' 00"  
Longitude 84° 49' 28"

## WAVE-TV, Louisville (ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>Between 25-49 %</b>	INDIANA			
	Martin	3,300	3,100	94
	Switzerland	1,800	1,600	92
	KENTUCKY			
	Jessamine	4,500	4,000	89
	Russell	2,700	2,300	88
Scott	5,300	4,900	92	
<b>Between 5-24 %</b>	INDIANA			
	Bartholomew	17,300	16,600	96
	Daviess	8,100	7,500	93
	Decatur	7,400	7,000	95
	Pike	4,500	4,200	92
	Spencer	4,900	4,600	94
	KENTUCKY			
	Barren	9,500	8,800	93
	Clark	7,800	7,200	92
	Fayette	52,800	50,100	95
	Gallatin	1,200	1,200	94
	Garrard	2,800	2,600	90
	Laurel	7,300	6,400	87
	Lincoln	4,500	4,000	88
	Madison	12,100	10,800	89
	Metcalfe	2,300	2,100	90
	Ohio	5,600	5,200	92
	Pulaski	10,100	8,600	85
Rockcastle	3,000	2,400	82	
Wayne	3,700	2,900	80	

## WHAS-TV, Louisville (ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>Between 25-49 %</b>	INDIANA			
	Perry	5,600	5,200	93
	Switzerland	1,800	1,600	92
	KENTUCKY			
	Boyle	6,800	6,300	93
	Carroll	2,600	2,400	94
Clark	7,800	7,200	92	
Russell	2,700	2,300	88	
Scott	5,300	4,900	92	
<b>Between 5-24 %</b>	INDIANA			
	Bartholomew	17,300	16,600	96
	Decatur	7,400	7,000	95
	Greene	9,300	8,800	95
	Martin	3,300	3,100	94
	Monroe	21,900	20,500	93
	Pike	4,500	4,200	92
	Ripley	6,100	5,800	94
	Spencer	4,900	4,600	94
	KENTUCKY			
	Barren	9,500	8,800	93
	Fayette	52,800	50,100	95
	Gallatin	1,200	1,200	94
	Garrard	2,800	2,600	90
	Jessamine	4,500	4,000	89
	Lincoln	4,500	4,000	88
	Madison	12,100	10,800	89
	Metcalfe	2,300	2,100	90
Rockcastle	3,000	2,400	82	
Union	4,600	4,300	93	

## WLEX-TV, Lexington (ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>Between 5-24 %</b>	KENTUCKY—(Continued)			
	Bracken	2,100	1,900	95
	Clay	4,800	4,000	83
	Henry	3,700	3,500	93
	Knott	4,000	3,300	82
	Knox	6,900	5,900	85
	Laurel	7,300	6,400	87
	Marion	4,400	4,200	94
	Mason	6,100	5,700	93
	Morgan	2,500	2,200	87
	Nelson	5,600	5,300	95
	Owen	2,800	2,500	91
	Robertson	800	700	94
	Shelby	6,300	6,000	95
	Spencer	1,600	1,600	95
	Taylor	6,000	5,400	90
	Washington	2,900	2,700	94
	Wayne	3,700	2,900	80
Whitley	6,300	5,600	90	

## WKYT-TV, Lexington (ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>Between 5-24 %</b>	KENTUCKY—(Continued)			
	Knox	6,900	5,900	85
	Laurel	7,300	6,400	87
	Marion	4,400	4,200	94
	Mason	6,100	5,700	93
	Morgan	2,500	2,200	87
	Perry	6,500	5,400	84
	Robertson	800	700	94
	Shelby	6,300	6,000	95
	Spencer	1,600	1,600	95
	Washington	2,900	2,700	94
Wayne	3,700	2,900	80	



# Kentucky—Bowling Green



**WLTV**

Ch. 13

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 316-kw visual, 63.1-kw aural. Antenna: 850-ft. above av. terrain, 603-ft. above ground, 1410-ft. above sea level.

Latitude 37° 05' 52"  
Longitude 86° 37' 35"

Transmitter: 12.5-mi. NW of Bowling Green, Morgantown Rd.

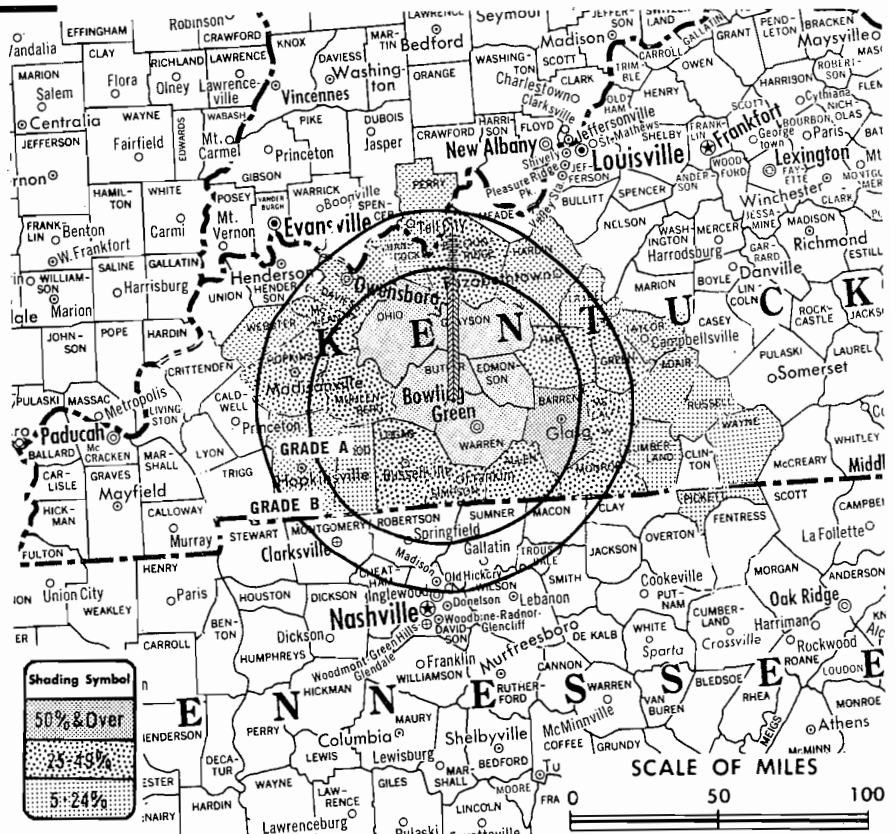
Studio: 535 E. 10th St., P.O. Box 1198, Bowling Green (42101).

Telephones: 502-843-1171 (studio); 502-842-0338 (transmitter).

Color: Network.

News Wire Service: AP.

Facsimile Service: AP.



WLTV Ref: FCC File No. BNPCT-5545 Granted 12/21/60

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Total Households © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).

## WLTV

Network Service: ABC.

Licensee: Argus Bcstg. Co., Box 1198, Bowling Green (42101).

Ownership: George A. Brown Jr., 98%; Mrs. George A. Brown, 1%; J. M. Walters, 1%.

Began Operation: June 3, 1962.

Represented (sales) by Savalli/Gates Inc.

Represented (legal) by Koteen & Burt.

Represented (engineering) by Walter Holey, Atlanta.

Personnel:

- JOE M. WALTERS, v.p., general manager & film buyer.
- JOE WALTERS, general sales manager.
- BILL WOODS, sports director.
- WALLACE McCOY, engineer.
- BILL SWETMON, production director.

### DIGEST OF RATE CARD (Local) (July 19, 1962)

Hour	30 Min.	15 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—7-10:30 p.m., daily.					
\$150.00	\$90.00	\$60.00	\$45.00	\$30.00	\$14.50

**When audience estimates will help TOMORROW,  
Call for ARB Overnights TODAY!**

	Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>		KENTUCKY			
		Barren	9,500	8,800	93
		Butler	2,300	2,100	91
		Edmonson	2,000	1,800	87
		Grayson	4,800	4,300	90
		Ohio	5,600	5,200	92
	Warren	16,100	15,100	93	
<b>Between 25-49%</b>		KENTUCKY			
		Allen	3,700	3,400	92
		Breckinridge	4,600	4,200	92
		Green	3,800	3,400	90
		Hart	4,400	4,100	93
		Hopkins	12,500	11,600	92
		Logan	7,300	6,800	93
		Mc Lean	3,200	3,000	93
		Metcalfe	2,300	2,100	90
	Monroe	3,600	3,400	93	
	Muhlenberg	8,200	7,600	93	
	Simpson	3,900	3,700	93	
<b>Between 5-24%</b>		INDIANA			
		Perry	5,600	5,200	93
		KENTUCKY			
		Adair	4,400	3,700	85
		Christian	16,000	15,000	94
		Cumberland	1,700	1,500	86
		Daviess	24,800	23,600	95
		Hancock	1,400	1,200	90
		Hardin	18,200	17,400	96
		Larue	3,200	3,000	93
		Russell	2,700	2,300	88
		Taylor	6,000	5,400	90
		Todd	3,000	2,800	93
	Wayne	3,700	2,900	80	
	Webster	5,000	4,500	90	
	TENNESSEE				
	Pickett	900	800	88	
	Station Totals		287,400	265,600	92
	Net Weekly Circulation (March 1969)				56,054
	Average Daily Circulation (March 1969)				20,225

# Kentucky—Hazard

## WKYH-TV

Ch. 57

Technical Facilities: Channel No. 57 (728-734 MHz). Authorized power: 15-kw visual, 2.9-kw aural. Antenna: 800-ft. above av. terrain, 438-ft. above ground, 2118-ft. above sea level.

Latitude 37° 15' 21"  
Longitude 83° 07' 56"

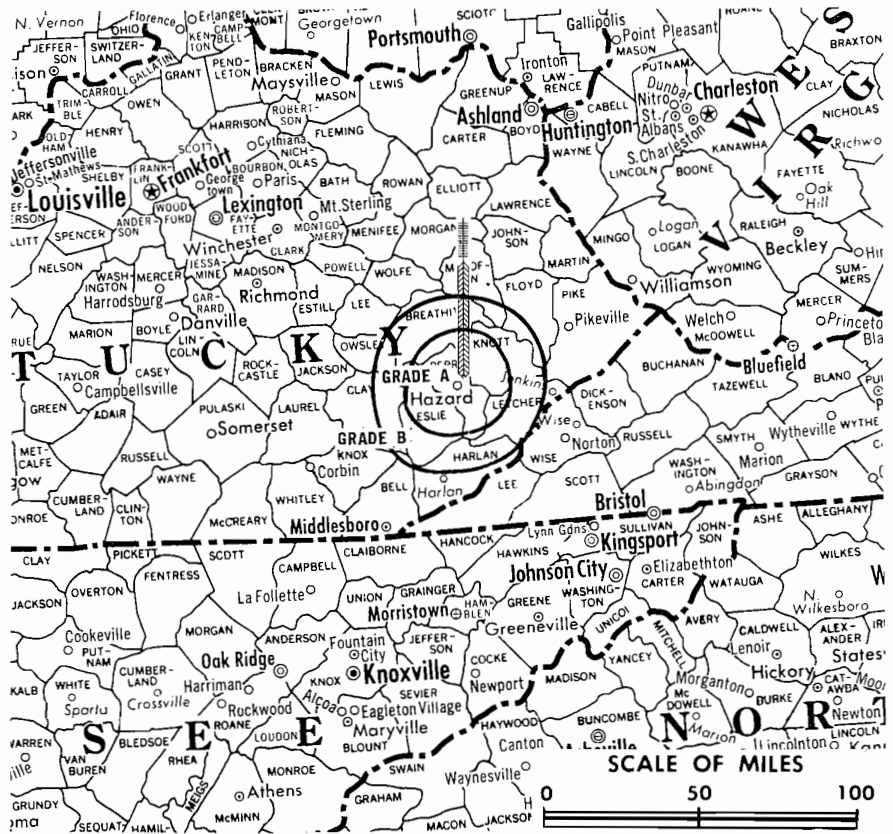
Transmitter: Tower Rd., Gorman Ridge, Hazard.

TV tape: Recording facilities.

Color: Network.

News Wire Service: AP.

ARB Data: Not available.



WKYH-TV Ref: FCC File No. BPCT-3996 Granted 3/5/69

©American Map Co., Inc., N.Y., No. 14244

## WKYH-TV

Grantee: Hazard Television Co. Inc., Main St., Hazard, Ky. (41701).  
Studio: 569 N. Main (41701). Telephones: 606-436-4444; 606-436-2522.

Business Address: Hazard Investment Bldg. (41701). Telephone: 606-436-2824.

Ownership: William D. Gorman, pres., 90%; Julian C. Leedy, 7%; C. J. Mellott, 3%. Hazard TV also owns a CATV system in Hazard.

Began Operation: Oct. 20, 1969.

Represented (sales) by

Represented (legal) by Fly, Shuebruk, Blume & Gaguine.

Represented (engineering) by Engineering Associates, Lexington, Ky.

Personnel:

- WILLIAM D. GORMAN, president.
- W. GLENN REYNOLDS, station manager.
- AUDREY OWEN, traffic & program director.
- LAMAR RICHIE, chief engineer.
- WILLIAM D. GORMAN JR., film buyer.
- CHARLES R. RUCKER, production manager.

### DIGEST OF RATE CARD NO. 1 (Nov. 5, 1969)

Hour	30 Min.	15 Min.	Min.	30 Sec.	20 Sec.	10 Sec.
\$264.00	\$174.00		\$33.00			

## La Rue Media Brokers Inc.

### Radio Television CATV

#### Completed Sales

TV: Honolulu	\$600,000
Radio: Richmond, Va.	\$210,000

116 Central Park South  
New York, N.Y. 10019

President  
Hugh Ben LaRue

Area Code 212  
265-3430

# Kentucky—Lexington



**WBLG-TV**

Ch. 62

Technical Facilities: Channel No. 62 (758-764 MHz). Authorized power: 1340-kw max. & 492-kw horizontal visual, 134-kw max. & 49.2-kw horizontal aural. Antenna: 1000-ft. above av. terrain, 998-ft. above ground, 1998-ft. above sea level.

Latitude 38° 02' 00"  
Longitude 84° 23' 42"

Transmitter: Bryant Rd., near U.S. 60.

TV tape: Recording facilities.

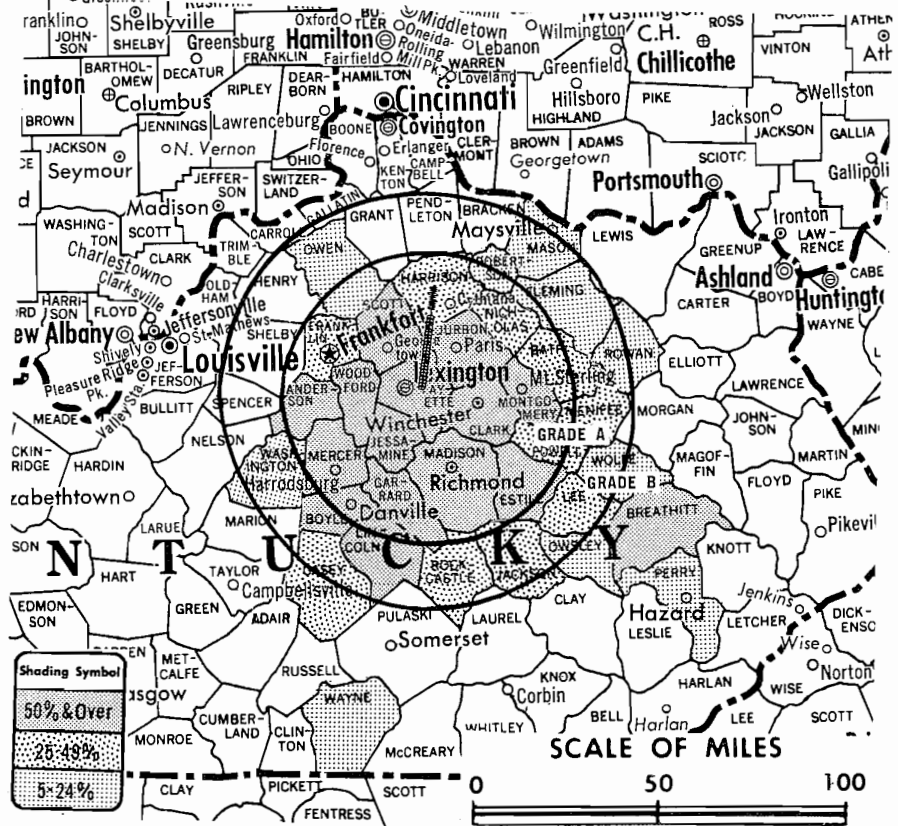
Color: Network, live, film, slide & tape.

AM Affiliate: WBLG, 1-kw, 1300 kHz.

News Wire Service: AP.

News Film Service: ABC.

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).



WBLG-TV Ref: FCC File No. B1CT-4264 Granted 8/21/69

© American Map Co., Inc., N.Y. No. 14244

## WBLG-TV

Network Service: ABC.

Grantee: WBLG-TV Inc., P.O. Box 1748, Lexington, Ky. (40501).

Studio: Bryant Rd.

Telephone: 606-299-6262. TWX No.: 510-476-8806.

Ownership: Roy B. White Jr., pres., 50%; Reeves Telecom Corp., 50%. White owns WBLG, Lexington. For other Reeves interests, see WUSN-TV, Charleston, S.C.

Began Operation: June 2, 1968.

Represented (sales) by H-R Television Inc.

Represented (engineering) by Lohnes & Culver.

Personnel:

ROY B. WHITE JR., president & general manager.  
RODERICK A. GUERDAN, general sales manager.  
WILLIAM F. BRATTON JR., chief engineer.  
MICHAEL D. KANAREK, news & public affairs director.  
J. PAUL WARNECKE, operations manager.

### DIGEST OF RATE CARD NO. 4 (March 1, 1970)

Hour 30 Min. 15 Min. 5 Min. Min. 30 Sec. 20 Sec. 10 Sec.  
Class AA—7-10:30 p.m., Mon.-Fri.; 7:30-10:30 p.m., Sat.; 6-11 p.m., Sun.

\$350.00 \$260.00 \$195.00 \$105.00 \$100.00 \$60.00 \$50.00 \$40.00  
NETWORK BASE HOURLY RATE: \$250.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	KENTUCKY			
	Anderson	3,100	2,900	95
	Bourbon	5,700	5,300	93
	Boyle	6,800	6,300	93
	Breathitt	3,000	2,300	77
Clark	7,800	7,200	92	

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	KENTUCKY—(Continued)			
	Estill	4,400	3,600	81
	Fayette	52,800	50,100	95
	Garrard	2,800	2,600	90
	Jessamine	4,500	4,000	89
	Lincoln	4,500	4,000	88
	Madison	12,100	10,800	89
	Mercer	5,100	4,700	92
	Montgomery	4,800	4,100	87
	Scott	5,300	4,900	92
Woodford	4,200	3,900	92	
<b>Between 25-49%</b>	KENTUCKY			
	Bath	2,500	2,200	87
	Casey	3,400	2,900	85
	Franklin	10,500	10,000	95
	Harrison	4,800	4,500	94
	Jackson	2,900	2,200	78
	Lee	1,700	1,300	79
	Menifee	900	700	87
Nicholas	1,900	1,700	89	
Powell	1,800	1,500	80	
Rockcastle	3,000	2,400	82	
<b>Between 5-24%</b>	KENTUCKY			
	Fleming	3,500	3,200	91
	Mason	6,100	5,700	93
	Owen	2,800	2,500	91
	Owsley	1,500	1,100	74
	Perry	6,500	5,400	84
	Robertson	800	700	94
Rowan	3,700	3,300	90	
Washington	2,900	2,700	94	
Wayne	3,700	2,900	80	
Wolfe	1,400	1,100	82	
Station Totals		235,500	212,100	90
Net Weekly Circulation (March 1969)				106,771
Average Daily Circulation (March 1969)				57,961

# Kentucky—Lexington



**WLEX-TV**

Ch. 18

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

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

Requests change to 5000-kw max. & 809-kw horizontal visual, 1000-kw max. & 162-kw horizontal aural, 1430-ft. above av. terrain, 1421-ft. above ground, 2346-ft. above sea level, lat. 38° 16' 02", long. 84° 35' 46", transmitter to 2.63-mi. WSW of Delaplain, Ky. BMPCT—6840.

Transmitter: Russell Cave Pike.

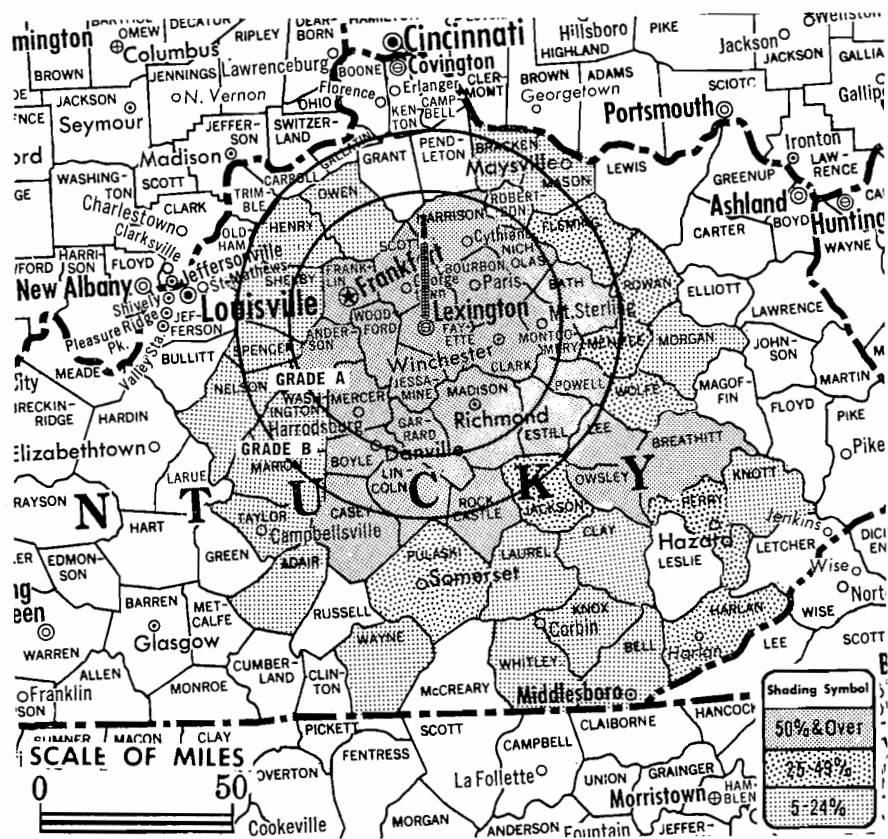
TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

News Film Service: NBC.

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).



WLEX-TV Ref: FCC File No. B1PCT—4123 Granted 5/27/68

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## WLEX-TV

Network Service: NBC.

Licensee: WLEX-TV Inc., Box 1457 (40501).

Studio: Russell Cave Pike.

Telephone: 606-255-4404.

TWX No.: 510-476-8896.

FM Affiliate: WLEX-FM, 50-kw, 98.1 MHz (No. 251), 350-ft.

Ownership: J. D. Gay, chairman-treas., 41.96%; Estate of H. Guthrie Bell, 37.43%; William B. Gess, 5.62%; T. D. Satterwhite, 3.49%; J. G. Atchison, secy., .03%; 4 other stockholders, none with as much as 2%. WLEX-TV Inc. also owns WLEX-FM, Lexington; WCOV-TV & WCOV AM & FM, Montgomery, Ala.

Began Operation: March 15, 1955.

Represented (sales) by The Meeker Co.; Busby, Finch & Woods Inc. (South & Southwest).

Represented (engineering) by Jules Cohen & Associates.

Represented (legal) by Fletcher, Heald, Rowell, Kenehan & Hildreth.

Personnel:

HARRY C. BARFIELD, president & general manager.  
B. D. CRAWFORD, administrative asst. & dir., station promotion & public affairs.

ED WHITE, v.p., national & regional sales.  
ROBERT D. JONES, operations director & film buyer.  
J. W. ROBERTSON, v.p., engineering.  
LARRY BATTEN, production manager.  
BOB DAVIDSON, local sales manager.  
BILL THOMPSON, news director.  
ALBERT W. SCHEER, chief engineer.

### DIGEST OF RATE CARD NO. 14

(Sept. 1, 1969)

Hour 30 Min. 15 Min. 5 Min. Min. 30 Sec. 10 Sec.

Class AA—6:29-10:59 p.m., daily.

\$500.00 \$300.00 \$180.00 \$115.00 \$75.00 \$55.00

NETWORK BASE HOURLY RATE: \$450 (NBC).

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	<b>KENTUCKY</b>			
	Anderson	3,100	2,900	95
	Bath	2,500	2,200	87
	Bourbon	5,700	5,300	93
	Boyle	6,800	6,300	93
	Breathitt	3,000	2,300	77
	Casey	3,400	2,900	85
	Clark	7,800	7,200	92
	Estill	4,400	3,600	81
	Fayette	52,800	50,100	95
	Franklin	10,500	10,000	95
	Garrard	2,800	2,600	90
	Harrison	4,800	4,500	94
	Jessamine	4,500	4,000	89
	Lee	1,700	1,300	79
	Lincoln	4,500	4,000	88
	Madison	12,100	10,800	89
	Mercer	5,100	4,700	92
	Montgomery	4,800	4,100	87
	Nicholas	1,900	1,700	89
Owsley	1,500	1,100	74	
Powell	1,800	1,500	80	
Rockcastle	3,000	2,400	82	
Scott	5,300	4,900	92	
Woodford	4,200	3,900	92	
<b>Between 25-49%</b>	<b>KENTUCKY</b>			
	Fleming	3,500	3,200	91
	Harlan	9,700	8,700	89
	Jackson	2,900	2,200	78
	Menifee	900	700	87
	Perry	6,500	5,400	84
	Pulaski	10,100	8,600	85
Rowan	3,700	3,300	90	
Wolfe	1,400	1,100	82	
<b>Between 5-24%</b>	<b>KENTUCKY</b>			
	Adair	4,400	3,700	85
Bell	7,100	6,300	90	

(Continued on page 310-b)

Station Totals	496,500	462,400	93
Net Weekly Circulation (March 1969)			152,993
Average Daily Circulation (March 1969)			103,834

# Kentucky—Lexington



**WKYT-TV**



Ch. 27

Technical Facilities: Channel No. 27 (548-554 MHz). Authorized power: 2360-kw max. & 1382-kw horizontal visual, 472-kw max. & 276-kw horizontal aural. Antenna: 980-ft. above av. terrain, 992-ft. above ground, 1983-ft. above sea level.

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

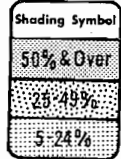
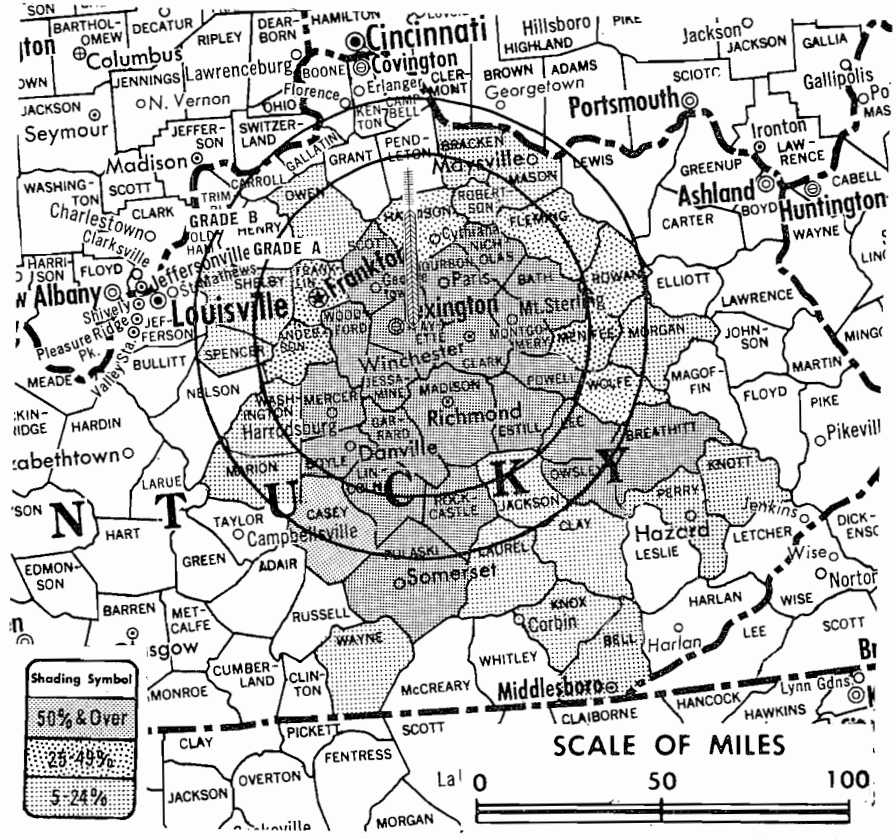
Transmitter: N side of U.S. Rt. 60, 2.8-mi. E of New Circle Rd.

TV tape: Recording facilities.

News Wire Service: AP.

News Film Service: CBS.

Color: Network, live, film, slide & tape.



Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).

WKYT-TV Ref: FCC File No. B1PCT-6938 Granted 12/6/68

©American Map Co., Inc., N.Y., No. 14244

## WKYT-TV

Network Service: CBS, ABC.

Licensee: Kentucky Central Television Inc., Box 655, Lexington, Ky. (40501).

Studio: 1087 New Circle Rd., N.E.

Telephone: 606-254-2727. TWX No.: 606-255-8822.

Ownership: Mid-Central Investment Co. Inc., 100%, which in turn is owned 100% by Kentucky Central Life Insurance Co. Inc. Garvice D. Kincaid, chmn.; Theodore T. Grizzard, pres.; William E. Burnett Jr., secy.-treas. Kincaid owns 60% of WVLK & FM, Lexington; WHOO & FM, Orlando; WFFG, Marathon, Fla. & WINN, Louisville.

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

Reprresented (sales) by Adam Young Inc.

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

Represented (engineering) by Kear & Kennedy.

### Personnel:

- WILLIAM G. RHODES, executive vice president.
- L. C. REDMON, general manager.
- DAVID T. BUTTS, operations manager & program director.
- ROBERT Q. TIEDJE, general sales manager.
- HAROLD SCHUMACHER, director of engineering.
- HUDSON CLAY, film director.
- CARL LOVEDAY, news director.

DIGEST OF RATE CARD NO. 9  
(Sept. 1, 1969)

Hour	30 Min.	15 Min.	10 Min.	30 Sec.	20 Sec.	10 Sec.
Class AA—7:30-10:30 p.m., daily.	\$400.00	\$240.00	\$160.00	\$140.00	\$110.00	\$90.00

NETWORK BASE HOURLY RATE: \$400 (CBS).

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	KENTUCKY			
	Bath	2,500	2,200	87
	Bourbon	5,700	5,300	93
	Boyle	6,800	6,300	93
	Breathitt	3,000	2,300	77
	Casey	3,400	2,900	85
	Clark	7,800	7,200	92
	Estill	4,400	3,600	81
	Fayette	52,800	50,100	95
	Garrard	2,800	2,600	90
	Jessamine	4,500	4,000	89
	Lee	1,700	1,300	79
	Lincoln	4,500	4,000	88
	Madison	12,100	10,800	89
	Mercer	5,100	4,700	92
	Montgomery	4,800	4,100	87
	Nicholas	1,900	1,700	89
	Owsley	1,500	1,100	74
	Powell	1,800	1,500	80
Pulaski	10,100	8,600	85	
Rockcastle	3,000	2,400	82	
Scott	5,300	4,900	92	
Woodford	4,200	3,900	92	
<b>Between 25-49%</b>	KENTUCKY			
	Anderson	3,100	2,900	95
	Fleming	3,500	3,200	91
	Franklin	10,500	10,000	95
	Harrison	4,800	4,500	94
	Jackson	2,900	2,200	78
	Menifee	900	700	87
Rowan	3,700	3,300	90	
Wolfe	1,400	1,100	82	
<b>Between 5-24%</b>	KENTUCKY			
	Bell	7,100	6,300	90
	Bracken	2,100	1,900	95
Knott	4,000	3,300	82	

(Continued on page 310-b)

Station Totals	256,500	231,000	90
Net Weekly Circulation (March 1969)			137,976
Average Daily Circulation (March 1969)			96,938

# Kentucky—Louisville



**WAVE-TV**



Ch. 3

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 914-ft. above av. terrain, 600-ft. above ground, 1585-ft. above sea level.

Latitude 38° 22' 09"  
Longitude 85° 49' 49"

Transmitter: Bald Knob, New Albany, Ind.

Studios: 725 S. Floyd St., Louisville; State Capitol, Frankfort, Ky.

Telephone: 502-585-2201.

TWX No.: 810-535-3142.

TV tape: Recording facilities.

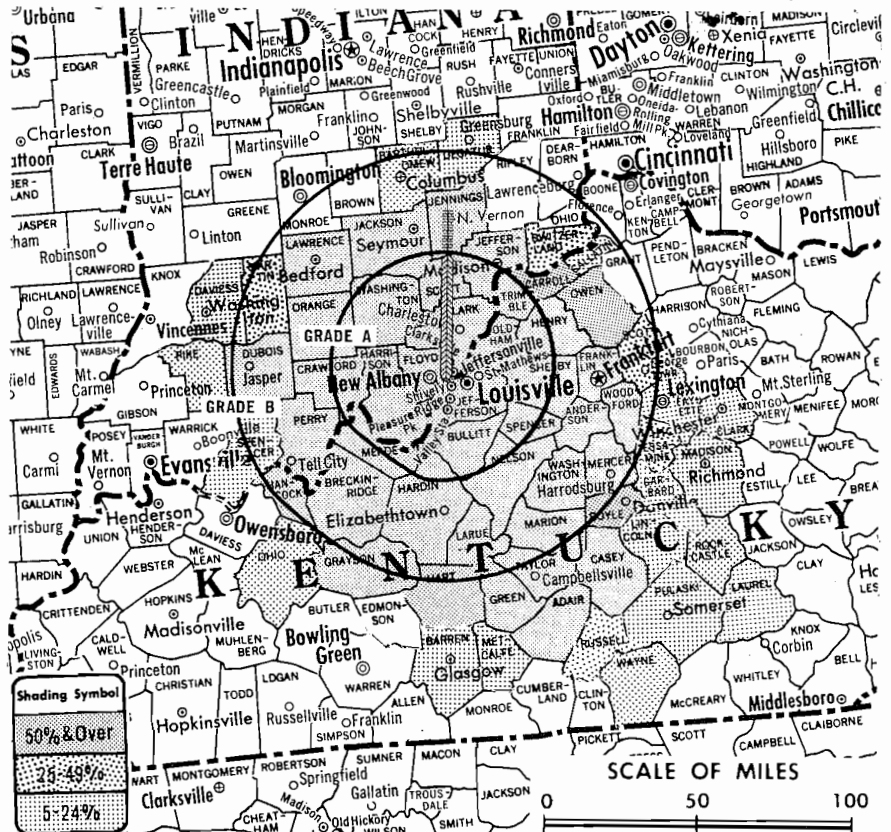
AM Affiliate: WAVE, 5-kw, 970 kHz (NBC).

Color: Network, live, film, slide & tape.

News Wire Service: AP.

News Film Service: NBC.

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).



WAVE-TV Ref: FCC File No. BPCT-758 Granted 7/11/62

©American Map Co., Inc., N.Y., No. 14244

## WAVE-TV

Licensee: Orion Bcstg. Inc., 725 S. Floyd St., Louisville, Ky. (40203).

Ownership: Jane Morton Norton, 91.41%; 4 others, 8.59%. Orion Bcstg. Inc. also owns WFIE-TV, Evansville, Ind.; WFRV-TV, Green Bay, Wis.; WJMN-TV, Escanaba, Mich. and WMT-TV-AM-FM, Cedar Rapids, Iowa.

Began Operation: Nov. 24, 1948.

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Covington & Burling.

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

Personnel:

- T. BALLARD MORTON JR., president.
- RALPH S. JACKSON, executive vice president & general manager.
- H. LEE BROWNING, vice president & station manager.
- GEORGE D. BROWN, treasurer.
- ARTHUR KING, vice president & secretary.
- HOUSTON D. JONES, national sales manager.
- S. WHEELER RUDD, local sales manager.
- FRANK MILLER, program & operations director.
- WILLIAM GLADDEN, director of public relations & publicity.
- BILL LOGAN, promotion director.
- RODNEY FORD, news director.
- CONRAD CAGLE, production manager.
- H. B. HOLTMAN, chief engineer.

### DIGEST OF RATE CARD NO. A26—(June 2, 1969)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. 10 Sec.

Class AA—6:30-11 p.m., daily.

\$1450.00 \$870.00 \$580.00 \$390.00 \$350.00\* \$300.00\* \$150.00\*

\*Average.

NETWORK BASE HOURLY RATE: \$1650 (NBC).

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	INDIANA			
	Clark	20,800	20,000	96
	Crawford	2,100	1,900	90
	Dubois	8,300	7,700	93
	Floyd	17,200	16,600	97
Harrison	5,600	5,300	95	

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>				
INDIANA—(Continued)				
	Jackson	10,400	10,000	96
	Jefferson	7,200	6,800	95
	Jennings	5,700	5,400	95
	Lawrence	11,800	11,200	96
	Orange	5,300	5,000	94
	Perry	5,600	5,200	93
	Scott	4,900	4,500	93
	Washington	6,100	5,700	93
KENTUCKY				
	Adair	4,400	3,700	85
	Anderson	3,100	2,900	95
	Boyle	6,800	6,300	93
	Breckinridge	4,600	4,200	92
	Bullitt	5,700	5,500	96
	Carroll	2,600	2,400	94
	Casey	3,400	2,900	85
	Franklin	10,500	10,000	95
	Grayson	4,800	4,300	90
	Green	3,800	3,400	90
	Hancock	1,400	1,200	90
	Hardin	18,200	17,400	96
	Hart	4,400	4,100	93
	Henry	3,700	3,500	93
	Jefferson	210,400	204,100	97
	Larue	3,200	3,000	93
	Marion	4,400	4,200	94
	Meade	7,700	7,400	97
	Mercer	5,100	4,700	92
	Nelson	5,600	5,300	95
	Oldham	4,100	3,900	96
	Owen	2,800	2,500	91
	Shelby	6,300	6,000	95
	Spencer	1,600	1,600	95
	Taylor	6,000	5,400	90
	Trimble	1,500	1,400	94
	Washington	2,900	2,700	94
	Woodford	4,200	3,900	92

(Continued on page 310-b)

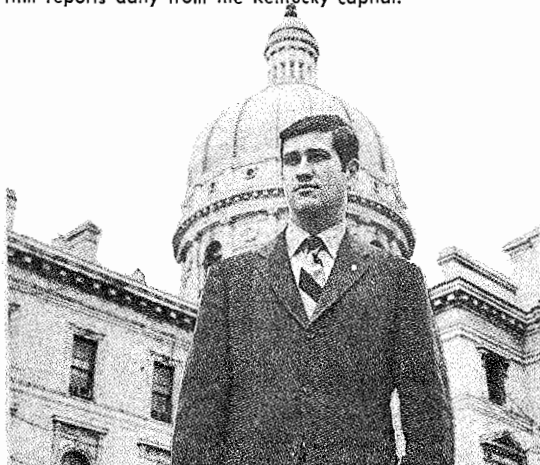
Station Totals	763,200	719,600	94
Net Weekly Circulation (March 1969)			434,661
Average Daily Circulation (March 1969)			323,170

# TELEVISION . . . CONTINUES AS THE PUBLIC'S MAIN SOURCE OF NEWS<sup>1</sup>



## FRANKFORT

WAVE News Bureau Chief Tom Duncan provides live and film reports daily from the Kentucky capital.



## INDIANAPOLIS

WAVE News Bureau Chief John Lucy reports daily from the Indiana capital.



## WASHINGTON

WAVE News Bureau Chief Dean Norland reports national news of specific importance to Kentucky and Southern Indiana.

## . . . . and WAVE-TV Continues Its Leadership In News Reporting

Viewers in Kentucky and Southern Indiana continue to depend on WAVE-TV as their major source of television news. They have grown accustomed to factual news delivery from professional news reporters in Louisville, in addition to first hand reports from WAVE News Bureaus in the Kentucky state capital, Indiana state capital, and Washington, D. C.

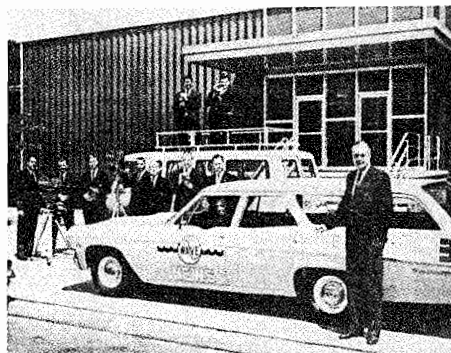
Believing that broadcasting should provide a voice in community leadership, WAVE-TV regularly schedules editorials concerning topics of local and national interest.

**WAVE-TV's dominant position in news reporting is one more reason why more people watch Channel 3 for television news than any other station in Kentucky and Southern Indiana .<sup>2</sup>**

<sup>1</sup> Roper Research Associates Report, March 1969

<sup>2</sup> ARB November, 1969

Note: Audience and related data are based on estimates provided by the rating services indicated and are subject to the qualifications issued by these services. Copies of such qualifications available on request.



**LOUISVILLE**  
**CHANNEL 3 TV · RADIO 970**

# Kentucky—Louisville



**WHAS-TV**



Ch. 11

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 135-kw visual, 26.3-kw aural. Antenna: 1290-ft. above av. terrain, 969-ft. above ground, 1945-ft. above sea level.

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

Transmitter: Christian Rd., 3.6-mi. N of New Albany, Ind.

TV tape: Recording facilities.

AM Affiliate: WHAS, 50-kw, 840 kHz.

FM Affiliate: WHAS-FM, 100-kw, 97.5 MHz (No. 248), 505-ft. antenna height.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

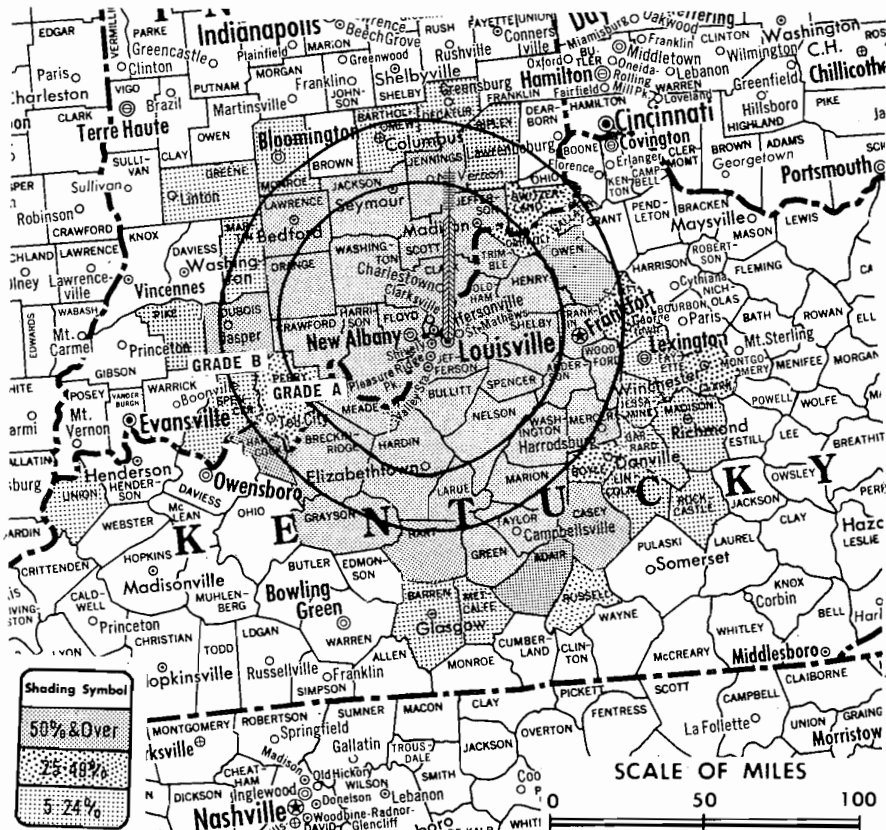
Total Households: © SRDS

Consumer Market Data as of 1/1/70.

TV Homes: TV% and Circulation

© 1969 American Research Bureau.

Coverage based on ARB study (see page 4-b).



WHAS-TV Ref: FCC File No. BPCT—3187 Granted 7/1/64

©American Map Co., Inc., N.Y., No. 14244

## WHAS-TV

Licensee: WHAS Inc., 520 W. Chestnut St., Louisville, Ky. (40202).

Studio: 520 W. Chestnut St.

Telephone: 502-582-7319. TWX No.: 810-535-3326.

Ownership: Same ownership as Louisville Courier-Journal & Times.

Began Operation: March 27, 1950.

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

Represented (legal) by Miller, Schroeder & Bankson.

Personnel:

- BARRY BINGHAM, chairman.
- VICTOR A. SHOLIS, president.
- E. F. SHADBURNE, executive vice president.
- CYRUS L. MacKINNON, vice president.
- BARRY BINGHAM JR., vice president.
- GEORGE WALSH, vice president, operations.
- GEORGE JOHNSON, sales director.
- WILLIAM F. LOADER, public relations director.
- EDWARD F. HESSEL JR., promotion director.
- SAMUEL H. GIFFORD, program director & film buyer.
- RICHARD SWEENEY, production supervisor.
- BOB MORSE, news director.
- CHARLES McDANIEL, film director.
- WILLIAM C. HUNTER, director of engineering.

### DIGEST OF RATE CARD NO. 20

(July 7, 1969)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.

Class AA—7:30-11 p.m., daily.

\$1300.00 \$780.00 \$520.00 \$325.00 \$525.00\* \$425.00\* \$215.00\*

\*A.

NETWORK BASE HOURLY RATE: \$1400.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	INDIANA			
	Clark	20,800	20,000	96
	Crawford	2,100	1,900	90
	Dubois	8,300	7,700	93

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>				
INDIANA—(Continued)				
	Floyd	17,200	16,600	97
	Harrison	5,600	5,300	95
	Jackson	10,400	10,000	96
	Jefferson	7,200	6,800	95
	Jennings	5,700	5,400	95
	Lawrence	11,800	11,200	96
	Orange	5,300	5,000	94
	Scott	4,900	4,500	93
	Washington	6,100	5,700	93
KENTUCKY				
	Adair	4,400	3,700	85
	Anderson	3,100	2,900	95
	Breckinridge	4,600	4,200	92
	Bullitt	5,700	5,500	96
	Casey	3,400	2,900	85
	Franklin	10,500	10,000	95
	Grayson	4,800	4,300	90
	Green	3,800	3,400	90
	Hancock	1,400	1,200	90
	Hardin	18,200	17,400	96
	Hart	4,400	4,100	93
	Henry	3,700	3,500	93
	Jefferson	210,400	204,100	97
	Larue	3,200	3,000	93
	Marion	4,400	4,200	94
	Meade	7,700	7,400	97
	Mercer	5,100	4,700	92
	Nelson	5,600	5,300	95
	Oldham	4,100	3,900	96
	Owen	2,800	2,500	91
	Shelby	6,300	6,000	95
	Spencer	1,600	1,600	95
	Taylor	6,000	5,400	90
	Trimble	1,500	1,400	94
	Washington	2,900	2,700	94
	Woodford	4,200	3,900	92

(Continued on page 310-b)

Station Totals	730,500	692,000	95
Net Weekly Circulation (March 1969)		423,690	
Average Daily Circulation (March 1969)		305,214	



# Kentucky—Louisville



**WLKY-TV**

Ch. 32

Technical Facilities: Channel No. 32 (578-584 MHz). Authorized power: 1000-kw max. and 275-kw horizontal visual, 200-kw max. and 54.8-kw horizontal aural. Antenna: 1260-ft. above av. terrain, 985-ft. above ground, 1945-ft. above sea level.

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

Transmitter: Floyds Knob, near New Albany, Ind.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

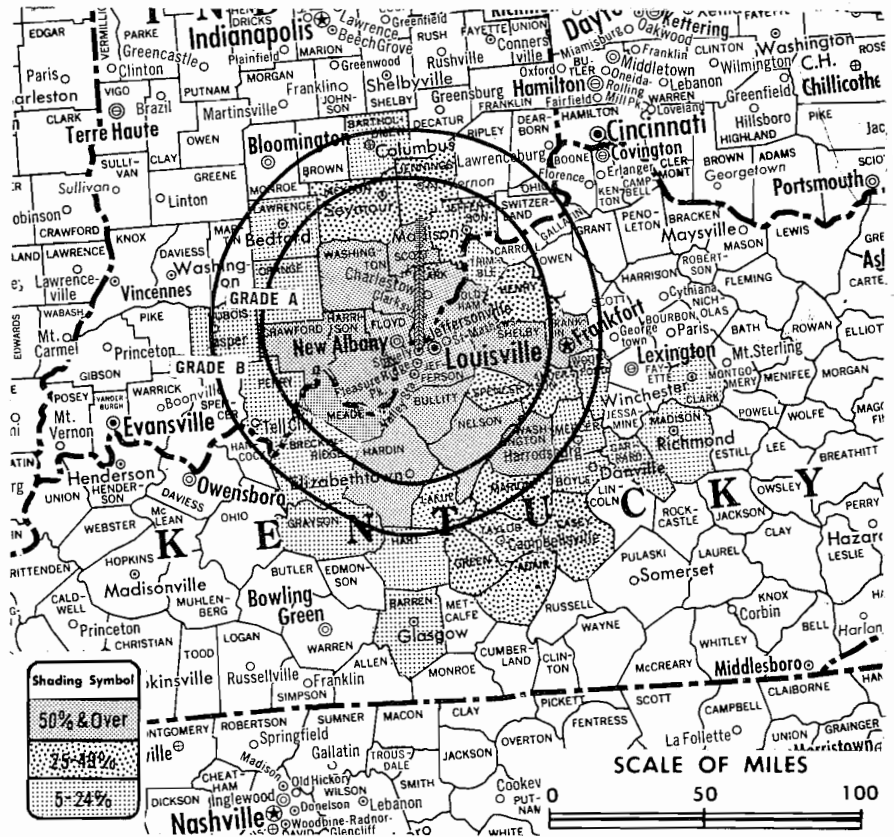
Total Households: © SRDS

Consumer Market Data as of 1/1/70.

TV Homes: TV% and Circulation

© 1969 American Research Bureau.

County coverage based on ARB study (see page 4-b).



WLKY-TV Ref: FCC File No. BPC-3427 Granted 1/25/65

© American Map Co., Inc., N.Y., No. 14244

## WLKY-TV

Licensee: WLKY-TV Inc., 1918 Mellwood Ave., P.O. Box 6205, Louisville, Ky. (40206).

Studio: 1918 Mellwood Ave. (40206).

Telephone: 502-893-3671.

TWX No.: 502-589-1034.

Ownership: Sonderling Bcstg. Corp., 83.4%. Sonderling Bcstg. ownership: Egmont Sonderling, pres., 24.625%; Richard Goodman, 1st v.p., 19.375%; Alan Henry, exec. v.p.; Mason A. Loundy, secy.-treas., 7%; A. Harry Becker, gen. counsel, 1.5%; over 1,300 other stockholders. Sonderling also owns WAST (TV), Albany-Schenectady-Troy, N.Y. and radios WOPA AM-FM, Oak Park, Ill.; WWRL, New York; WDIA & WTCV (FM), Memphis, Tenn.; KFOX, Long Beach, Cal.; KFOX-FM, Los Angeles; WOL AM & FM, Washington, D.C. & KDIA, Oakland, Cal.

Began Operation: Sept. 16, 1961. Transfer of control to Sonderling Bcstg. from George E. Egger, William S. Cutchins, Richard F. Shively, Dillman A. Rash & Archibald P. Cochran granted Dec. 13, 1967. (Television Digest, Vol. 7:51).

Represented (sales) by Peters, Griffin, Woodward Inc.

Represented (legal) by Becker & Silberberg.

Represented (engineering) by Kear & Kennedy.

### Personnel:

EGMONT SONDERLING, president.  
WOODFORD DULANEY, vice president & station manager.  
WILSON HATCHER, director of community relations.  
KEN CUNNAGIN, operations manager.  
JOHN DORKIN, program director.  
PAUL KELLEY, chief engineer.  
WILLIAM W. CAMPBELL, local sales manager.  
WILLIAM J. SHEEHY, national sales manager.

DIGEST OF RATE CARD NO. 16C  
(Oct. 1, 1969)

Hour	30 Min.	15 Min.	5 Min.	30 Sec.	20 Sec.
Class AA—7:30-11 p.m., Mon.-Fri.; 7-11 p.m., Sat.-Sun.					
\$1000.00	\$600.00	\$400.00	\$250.00	\$230.00	\$190.00
NETWORK BASE HOURLY RATE: \$600.					

1970-71 Edition

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	INDIANA			
	Clark	20,800	20,000	96
	Crawford	2,100	1,900	90
	Floyd	17,200	16,600	97
	Harrison	5,600	5,300	95
	Scott	4,900	4,500	93
	Washington	6,100	5,700	93
	KENTUCKY			
	Bullitt	5,700	5,500	96
	Franklin	10,500	10,000	95
Hardin	18,200	17,400	96	
Jefferson	210,400	204,100	97	
Meade	7,700	7,400	97	
Nelson	5,600	5,300	95	
Oldham	4,100	3,900	96	
Shelby	6,300	6,000	95	
Washington	2,900	2,700	94	
<b>Between 25-49%</b>	INDIANA			
	Jackson	10,400	10,000	96
	Jefferson	7,200	6,800	95
	Jennings	5,700	5,400	95
	KENTUCKY			
	Adair	4,400	3,700	85
	Anderson	3,100	2,900	95
	Casey	3,400	2,900	85
	Green	3,800	3,400	90
	Henry	3,700	3,500	93
Larue	3,200	3,000	93	
Marion	4,400	4,200	94	
Spencer	1,600	1,600	95	
Taylor	6,000	5,400	90	
<b>Between 5-24%</b>	INDIANA			
	Bartholomew	17,300	16,600	96
	Dubois	8,300	7,700	93
Lawrence	11,800	11,200	96	

(Continued on page 321-b)

Station Totals	611,700	580,700	95
Net Weekly Circulation (March 1969)			280,874
Average Daily Circulation (March 1969)			165,407

# Kentucky—Paducah



**WPSD-TV**



Ch. 6

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 13.8-kw aural. Antenna: 1600-ft. above av. terrain, 1638-ft. above ground, 2000-ft. above sea level.

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

Transmitter: Approximately 23-mi. NW of Paducah near Monkey's Eyebrow, Ky.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

Facsimile Service: AP.

News Film Service: NBC.

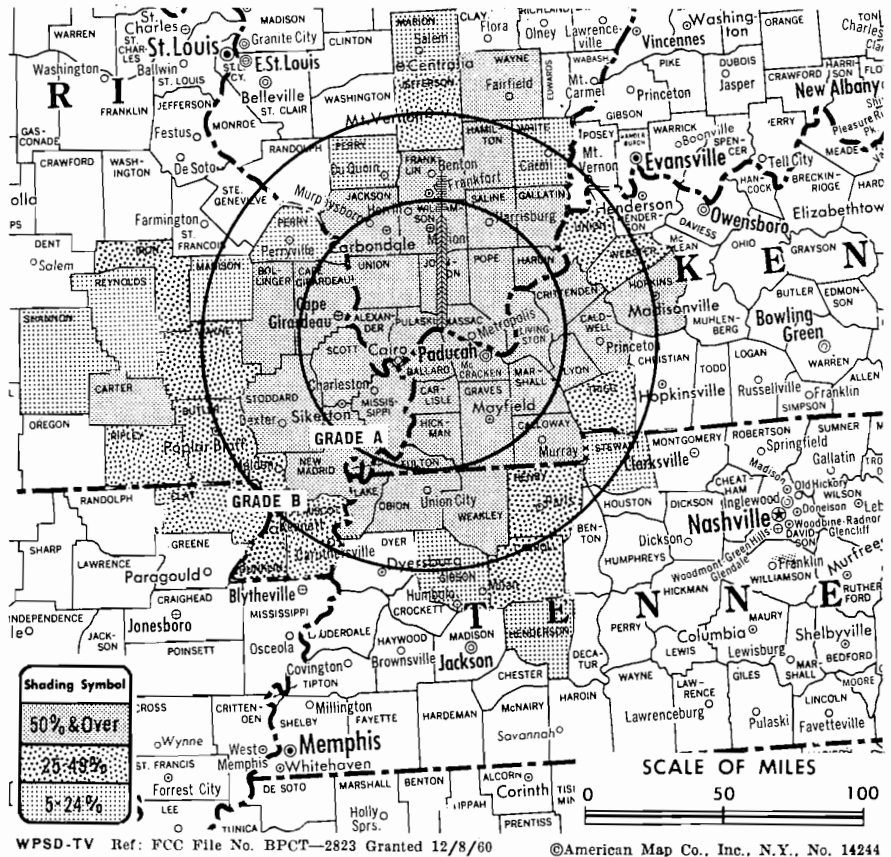
Total Households: © SRDS

Consumer Market Data as of 1/1/70.

TV Homes: TV % and Circulation

© 1969 American Research Bureau.

County coverage based on ARB study (see page 4-b).



## WPSD-TV

Licensee: Paducah Newspapers Inc., 408 Kentucky Ave., Paducah, Ky. (42001).

Studio: 100 Television Lane.

Telephone: 502-442-8214. TWX No.: 510-546-2047.

Ownership: Paducah Newspapers Inc. (Frank R. Paxton, pres.) publishes Paducah Sun-Democrat.

Began Operation: May 28, 1957.

Represented (sales) by H-R Television Inc.

Represented (legal) by Arthur Stambler.

Represented (engineering) by Jules Cohen & Associates.

Personnel:

FRED PAXTON, v.p. & managing director.

SAM LIVINGSTON, general manager & film buyer.

CHARLES R. JONES, sales manager.

JAMES E. ENGLISH III, program & operations director.

BOB SWISHER, production manager.

TOM BUTLER, news director.

DON BROWN, chief engineer.

DIGEST OF RATE CARD NO. 18—(Aug. 1, 1969)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.

Class AA—6:30-9:30 p.m., daily.

\$700.00 \$420.00 \$280.00 \$210.00 Graded rates apply\*

\*Highest rate: \$300.

NETWORK BASE HOURLY RATE: \$700.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	ILLINOIS			
	Alexander	4,100	3,700	90
	Franklin	11,100	10,300	93
	Gallatin	1,800	1,600	90
	Hamilton	2,800	2,400	88
	Hardin	1,300	1,200	94
	Jackson	14,200	13,100	93
Johnson	1,400	1,300	92	
Massac	4,800	4,400	93	

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	ILLINOIS—(Continued)			
	Pope	700	600	88
	Pulaski	2,600	2,300	90
	Saline	7,000	6,500	93
	Union	4,200	4,000	94
	Wayne	5,400	4,800	89
	Williamson	15,100	14,200	94
	KENTUCKY			
	Ballard	2,900	2,700	95
	Caldwell	4,700	4,200	89
	Calloway	7,500	7,100	94
	Carlisle	1,700	1,600	96
	Crittenden	2,200	2,000	91
Fulton	3,100	2,900	93	
Graves	10,400	9,800	95	
Hickman	1,800	1,700	94	
Hopkins	12,500	11,600	92	
Livingston	2,300	2,200	93	
Lyon	1,300	1,100	91	
Mc Cracken	21,000	20,100	96	
Marshall	6,600	6,300	96	
MISSOURI				
Bollinger	2,200	2,000	90	
Cape Girardeau	14,700	14,000	95	
Carter	1,000	800	80	
Mississippi	5,000	4,600	94	
New Madrid	6,700	6,100	92	
Scott	10,300	9,800	95	
Stoddard	8,300	7,800	94	
TENNESSEE				
Lake	2,900	2,600	90	
Obion	8,900	8,300	94	
Weakley	7,300	6,700	92	
ARKANSAS				
Clay	6,600	5,900	90	
<b>Between 25-49%</b>	ILLINOIS			
Jefferson	9,400	8,700	92	
(Continued on page 321-b)				
Station Totals		465,200	430,000	92
Net Weekly Circulation (March 1969)			227,716	
Average Daily Circulation (March 1969)			165,466	

**WPSD-TV, Paducah**  
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>Between 25-49 %</b>	KENTUCKY			
	Trigg	2,800	2,600	93
	Union	4,600	4,300	93
	Webster	5,000	4,500	90
	MISSOURI			
	Butler	10,100	9,100	90
	Dunklin	10,200	9,400	92
	Iron	1,900	1,700	90
	Pemiscot	8,700	7,800	91
	Ripley	3,500	2,900	82
	Wayne	2,300	2,100	89
	TENNESSEE			
	Carroll	7,100	6,500	90
	Henry	7,500	6,800	91
	<b>Between 5-24 %</b>	ILLINOIS		
Marion		12,000	11,400	95
Perry		5,300	4,900	93
White		5,700	5,100	89
MISSOURI				
Madison		3,000	2,700	91
Perry		4,400	4,100	92
Reynolds		2,000	1,700	85
Shannon		2,300	1,900	80
TENNESSEE				
Gibson		16,500	15,300	92
Henderson		5,300	4,800	91
Stewart	2,500	2,300	93	

**Kentucky**

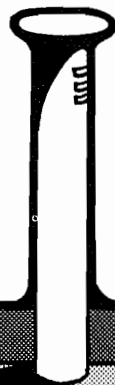
**WLKY-TV, Louisville**  
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>Between 5-24 %</b>	INDIANA—(Continued)			
	Orange	5,300	5,000	94
	Perry	5,600	5,200	93
	KENTUCKY			
	Barren	9,500	8,800	93
	Boyle	6,800	6,300	93
	Breckinridge	4,600	4,200	92
	Clark	7,800	7,200	92
	Garrard	2,800	2,600	90
	Grayson	4,800	4,300	90
	Hart	4,400	4,100	93
	Madison	12,100	10,800	89
	Mercer	5,100	4,700	92
	Trimble	1,500	1,400	94
	Woodford	4,200	3,900	92

For Newspaper Ownership of TV Stations

See Services Volume

# NAIL THE FACTS



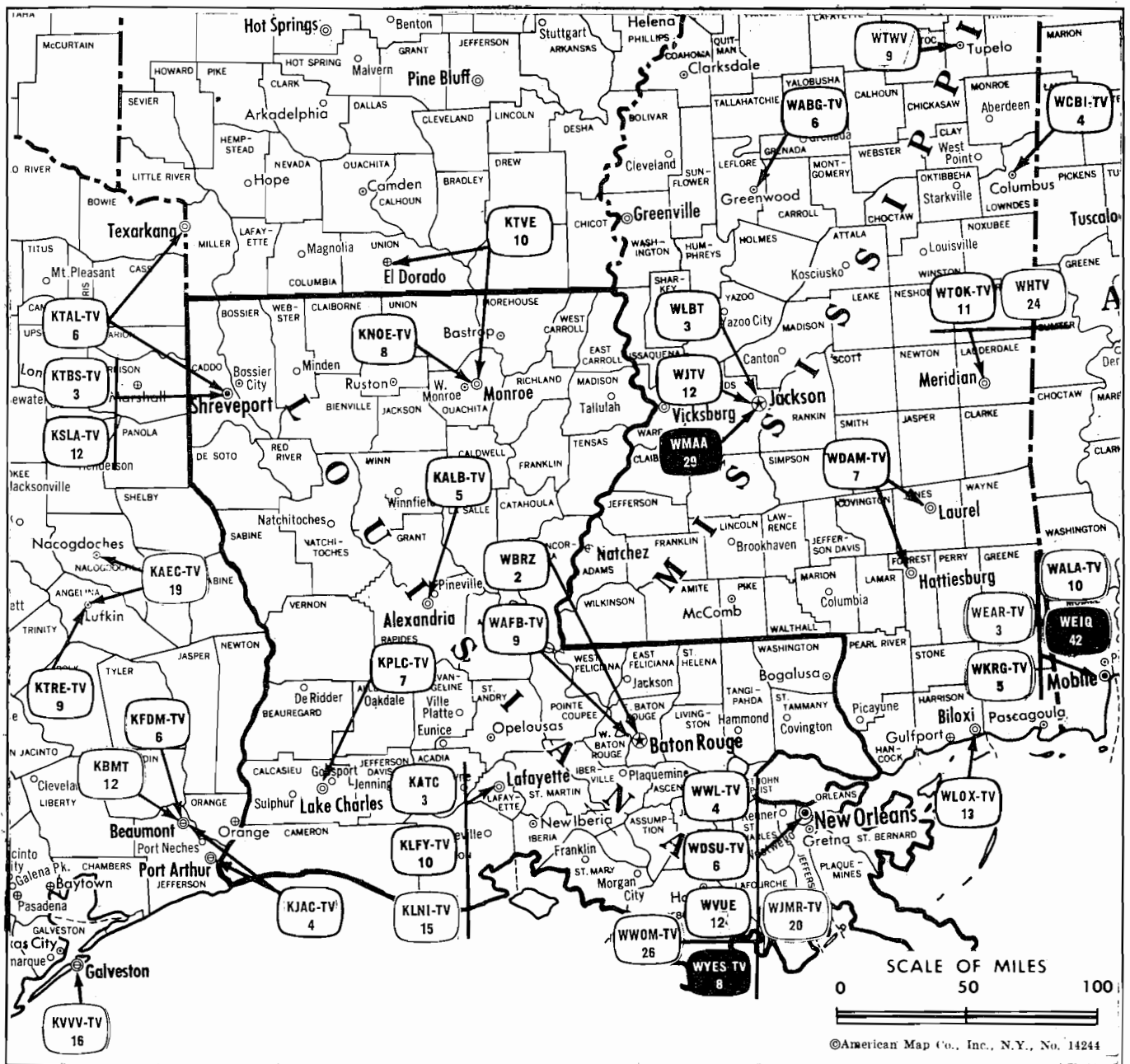
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# Louisiana



Market	ARB Net Weekly Circulation	Rank	ARB ADI TV Households	Rank
New Orleans	482,283	40	416,700	35
Shreveport-Texarkana	315,863	65	292,600	56
Baton Rouge	254,547	81	142,800	99
Monroe-El Dorado	197,313	102	127,400	117
Lafayette	187,020	104	122,800	121
Alexandria	150,653	128	51,100	165
Lake Charles	75,693	172	47,900	168

**HAMILTON-LANDIS & ASSOCIATES, INC.—NATIONWIDE MEDIA BROKERS**  
 THE OFFICE NEAREST YOU IS—1511 BRYAN ST., DALLAS, TEX. 75201 • (214) 748-0345

Louisiana Station Status as of March 1, 1970

	VHF	UHF	TOTAL
○ Commercial Television Stations	13	2	15
● Educational Television Stations	1	0	1
			16

**State Cross Reference List**  
Communities That Receive Programs of  
Stations That Are Located Elsewhere

**KTVE**  
**Monroe**  
(See El Dorado, Ark.)

**State Educational Technical Facilities**  
(Complete Data in Educational Directory)

**WYES-TV**  
**New Orleans**

Ch. 8

Non-Commercial Educational Station

Licensee: Greater New Orleans Educational Television Foundation,  
916 Navarre Ave., New Orleans, La. (70124).

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized  
power: 316-kw visual, 31.6-kw aural. Antenna: 400-ft. above av.  
terrain, 422-ft. above ground, 455-ft. above sea level.

Latitude 29° 57' 05"  
Longitude 90° 04' 17"

Hold CP for switch to Ch. 12 & facilities used by WVUE.

**WBRZ, Baton Rouge**  
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
	LOUISIANA—(Continued)			
	St Charles	7,400	7,100	95
	St John The Baptist	5,400	4,900	92
<b>Between 5-24 %</b>	St Tammany	17,500	16,500	94
	Terrebonne	19,000	17,800	94
	Vermilion	12,500	11,700	94
	Washington	14,200	12,800	90
	MISSISSIPPI			
	Walthall	3,500	3,000	86

**KALB-TV, Alexandria**  
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>Between 5-24 %</b>	TEXAS			
	Sabine	1,700	1,400	83
	San Augustine	1,800	1,500	84

**Louisiana**

**WAFB-TV, Baton Rouge**  
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>Between 25-49 %</b>	MISSISSIPPI—(Continued)			
	Franklin	2,700	2,200	85
	Walthall	3,500	3,000	86
	LOUISIANA			
	Acadia	14,800	13,600	92
	Evangeline	9,800	8,400	87
<b>Between 5-24 %</b>	Plaquemines	7,700	7,300	94
	Rapides	35,100	33,200	94
	St Charles	7,400	7,100	95
	St Tammany	17,500	16,500	94
	Vernon	5,300	4,600	88
	Washington	14,200	12,800	90

**KTVE, El Dorado-Monroe**  
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
	ARKANSAS—(Continued)			
	Dallas	3,300	2,900	90
	Hempstead	6,000	5,400	89
	Nevada	2,900	2,500	87
	LOUISIANA			
<b>Between 5-24 %</b>	Bienville	4,100	3,700	89
	Madison	4,800	4,100	85
	MISSISSIPPI			
	Humphreys	4,200	3,600	85
	Issaquena	400	300	81
	Sharkey	2,400	2,100	84
	Stone	2,400	2,200	91
	Sunflower	9,900	8,000	81

**KNOE-TV, Monroe**  
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>Between 25-49 %</b>	MISSISSIPPI—(Continued)			
	Issaquena	400	300	81
	Washington	24,800	21,600	87
	ARKANSAS			
	Bradley	4,700	4,200	89
	Desha	6,000	5,300	88
	Drew	4,600	4,000	86
	Ouachita	11,300	10,100	89
	LOUISIANA			
<b>Between 5-24 %</b>	Avoyelles	10,700	9,700	90
	Red River	2,700	2,300	85
	West Feliciana	2,500	2,200	87
	MISSISSIPPI			
	Bolivar	14,400	11,600	81
	Franklin	2,700	2,200	85
	Jefferson	2,700	2,200	79
	Sharkey	2,400	2,100	84
	Wilkinson	3,400	2,800	82

# Louisiana—Alexandria



**KALB-TV**



Ch. 5

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1590-ft. above av. terrain, 1586-ft. above ground, 1749-ft. above sea level.

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

Transmitter: Forest Hill, La.

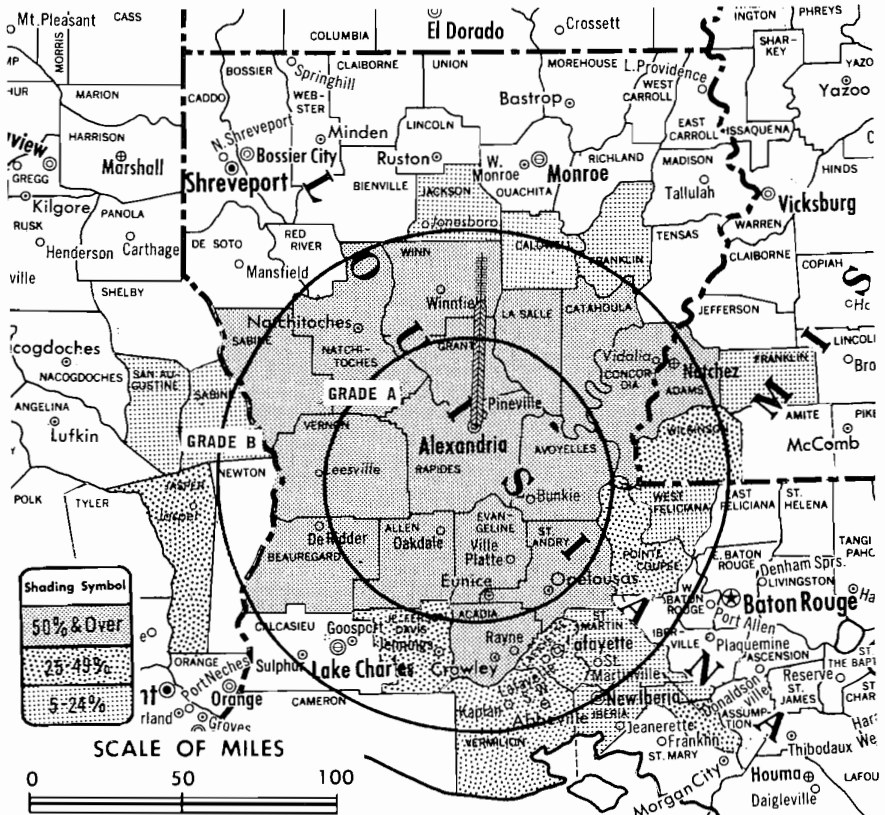
TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

News Film Service: NBC.

Facsimile Service: AP.



Total Households: (C) SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).

KALB-TV Ref: FCC File No. BPCT-3449 Granted 1/13/65

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## KALB-TV

Network Service: NBC; also ABC & CBS, on per program basis.

Licensee: Lanford Telecasting Co. Inc., 605-11 Washington St., Alexandria, La. (71301).

Studio: 605-11 Washington St.

Telephone: 318-445-2456.

TWX No.: 510-976-5709.

Ownership: T. B. Lanford, 51%; William L. Fox, 24.5%; Jack O. Gross, 24.5%. Lanford also owns 100% of radios KALB & KALB-FM and KRMD & FM, Shreveport, La.; 74% of WYOU, Tampa and WZST, Leesburg, Fla.; 13.8% of WJTV, Jackson, Miss. & KKTU, Colorado Springs, Colo.; 23% of WSLI, Jackson, Miss. Gross also owns KJOG-TV, CP for Ch. 51, San Diego, Cal.

Began Operation: Sept. 29, 1954.

Represented (sales) by Katz Television.

Represented (legal) by Kirkland, Ellis, Hodson, Chaffetz, Masters & Rowe.

Represented (engineering) by Commercial Radio Equipment Co.

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

FM Affiliate: KALB-FM, 100-kw, 96.9 MHz (No. 245), 850-ft. antenna height.

Personnel:

T. B. LANFORD, president & film buyer.  
ROBERT E. MILLER, general manager.  
BERT CHAUDOIR, national sales manager.  
TOM WEBB, sales manager.  
FRANKLIN WHITEHEAD, sales service manager.  
J. T. CASKEY, operations manager.  
WILLIAM T. HOLT, chief engineer.

DIGEST OF RATE CARD NO. A7—(June 1, 1969)

Hour 30 Min. 15 Min. 10 Min. Min. 20 Sec. 10 Sec.

Class AA—6:30-10 p.m., daily.

\$500.00 \$300.00 \$200.00 \$175.00 Graded rates apply\*

\*Highest rate: \$100.

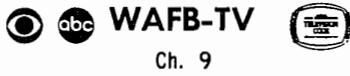
NETWORK BASE HOURLY RATE: \$425 (NBC).

	Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	LOUISIANA				
		Acadia	14,800	13,600	92
		Allen	5,900	5,400	90
		Avoyelles	10,700	9,700	90
		Beauregard	5,900	5,200	88
		Catahoula	2,700	2,200	84
		Concordia	7,300	6,200	86
		Evangeline	9,800	8,400	87
		Grant	4,100	3,600	89
		La Salle	4,100	3,600	89
		Natchitoches	9,700	8,200	84
		Rapides	35,100	33,200	94
		Sabine	4,600	3,900	84
		St Landry	23,600	20,900	89
	Vernon	5,300	4,600	88	
	Winn	4,600	4,100	88	
<b>Between 25-49%</b>	MISSISSIPPI				
		Adams	13,100	11,600	88
	LOUISIANA				
		Jefferson Davis	9,000	8,300	92
		Lafayette	27,900	26,400	95
	Pointe Coupee	6,000	5,300	89	
	Vermilion	12,500	11,700	94	
<b>Between 5-24%</b>	MISSISSIPPI				
		Wilkinson	3,400	2,800	82
	TEXAS				
		Jasper	7,500	6,800	91
	LOUISIANA				
	Caldwell	2,000	1,800	89	
	Franklin	6,600	5,900	90	
	Iberia	16,500	15,500	94	
	Jackson	4,800	4,400	91	
	St Martin	8,000	7,400	93	
	West Feliciana	2,500	2,200	87	
MISSISSIPPI					
	Franklin	2,700	2,200	85	

(Continued on page 323-b)

Station Totals	542,200	499,000	92
Net Weekly Circulation (March 1969)			150,653
Average Daily Circulation (March 1969)			94,530

# Louisiana—Baton Rouge



Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 316-kw visual, 57.5-kw aural. Antenna: Electrically tilted .35°, 1670-ft. above av. terrain, 1726-ft. above ground, 1746-ft. above sea level.

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

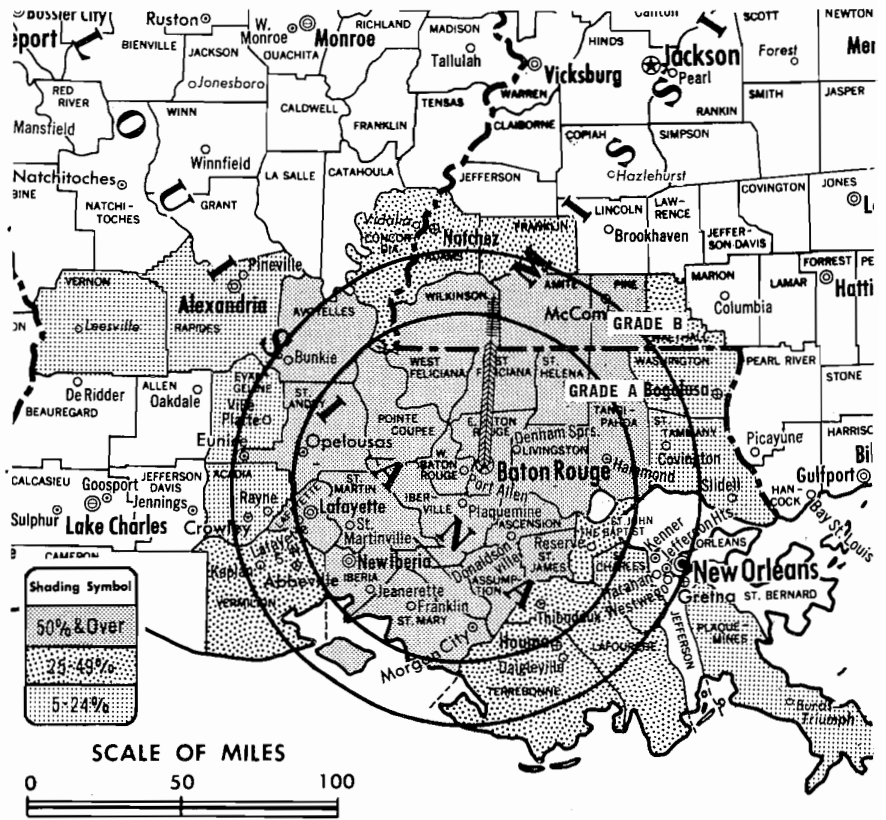
Transmitter: E of River Rd. & S of Baton Rouge on Duncan Point.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

FM Affiliate: WAFB-FM, 10-kw, 98.1 MHz (No. 251), 1550-ft.



Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).

WAFB-TV Ref: FCC File No. BPCT-3437 Granted 1/22/65

©American Map Co., Inc., N.Y., No. 14211

## WAFB-TV

Network Service: CBS, ABC.

Licensee: Guaranty Bcstg. Corp., 844 Government St., Baton Rouge, La. (70802).

Studio: 844 Government St.

Telephone: 504-348-4921. TWX No.: 504-926-3251.

Ownership: Guaranty Broadcasting Corp., 100%. George A. Foster Jr., chmn. of the board; Thomas E. Gibbens, pres. & gen. mgr.; Harry P. Gamble Jr., v.p. & gen. counsel; W. P. Welch, secy. of minutes; James D. Russell, secy.; Clarence H. Willett, treas.; Mervyn Rhys, v.p., sales; Donald K. Allan, v.p., engineering. Gibbens owns 40% of radios WPFA, Pensacola and WMEN, Tallahassee, Fla.

Began Operation: April 19, 1953 on Ch. 28. Shifted to Ch. 9 Aug. 9, 1960 with 257-kw visual ERP, but boosted to 316-kw Feb. 4, 1961 (Television Digest, Vol. 17:7). Sale to present owner by WDSU-TV Bcstg. Corp. and associated stockholders approved Jan. 14, 1964 by FCC (Vol. 4:3).

Represented (sales) by The Katz Agency, Inc.

Represented (legal) by McKenna & Wilkinson.

Represented (engineering) by David L. Steel Sr.

Personnel:

TOM E. GIBBENS, president & general manager.  
MERYVN RHYS, commercial manager.  
DONALD K. ALLAN, chief engineer & operations manager.  
ED LAMY JR., program director.  
GRACE McELVEEN, promotion & merchandising director.  
CARLTON CREMEENS, news director.

DIGEST OF RATE CARD NO. A10 & P8A  
(Feb. 1, 1970)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	ID
Class A—6:30-10:30 p.m., daily.	\$750.00	\$450.00	\$300.00	\$190.00		Graded rates apply*

\*Highest rate: \$175.

NETWORK BASE HOURLY RATE: \$725 (CBS), \$725 (ABC).

	Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	<b>LOUISIANA</b>				
		Ascension	8,700	7,900	90
		Assumption	4,900	4,300	89
		Avoyelles	10,700	9,700	90
		East Baton Rouge			
		Rouge	80,200	76,600	95
		East Feliciana	3,900	3,300	85
		Iberia	16,500	15,500	94
		Iberville	8,600	7,900	91
		Lafayette	27,900	26,400	95
		Livingston	9,100	8,200	91
		Pointe Coupee	6,000	5,300	89
		St Helena	2,200	1,900	85
		St James	4,900	4,500	92
		St Landry	23,600	20,900	89
		St Martin	8,000	7,400	93
	St Mary	16,200	15,300	94	
	Tangipahoa	18,400	16,700	91	
	West Baton Rouge	4,600	4,200	92	
	West Feliciana	2,500	2,200	87	
<b>Between 25-49%</b>	<b>MISSISSIPPI</b>				
		Amite	3,400	2,900	85
		Pike	11,500	101,00	88
		Wilkinson	3,400	2,800	82
		<b>LOUISIANA</b>			
	Concordia	7,300	6,200	86	
	Lafourche	17,700	16,700	95	
	St John The Baptist	5,400	4,900	92	
	Terrebonne	19,000	17,800	94	
	Vermilion	12,500	11,700	94	
	<b>MISSISSIPPI</b>				
	Adams	13,100	11,600	88	
(Continued on page 323-b)					
Station Totals			576,000	534,200	93
Net Weekly Circulation (March 1969)					254,547
Average Daily Circulation (March 1969)					166,611

# Louisiana—Baton Rouge



**WBRZ**



Ch. 2

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 97.7-kw visual, 19.5-kw aural. Antenna: 980-ft. above av. terrain, 954-ft. above ground, 1001-ft. above sea level.

Latitude 30° 25' 57"  
Longitude 91° 11' 08"

Transmitter: 1650 Highland Rd.

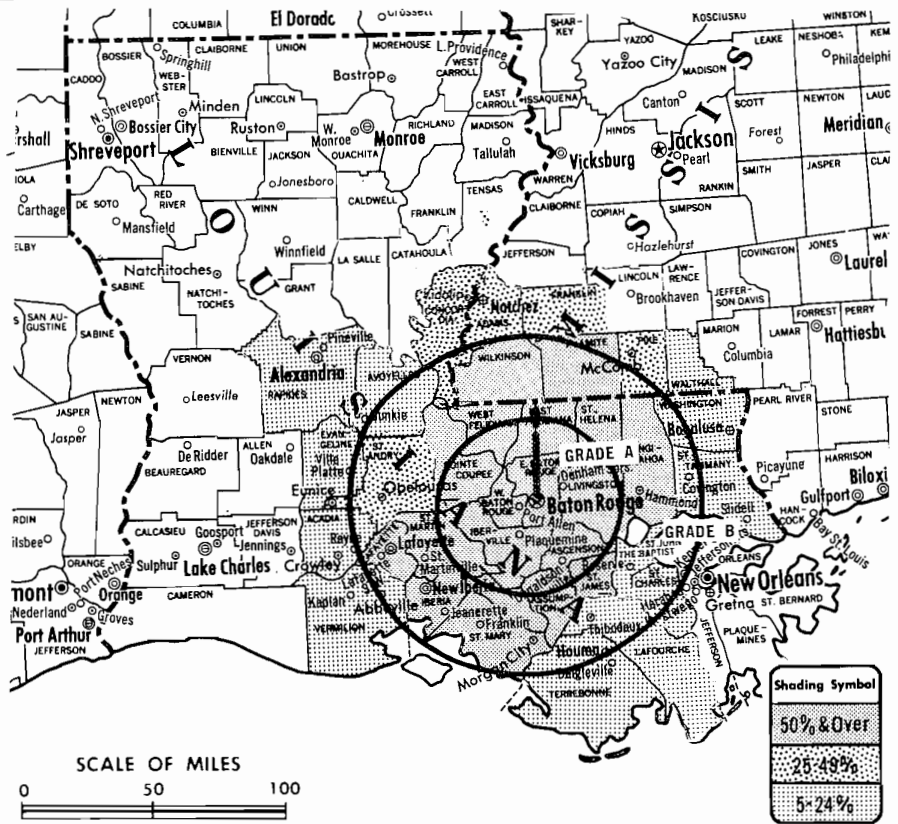
TV tape: Recording facilities.

AM Affiliate: WJBO, 5-kw, 1150 kHz (NBC).

FM Affiliate: WJBO-FM, 2.5-kw, 102.5 MHz (No. 251) 730-ft.

Color: Network, live, film, slide & tape.

News Wire Service: AP. Facsimile Service: AP. News Film Service: NBC.



Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).

WBRZ Ref: FCC File No. BMPCT—1999 Granted 5/26/54

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## WBRZ

Network Service: NBC, ABC.

Licensee: Louisiana Television Bcstg. Corp., 1650 Highland Rd., Box 2906 (70821).

Studio: 1650 Highland Rd. (70802).

Telephone: 504-348-1491.

TWX No.: 504-926-3530.

Ownership: Class A voting stock—Baton Rouge Broadcasting Co. (WJBO), 99.33%; Douglas L. Manship, .333%; Charles P. Manship Jr., .333%. Class B voting stock—Baton Rouge Broadcasting Co., 93.33%; Charles P. Manship Jr., 3.33%; 4 minor children of Douglas L. Manship share equally, 3.33%. Douglas L. Manship is pres. & 35% stockholder of Baton Rouge Bcstg.; Charles P. Manship Jr., secy.-treas., 35%. Each of the following owns 10% of Baton Rouge Bcstg.: Douglas L. Manship Jr., Richard F. Manship, David C. Manship. WBRZ officers: Douglas L. Manship, pres. & chairman; B. B. Taylor Jr., vice president; Charles P. Manship Jr., secy.-treas. Note: Douglas L. & Charles P. Manship also own KRGV-TV & KRGV, Weslaco, Tex.

Began Operation: April 14, 1955.

Represented (sales) by Avco Radio Television Sales Inc.

Represented (engineering) by Cohen & Dippell.

Represented (legal) by Cohn & Marks.

Personnel:

DOUGLAS L. MANSHIP, president and general manager.

JULES L. MAYEUX, general sales manager.

ROBERT J. HEADLEE, local & regional sales manager.

JOHN FERGUSON, program director.

JOHN T. CROWE, operations & production mgr.

J. PATRICK WEATHERSBY, chief engineer.

HARRY A. WILSON, promotion manager.

DIGEST OF RATE CARD NO. 18—(June 1, 1969)

Hour 30 Min. 15 Min. Min. 30 Sec. 20 Sec. 10 Sec.

Class AA—6:30-10 p.m., daily.

\$800.00 \$480.00 \$320.00 \$200.00\* \$150.00\* \$140.00\* \$70.00\*

\*Class AA—6:31-9:59 p.m., daily.

NETWORK BASE HOURLY RATE: \$675 (NBC), \$875 (ABC).

	Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>		LOUISIANA			
		Ascension	8,700	7,900	90
		Assumption	4,900	4,300	89
		East Baton Rouge			
		Rouge	80,200	76,600	95
		East Feliciana	3,900	3,300	85
		Iberia	16,500	15,500	94
		Iberville	8,600	7,900	91
		Lafayette	27,900	26,400	95
		Livingston	9,100	8,200	91
		Pointe Coupee	6,000	5,300	89
		St Helena	2,200	1,900	85
		St James	4,900	4,500	92
		St Martin	8,000	7,400	93
		St Mary	16,200	15,300	94
		Tangipahoa	18,400	16,700	91
		West Baton Rouge	4,600	4,200	92
	West Feliciana	2,500	2,200	87	
<b>Between 25-49%</b>		MISSISSIPPI			
		Amite	3,400	2,900	85
		Wilkinson	3,400	2,800	82
		LOUISIANA			
		Concordia	7,300	6,200	86
	St Landry	23,600	20,900	89	
<b>Between 5-24%</b>		MISSISSIPPI			
		Adams	13,100	11,600	88
		Franklin	2,700	2,200	85
		Pike	11,500	10,100	88
	LOUISIANA				
	Acadia	14,800	13,600	92	
	Avoyelles	10,700	9,700	90	
	Evangeline	9,800	8,400	87	
	Lafourche	17,700	16,700	95	
	Rapides	35,100	33,200	94	

(Continued on page 323-b)

Station Totals	585,500	542,400	93
Net Weekly Circulation (March 1969)			235,186
Average Daily Circulation (March 1969)			156,537



# Louisiana—Lafayette



**KATC**



Ch. 3

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1200-ft. above av. terrain, 1239-ft. above ground, 1244-ft. above sea level.

Latitude 30° 02' 38"

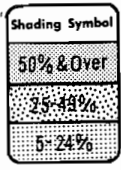
Longitude 92° 22' 16.7"

Transmitter: 25-mi. SW of city limits.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP.



Total Households: © SRDS  
 Consumer Market Data as of 1/1/70.  
 TV Homes: TV% and Circulation  
 © 1969 American Research Bureau.  
 County coverage based on ARB study (see page 4-b).

KATC Ref: FCC File No. BPCT-3328 Granted 5/14/64

©American Map Co., Inc., N.Y., No. 14244

## KATC

Licensee: Acadian Television Corp.

Studio: 1103 Eraste Landry Rd. (70501).

Telephone: 318-232-6111.

TWX No.: 318-232-5054.

Ownership: Mrs. Frances T. Kurzweg, pres., 14.461%; Barton W. Freeland, v.p., 1.944%; C. Lambert Duhe, v.p., 3.222%; William A. Patton, v.p., 1.969%; D. Roy Domingue, secy.-treas., 2.857%; Ivan Bourque, 2.381%; Frank A. Godchaux III, 1.312%; Mrs. Shirley K. Gouaux, 19.847%; Aubrey G. LaHaye, 2.918%; Joseph Elvin LaHaye, 2.918%; J. Lealton Duhe, 3.422%; Milton H. Knox, 2.291%; Washington Life Insurance Co., 10%; 149 others, none owning more than 2%.

Began Operation: September 19, 1962.

Represented (sales) by The Meeker Co.; James S. Ayers Co. Inc. (Southeast); Busby, Finch & Woods (Southwest).

Represented (legal) by Leo Resnick.

Personnel:

MRS. FRANCES T. KURZWEG, president.  
 WILLIAM A. PATTON, vice president & general manager.  
 ROY K. RHODES, sales manager.

DIGEST OF RATE CARD NO. 7—(Aug. 1, 1969)

Hour	30 Min.	15 Min.	5 Min.	Min.	30 or 20 Sec.	10 Sec.
Class AA—6:30-10 p.m., daily.	\$500.00	\$300.00	\$175.00	\$125.00	\$100.00*	\$50.00*

\*Class AA—6:30-9:59 p.m., daily. Section I.

NETWORK BASE HOURLY RATE: \$375.

	Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	LOUISIANA				
		Acadia	14,800	13,600	92
		Allen	5,900	5,400	90
		Avoyelles	10,700	9,700	90
		Beauregard	5,900	5,200	88
		Calcasieu	50,300	47,900	95
		Cameron	2,000	1,800	92
		Evangeline	9,800	8,400	87
		Iberia	16,500	15,500	94
		Jefferson Davis	9,000	8,300	92
		Lafayette	27,900	26,400	95
		St Landry	23,600	20,900	89
		St Martin	8,000	7,400	93
	St Mary	16,200	15,300	94	
	Vermilion	12,500	11,700	94	
	Vernon	5,300	4,600	88	
<b>Between 25-49%</b>	LOUISIANA				
		Rapides	35,100	33,200	94
<b>Between 5-24%</b>	LOUISIANA				
		Assumption	4,900	4,300	89
		Grant	4,100	3,600	89
		Iberville	8,600	7,900	91
		Pointe Coupee	6,000	5,300	89
		Terrebonne	19,000	17,800	94
	West Feliciana	2,500	2,200	87	
Station Totals			385,000	357,600	92
Net Weekly Circulation (March 1969)				174,524	
Average Daily Circulation (March 1969)				111,262	

# Louisiana—Lafayette



**KLFY-TV**

Ch. 10

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 301-kw visual, 49-kw aural. Antenna: 1240-ft. above av. terrain, 1269-ft. above ground, 1298-ft. above sea level.

Latitude 30° 19' 18"  
Longitude 92° 22' 41"

Holds CP for change to 1748-ft. above av. terrain, 1771-ft. above ground, 1800-ft. above sea level. BCPT-4241.

Transmitter: State Hwy. 98, 1.8-mi. E of Maxie, La.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.



Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).

KLFY-TV Ref: FCC File No. BMPCT-3755 Granted 3/16/56  
Also CP: BPCT-3004 Granted 7/9/62

©American Map Co., Inc., N.Y., No. 14214

## KLFY-TV

Licensee: Texoma Broadcasters Inc., Box 3687, Lafayette, La. (70501).

Studio: 2101 Jefferson St.

Telephone: 318-235-9494. TWX No.: 318-232-5036.

Ownership: M. N. Bostick, 29.972%; Texas Bcstg., 23.225%; Hilton E. Howell & Ross M. Sams, 9.972% each; W. W. Callan, 7.824%; Robert E. Levy, 6.915%; Thomas D. Stribling, 6.378%; George & Ellender Chase, 3.594% jointly; W. Woody Callan Jr. & Diana C. Braswell, 1.074% each. For other interests see KTWX-TV, Waco.

Began Operation: June 3, 1955. Transfer of control to individual stockholders of KTWX Bcstg. which held 80% approved by FCC Jan. 22, 1968. Previously, sale by Camellia Bcstg. Co. Inc., Paul H. DeClouet and associates approved Jan. 27, 1965 by FCC (Television Digest, Vols. 4:48, 5:6).

Represented (sales) by H-R Television.

Represented (legal) by Dow, Lohnes & Albertson.

Personnel:

THOMAS G. PEARS, general manager.  
JIM ALLEN, assistant manager.  
AL NUGENT, production manager.  
KENNETH MAHORNEY, chief engineer.

### DIGEST OF RATE CARD NO. 12 (May 15, 1969)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AA—6-10:30 p.m., daily.	\$550.00	\$330.00	\$180.00	\$140.00	\$145.00*	\$73.00*

\*Class AA—6:30-10 p.m., daily.

NETWORK BASE HOURLY RATE: \$500.

Net Weekly Circulation	State County	Total Households	TV Homes	%	
<b>50% &amp; Over</b>	<b>LOUISIANA</b>				
		Acadia	14,800	13,600	92
		Allen	5,900	5,400	90
		Avoyelles	10,700	9,700	90
		Beauregard	5,900	5,200	88
		Calcasieu	50,300	47,900	95
		Cameron	2,000	1,800	92
		Evangeline	9,800	8,400	87
		Iberia	16,500	15,500	94
		Jefferson Davis	9,000	8,300	92
		Lafayette	27,900	26,400	95
		St Landry	23,600	20,900	89
	St Martin	8,000	7,400	93	
	Vermilion	12,500	11,700	94	
	Vernon	5,300	4,600	88	
<b>Between 25-49%</b>	<b>LOUISIANA</b>				
		Rapides	35,100	33,200	94
		St Mary	16,200	15,300	94
	<b>TEXAS</b>				
	Jasper	7,500	6,800	91	
<b>Between 5-24%</b>	<b>LOUISIANA</b>				
		Assumption	4,900	4,300	89
		Grant	4,100	3,600	89
		Iberville	8,600	7,900	91
		Pointe Coupee	6,000	5,300	89
		Terrebonne	19,000	17,800	94
		West Feliciana	2,500	2,200	87
	<b>MISSISSIPPI</b>				
	Adams	13,100	11,600	88	
	Wilkinson	3,400	2,800	82	
Station Totals		474,900	442,700	93	
Net Weekly Circulation (March 1969)				187,020	
Average Daily Circulation (March 1969)				127,453	

# Louisiana—Lafayette-New Iberia



**KLNI-TV**

Ch. 15

Technical Facilities: Channel No. 15 (476-482 MHz). Authorized power: 1585-kw max. & 832-kw horizontal visual, 282-kw max. & 147-kw horizontal aural. Antenna: 490-ft. above av. terrain, 529-ft. above ground, 549-ft. above sea level.

Latitude 30° 02' 54"  
Longitude 91° 59' 49"

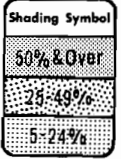
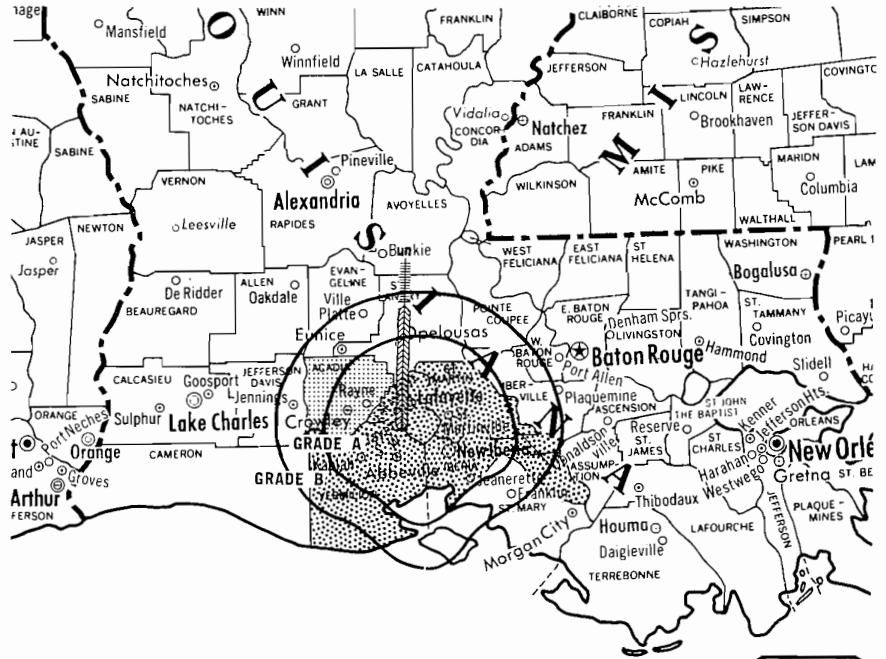
Transmitter: 3.25-mi. S of Youngsville, La.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

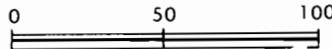
News Wire Service: UPI.

Facsimile Service: UPI.



Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).

SCALE OF MILES



KLNI-TV Ref: FCC File No. BMPC1-6827 Granted 7/18/68

©American Map Co., Inc., N.Y. No. 14244

## KLNI-TV

Grantee: Southwestern Louisiana Communications Inc., Highway 90 South, Lafayette, La. (70501).

Studio: La. Hwy. 3025.

Telephone: 318-233-1515. TWX No.: 510-976-5450.

Mailing Address: P.O. Box 52409, Lafayette (70501).

Ownership: J. W. Francisco, pres., 10%; Dr. Thomas Latiolais Sr., v.p., 10%; Dr. Al W. Beacham, secy.-treas., 5%; Dr. John N. Straub, 10%; James R. Smith, 10%; Mrs. Sarah Y. Beacham, W. Robert Cash, Ronald Heymann, 5% each; Dr. J. J. Burdin, Don C. Wiley, Edgar W. Brown, 4% each; Dr. James A. Comeaux, Frank W. Lee, Eugene P. Cella, Theo Heller, Edward Heller, B. H. DeHart Jr., Dr. Wolfred Dolan, Leebob Cox, Gulf States Theatres & Affiliated Companies Retirement Plan, 2.25% each; J. Edwin Kyle Jr., Frank D. Beaulieu III, and Albert D. Miller, 2.00% each.

Began Operation: Sept. 16, 1968.

Represented (sales) by The Devney Organization Inc.

Represented (legal) by Miller, Schroeder & Bankson.

Personnel:

T. MARSHALL WEAVER, exec. v.p. & general manager.

JOE C. MONROE, sales manager.

TERRY DOVER, operations manager.

CLYDE SYLVESTER, chief engineer.

DIANNE MENSMAN, director of promotion.

### DIGEST OF RATE CARD NO. 1 (Sept. 1, 1968)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AA—6:30-10 p.m., daily.	\$250.00	\$150.00	\$100.00	\$65.00	\$60.00	\$45.00
NETWORK BASE HOURLY RATE:	\$250.					

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Between 25-49%</b>	LOUISIANA Iberia	16,500	15,500	94
	Lafayette	27,900	26,400	95
	St Martin	8,000	7,400	93
	Vermilion	12,500	11,700	94
<b>Between 5-24%</b>	LOUISIANA Acadia	14,800	13,600	92
	<b>Station Totals</b>	<b>103,300</b>	<b>95,500</b>	<b>92</b>
<b>Net Weekly Circulation (March 1969)</b>				<b>27,310</b>
<b>Average Daily Circulation (March 1969)</b>				<b>13,817</b>



**MALARKEY, TAYLOR and ASSOCIATES**

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# Louisiana—Lake Charles



**KPLC-TV**



Ch. 7

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 63.1-kw aural. Antenna: 489-ft. above av. terrain, 474-ft. above ground, 489-ft. above sea level.

Latitude 30° 13' 47.6"  
Longitude 93° 12' 56.5"

Holds CP for change to 1480-ft. above av. terrain, 1515-ft. above ground, 1544-ft. above sea level, lat. 30° 23' 47", long. 93° 00' 08"; transmitter to SW 1/4 of SE 1/4 Section 32-T7S-R6W, near Fenton, La. BPCT—4012.

Transmitter: 320 Division St.

TV tape: Recording facilities.

AM Affiliate: KPLC, 5-kw, 1470 kHz (NBC).

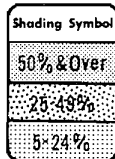
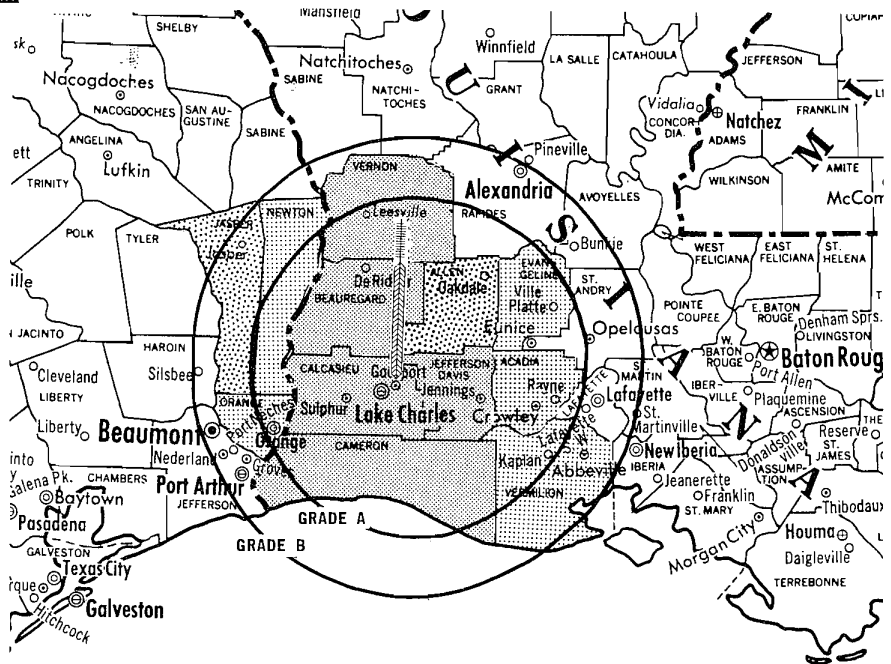
FM Affiliate: KPLC-FM, 31-kw, 99.5 MHz (No. 258), 340-ft.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

Facsimile Service: UPI.

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).



KPLC-TV Ref: FCC File No. BMPCT—3867 Granted 5/14/56

©American Map Co., Inc., N.Y., No. 14244

## KPLC-TV

Network Service: NBC.

Licensee: Calcasieu TV & Radio Inc., Box 1488, Lake Charles, La. (70506).

Studio: 320 Division St. (70601).

Telephone: 318-436-3631. TWX No.: 510-971-7570.

Ownership: Harry K. Renfro, pres., 7%; H. M. Stolar, v.p.-treas., 4.5%; Eunice Carroll, secy.; Harry W. Chesley Jr., 18.9%; Ray Eder, .9%; Sidney W. Souers, 4.5%; Preston Estep, 4.5%; Leo A. Fisher, 4.5%; Sidney Salomon Jr., 4.5%; Mary Ann Stein, 25.9%; Ruth L. Stolar, 4.05%; Leif J. Sverdrup, 4.5%; John L. Wilson, 4.5%; Stanley Musial & Biggie's Steak House Inc. (Musial interest), 4.5%; others, none with as much as 3%.  
Note: 5.6% of voting stock remains unsubscribed.

Began Operation: Sept. 29, 1954. Sale to present owners by T. B. Lanford and L. M. Sepaugh Sr. & Jr. approved June 30, 1964 by FCC (Television Digest, 4:18, 27).

Represented (sales) by H-R Television.

Represented (engineering) by Cohen & Dippell.

Represented (legal) by Cohn & Marks.

Personnel:

HARRY K. RENFRO, president.  
JEB SWANSON, national sales & promotion mgr.  
RICHARD SCHMIDT, traffic director.  
GARY TYLER, news director.  
JIM SMITH, chief engineer.

DIGEST OF RATE CARD NO. 9  
(Sept. 1, 1969)

Hour	30 Min.	15 Min.	10 Min.	Min.	20 Sec.	10 Sec.
Class AA—7-9:30 p.m., daily.	\$300.00	\$180.00	\$120.00	\$105.00	\$70.00	\$63.00
					\$35.00	

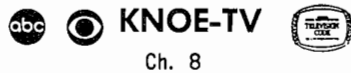
NETWORK BASE HOURLY RATE: \$225 (NBC).

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	LOUISIANA			
	Beauregard	5,900	5,200	88
	Calcasieu	50,300	47,900	95
	Cameron	2,000	1,800	92
	Jefferson Davis	9,000	8,300	92
	Vernon	5,300	4,600	88
<b>Between 25-49%</b>	LOUISIANA			
	Allen	5,900	5,400	90
	TEXAS			
Jasper	7,500	6,800	91	
<b>Between 5-24%</b>	LOUISIANA			
	Acadia	14,800	13,600	92
	Evangeline	9,800	8,400	87
	Vermilion	12,500	11,700	94
	TEXAS			
	Newton	2,700	2,300	86
Orange	21,100	20,200	96	
Station Totals		379,100	354,600	93
Net Weekly Circulation (March 1969)				75,693
Average Daily Circulation (March 1969)				49,337

**When audience estimates will help TOMORROW,**

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# Louisiana—Monroe-West Monroe



Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 316-kw visual, 50-kw aural. Antenna: 1890-ft. above av. terrain, 1985-ft. above ground, 2049-ft. above sea level.

Latitude 32° 11' 45"  
Longitude 92° 04' 10"

Transmitter: 2.5-mi. N of Riverton, La.

TV tape: Recording facilities.

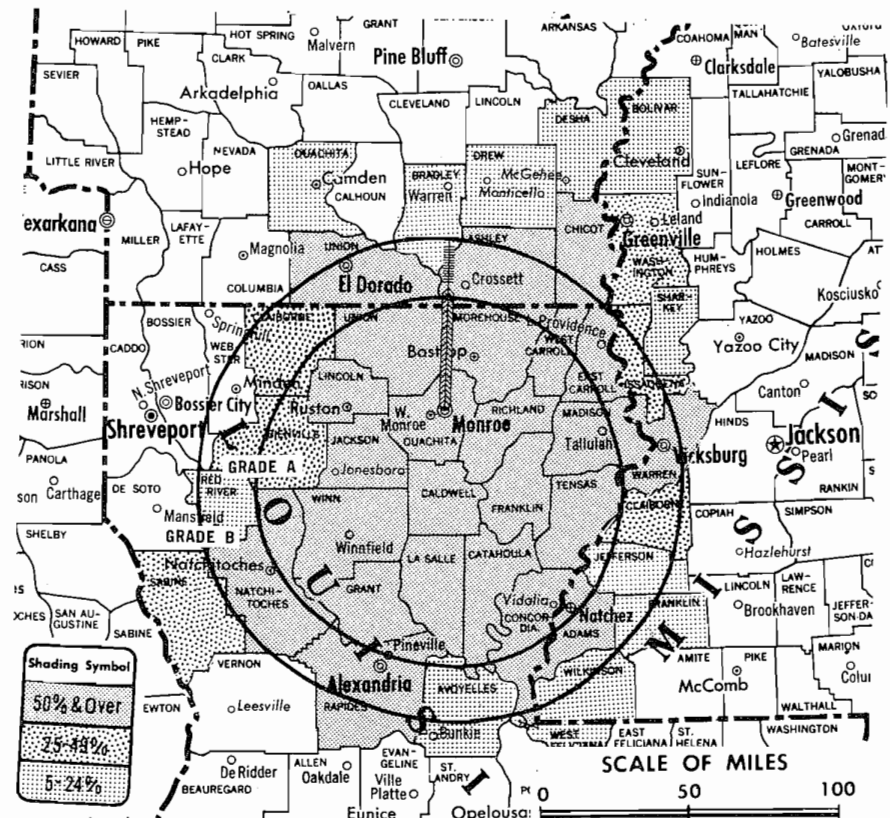
AM Affiliate: KNOE, 5-kw, 540 kHz.

FM Affiliate: KNOE-FM, 97-kw, 101.9 MHz (No. 270), 1670-ft.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI. Facsimile Service: AP. News Film Service: CBS.

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).



KNOE-TV Ref: FCC File No. BPCT—3313 Granted 10/2/64 ©American Map Co., Inc., N.Y., No. 14211

## KNOE-TV

Network Service: ABC, CBS.

Licensee: Noe Enterprises Inc., Box 4067, Monroe (71201).

Studio: Knoe Rd.

Telephone: 318-322-8155. TWX No.: 510-977-5384.

Ownership: Noe Enterprises Inc., 100%, James A. Noe, chairman. Also owns WNOE, New Orleans.

Began Operation: Sept. 27, 1953.

Represented (sales) by H-R Television.

Represented (engineering) by A. Earl Cullum Jr. Consulting Engineers.

Represented (legal) by Cohn & Marks.

Personnel:

PAUL H. GOLDMAN, exec. v.p. & general manager.  
HARRY ARTHUR, vice president, programs.  
W. S. MORGAN, vice president, sales manager.  
RAY BOYD, v.p. & technical director.  
ALLEN JONES, v.p., sales service, promotion & copy.  
ANSEL SMITH, v.p., operations & production.  
KEITH BABB, v.p. & director of news.  
LEON NOLAND JR., chief photographer.  
FREDDY ROBERTS, chief engineer.

DIGEST OF RATE CARD NO. 12  
(Feb. 1, 1970)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.

Class AAA—6-10 p.m., daily.

\$800.00 \$420.00 \$280.00 \$210.00 \$220.00 \$220.00 \$110.00

NETWORK BASE HOURLY RATE: \$750.

Net Weekly Circulation	State County	Total Households	TV Homes	%	
<b>50% &amp; Over</b>	<b>ARKANSAS</b>				
		Ashley	8,100	7,300	89
		Chicot	5,900	4,900	83
		Union	18,400	17,000	92
	<b>LOUISIANA</b>				
		Caldwell	2,000	1,800	89
		Catahoula	2,700	2,200	84
		Concordia	7,300	6,200	86
		East Carroll	3,800	3,200	85
		Franklin	6,600	5,900	90
		Grant	4,100	3,600	89
		Jackson	4,800	4,400	91
		La Salle	4,100	3,600	89
		Lincoln	8,000	7,600	94
		Madison	4,800	4,100	85
		Morehouse	10,000	9,100	91
		Natchitoches	9,700	8,200	84
		Ouachita	37,200	35,300	95
		Rapides	35,100	33,200	94
	Richland	6,700	6,000	90	
	Tensas	2,700	2,200	84	
	Union	5,900	5,500	93	
	West Carroll	3,700	3,300	89	
	Winn	4,600	4,100	88	
<b>MISSISSIPPI</b>					
	Adams	13,100	11,600	88	
	Warren	15,000	13,500	90	
<b>Between 25-49%</b>	<b>LOUISIANA</b>				
		Bienville	4,100	3,700	89
		Claiborne	4,500	4,000	88
	Sabine	4,600	3,900	84	
	<b>MISSISSIPPI</b>				
	Claiborne	2,900	2,400	83	
(Continued on page 323-b)					
Station Totals		443,700	395,700	90	
Net Weekly Circulation (March 1969)				197,313	
Average Daily Circulation (March 1969)				138,396	

# Louisiana—Monroe-El Dorado, Ark.



**KTVE**

**Ch. 10**

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 316-kw visual, 63.1-kw aural. Antenna: 1320-ft. above av. terrain, 1352-ft. above ground, 1478-ft. above sea level.

Latitude 33° 04' 41"

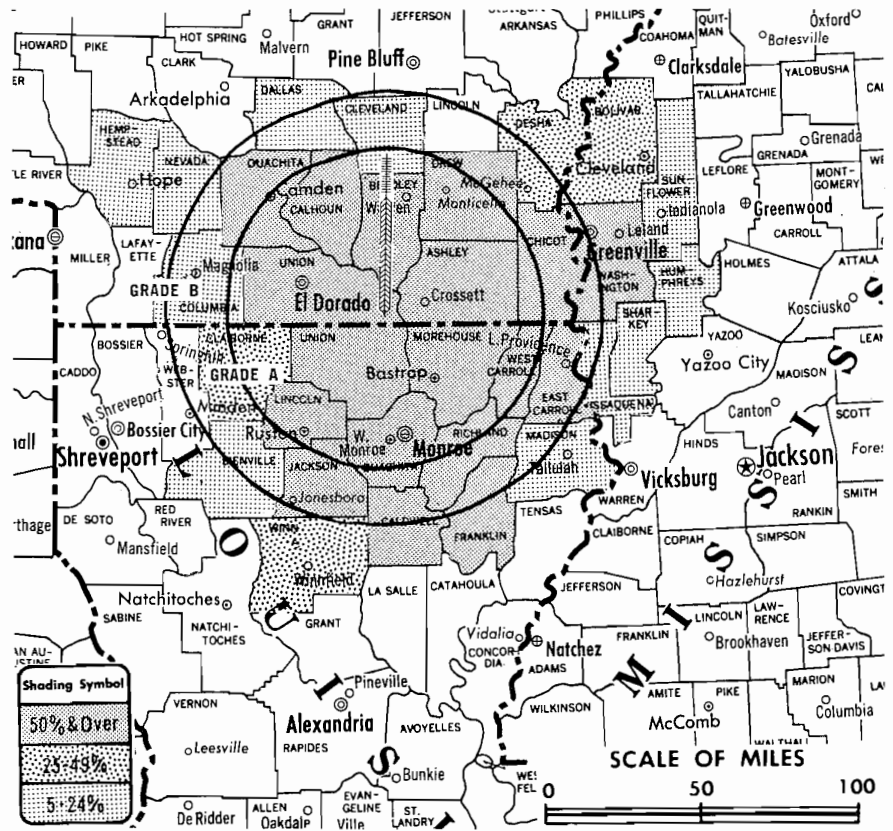
Longitude 92° 13' 40.6"

Transmitter: .5-mi. S of Bolding, on Mo. Pacific RR spur.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

Facsimile Service: AP.



Total Households: (C) SRDS  
 Consumer Market Data as of 1/1/70.  
 TV Homes: TV% and Circulation  
 © 1969 American Research Bureau.  
 County coverage based on ARB study (see page 4-b).

KTVE Ref: FCC File No. BMPCT-4610 Granted 1/22/68

©American Map Co., Inc., N.Y., No. 14244

## KTVE

Network Service: ABC, NBC.

Licensee: KTVE Inc., Box 1841, Monroe, La. (71201).

Offices & Studios: 206 Catalpa, Monroe, La. (71203); 400 W. Main, El Dorado, Ark. (71731).

Telephones: 318-323-7716, Monroe; 501-862-3488, El Dorado.

TXW No.: 510-977-5364.

Ownership: Gray Communications Systems Inc. For other interests, see WALB-TV, Albany, Ga.

Began Operation: Dec. 18, 1955. Sale to present owner by Fuqua National Inc. approved Dec. 4, 1967. Previous sale to Fuqua by Wm. Simon and WVET-TV approved Nov. 29, 1963 by FCC (Television Digest, Vol. 3:49). Sale to William Simon (52%) and WVET-TV (48%) by co-equal owners Dr. Joe F. Rushton, W. C. Blewster Jr. & Wm. M. Bigley approved July 6 by FCC (Vol. 16:25, 28). Transfer of 32% from Simon to WVET-TV approved Sept. 8, 1960 by FCC (Vol. 16:34).

Represented (sales) by The Meeker Co.; James S. Ayres Co. (South); Clyde Melville Co. (Texas).

### Personnel:

JAMES S. TIGHE, vice president & general manager.

JOHN H. LONG, station manager.

GYL DALRYMPLE, director of national sales.

JAMES McMANUS, production manager.

PETE SPARKS, chief engineer.

### DIGEST OF RATE CARD NO. 9—(Aug. 1, 1969)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. 10 Sec.

Class AA—6:30-9:30 p.m., daily.

\$500.00 \$300.00 \$200.00 \$150.00 \$120.00 \$110.00 \$55.00

NETWORK BASE HOURLY RATE: \$550 (ABC), \$550 (NBC).

	Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	<b>ARKANSAS</b>				
		Ashley	8,100	7,300	89
		Bradley	4,700	4,200	89
		Calhoun	1,900	1,700	89
		Chicot	5,900	4,900	83
		Drew	4,600	4,000	86
		Ouachita	11,300	10,100	89
		Union	18,400	17,000	92
	<b>Between 25-49%</b>	<b>LOUISIANA</b>			
		Caldwell	2,000	1,800	89
		East Carroll	3,800	3,200	85
		Franklin	6,600	5,900	90
		Jackson	4,800	4,400	91
		Lincoln	8,000	7,600	94
		Morehouse	10,000	9,100	91
		Ouachita	37,200	35,300	95
		Richland	6,700	6,000	90
		Union	5,900	5,500	93
<b>Between 5-24%</b>	<b>MISSISSIPPI</b>				
		Washington	24,800	21,600	87
	<b>ARKANSAS</b>				
<b>Between 25-49%</b>	<b>ARKANSAS</b>				
		Desha	6,000	5,300	88
	<b>LOUISIANA</b>				
	Claiborne	4,500	4,000	88	
	Winn	4,600	4,100	88	
<b>Between 5-24%</b>	<b>MISSISSIPPI</b>				
		Bolivar	14,400	11,600	81
	<b>ARKANSAS</b>				
	Cleveland	1,600	1,400	86	
	Columbia	9,100	8,100	89	
(Continued on page 323-b)					
<b>Station Totals</b>			340,500	307,000	90
<b>Net Weekly Circulation (March 1969)</b>					141,283
<b>Average Daily Circulation (March 1969)</b>					91,598



## A yankee's view of the Ark-La-Miss

We're slow, tied to the past, conservative-traditionalists. Rural. Stagnant.

But how can we be slow if a team of Brandeis urbanologists say we're one of the top twenty growth areas?

How can we be the center of the booming nat-

ural gas industry, and headquarters for two of the largest oil companies, and still be tied to the past?

And can one of our companies help put a man on the moon and be stagnant?

Maybe it's time you took a good long look at the

Ark-La-Miss. This is a booming market you may have underestimated. A market with money to spend.

The one channel that reaches the entire Ark-La-Miss is KTVE, with a translator to insure complete coverage in Monroe.

### **KTVE-10**

The voice of the Ark-La-Miss

REPRESENTED NATIONALLY BY THE MEEKER COMPANY

# Louisiana—New Orleans



**WDSU-TV**



Ch. 6

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 930-ft. above av. terrain, 972-ft. above ground, 975-ft. above sea level.

Latitude 29° 57' 01"  
Longitude 89° 57' 28.5"

Transmitter: Tournefort St., Chalmette, La.

Studio: 520 Royal St.

TV tape: Recording facilities.

AM Affiliate: WDSU, 5-kw, 1280 kHz (NBC).

FM Affiliate: WDSU-FM, 100-kw, 93.3 MHz (No. 227), 850-ft. antenna height.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

News Film Service: NBC.



Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).

WDSU-TV Ref: FCC File No. BPCT-2034 Granted 11/10/55

© American Map Co., Inc., N.Y. No. 14244

## WDSU-TV

Licensee: WDSU-TV Inc., 520 Royal St., New Orleans, La. (70130).

Telephone: 504-524-4376. TWX No.: 504-822-6166.

Ownership: Royal Street Corp. Officers: Edgar B. Stern Jr., pres., 58.38%; A. Louis Read, exec. v.p., 13.35%; Dwight W. Martin, v.p. & treas., 10.81%; other stockholders with less than 1%.

Began Operation: Dec. 18, 1948.

Represented (sales) by Blair Television.

Represented (legal) by Pierson, Ball & Dowd.

Represented (engineering) by David L. Steel Sr.

Personnel:

- A. LOUIS READ, president.
- ROBERT S. SCHULTIS, v.p. & general sales manager.
- LINDSEY RIDDLE, v.p. & chief engineer.
- JERRY ROMIG, vice president, programming.
- ED PLANER, vice president, news.
- MAURY A. MIDLO, dir. of promotion & merchandising.
- ELDON DURAND, operations.

DIGEST OF RATE CARD NO. 22  
(June 1, 1969)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. ID  
Class AAA—7-10 p.m., daily.

\$1550.00 \$950.00 \$700.00 \$600.00 \$400.00 \$350.00 \$200.00

NETWORK BASE HOURLY RATE: \$1400.

For ARB & Nielsen County-by-County  
Household Data,  
See Services Volume

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	LOUISIANA			
	Ascension	8,700	7,900	90
	Assumption	4,900	4,300	89
	Jefferson	85,200	82,600	97
	Lafourche	17,700	16,700	95
	Orleans	213,700	202,600	95
	Plaquemines	7,700	7,300	94
	St Bernard	13,100	12,900	98
	St Charles	7,400	7,100	95
	St James	4,900	4,500	92
	St John The Baptist	5,400	4,900	92
	St Tammany	17,500	16,500	94
	Tangipahoa	18,400	16,700	91
	Terrebonne	19,000	17,800	94
	Washington	14,200	12,800	90
	MISSISSIPPI			
	Hancock	5,100	4,600	92
Harrison	39,900	37,900	95	
Pearl River	7,400	6,700	91	
Walthall	3,500	3,000	86	
<b>Between 25-49%</b>	MISSISSIPPI			
	Jackson	21,500	20,300	94
	Lamar	4,400	4,000	91
	Marion	7,200	6,300	88
Stone	2,400	2,200	91	
<b>Between 5-24%</b>	LOUISIANA			
	Iberville	8,600	7,900	91
	Livingston	9,100	8,200	91
	St Helena	2,200	1,900	85
	St Mary	16,200	15,300	94
MISSISSIPPI				
Franklin	2,700	2,200	85	
Pike	11,500	10,100	88	
Station Totals		934,100	879,600	94
Net Weekly Circulation (March 1969)				470,664
Average Daily Circulation (March 1969)				342,715



# Louisiana—New Orleans



**WVUE**



Ch. 12

**Technical Facilities:** Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 158-kw aural using non-directional antenna. Antenna: 1010-ft. above av. terrain, 1049-ft. above ground, 1049-ft. above sea level.

Latitude 29° 57' 13.5"  
Longitude 89° 56' 58.3"

Holds CP for switch to Ch. 8 facilities presently used by WYES-TV.

**Transmitter:** Paris Rd., near Chalmette, La.

**Studio:** 1422 Cleveland Ave.

**Telephone:** 504-525-9011.

**Color:** Network, live, film, slide & tape.

**News Wire Service:** AP.

Total Households: © SRDS

Consumer Market Data as of 1/1/70.

TV Homes: TV% and Circulation

© 1969 American Research Bureau.

County coverage based on ARB study (see page 4-b).



WVUE BPCT-2430; Doc. 12289 Granted 9/5/61

©American Map Co., Inc., N.Y., No. 14214

## WVUE

**Licensee:** Screen Gems Broadcasting of Louisiana Inc., 1418 Cleveland Ave., New Orleans, La. (70112).

**Ownership:** Screen Gems, 100%. For other interests see KCPX-TV, Salt Lake City.

**Began Operation:** On Dec. 17, 1958, FCC granted permission to operate on Ch. 13, and on Jan. 28, 1959 FCC granted STA for temporary Ch. 13 operation by New Orleans Television Corp. (Television Digest, Vols. 14:51; 15:5). Supreme Bcstg. Co. started operations on Ch. 20 on Nov. 1, 1953, using WJMR-TV call letters. In Oct. 1957, WJMR-TV began experimental operation on Ch. 12 but FCC ruled in 1958 that this operation was to close by Jan. 1, 1959 but WVUE did not begin on Ch. 12 until Sept. 1, 1962. Sale of 60% by New Orleans Television Inc. (Joseph A. Paretto and associates) to Screen Gems and contingent transfer by Rust Craft of its 40% to Screen Gems approved June 2, 1965 by FCC (Vol. 5:8, 23).

**Represented (sales)** by Metro TV Sales.

**Represented (legal)** by Fletcher, Heald, Rowell, Kenehan & Hildreth.

**Personnel:**

- NORMAN LOUVAU, president.
- DOUGLAS J. ELLÉSON, vice president & general manager.
- ZVI SHOUBIN, program director.
- JACK C. LONG, general sales manager.
- JOHN B. SIMPSON, promotion manager.
- ALLEN GUNDERSON, chief engineer.
- EDWIN F. MOISE, operations & production manager.

DIGEST OF RATE CARD NO. 15—(Sept. 15, 1969)

Hour 30 Min. 15 Min. 10 Min. 5 Min. 20 Sec. 10 Sec.  
Class AA—7-10 p.m., daily.  
\$1100.00 \$660.00 \$410.00 \$400.00 \$350.00 Graded rates apply\*

\*Highest rate: \$310.

**NETWORK BASE HOURLY RATE:** \$950.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	LOUISIANA			
	Assumption	4,900	4,300	89
	Jefferson	85,200	82,600	97
	Lafourche	17,700	16,700	95
	Orleans	213,700	202,600	95
	Plaquemines	7,700	7,300	94
	St Bernard	13,100	12,900	98
	St Charles	7,400	7,100	95
	St James	4,900	4,500	92
	St John The Baptist	5,400	4,900	92
	St Tammany	17,500	16,500	94
	Terrebonne	19,000	17,800	94
	MISSISSIPPI			
Hancock	5,100	4,600	92	
Pearl River	7,400	6,700	91	
<b>Between 25-49%</b>	LOUISIANA			
	Ascension	8,700	7,900	90
	Tangipahoa	18,400	16,700	91
Washington	14,200	12,800	90	
MISSISSIPPI				
Harrison	39,900	37,900	95	
<b>Between 5-24%</b>	LOUISIANA			
	Iberville	8,600	7,900	91
	Livingston	9,100	8,200	91
	St Mary	16,200	15,300	94
MISSISSIPPI				
Jackson	21,500	20,300	94	
Station Totals		760,200	716,900	94
Net Weekly Circulation (March 1969)				399,535
Average Daily Circulation (March 1969)				255,333

# Louisiana—New Orleans



**WWL-TV**



Ch. 4

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1009-ft. above av. terrain, 1049-ft. above ground, 1049-ft. above sea level.

Latitude 29° 54' 22.5"  
Longitude 90° 02' 23.3"

Transmitter: Cooper Rd. near Gretna, La.

Studio: 1024 N. Rampart St. (70116)

Telephone: 504-529-4444.

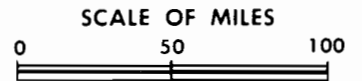
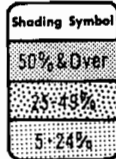
TV tape: Recording facilities.

AM Affiliate: WWL, 50-kw, 870 kHz (CBS).

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

Facsimile Service: UPI.



Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).

WWL-TV Ref: FCC File No. BPCT-3071 Granted 11/1/62

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## WWL-TV

Licensee: Loyola University, 6363 St. Charles Ave., New Orleans, La. (70118).

Ownership: Loyola University. Very Rev. Homer Jolley, S.J., pres.

Began Operation: Sept. 7, 1957.

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Robert Marmet.

Personnel:

J. MICHAEL EARLY, v.p. broadcasting & general manager.  
MAURICE GUILLERMAN, asst. gen. mgr. & gen. sales manager.  
RUPERT COPPONEX, program director & film buyer.  
PHIL JOHNSON, promotion manager.  
BILL REED, news director.  
FRANCIS JACOB JR., chief engineer.  
CLAYTON B. TURNER, operations director.

DIGEST OF RATE CARD NO. A20  
(July 1, 1969)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.  
Class AA—7-10 p.m., daily.  
\$1550.00 \$950.00 \$700.00 \$600.00 Graded rates apply\*

\*Highest rate: \$500.

NETWORK BASE HOURLY RATE: \$1200.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	LOUISIANA			
	Ascension	8,700	7,900	90
	Assumption	4,900	4,300	89
	Jefferson	85,200	82,600	97
	Lafourche	17,700	16,700	95
	Orleans	213,700	202,600	95
	Plaquemines	7,700	7,300	94
St Bernard	13,100	12,900	98	

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	LOUISIANA—(Continued)			
	St Charles	7,400	7,100	95
	St James	4,900	4,500	92
	St John The Baptist	5,400	4,900	92
	St Tammany	17,500	16,500	94
	Tangipahoa	18,400	16,700	91
	Terrebonne	19,000	17,800	94
	Washington	14,200	12,800	90
	MISSISSIPPI			
	Hancock	5,100	4,600	92
<b>Between 25-49%</b>	LOUISIANA			
	Livingston	9,100	8,200	91
	St Helena	2,200	1,900	85
St Mary	16,200	15,300	94	
MISSISSIPPI				
Jackson	21,500	20,300	94	
Lamar	4,400	4,000	91	
Pike	11,500	10,100	88	
<b>Between 5-24%</b>	LOUISIANA			
	Allen	5,900	5,400	90
	East Baton Rouge	80,200	76,600	95
	Iberville	8,600	7,900	91
	MISSISSIPPI			
	Adams	13,100	11,600	88
	Amite	3,400	2,900	85
Franklin	2,700	2,200	85	
Greene	2,500	2,100	85	
Marion	7,200	6,300	88	
Perry	2,400	2,200	89	
Station Totals		880,200	825,800	94
Net Weekly Circulation (March 1969)				482,283
Average Daily Circulation (March 1969)				347,745

# Louisiana—New Orleans

## WWOM-TV

Ch. 26

Technical Facilities: Channel No. 26 (542-548 MHz). Authorized power: 661-kw visual, 94.4-kw aural. Antenna: 500-ft. above av. terrain, 498-ft. above ground, 518-ft. above sea level.

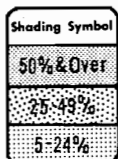
Latitude 29° 56' 55"  
Longitude 90° 03' 47"

Transmitter: Trade Mart, foot of Canal St.

TV tape: Recording facilities.

Color: Network, live, film & slide.

News Wire Service: UPI.



Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).

WWOM-TV Ref: FCC File No. BPCT-3314 Granted 7/6/65

© American Map Co., Inc., N.Y., No. 14244

## WWOM-TV

Network Service: ABC, CBS, NBC.

Grantee: Channel 26 Inc., International Trade Mart, Canal St. (70112).

Studio: International Trade Mart, Canal St.

Telephone: 504-524-7667.

Ownership: David W. Wagenvoord, pres., 40%; George S. Venturatos, v.p., 15%; Fred P. Westenberger, secy.-treas., 20%; Lawrence A. Chehardy, 10%; Ruby Simonds, 4%; others, 11%.

Began Operation: Oct. 14, 1967.

Represented (sales) by Adam Young Inc.

Represented (legal) by Arthur Stambler.

### Personnel:

DAVID W. WAGENVOORD, president & general manager.  
KENT PORTER, national sales manager.  
JOHN COCO, sales manager.  
CHUCK CROSSNO, technical director.  
ROBERT LAWRASON, chief engineer.  
DON MILLER, program director.  
JUNE ALLEN, news director.

DIGEST OF RATE CARD NO. A102 & P102  
(Aug. 15, 1969)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.  
Class AAA—7:30-10:30 p.m., Mon.-Fri.; 9 a.m.-5 p.m. & 8 p.m.-midnight, Sat.; noon-5 p.m. & 7:30-10:30 p.m., Sun.  
\$450.00 \$300.00 \$200.00 \$130.00 \$94.00\* \$56.00\* \$34.00\*

\*P1—7-11 p.m., Mon.-Fri.; 9 a.m.-5 p.m. & 7 p.m.-1:30 a.m., Sat.; noon-6:30 p.m. & 7-11 p.m., Sun.

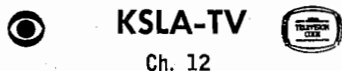
Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Between 25-49%</b>	LOUISIANA			
	Jefferson	85,200	82,600	97
	Orleans	213,700	202,600	95
	St Bernard	13,100	12,900	98
<b>Between 5-24%</b>	LOUISIANA			
	Plaquemines	7,700	7,300	94
	St Charles	7,400	7,100	95
	St John The Baptist	5,400	4,900	92
	St Tammany	17,500	16,500	94
Station Totals		448,200	425,800	95
Net Weekly Circulation (March 1969)				95,813
Average Daily Circulation (March 1969)				26,297

## BLACKBURN & COMPANY, INC.

RADIO · TV · CATV · NEWSPAPER BROKERS  
NEGOTIATIONS · FINANCING · APPRAISALS

WASHINGTON, D.C. 1725 K Street, N.W. (202) 333-9270  
CHICAGO 333 N. Michigan Ave. (312) 346-6460  
ATLANTA 1655 Peachtree Rd., N.E. (404) 873-5626  
BEVERLY HILLS 9645 Wilshire Blvd. (213) 274-8151

# Louisiana—Shreveport



Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 38-kw aural. Antenna: 1800-ft. above av. terrain, 1791-ft. above ground, 2046-ft. above sea level.

Latitude 32° 40' 29"  
Longitude 93° 55' 59"

Transmitter: 2-mi. ESE of Mooringsport.

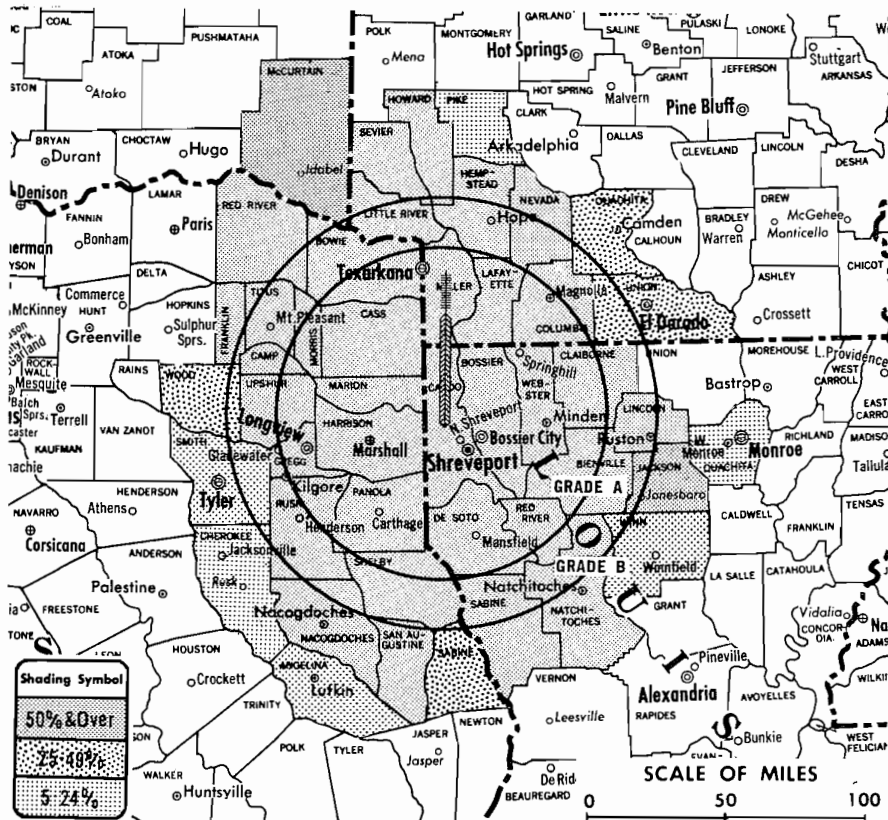
TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

Facsimile Service: UPI.

News Film Service: CBS.



KSLA-TV Ref: FCC File No. BMPCT—5970 Granted 5/5/64 ©American Map Co., Inc., N.Y., No. 14244

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).

## KSLA-TV

Licensee: KSLA-TV Inc., Box 92, Shreveport, La. (71102).

Studio: Washington-Youree Hotel.

Telephone: 318-424-8101.

TWX No.: 318-746-4072.

Ownership: Journal Publishing Co. Inc. (Shreveport Journal), 55%; Douglas F. Attaway, chairman, .5% (publisher of Shreveport Journal); Winston B. Linam, pres. & mgr., 10%; S. Berton Heard, treas., .10%; James Van Hook, secy., 1%; Mrs. Dolores George LaVigne, 20%; 18 others, none with as much as 3%.

Began Operation: Dec. 22, 1953 as KSLA, Interim Television Corp., equally owned by KRMD, KCIJ and grantee. On May 19, 1955, final decision was granted to Shreveport Television Co. (Television Digest, Vol. 11:21). Sale to present owners by Mrs. George et al., who retained minority interest, approved May 25, 1960 by FCC (Vol. 16:6, 24).

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

Represented (legal) by Cordon & Jacob.

Represented (engineering) by Jules Cohen & Associates.

### Personnel:

WINSTON B. LINAM, general manager & film buyer.  
BEN B. McLAUGHLIN, sales manager.  
JAMES B. HOBBS JR., local sales manager.  
JOHN RENSHAW, program director.  
ROBERT WEIMAR, production manager.  
MORRIS BARTON, chief engineer.  
DON OWEN, news director.

### DIGEST OF RATE CARD NO. 21 (Sept. 15, 1969)

Hour	30 Min.	15 Min.	5 Min.	30 Sec.	20 Sec.	10 Sec.
Class A—6-10 p.m., daily.	\$800.00	\$480.00	\$320.00	\$196.00	Graded rates apply*	

\*Highest rate: \$325.

NETWORK BASE HOURLY RATE: \$825.

338-b

Net Weekly Circulation	State County	Total Households	TV Homes	%
	<b>ARKANSAS</b>			
	Columbia	9,100	8,100	89
	Hempstead	6,000	5,400	89
	Howard	3,500	3,200	92
	Lafayette	3,400	3,100	91
	Little River	2,500	2,200	87
	Miller	12,100	11,200	92
	Nevada	2,900	2,500	87
	Sevier	3,400	3,100	92
	<b>LOUISIANA</b>			
	Bienville	4,100	3,700	89
	Bossier	19,100	18,000	95
	Caddo	80,800	76,300	94
	Claiborne	4,500	4,000	88
	De Soto	7,000	6,200	88
	Jackson	4,800	4,400	91
	Lincoln	8,000	7,600	94
	Natchitoches	9,700	8,200	84
	Red River	2,700	2,300	85
	Sabine	4,600	3,900	84
	Webster	13,400	12,300	92
	<b>OKLAHOMA</b>			
	Mc Curtin	6,800	6,000	87
	<b>TEXAS</b>			
	Bowie	21,400	20,100	94
	Camp	2,100	1,800	88
	Cass	6,700	6,100	92
	Franklin	1,200	1,100	89
	Gregg	25,400	23,800	94
	Harrison	13,300	12,100	91
	Marion	1,900	1,600	88
	Morris	4,600	4,200	93
	Nacogdoches	8,400	7,400	88
	Panola	4,600	4,200	91
	Red River	3,600	3,100	85
	Rusk	11,000	10,100	92
	San Augustine	1,800	1,500	84
	Shelby	5,800	5,100	88

(Continued on page 341-b)

Station Totals	553,100	508,200	91
Net Weekly Circulation (March 1969)			311,176
Average Daily Circulation (March 1969)			228,260

# Louisiana—Shreveport-Texarkana, Texas



**KTAL-TV**



Ch. 6

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1580-ft. above av. terrain, 1553-ft. above ground, 1849-ft. above sea level.

Latitude 32° 54' 11"  
Longitude 94° 00' 22"

Transmitter: 2.3-mi. NNW of Vivian, La., W of County Rd.

TV tape: Recording facilities.

AM Affiliate: KCMC, 1-kw, 740 kHz (ABC).

FM Affiliate: KTAL-FM, 81.3-kw, 98.1 MHz (No. 251), 1447-ft. antenna height.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

News Film Service: NBC.

Facsimile Service: UPI.

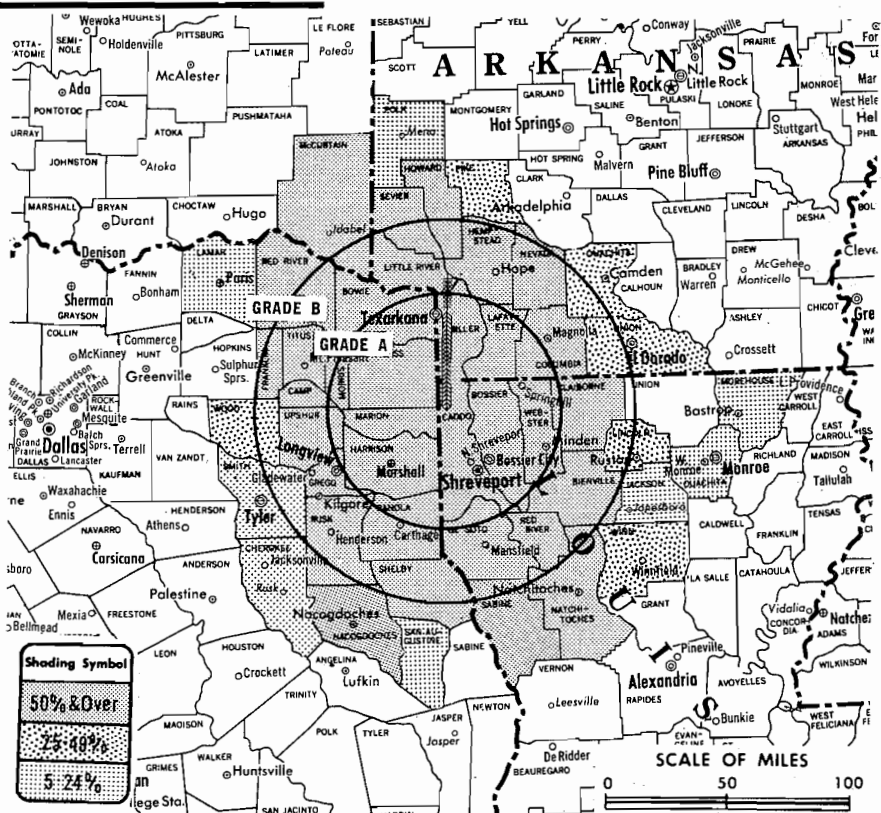
Total Households: © SRDS

Consumer Market Data as of 1/1/70.

TV Homes: TV% and Circulation

© 1969 American Research Bureau.

County coverage based on ARB study (see page 4-b).



KTAL-TV Ref: FCC File No. BLCT-1135 Granted 7/24/62  
Authorized: FCC File No. BPCT-2660 Granted 11/23/59

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## KTAL-TV

Licensee: KCMC Inc., 3150 N. Market St., Shreveport, La. (71107).

Studios & Offices: 3150 N. Market St., Shreveport, La.; 3227 Summerhill Rd., Texarkana, Tex.

Telephones: 318-425-2422 (Shreveport); 214-793-1133 (Texarkana).

TWX No.: 510-973-4169 (Shreveport).

Ownership: Camden News Publishing Co., publisher of Camden (Ark.) News, 49.64%; (News owned 39% by Walter E. Hussman and 39% by Betty P. Hussman); Walter E. Hussman, pres., 18.9%; Texarkana Newspapers Inc., 6%; many others, none with as much as 2%. Ownership interlocks with KCMC, Texarkana and KAMD, Camden, Ark. Palmer properties include Texarkana Gazette and News; Hot Springs (Ark.) New Era-Sentinel Record; El Dorado (Ark.) News-Times; Magnolia (Ark.) Banner-News; plus interest in Hope (Ark.) Star and Jacksonville (Tex.) Progress. Mr. Hussman also owns 45% of CATV system in Camden, Ark.

Began Operation: Aug. 16, 1953.

Represented (sales) by Blair Television.

Represented (legal) by Wilner, Scheiner & Greeley.

Personnel:

WALTER E. HUSSMAN, president.  
H. LEE BRYANT, general manager.  
ALAN B. JOHNSTONE, general sales manager.  
JEAN BYRD, promotion director.  
LAURENCE WEST, news director.  
RUBIN MASTERS, chief engineer.

DIGEST OF RATE CARD NO. 11

(May 1, 1969)

Hour 30 Min. 15 Min. 5 Min. Min. 30 Sec. ID

Class AA—6:30-10 p.m., daily.

\$700.00 \$420.00 \$280.00 \$200.00 ..... \$126.00

NETWORK BASE HOURLY RATE: \$650.00

1970-71 Edition

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>ARKANSAS</b>				
	Columbia	9,100	8,100	89
	Hempstead	6,000	5,400	89
	Howard	3,500	3,200	92
	Lafayette	3,400	3,100	91
	Little River	2,500	2,200	87
	Miller	12,100	11,200	92
	Nevada	2,900	2,500	87
	Sevier	3,400	3,100	92
<b>LOUISIANA</b>				
	Bienville	4,100	3,700	89
	Bossier	19,100	18,000	95
	Caddo	80,800	76,300	94
	Claiborne	4,500	4,000	88
	De Soto	7,000	6,200	88
	Natchitoches	9,700	8,200	84
	Red River	2,700	2,300	85
	Sabine	4,600	3,900	84
	Webster	13,400	12,300	92
<b>50% &amp; Over</b>				
<b>OKLAHOMA</b>				
	Mc Curtain	6,800	6,000	87
<b>TEXAS</b>				
	Bowie	21,400	20,100	94
	Camp	2,100	1,800	88
	Cass	6,700	6,100	92
	Franklin	1,200	1,100	89
	Gregg	25,400	23,800	94
	Harrison	13,300	12,100	91
	Marion	1,900	1,600	88
	Morris	4,600	4,200	93
	Nacogdoches	8,400	7,400	88
	Panola	4,600	4,200	91
	Red River	3,600	3,100	85
	Rusk	11,000	10,100	92
	Shelby	5,800	5,100	88
	Titus	5,700	5,100	91
	Upshur	6,100	5,600	92

(Continued on page 341-b)

Station Totals	538,400	493,700	91
Net Weekly Circulation (March 1969)			291,730
Average Daily Circulation (March 1969)			188,559

# Louisiana—Shreveport



**KTBS-TV**



Ch. 3

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1837-ft. above av. terrain, 1800.5-ft. above ground, 2049-ft. above sea level.

Latitude 32° 41' 08"  
Longitude 93° 56' 00"

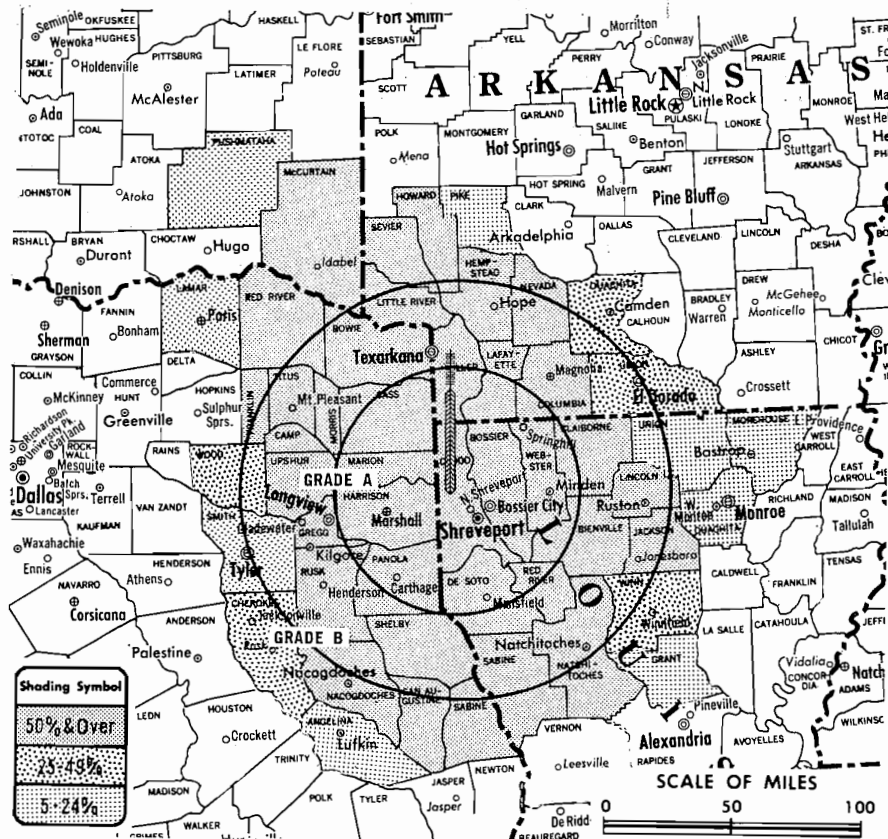
Transmitter: 1.5-mi. SE of Mooringsport, La.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

News Film Service: ABC.



Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).

KTBS-TV Ref: FCC File No. BMPCT-5808 Granted 12/18/82

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## KTBS-TV

Licensee: KTBS Inc., 312 East Kings Hwy., Shreveport, La. (71104).

Studio: 312 East Kings Hwy., P.O. Box 4218, Shreveport (71104).

Telephone: 318-868-3644. TWX No.: 318-746-4024.

Ownership: E. Newton Wray, pres., 43.055%; George D. Wray Jr., v.p., 26.388%; Charles W. Wray, secy.-treas., 26.388%; Mrs. Evelyn Wray Smith, 4.166%.

Began Operation: Sept. 3, 1955.

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Fletcher, Heald, Rowell, Kenehan & Hildreth.

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

Personnel:

- E. NEWTON WRAY, president & general manager.
- DEANE R. FLETT, station manager & film buyer.
- JERRY COLVIN, national sales manager.
- ORAL LINK, production manager.
- GENE McINNIS, promotion manager.
- MARVIN L. PERRY JR., film director & program manager.
- CLAUDE R. SCOTT, chief engineer.
- ORLAND DODSON, news director.

### DIGEST OF RATE CARD NO. A15 & P15 (June 1, 1969)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class A—6-10 p.m., daily.	\$800.00	\$500.00	\$280.00	\$215.00	.....	\$180.00* \$90.00*

\*Class AA—6:30-10 p.m., daily.

NETWORK BASE HOURLY RATE: \$775 (ABC).

For List of Stations with Color Equipment  
and Color Set Penetration by Markets  
See Services Volume

Net Weekly Circulation	State County	Total Households	TV Homes	%
	<b>ARKANSAS</b>			
	Columbia	9,100	8,100	89
	Hempstead	6,000	5,400	89
	Howard	3,500	3,200	92
	Lafayette	3,400	3,100	91
	Little River	2,500	2,200	87
	Miller	12,100	11,200	92
	Nevada	2,900	2,500	87
	Sevier	3,400	3,100	92
	<b>LOUISIANA</b>			
	Bienville	4,100	3,700	89
	Bossier	19,100	18,000	95
	Caddo	80,800	76,300	94
	Claiborne	4,500	4,000	88
	De Soto	7,000	6,200	88
	Jackson	4,800	4,400	91
	Lincoln	8,000	7,600	94
	Natchitoches	9,700	8,200	84
	Red River	2,700	2,300	85
	Sabine	4,600	3,900	84
	Webster	13,400	12,300	92
	<b>OKLAHOMA</b>			
	Mc Curtin	6,800	6,000	87
	<b>TEXAS</b>			
	Bowie	21,400	20,100	94
	Camp	2,100	1,800	88
	Cass	6,700	6,100	92
	Franklin	1,200	1,100	89
	Gregg	25,400	23,800	94
	Harrison	13,300	12,100	91
	Marion	1,900	1,600	88
	Morris	4,600	4,200	93
	Nacogdoches	8,400	7,400	88
	Panola	4,600	4,200	91
	Red River	3,600	3,100	85
	Rusk	11,000	10,100	92
	Sabine	1,700	1,400	83
	San Augustine	1,800	1,500	84
	Shelby	5,800	5,100	88

50% & Over

(Continued on page 341-b)

Station Totals	561,700	515,200	91
Net Weekly Circulation (March 1969)			315,863
Average Daily Circulation (March 1969)			213,363

**KTAL-TV, Shreveport**  
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>Between 25-49%</b>	ARKANSAS			
	Ouachita	11,300	10,100	89
	Pike	2,100	1,900	89
	Union	18,400	17,000	92
	LOUISIANA			
Lincoln	8,000	7,600	94	
Winn	4,600	4,100	88	
TEXAS				
Wood	4,800	4,400	92	
<b>Between 5-24%</b>	ARKANSAS			
	Polk	4,200	3,600	87
	LOUISIANA			
	Jackson	4,800	4,400	91
	Morehouse	10,000	9,100	91
	Ouachita	37,200	35,300	95
	TEXAS			
	Cherokee	8,900	7,900	89
	Lamar	9,400	7,900	84
	San Augustine	1,800	1,500	84
Smith	31,300	29,200	93	

**La Rue Media Brokers Inc.**

**Radio Television CATV**

Completed Sales

Radio: Tulsa, Oklahoma \$500,000

Radio: Houston, Tex. FM \$300,000

116 Central Park South

New York, N.Y. 10019

President

Area Code 212

Hugh Ben LaRue

265-3430

**Louisiana**

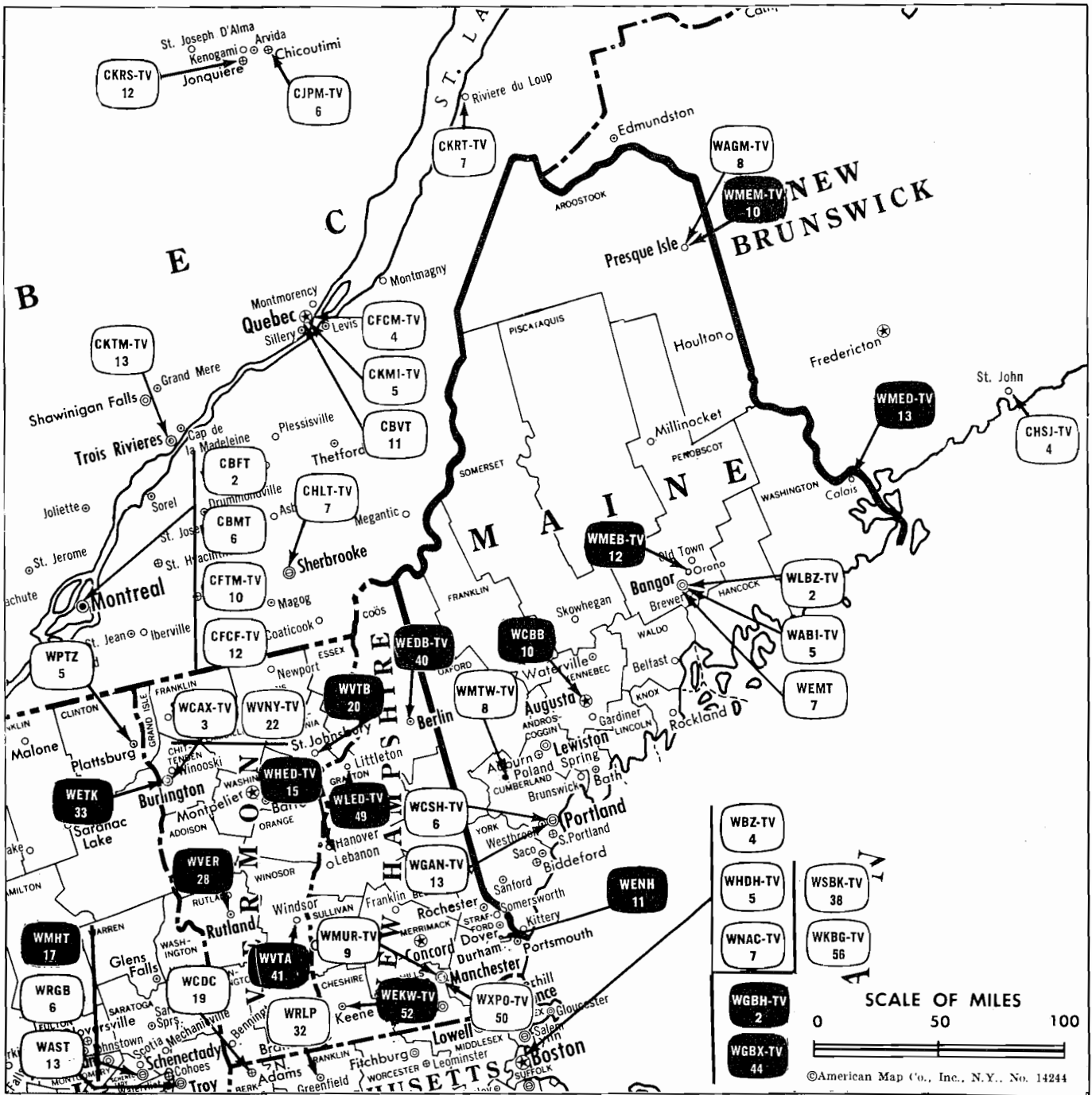
**KSLA-TV, Shreveport**  
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>50% &amp; Over</b>	TEXAS—(Continued)			
	Titus	5,700	5,100	91
	Upshur	6,100	5,600	92
<b>Between 25-49%</b>	ARKANSAS			
	Ouachita	11,300	10,100	89
	Union	18,400	17,000	92
	TEXAS			
Sabine	1,700	1,400	83	
Wood	4,800	4,400	92	
<b>Between 5-24%</b>	ARKANSAS			
	Pike	2,100	1,900	89
	LOUISIANA			
	Ouachita	37,200	35,300	95
	Winn	4,600	4,100	88
	TEXAS			
	Angelina	16,200	15,000	93
Cherokee	8,900	7,900	89	
Smith	31,300	29,200	93	

**KTBS-TV, Shreveport**  
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>50% &amp; Over</b>	TEXAS—(Continued)			
	Titus	5,700	5,100	91
	Upshur	6,100	5,600	92
<b>Between 25-49%</b>	ARKANSAS			
	Ouachita	11,300	10,100	89
	Union	18,400	17,000	92
	LOUISIANA			
	Winn	4,600	4,100	88
<b>Between 5-24%</b>	TEXAS			
	Cherokee	8,900	7,900	89
	Wood	4,800	4,400	92
	ARKANSAS			
Pike	2,100	1,900	89	
LOUISIANA				
Grant	4,100	3,600	89	
Morehouse	10,000	9,100	91	
Ouachita	37,200	35,300	95	
Union	5,900	5,500	93	
OKLAHOMA				
Pushmataha	2,200	1,900	86	
TEXAS				
Angelina	16,200	15,000	93	
Lamar	9,400	7,900	84	
Smith	31,300	29,200	93	

# Maine



Market	ARB Net Weekly Circulation	Rank	ARB ADI TV Households	Rank
Portland-Poland Spring	283,564	74	224,200	75
Bangor	110,614	155	76,900	149
Presque Isle	24,701	206	25,300	191

**HAMILTON-LANDIS & ASSOCIATES, INC.—NATIONWIDE MEDIA BROKERS**  
 THE OFFICE NEAREST YOU IS—1100 CONNECTICUT AVE., N.W. WASHINGTON, D. C. 20036 • (202) 393-3456



**State Educational Technical Facilities**  
(Complete Data in Educational Directory)

**WCBB**  
**Augusta**

Ch. 10

Non-Commercial Educational Station

Licensee: Colby-Bates-Bowdoin Educational Telecasting Corp., c/o Bates College, Lewiston, Me. (04240).

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 310-kw visual, 61.7-kw aural. Antenna: 720-ft. above av. terrain, 369-ft. above ground, 1049-ft. above sea level.

Latitude 44° 09' 16"  
Longitude 70° 00' 37"

**WMED-TV**  
**Calais**

Ch. 13

Non-Commercial Educational Station

Licensee: University of Maine, Alumni Hall, Orono, Me. (04473).

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 31.6-kw visual, 6.2-kw aural. Antenna: 430-ft. above av. terrain, 187-ft. above ground, 667-ft. above sea level.

Latitude 45° 01' 44"  
Longitude 67° 19' 24"

**WMEB-TV**  
**Orono**

Ch. 12

Non-Commercial Educational Station

Licensee: University of Maine, Alumni Hall, Orono, Me. (04473).

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 299-kw visual, 30-kw aural. Antenna: 990-ft. above av. terrain, 369-ft. above ground, 1346-ft. above sea level.

Latitude 44° 45' 36"  
Longitude 68° 33' 59"

**WMEM-TV**  
**Presque Isle**

Ch. 10

Non-Commercial Educational Station

Licensee: University of Maine, Alumni Hall, Orono, Me. (04473).

Technical Facilities: Channel No. 10 (192-198 mc). Authorized power: 299-kw visual, 30-kw aural. Antenna: 1093-ft. above av. terrain, 155-ft. above ground, 1762-ft. above sea level.

Latitude 46° 33' 05"  
Longitude 67° 48' 37"

**Maine**

Maine Station Status as of March 1, 1970

	VHF	UHF	TOTAL
○ Commercial Television Stations	7	0	7
● Educational Television Stations	4	0	4
			11

**State Cross Reference List**  
Communities That Receive Programs of  
Stations That Are Located Elsewhere

**WMTW-TV**

Portland

(See Poland Spring, Me.)

**WMTW-TV, Poland Spring**

(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes	Homes %
	NEW HAMPSHIRE			
	Cheshire	16,100	15,200	94
	Rockingham	37,500	36,400	97
	NEW YORK			
	Clinton	22,900	22,200	97
	Washington	15,300	14,700	96
<b>Between 5-24%</b>	VERMONT			
	Chittenden	23,800	23,000	97
	Franklin	8,900	8,700	98
	Grand Isle	900	800	98
	Rutland	15,000	14,200	95
	Windham	10,200	9,100	90

*Hogan - Feldmann, Inc.*  
MEDIA BROKERS · CONSULTANTS

4404 Riverside Drive, Box 1545

Burbank, California 91505

Area Code 213 849-3201

# Maine—Bangor



## WABI-TV

Ch. 5

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 38.9-kw visual, 7.76-kw aural. Antenna: 1310-ft. above av. terrain, 525-ft. above ground, 1745-ft. above sea level.

Latitude 44° 42' 15"  
Longitude 69° 04' 42"

Transmitter: Pickard Mt., near Maine Rt. 9.

AM Affiliate: WABI, 5-kw, 910 kHz (ABC).

FM Affiliate: WABI-FM, 5-kw, 97.1 MHz (No. 246), 1250-ft. antenna height.

Color: Network, film, slide & tape.

News Wire Service: AP.

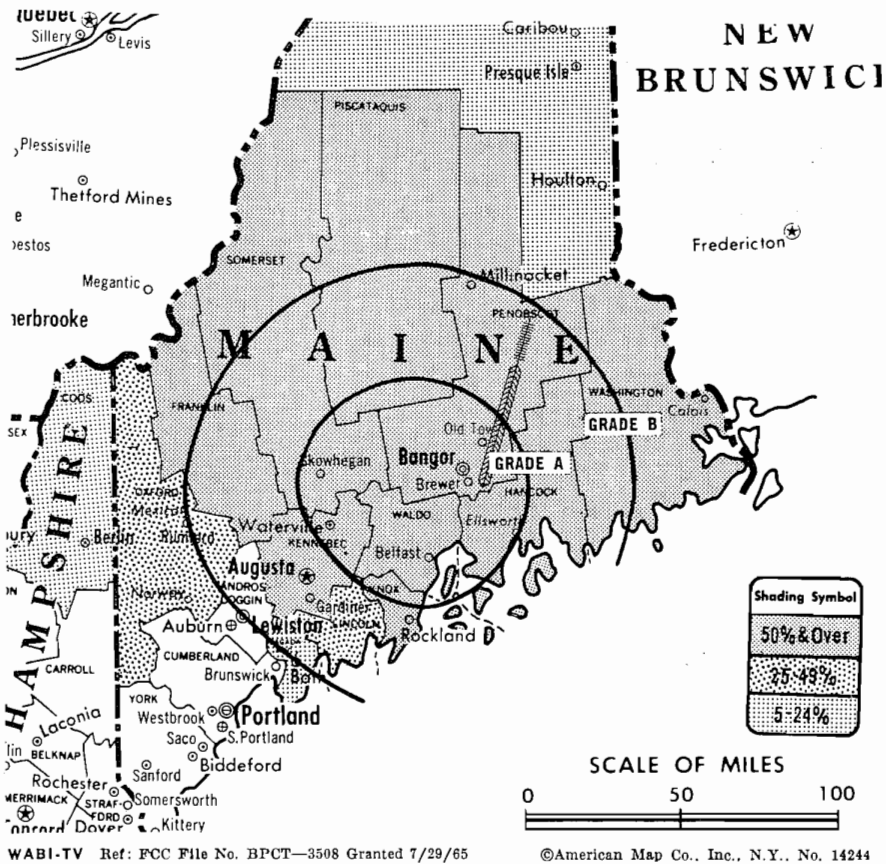
Total Households: © SRDS

Consumer Market Data as of 1/1/70.

TV Homes: TV% and Circulation

© 1969 American Research Bureau.

County coverage based on ARB study (see page 4-b).



## WABI-TV

Network Service: CBS.

Licensee: Community Telecasting Service, 35 Hildreth St., Bangor, Me. (04401).

Studio: 35 Hildreth St.

Telephone: 207-947-8321. TWX No.: 207-989-4550.

Ownership: Community Bcstg. Service (WABI), 100%. Community Bcstg. principals are Horace Hildreth (ex-Ambassador to Pakistan and ex-Gov. of Me.), and other members of Hildreth family, 92.783%; other minority stockholders 7.217%. WABI-TV officers: Horace A. Hildreth, chmn.; W. L. Dickson, pres.; Harland Blanchard, treas. Operates WAGM-TV & radio WAGM, Presque Isle and radio WPOR, Portland, Me.

Began Operation: Jan. 25, 1953.

Represented (sales) by H-R Television; Kettell-Carter.

Represented (legal) by Fly, Shuebruk, Blume & Gaguine.

Represented (engineering) by Cohen & Dippell.

Personnel:

WALTER L. DICKSON, president & general manager.  
JOHN F. MacRAE, station & national sales manager.  
GEORGE GONYAR, dir. TV operations.  
JOHN RICHARDS, Hildreth Stations chief engineer.  
MIKE DOLLEY, production director.  
ERNEST PYLE, art director.  
RALPH LOWE, news director.  
KENNETH LITTLE, chief engineer.

### DIGEST OF RATE CARD NO. 9B—(May 6, 1969)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. ID  
Class AA—7:29-9:59 p.m., daily.  
\$500.00 \$300.00 \$200.00 \$125.00 \$100.00 \$80.00 \$46.00  
NETWORK BASE HOURLY RATE: \$400.

Net Weekly Circulation	State County	Total Households	TV Homes	Homes %
<b>50% &amp; Over</b>	MAINE			
	Franklin	5,800	5,300	93
	Hancock	10,300	9,900	96
	Kennebec	26,800	25,600	96
	Knox	8,500	8,000	94
	Penobscot	37,300	35,900	96
	Piscataquis	5,000	4,700	96
	Somerset	12,200	11,600	95
	Waldo	6,700	6,400	95
Washington	8,900	8,400	94	
<b>Between 25-49%</b>	MAINE			
	Lincoln	5,800	5,600	95
	Oxford	12,800	12,300	96
<b>Between 5-24%</b>	MAINE			
	Aroostook	26,800	25,300	94
	Sagadahoc	7,200	6,800	95
	NEW HAMPSHIRE			
	Coos	11,900	11,500	96
Station Totals		220,200	210,300	96
Net Weekly Circulation (March 1969)			110,614	
Average Daily Circulation (March 1969)			81,772	

# Maine—Bangor



**WEMT**

Ch. 7

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 58.9-kw visual, 11.7-kw aural. Antenna: 818-ft. above av. terrain, 183-ft. above ground, 1180-ft. above sea level.

Latitude 44° 45' 35"  
Longitude 68° 34' 01"

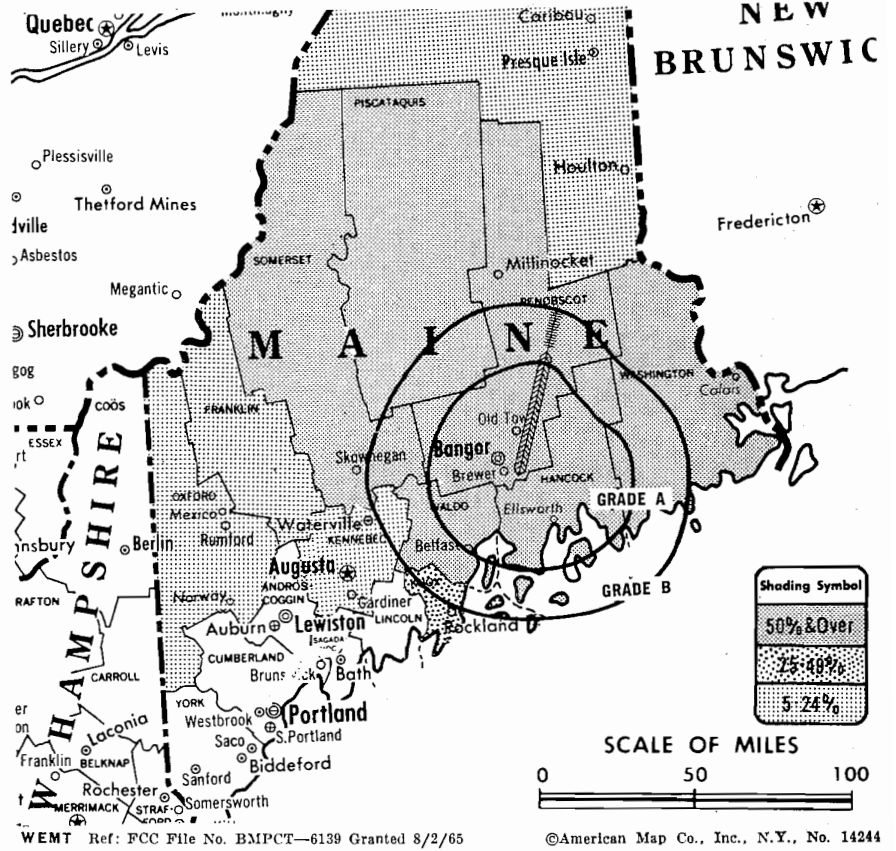
Transmitter: Black Cap Mt., Eddington, Me.

TV tape: Recording facilities.

Color: Network, film & slide.

News Wire Service: AP.

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).



## WEMT

Network Service: ABC.

Licensee: Down East TV Inc., 41 Farm Rd., Bangor, Me. (04401).

Studio: 41 Farm Rd., Bangor.

Telephone: 207-945-6457. TWX No.: 710-222-1962.

Ownership: Melvin L. Stone, pres., 25%; William H. Hart, 4%; Donald S. Day, financial v.p., 19%; Herbert S. Hoffman, treas., 12.5%; Aaron O. Cohen, 12.5; Martin H. Alpert, 12.5%; Roger A. Saunders, 12.5%; M. L. Stone, with wife, owns radios WGUY, Bangor & WRUM, Rumford, Me. H. S. Hoffman owns WBOS & Cablevision Corp. of America, Boston, Mass.  
**Note:** Sale to American Diversified Industries Corp. pends.

Began Operation: Oct. 15, 1965.

Represented (sales) by Jack Masla & Co.

Represented (legal) by Dempsey & Koplovitz.

Personnel:

MELVIN L. STONE, president.  
FRANK LOKEY, exec. v.p., gen. mgr. & national sales mgr.  
WILLIAM H. HART, vice president, sales.  
PHILIP J. GILDART JR., general sales manager.  
RUSS PAGE, production director.  
PAUL BUNKER, chief engineer.  
MARI HILLMAN, traffic manager.  
CAROL PATTERSON, film director.

### DIGEST OF RATE CARD NO. 1—(Sept. 1, 1965)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	8 Sec.
Class AA—7:30-10:30 p.m., daily.	\$400.00	\$250.00	\$180.00	\$110.00	\$80.00	\$80.00

**NETWORK BASE HOURLY RATE: \$150.**

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	<b>MAINE</b>			
	Hancock	10,300	9,900	96
	Penobscot	37,300	35,900	96
	Piscataquis	5,000	4,700	96
	Somerset	12,200	11,600	95
	Waldo	6,700	6,400	95
	Washington	8,900	8,400	94
<b>Between 25-49%</b>	<b>MAINE</b>			
	Knox	8,500	8,000	94
<b>Between 5-24%</b>	<b>MAINE</b>			
	Aroostook	26,800	25,300	94
	Franklin	5,800	5,300	93
	Kennebec	26,800	25,600	96
	Oxford	12,800	12,300	96
<b>Station Totals</b>		<b>229,900</b>	<b>220,000</b>	<b>95</b>
Net Weekly Circulation (March 1969)				<b>75,877</b>
Average Daily Circulation (March 1969)				<b>39,928</b>

# Maine—Bangor



**WBZ-TV**



Ch. 2

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 51.3-kw visual, 10.2-kw aural. Antenna: 640-ft. above av. terrain, 99-ft. above ground, 941-ft. above sea level.

Latitude 44° 44' 10"  
Longitude 68° 40' 17"

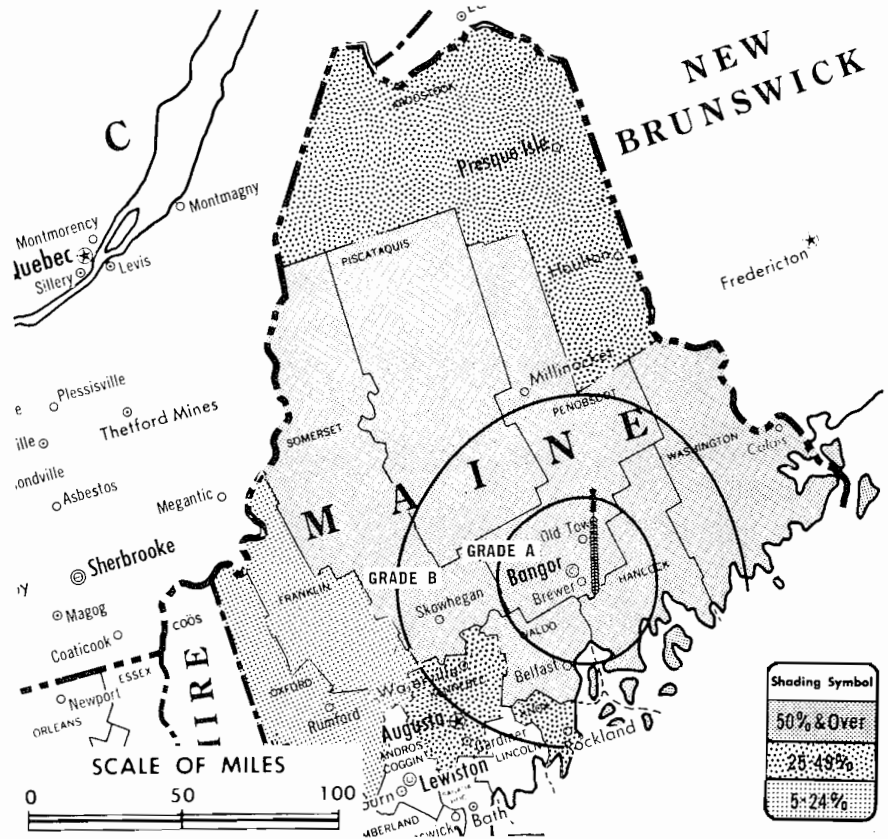
Transmitter: Ryders Peak, near Holden, Me.

AM Affiliate: WLBZ, 5-kw, 620 kHz (NBC).

Color: Network, film, slide & tape.

News Wire Service: UPI.

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).



WLBZ-TV Ref: FCC File No. BPCT-2555 Granted 12/22/58

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## WLBZ-TV

Licensee: WLBZ Television Inc., Box 732, Bangor, Me. (04401).

Studio: Mt. Hope Ave.

Telephone: 207-942-4822.

TWX No.: 207-982-4658.

Ownership: Estate of William H. Rines, 50%; Mary Rines Thompson, 50%. For other interests, see WCSH-TV, Portland, Me.

Began Operation: Sept. 12, 1954. Sale as WTWO to present owners by Murray Carpenter & wife approved May 14, 1958 by FCC (Television Digest, Vol. 14:12, 16, 20).

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Finkelstein & Firestone.

Personnel:

JACK S. ATWOOD, executive vice president.  
RUDY MARCOUX, manager & film buyer.  
JOHN H. WIBBY, chief engineer.

DIGEST OF RATE CARD NO. A13  
(July 1, 1969)

Hour	30 Min.	15 Min.	5 Min.	Min.	30 or 20 Sec.	ID	
Class A—7:30-11 p.m., daily.	\$425.00	\$255.00	\$180.00	\$110.00	\$75.00*	\$55.00*	\$18.00*

\*Class AA—7:30-10:30 p.m., daily.

NETWORK BASE HOURLY RATE: \$375.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	MAINE			
	Hancock	10,300	9,900	96
	Penobscot	37,300	35,900	96
	Piscataquis	5,000	4,700	96
	Somerset	12,200	11,600	95
	Waldo	6,700	6,400	95
	Washington	8,900	8,400	94
<b>Between 25-49%</b>	MAINE			
	Aroostook	26,800	25,300	94
	Kennebec	26,800	25,600	96
	Knox	8,500	8,000	94
<b>Between 5-24%</b>	MAINE			
	Franklin	5,800	5,300	93
	Oxford	12,800	12,300	96
	NEW HAMPSHIRE			
	Strafford	21,400	20,600	96
Station Totals		252,000	241,000	95
Net Weekly Circulation (March 1969)				94,654
Average Daily Circulation (March 1969)				68,434

For Index to Contents

See Services Volume

# Maine—Poland Spring



**WMTW-TV**



Ch. 8

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 105-kw visual, 17.4-kw aural. Antenna: 3871-ft. above av. terrain, 120-ft. above ground, 6374-ft. above sea level.

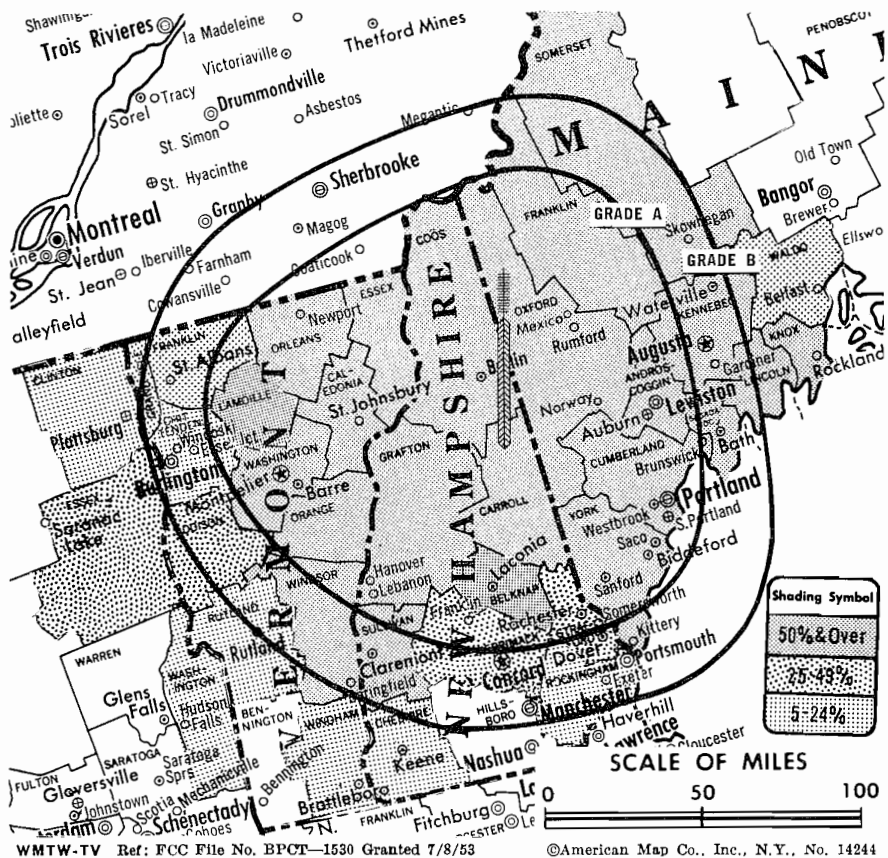
Latitude 44° 16' 13"  
Longitude 71° 18' 13"

Transmitter: Mt. Washington, N.H.  
Sales Office: Congress Bldg., Portland, Me. (04101).

Studio: Riccar Inn, Poland Spring.  
Telephones: Portland (sales) 207-773-5664; Poland Spring (studio) 207-998-4311.

TXW No.: Portland 207-781-5539.  
FM Affiliate: WMTW-FM, 49-kw, 94.9 MHz (No. 235), 3820-ft.  
Color: Network, film, slide & tape.  
News Wire Service: UPI.  
Represented (legal) by Hogan & Hartson.

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).



WMTW-TV Ref: FCC File No. BPCT-1530 Granted 7/8/53

©American Map Co., Inc., N.Y., No. 14244

## WMTW-TV

Licensee: Mid New York Bcstg., Poland Spring, Me. (04274).  
Ownership: Mid New York Broadcasting Corp. For other interests see WKTV, Utica, N.Y.  
Began Operation: Aug. 31, 1954. Sale of 80% control to Dolphin Enterprises approved April 15, 1964 by FCC (Television Digest, Vols. 3:40-41, 4:16). Sale to Mid New York Bcstg. approved by FCC Nov. 8, 1967 (Vol. 7:46).  
Represented (sales) by H-R Television; Andy McDermott (Canada).  
Personnel:  
PAUL F. HARRON, president.  
JOHN C. FLYNN, vice president & general manager.  
ROBERT M. JOYCE, station manager & asst. general manager.  
JACK MARTIN, regional sales manager.  
RICHARD GOVE, promotion manager.  
PARKER H. VINCENT, chief engineer.  
JOHN RICKER, assistant chief engineer.  
CLAUS WIESE, production manager.  
PHYLLIS BOUCHLES, traffic manager.  
DOROTHY GANNON, traffic manager.

### DIGEST OF RATE CARD NO. 17—(June 15, 1968)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.  
Class A—7:30-10:30 p.m., daily.  
\$750.00 \$450.00 \$300.00 \$188.00 \$200.00 \$112.00 \$56.00  
NETWORK BASE HOURLY RATE: \$800.

**MORTON FLOM, P. Eng.**  
Consulting Engineer

- CATV Proof of Performance
- Antenna Site/System — Testing, Analysis, Design
- FCC Briefs — CRTC Applications
- Radio Equipment Type Approval
- CSA Applications

All Services Confidential

514-484-4883

5814 Hudson Avenue  
Montreal 268.

Net Weekly Circulation	State County	Total Households	TV Homes	%
	<b>MAINE</b>			
	Androscoggin	28,500	27,600	97
	Cumberland	60,900	58,900	97
	Franklin	5,800	5,300	93
	Kennebec	26,800	25,600	96
	Knox	8,500	8,000	94
	Lincoln	5,800	5,600	95
	Oxford	12,800	12,300	96
	Sagadahoc	7,200	6,800	95
	Somerset	12,200	11,600	95
	York	31,500	30,600	97
<b>50% &amp; Over</b>	<b>NEW HAMPSHIRE</b>			
	Belknap	10,100	9,800	97
	Carroll	5,700	5,400	96
	Coos	11,900	11,500	96
	Grafton	16,200	15,100	93
	Sullivan	10,000	9,300	93
	<b>VERMONT</b>			
	Caledonia	7,000	6,700	95
	Essex	1,800	1,700	96
	Lamoille	3,300	3,100	96
	Orange	4,700	4,400	94
	Orleans	5,700	5,500	97
	Washington	13,400	12,900	96
	Windsor	14,100	13,200	94
<b>Between 25-49%</b>	<b>NEW HAMPSHIRE</b>			
	Merrimack	23,300	22,300	96
	Strafford	21,400	20,600	96
	<b>NEW YORK</b>			
	Essex	11,100	10,600	96
	<b>VERMONT</b>			
	Addison	5,800	5,500	94
<b>Between 5-24%</b>	<b>MAINE</b>			
	Waldo	6,700	6,400	95

(Continued on page 343-b)

Station Totals	867,100	834,400	96
Net Weekly Circulation (March 1969)			283,564
Average Daily Circulation (March 1969)			154,864

(Station also received in Canadian Markets)

# Maine—Portland



**WCSH-TV**



Ch. 6

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 2000-ft. above av. terrain, 1288-ft. above ground, 2533-ft. above sea level.

Latitude 43° 51' 33"  
Longitude 70° 42' 43"

Transmitter: Winn Mt., Sebago, Me.

AM Affiliate: WCSH, 5-kw, 970 kHz (NBC).

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

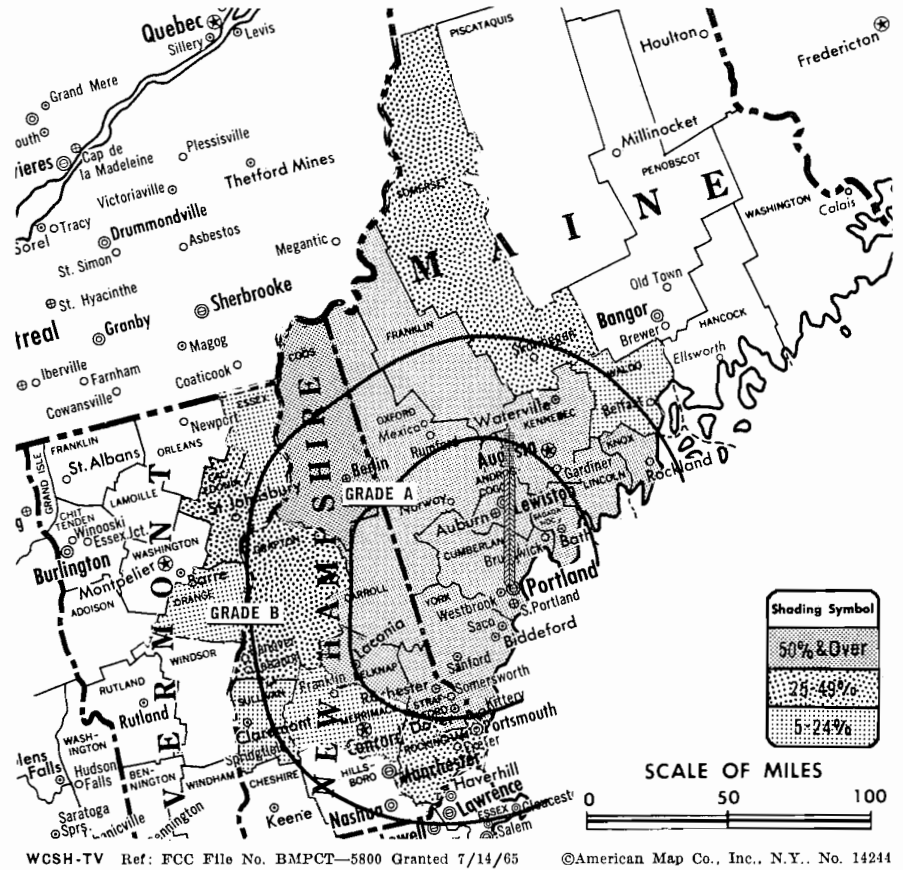
Total Households: © SRDS

Consumer Market Data as of 1/1/70.

TV Homes: TV% and Circulation

© 1969 American Research Bureau.

County coverage based on ARB study (see page 4-b).



## WCSH-TV

Licensee: Maine Radio & Television Co., 579 Congress St. Portland, Me. (04101).

Studio: Eastland Motor Hotel.

Telephone: 207-772-0181. TWX No.: 207-781-5533.

Ownership: Estate of Henry P. Rines, 100% (Adeline B. Rines, Mary R. Thompson, trustees). William H. Rines estate and Mary R. Thompson are the two principal stockholders of WLBZ-AM-TV, Bangor, Maine and WRDO-AM, Augusta, Maine.

Began Operation: Dec. 1, 1953.

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Theodore Baron.

Represented (engineering) by Jules Cohen and Associates.

Personnel:

MARY RINES THOMPSON, president.  
JACK S. ATWOOD, exec. v.p. & general manager, TV & radio.  
DON POWERS, station manager.  
ARTHUR LEAVITT, chief engineer.  
BRUCE McGORRILL, sales manager.  
LARRY GERAGHTY, news director.  
LEWIS COLBY, promotion director.  
DAVID SERETTE, production manager.  
ROBERT BLACK, operations supervisor.  
GEORGE BOWLER, film director.  
LINWOOD H. BROFEE, farm director.

DIGEST OF RATE CARD NO. A20—(June 1, 1969)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 8 Sec.

Class A—6-11 p.m., daily.

\$700.00 \$420.00 \$280.00 \$200.00 Graded rates apply\*

\*Highest rate: \$220.

NETWORK BASE HOURLY RATE: \$725.

	Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	<b>MAINE</b>				
		Androscoggin	28,500	27,600	97
		Cumberland	60,900	58,900	97
		Franklin	5,800	5,300	93
		Kennebec	26,800	25,600	96
		Knox	8,500	8,000	94
		Lincoln	5,800	5,600	95
		Oxford	12,800	12,300	96
		Sagadahoc	7,200	6,800	95
		York	31,500	30,600	97
<b>Between 25-49%</b>	<b>NEW HAMPSHIRE</b>				
		Belknap	10,100	9,800	97
		Carroll	5,700	5,400	96
		Coos	11,900	11,500	96
		Strafford	21,400	20,600	96
<b>Between 5-24%</b>	<b>MAINE</b>				
		Somerset	12,200	11,600	95
	<b>NEW HAMPSHIRE</b>				
	Grafton	16,200	15,100	93	
	Rockingham	37,500	36,400	97	
<b>VERMONT</b>					
	Caledonia	7,000	6,700	95	
<b>Station Totals</b>	<b>MAINE</b>				
		Waldo	6,700	6,400	95
	<b>NEW HAMPSHIRE</b>				
		Merrimack	23,300	22,300	96
		Sullivan	10,000	9,300	93
<b>VERMONT</b>					
	Essex	1,800	1,700	96	
	Orange	4,700	4,400	94	
<b>Station Totals</b>			1,103,700	1,068,200	96
Net Weekly Circulation (March 1969)					235,793
Average Daily Circulation (March 1969)					162,344

# Maine—Portland



**WGAN-TV**



Ch. 13

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 292-kw visual, 57.5-kw aural. Antenna: 1610-ft. above av. terrain, 1619-ft. above ground, 2049-ft. above sea level.

Latitude 43° 55' 28"  
Longitude 70° 29' 28"

Transmitter: Brown Hill, Raymond, Me.

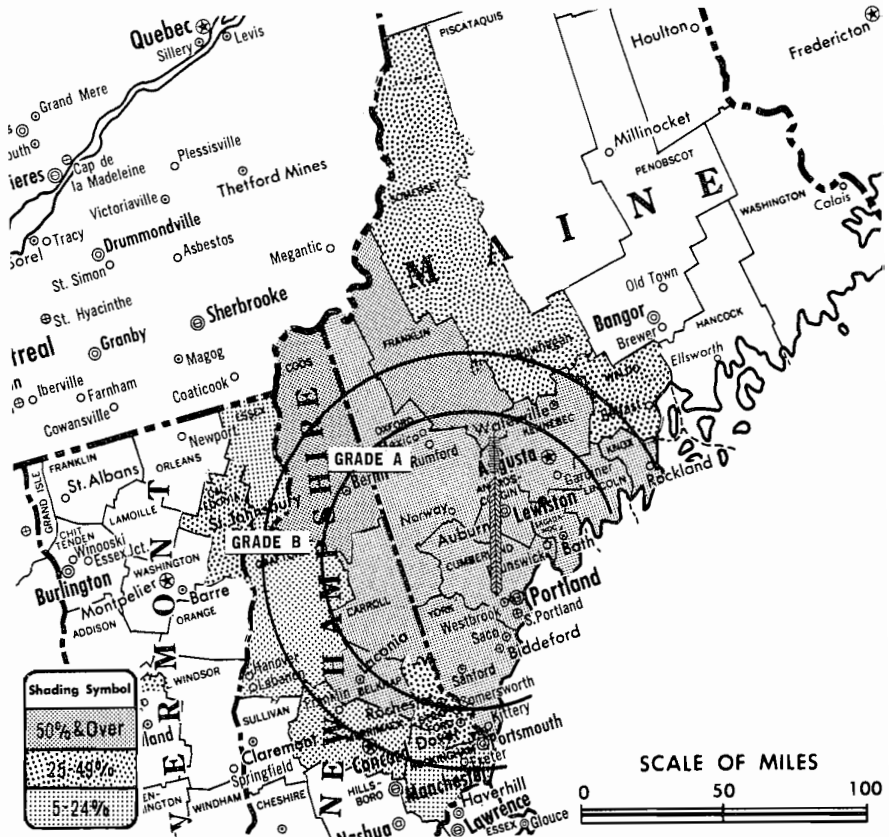
AM Affiliate: WGAN, 5-kw, 560 kHz.

FM Affiliate: WGAN-FM, 100-kw, 102.9 MHz (No. 275), 1460-ft.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

News Film Service: CBS.



Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).

WGAN-TV Ref: FCC File No. BMPCT-2508 Granted 11/1/59

©American Map Co., Inc., N.Y., No. 14244

## WGAN-TV

Licensee: Guy Gannett Bcstg. Services, 390 Congress St., Box 1731

Studio: 390 Congress St. (04111).

Telephone: 207-772-4661.

Ownership: Guy Gannett Publishing Co. Officers: Jean Gannett, pres.; J. Richard Arzen, exec. v.p. & treas.; George H. Anderson, v.p.; Alvin F. Wright, asst. treas. Guy Gannett Publishing Co. publishes Portland Press Herald, Evening Express and Sunday Telegram, Augusta Kennebec Journal and Waterville Sentinel, all in Maine. Gannett also owns WHYN-TV, WHYN & FM, Springfield-Holyoke, Mass.

Began Operation: May 16, 1954.

Represented (sales) by Blair Television Associates Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Lohnes & Culver.

Personnel:

JEAN GANNETT ARZEN, president.  
GEORGE H. ANDERSON, vice president & general manager.  
ROBERT R. SARACEN, general sales manager.  
RAYMOND A. GILVARD, operations manager & film buyer.  
ARNIE A. KUVENT, advertising & sales promotion manager.  
HENRY VAN AMBURGH, chief engineer.  
HENRY A. MAGNUSON JR., news director.  
EARL W. FENDERSON, film editor.  
LLOYD R. KNIGHT, marketing manager.

DIGEST OF RATE CARD NO. 13  
(May 4, 1969)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. ID  
Class AA—7:30-11 p.m., daily.  
\$810.00 \$480.00 ..... \$140.00\* \$120.00\* \$70.00\*

\*Class AA—6-10:30 p.m., daily.

NETWORK BASE HOURLY RATE: \$600.

	Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	<b>MAINE</b>				
		Androskoggin	28,500	27,600	97
		Cumberland	60,900	58,900	97
		Franklin	5,800	5,300	93
		Kennebec	26,800	25,600	96
		Knox	8,500	8,000	94
		Lincoln	5,800	5,600	95
		Oxford	12,800	12,300	96
		Sagadahoc	7,200	6,800	95
		York	31,500	30,600	97
<b>Between 25-49%</b>	<b>NEW HAMPSHIRE</b>				
		Belknap	10,100	9,800	97
		Carroll	5,700	5,400	96
		Coos	11,900	11,500	96
<b>Between 5-24%</b>	<b>MAINE</b>				
		Somerset	12,200	11,600	95
		Waldo	6,700	6,400	95
	<b>NEW HAMPSHIRE</b>				
		Strafford	21,400	20,600	96
<b>Station Totals</b>	<b>VERMONT</b>				
		Caledonia	7,000	6,700	95
	<b>NEW HAMPSHIRE</b>				
		Grafton	16,200	15,100	93
		Merrimack	23,300	22,300	96
	Rockingham	37,500	36,400	97	
	<b>VERMONT</b>				
	Essex	1,800	1,700	96	
<b>Station Totals</b>			645,600	622,300	96
<b>Net Weekly Circulation (March 1969)</b>				206,880	
<b>Average Daily Circulation (March 1969)</b>				142,026	

For Newspaper Ownership of TV Stations  
See Services Volume

# Maine—Presque Isle

**abc** **WAGM-TV**  
**NBC** Ch. 8

Technical Facilities: Channel No. 8  
 (180-186 MHz). Authorized power:  
 58.9-kw visual, 5.37-kw aural. An-  
 tenna: 355-ft. above av. terrain,  
 292-ft. above ground, 962-ft.  
 above sea level.

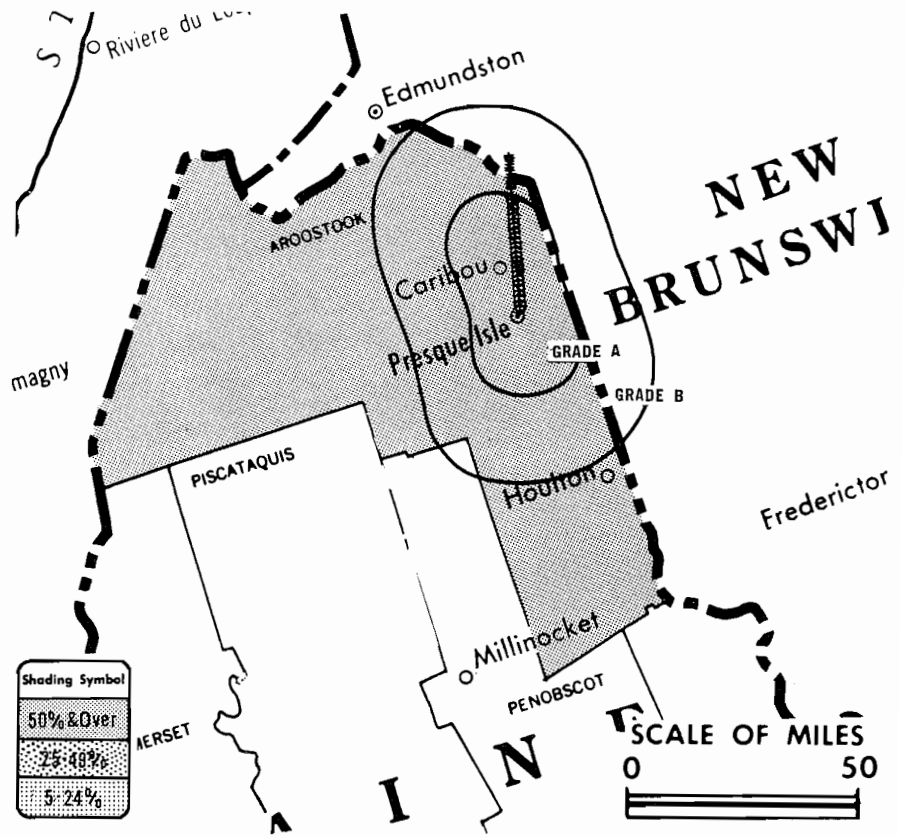
Latitude 46° 43' 44"  
 Longitude 68° 00' 07"

Transmitter: U.S. Hwy. 1 & Park-  
 hurst Rd.

AM Affiliate: WAGM, 5-kw, 950 kHz.

Color: Network & tape.

News Wire Service: AP.



Total Households: © SRDS  
 Consumer Market Data as of 1/1/70.  
 TV Homes: TV% and Circulation  
 © 1969 American Research Bureau.  
 County coverage based on ARB study (see  
 page 4-b).

WAGM-TV Ref: FCC File No. BMPCT-4232 Granted 10/8/56

©American Map Co., Inc., N.Y., No. 14244

## WAGM-TV

Network Service: ABC, CBS; also NBC (per program).

Licensee: Aroostook Broadcasting Corp., P.O. Box 1149, Presque  
 Isle, Me. (04769).

Studio: U.S. Hwy. 1 & Parkhurst Road.

Telephone: 207-764-4461. TWX No.: 710-229-1631.

Ownership: Community Bcstg. Service, 95.09%; 16 individual stock-  
 holders hold other 4.9%. Also operates radio WAGM. Community  
 Bcstg. Service operates WABI-TV & WABI, Bangor, Me. For  
 other interests see WABI-TV.

Began Operation: Oct. 13, 1956. Sale of 94.8% to present owner  
 by Harold Glidden approved Sept. 19, 1956 by FCC (Television  
 Digest, Vol. 13:39).

Represented (sales) by H-R Television; Kettell-Carter Inc. (New  
 England); Andy McDermott Sales Ltd. (Canada).

Represented (legal) by Fly, Shuebruk, Blume & Gaguine.

Represented (engineering) by Cohen & Dippell.

### Personnel:

HORACE A. HILDRETH, chairman of the board.  
 WALTER DICKSON, president.  
 STANLEY LYONS, vice president & general manager.  
 KEITH H. FOWLES, operations manager.  
 NORMAN JOHNSON, engineering supervisor.  
 ARTHUR SHIELDS, sales manager, northern district.

### DIGEST OF RATE CARD NO. 9 (July 1, 1969)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. 10 Sec.  
 Class AA—6:29-9:59 p.m., daily.  
 \$225.00 \$135.00 \$113.00 \$68.00 \$50.00 \$43.00 \$38.00 \$25.00  
 NETWORK BASE HOURLY RATE: \$175.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	MAINE Aroostook	26,800	25,300	94
Station Totals		86,600	82,700	96
Net Weekly Circulation (March 1969)				24,701
Average Daily Circulation (March 1969)				21,432

## La Rue Media Brokers Inc.

### Radio Television CATV

#### Completed Sales

TV: Portland, Maine \$4,800,000

Radio: Honolulu AM \$800,000

116 Central Park South

New York, N.Y. 10019

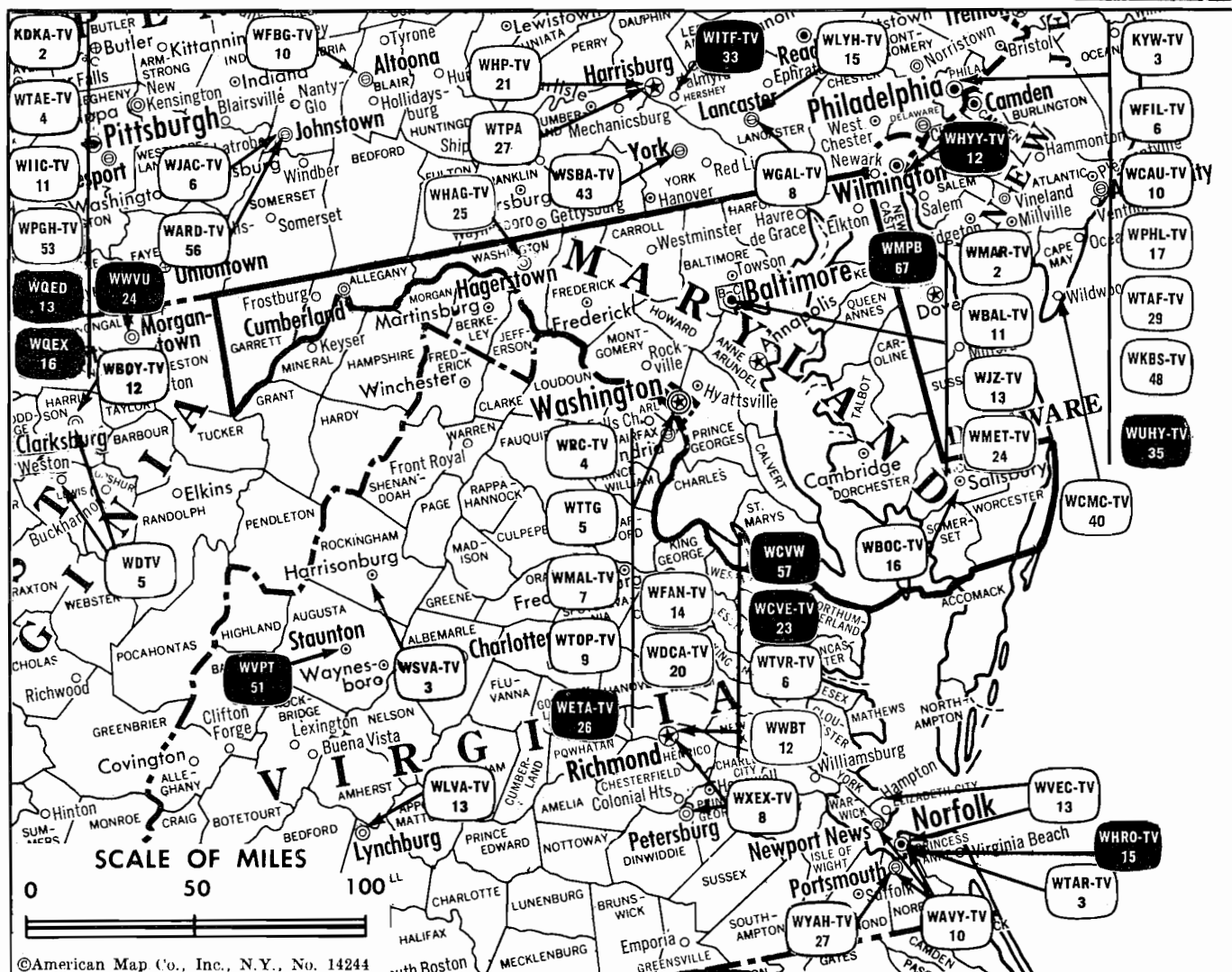
President

Area Code 212

Hugh Ben LaRue

265-3430





Market	ARB Net Weekly Circulation	Rank	ARB ADI TV Households	Rank
Baltimore	951,149	11	654,600	15
Salisbury	51,644	192	28,800	188

### Maryland Station Status as of March 1, 1970

	VHF	UHF	TOTAL
Commercial Television Stations	3	3	6
Educational Television Stations	0	1	1
			7

**HAMILTON-LANDIS & ASSOCIATES, INC.—NATIONWIDE MEDIA BROKERS**  
 THE OFFICE NEAREST YOU IS—1100 CONNECTICUT AVE., N.W. WASHINGTON, D. C. 20036 • (202) 393-3456

## Maryland—Baltimore

### State Educational Technical Facilities (Complete Data in Educational Directory)

#### WMPB Baltimore

Ch. 67

Non-Commercial Educational Station

Grantee: Maryland Public Broadcasting Commission, Owings Mills, Md.

Technical Facilities: Channel No. 67 (788-794 MHz). Authorized power: 1000-kw max. & 646-kw horizontal visual, 200-kw max. & 129-kw horizontal aural. Antenna: 820-ft. above av. terrain, 693-ft. above ground, 1349-ft. above sea level.

Latitude 39° 27' 01.0"  
Longitude 76° 46' 36.5"

#### WBAL-TV

(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
	MARYLAND—(Continued)			
	Prince Georges	163,400	160,700	98
	Washington	33,000	31,700	96
	PENNSYLVANIA			
	Dauphin	71,900	68,600	95
	Fulton	3,100	2,800	89
	Lancaster	91,400	84,100	92
	Lebanon	29,700	28,100	95
	VIRGINIA			
	Arlington	106,100	103,200	97
	Clarke	2,400	2,300	96
	Fairfax	112,800	110,800	98
	Frederick	13,400	12,700	95
	King George	2,100	2,000	94
	Loudoun	12,300	11,600	94
	Page	4,900	4,700	97
	Prince William	22,400	21,800	97
	Rappahannock	1,200	1,100	91
	Shenandoah	7,400	7,000	95
	Westmoreland	3,500	3,200	89
	WEST VIRGINIA			
	Jefferson	6,100	5,800	95
<b>Between 5-24 %</b>				

## WMAR-TV (ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
	MARYLAND			
	Allegany	27,800	26,600	96
	Charles	9,700	9,200	95
	Montgomery	130,000	127,600	98
	Prince Georges	163,400	160,700	98
	PENNSYLVANIA			
	Chester	76,300	73,800	97
	Cumberland	43,700	41,900	96
	Dauphin	71,900	68,600	95
	Perry	8,700	8,200	94
	VIRGINIA			
	Arlington	106,100	103,200	97
	Augusta	24,700	23,200	94
	Fairfax	112,800	110,800	98
	Fauquier	7,700	7,200	94
	Frederick	13,400	12,700	95
	King George	2,100	2,000	94
	Loudoun	12,300	11,600	94
	Madison	2,200	2,000	89
	Nottoway	4,400	4,100	93
	Prince William	22,400	21,800	97
	Rappahannock	1,200	1,100	91
	Stafford	6,200	5,900	95
	Westmoreland	3,500	3,200	89
	WEST VIRGINIA			
	Jefferson	6,100	5,800	95
	Mineral	7,000	6,600	93
<b>Between 5-24 %</b>				

## WJZ-TV (ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
	PENNSYLVANIA—(Continued)			
	Fulton	3,100	2,800	89
	Lebanon	29,700	28,100	95
	VIRGINIA			
	Arlington	106,100	103,200	97
	Clarke	2,400	2,300	96
	Fairfax	112,800	110,800	98
	King George	2,100	2,000	94
	Loudoun	12,300	11,600	94
	Spotsylvania	9,100	8,600	94
	Stafford	6,200	5,900	95
	WEST VIRGINIA			
	Jefferson	6,100	5,800	95
	Mineral	7,000	6,600	93
<b>Between 5-24 %</b>				

# TAILORED RATE...

You can run YOUR full-page station ad facing YOUR station listing

**for as little as \$180**

For Further Information - PLEASE USE HANDY POSTAGE-PAID ORDER CARD #6 FOUND INSIDE THE BACK COVER OF THE STATIONS VOLUME

# Maryland—Baltimore



**WBAL-TV**



Ch. 11

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1000-ft. above av. terrain, 998-ft. above ground, 1318-ft. above sea level.

Latitude 39° 20' 4.3"  
Longitude 76° 39' 2.8"

Transmitter: 3800 Hooper Avenue.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI, NBC.

Facsimile Service: AP.

News Film Service: NBC.

AM Affiliate: WBAL, 50-kw, 1090 kHz (NBC).

FM Affiliate: WBAL-FM, 20-kw, 97.9 MHz (No. 250), 960-ft. antenna height.

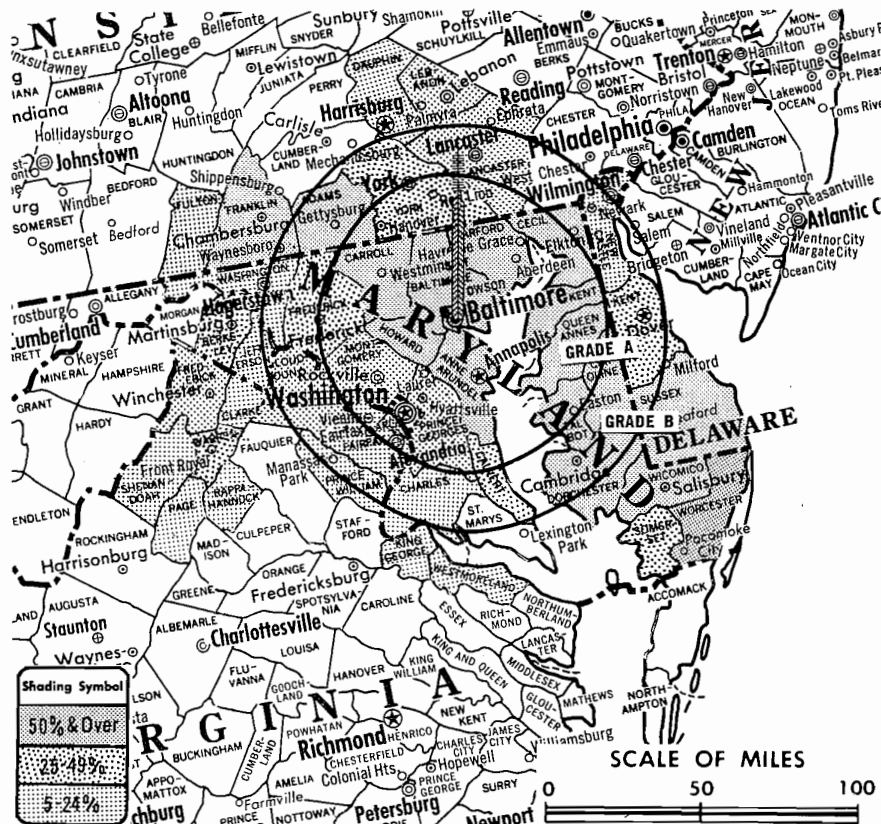
Total Households: © SRDS

Consumer Market Data as of 1/1/70.

TV Homes: TV% and Circulation

© 1969 American Research Bureau.

County coverage based on ARB study (see page 4-b).



WBAL-TV Ref: FCC File No. B MPC-5141 Granted 8/5/58

© American Map Co., Inc., N.Y., No. 14244

## WBAL-TV

Licensee: Hearst Corp. (Radio & TV Div.), Maryland's Broadcast Center, Baltimore, Md. (21211).

Studio: Maryland's Broadcast Center, Baltimore (21211).

Telephone: 301-467-3000. TWX No.: 301-955-0200.

Ownership: Hearst Corp. (newspapers & magazines, including Baltimore News-American). Same interests operate WISN-TV, Milwaukee and WTAE-TV, Pittsburgh (through affiliation) and radio stations WBAL & FM, Baltimore, WISN & FM, Milwaukee, and WTAE & FM, Pittsburgh. Hearst Corp. also owns radio WAPA, San Juan.

Began Operation: March 11, 1948.

Represented (sales) by Edward Petry & Co. Inc.

Represented (legal) by Dempsey & Koplovitz.

Represented (engineering) by A. Earl Cullum Jr. Consulting Engineers.

Personnel:

BRENT O. GUNTS, v.p. & general manager.  
WILLIS K. FREIERT, asst. station mgr. & director of sales.  
JOHN FRANKENFIELD, program director.  
DAVID E. MICHELS, national sales manager.  
ANN MAR, sales coordinator.  
MARY RICKARD, sales service manager.  
ROBERT G. KINGWELL, advertising & promotion director.  
WES POTTER, operations manager.  
J. SYDNEY KING, public service & special events manager.  
JERRY MORING, news manager.  
OTTO CLAUS, chief engineer.

DIGEST OF RATE CARD NO. II-A—(Sept. 14, 1969)

Hour	30 Min.	15 Min.	Min.	20 Sec.	10 Sec.
Class AA—7:30-11 p.m., daily.					
\$2000.00	\$1200.00	\$800.00			Graded rates apply*

\*Highest rate: \$1080.

NETWORK BASE HOURLY RATE: \$1800.

For Color Set Penetration by Markets  
See Services Volume

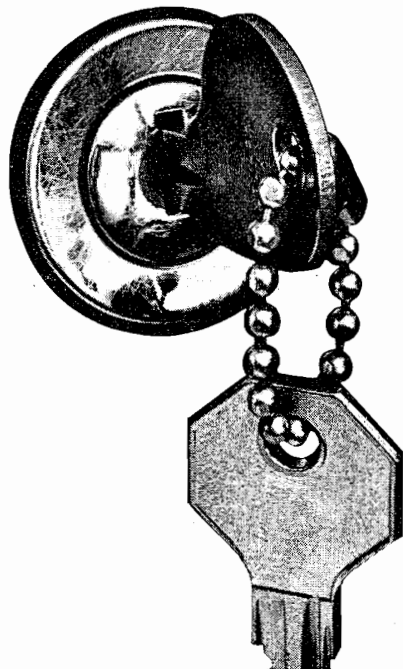
Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	DELAWARE			
	Sussex	24,200	22,700	94
	MARYLAND			
	Anne Arundel	75,600	73,800	98
	Baltimore	461,300	450,800	98
	Caroline	6,500	6,100	94
	Carroll	18,700	18,300	98
	Cecil	14,100	13,800	97
	Dorchester	9,600	9,000	94
	Harford	29,500	28,700	97
	Howard	14,100	13,800	98
	Kent	5,300	5,100	96
	Queen Annes	5,700	5,400	95
	Talbot	7,400	7,100	96
Wicomico	17,500	16,600	95	
Worcester	8,000	7,300	92	
PENNSYLVANIA				
Adams	16,600	15,700	95	
Franklin	29,700	27,400	92	
<b>Between 25-49%</b>	DELAWARE			
	Kent	23,700	22,800	96
	MARYLAND			
	Calvert	4,300	4,100	94
	Frederick	23,700	22,900	97
	Somerset	5,400	4,900	92
PENNSYLVANIA				
York	84,200	80,600	96	
VIRGINIA				
Warren	4,600	4,200	92	
WEST VIRGINIA				
Berkeley	11,300	10,900	96	
<b>Between 5-24%</b>	DELAWARE			
	New Castle	109,000	106,800	98
	MARYLAND			
Charles	9,700	9,200	95	
Montgomery	130,000	127,600	98	

(Continued on page 352-b)

Station Totals	2,453,800	2,366,600	96
Net Weekly Circulation (March 1969)			797,364
Average Daily Circulation (March 1969)			482,390

# Most young car thieves start your car the same way you do.

(with your keys)



Half the cars stolen last year had the keys left in the ignition. And more than half the car thieves were kids under 18. You don't have to be an "old pro" to steal a car . . . when the keys are in it.

Young car thieves need your help to steal your car. Don't give it to them.

**LOCK YOUR CAR.  
TAKE YOUR KEYS.**



Advertising contributed for the public good.

# Maryland—Baltimore



**WJZ-TV**

Ch. 13

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 990-ft. above av. terrain, 998-ft. above ground, 1318-ft. above sea level.

Latitude 39° 20' 4.3"

Longitude 76° 39' 2.8"

Transmitter: Television Hill.

Telephone: 301-664-7600.

TWX No.: 301-955-1178.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI, Group W News Bureau.

Facsimile Service: AP.

News Film Service: ABC.

Total Households: © SRDS

Consumer Market Data as of 1/1/70.

TV Homes: TV and Circulation

© 1969 American Research Bureau.

County coverage based on ARB study (see page 4-b).



WJZ-TV Ref: FCC File No. BPCT-2248 Granted 2/5/67

©American Map Co., Inc., N.Y., No. 14244

## WJZ-TV

Licensee: A Group W Station, Westinghouse Broadcasting Co. Inc., Television Hill, Baltimore (21211).

Studio: Television Hill.

Ownership: Subsidiary of Westinghouse Electric Corp. For officers and other interests, see Group W in Group Ownership of Television Stations.

Began Operation: Nov. 2, 1948. Sale to present owner by Ben & Herman Cohen families approved June 27, 1957, by FCC (Television Digest, Vol. 13:18-19, 26).

Represented (sales) by Television Advertising Representatives Inc.

Personnel:

- HERBERT B. CAHAN, area vice president, Group W.
- JOHN ROHRBACH, general manager.
- STEPHEN D. SEYMOUR, general sales manager.
- WILLIAM KUNKEL JR., sales manager.
- PAUL COSS, program manager.
- CHARLES BERRY, operations manager.
- DON MARSH, news director.
- SHERRI SIEVING, advertising & sales promotion manager.
- ROBERT O. DONAHUE, chief engineer.
- FRED KOEHLER, business manager.

DIGEST OF RATE CARD NO. 31—(Dec. 1, 1969)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. ID

Class A—7:30-11 p.m., daily.

\$1750.00 \$1050.00 \$700.00 \$600.00 \$650.00\* \$550.00\* \$270.00\*

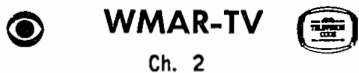
\*Class AA

NETWORK BASE HOURLY RATE: \$1750.

Net Weekly Circulation	State County	Total Households	TV Homes	%
50% & Over	DELAWARE			
	Sussex	24,200	22,700	94
	MARYLAND			
	Anne Arundel	75,600	73,800	98
	Baltimore	461,300	450,800	98
	Caroline	6,500	6,100	94
	Carroll	18,700	18,300	98

Net Weekly Circulation	State County	Total Households	TV Homes	%
50% & Over	MARYLAND—(Continued)			
	Cecil	14,100	13,800	97
	Dorchester	9,600	9,000	94
	Harford	29,500	28,700	97
	Howard	14,100	13,800	98
	Kent	5,300	5,100	96
	Queen Annes	5,700	5,400	95
	Talbot	7,400	7,100	96
	Wicomico	17,500	16,600	95
	Worcester	8,000	7,300	92
Between 25-49%	PENNSYLVANIA			
	Adams	16,600	15,700	95
	Franklin	29,700	27,400	92
	DELAWARE			
	Kent	23,700	22,800	96
Between 5-24%	MARYLAND			
	Calvert	4,300	4,100	94
	Frederick	23,700	22,900	97
	Somerset	5,400	4,900	92
	PENNSYLVANIA			
Lancaster	91,400	84,100	92	
York	84,200	80,600	96	
VIRGINIA				
Warren	4,600	4,200	92	
WEST VIRGINIA				
Berkeley	11,300	10,900	96	
Between 5-24%	DELAWARE			
	New Castle	109,000	106,800	98
	MARYLAND			
	Montgomery	130,000	127,600	98
	Prince Georges	163,400	160,700	98
Washington	33,000	31,700	96	
PENNSYLVANIA				
Cumberland	43,700	41,900	96	
Dauphin	71,900	68,600	95	
(Continued on page 352-b)				
Station Totals		2,584,800	2,491,900	96
Net Weekly Circulation (March 1969)			836,894	
Average Daily Circulation (March 1969)			492,640	

# Maryland—Baltimore



Ch. 2

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1000-ft. above av. terrain, 999-ft. above ground, 1319-ft. above sea level.

Latitude 39° 20' 04.3"  
Longitude 76° 39' 02.8"

Transmitter: Television Hill, 3724 Parkdale Ave.

FM Affiliate: WMAR, 29-kw, 106.5 MHz (No. 293), 622-ft.

Studio: Television Park, 6400 York Rd.; P.O. Box 1957 (21203).

Telephone: 301-377-2222.

TWX No.: 301-377-4574.

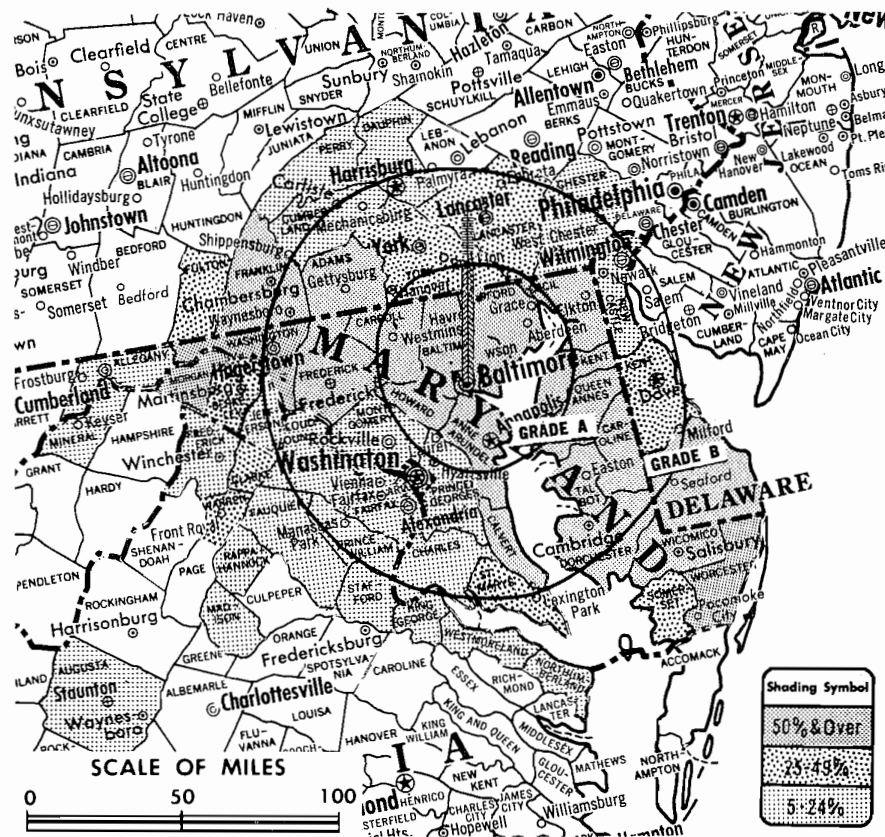
TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP, CBS.

Facsimile Service: AP.

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).



## WMAR-TV

Licensee: The A. S. Abell Co., Box 1957, Baltimore, Md. (21203).

Ownership: Same as Baltimore Sunpapers (Baltimore Sun and Evening Sun); Gary Black, chairman of board; William F. Schmick Jr., pres. Also owns WMAR (FM), Baltimore; WBOC-TV (WBOC & WBOC-FM), Salisbury, Md.

Began Operation: Oct. 27, 1947.

Represented (sales) by Katz Television.

Represented (legal) by Hogan & Hartson.

Personnel:

DONALD P. CAMPBELL, general manager.  
ROBERT B. COCHRANE, assistant general manager.  
DALE WRIGHT, business manager.  
A. G. PICHA, promotion & publicity manager.  
C. G. NOPPER, director of engineering.  
EDWIN B. MICK, production manager.  
THOMAS J. SEVERIN, operations & public service director.  
RUSSELL A. JONES, chief accountant.  
DAVID V. STICKLER, director of public affairs.  
GEORGE F. ROGERS JR., news director.

### DIGEST OF RATE CARD NO. A24—(June 1, 1969)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. 10 Sec.  
Class AA—7:30-11 p.m., daily.  
\$1700.00 \$960.00 \$640.00 \$500.00 Graded rates apply\*

\*Highest rate: \$950.

NETWORK BASE HOURLY RATE: \$1750.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	DELAWARE			
	Sussex	24,200	22,700	94
	MARYLAND			
	Anne Arundel	75,600	73,800	98
	Baltimore	461,300	450,800	98
	Calvert	4,300	4,100	94
	Caroline	6,500	6,100	94
Carroll	18,700	18,300	98	
Cecil	14,100	13,800	97	

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	MARYLAND—(Continued)			
	Dorchester	9,600	9,000	94
	Frederick	23,700	22,900	97
	Harford	29,500	28,700	97
	Howard	14,100	13,800	98
	Kent	5,300	5,100	96
	Queen Annes	5,700	5,400	95
	Talbot	7,400	7,100	96
	Washington	33,000	31,700	96
	Wicomico	17,500	16,600	95
	Worcester	8,000	7,300	92
	PENNSYLVANIA			
Adams	16,600	15,700	95	
Franklin	29,700	27,400	92	
WEST VIRGINIA				
Morgan	2,800	2,600	93	
DELAWARE				
Kent	23,700	22,800	96	
MARYLAND				
St Marys	11,200	10,700	96	
Somerset	5,400	4,900	92	
PENNSYLVANIA				
Fulton	3,100	2,800	89	
Lancaster	91,400	84,100	92	
York	84,200	80,600	96	
VIRGINIA				
Clarke	2,400	2,300	96	
Warren	4,600	4,200	92	
WEST VIRGINIA				
Berkeley	11,300	10,900	96	
DELAWARE				
New Castle	109,000	106,800	98	
DISTRICT OF COLUMBIA				
District Of Columbia	273,000	259,200	95	
(Continued on page 352-b)				
Station Totals		3,487,000	3,351,800	96
Net Weekly Circulation (March 1969)			951,149	
Average Daily Circulation (March 1969)			611,959	

# Maryland—Baltimore

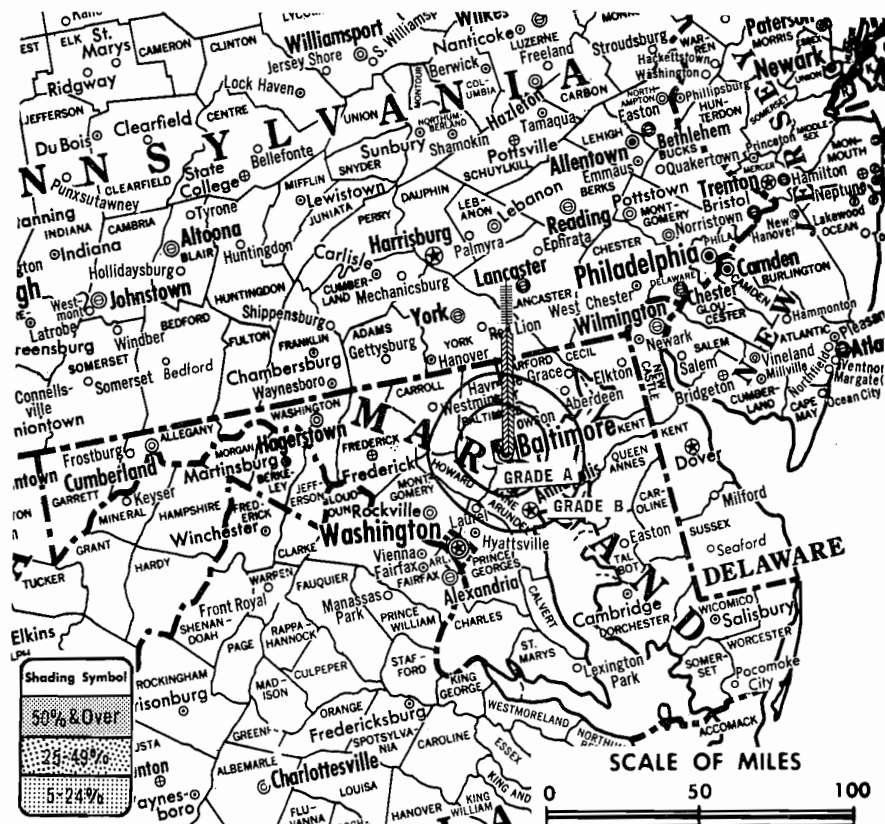
## WMET-TV

Ch. 24

Technical Facilities: Channel No. 24 (530-536 MHz). Authorized power: 20.4-kw max. and 17-kw horizontal visual, 4.068-kw max. and 3.39-kw horizontal aural. Antenna: 570-ft. above av. terrain, 502-ft. above ground, 908-ft. above sea level.

Latitude 39° 20' 20"  
Longitude 76° 40' 02"

Transmitter: 4340 Park Heights Ave.  
TV tape: Recording facilities.  
Color: Network, film & slide.  
News Wire Service: AP.  
ARB Data: Not available.



WMET-TV Ref: FCC File No. BMPCT-8209 Granted 3/17/66

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## WMET-TV

Network Service: None, independent.  
Licensee: United Broadcasting Co. of Eastern Maryland Inc., 4340 Park Heights Ave., Baltimore, Md. (21215).  
Studio: 4340 Park Heights Ave.  
Telephone: 301-542-1021.  
Ownership: United Bcstg. Co., Suite 101-A, Shoreham Hotel, Washington, D.C. For other interests see WFAN-TV, Washington, D.C.  
Began Operation: March 1, 1967.  
Represented (sales) by UBC Sales.  
Represented (legal) by Cohn & Marks.  
Personnel:  
RICHARD EATON, president.  
PIERRE D. EATON, vice president.  
ANTHONY GIORDANO, general manager.  
WARREN SCHROEDER, chief engineer.

## DIGEST OF RATE CARD NO. 1 (Oct. 1, 1966)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	
Class AA—6-10 p.m., Mon.-Fri.	\$480.00	\$330.00	\$235.00	\$120.00	\$90.00	\$67.50

*Hogan-Feldmann, Inc.*  
MEDIA BROKERS · CONSULTANTS  
4404 Riverside Drive, Box 1545  
Burbank, California 91505  
Area Code 213 849-3201

# Maryland—Hagerstown



## WHAG-TV

Ch. 25

Technical Facilities: Channel No. 25 (536-542 MHz). Authorized power: 724-kw max. & 513-kw horizontal visual, 129-kw max. & 93.3-kw horizontal aural. Antenna: 1226-ft. above av. terrain, 444-ft. above ground, 1884-ft. above sea level.

Latitude 39° 39' 35"  
Longitude 77° 57' 57"

Transmitter: 1.8-mi. W of Clear Spring, Fairview Mtn.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

AM Affiliate: WHAG, 1-kw, 1410 kHz.

FM Affiliate: WHAG-FM, 3-kw, 96.7 MHz (No. 244), 160-ft.

ARB Data: Not available.



WHAG-TV Ref: FCC File No. BPCT-4007 Granted 7/2/68

©American Map Co., Inc., N.Y., No. 14244

## WHAG-TV

Grantee: Adler Communications Corp., P.O. Box 481, Hagerstown, Md. (21740).

Studio: Hagerstown Motor Inn, on the Square, Hagerstown, Md.

Telephone: 301-797-4400. TWX No.: 710-853-6840.

Ownership: Adler Communications Corp. Warren Adler, pres., 88.41%; W. Ronald Smith, v.p., 5%; John Burgreen, v.p.; John L. Bozza, treas., 2.5%; Joseph Luria, secy.; others, none with as much as 3%. Adler Communications also owns WHAG AM & FM and WAYE, Baltimore.

Began Operation: Jan. 3, 1970.

Represented (sales) by Weed Television Corp.

Represented (legal) by Fletcher, Heald, Rowell, Kenehan & Hildreth.

Represented (engineering) by Cohen & Dippell.

### Personnel:

- WARREN ADLER, president.
- W. RONALD SMITH, executive vice president.
- JOHN F. BURGREN, vice president, operations.
- J. STRIDER MOLER, general manager.
- JOSEPH EVERETT, operations manager.
- DICK MARTIN, commercial manager.

### DIGEST OF RATE CARD NO. 1 (Dec. 1, 1969)

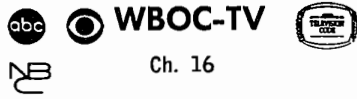
Hour	30 Min.	15 Min.	5 Min.	30 Sec.	20 Sec.	10 Sec.
Class AA—6 p.m.-midnight, daily.	\$500.00	\$300.00	\$200.00	\$140.00	\$132.00*	\$80.00*

\*Prime Time—7:28-11 p.m., daily.

NETWORK BASE HOURLY RATE: Bonus to Network.



# Maryland—Salisbury



Technical Facilities: Channel No. 16 (482-488 MHz). Authorized power: 200-kw visual, 40-kw aural. Antenna: 620-ft. above av. terrain, 647-ft. above ground, 687-ft. above sea level.

Latitude 38° 24' 15"  
Longitude 75° 34' 45"

Transmitter: Northwood Drive.

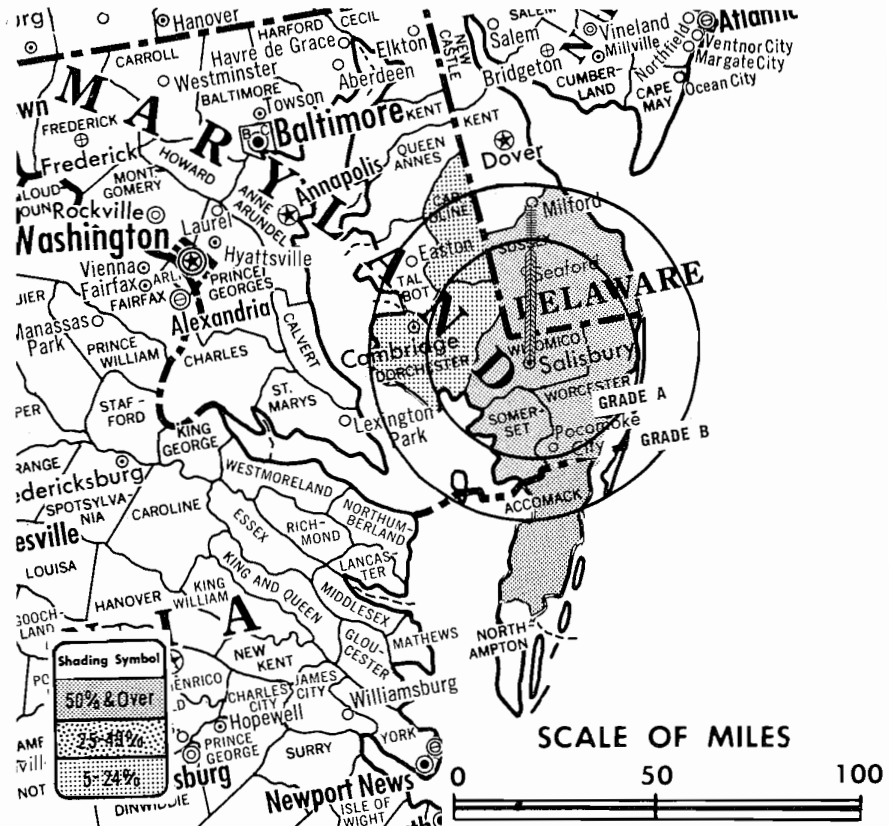
AM Affiliate: WBOC, 5-kw (1-kw night), 960 kHz.

FM Affiliate: WBOC-FM, 30-kw, 104.7 MHz (No. 284), 590-ft. antenna height.

Color: Network, film, slide & tape.

News Wire Service: AP.

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).



WBOC-TV Ref: FCC File No. BPCT-3035 Granted 7/12/62

©American Map Co., Inc., N.Y., No. 14244

## WBOC-TV

Network Service: ABC, CBS, NBC.  
Licensee: WBOC Inc., Radio-TV Park, Salisbury, Md. (21801).  
Studio: Radio-TV Park.  
Telephone: 301-749-6131.  
TWX No.: 301-344-4947.  
Ownership: WBOC Inc. Wholly-owned subsidiary of The A. S. Abell Co., owner of WMAR-TV, Baltimore.  
Began Operation: July 15, 1954.  
Represented (sales) by Adam Young Inc.  
Represented (legal) by Hogan & Hartson.  
Represented (engineering) by Lohnes & Culver.  
Personnel:  
CHARLES J. TRUITT, vice president.  
SAMUEL S. CAREY, general manager.  
BOBBY O. BEACH, assistant secretary-treasurer.  
JOHN W. DOWNING JR., program director.  
JACK W. WARD, chief engineer.

For Index to Contents  
See Services Volume

## DIGEST OF RATE CARD NO. 7

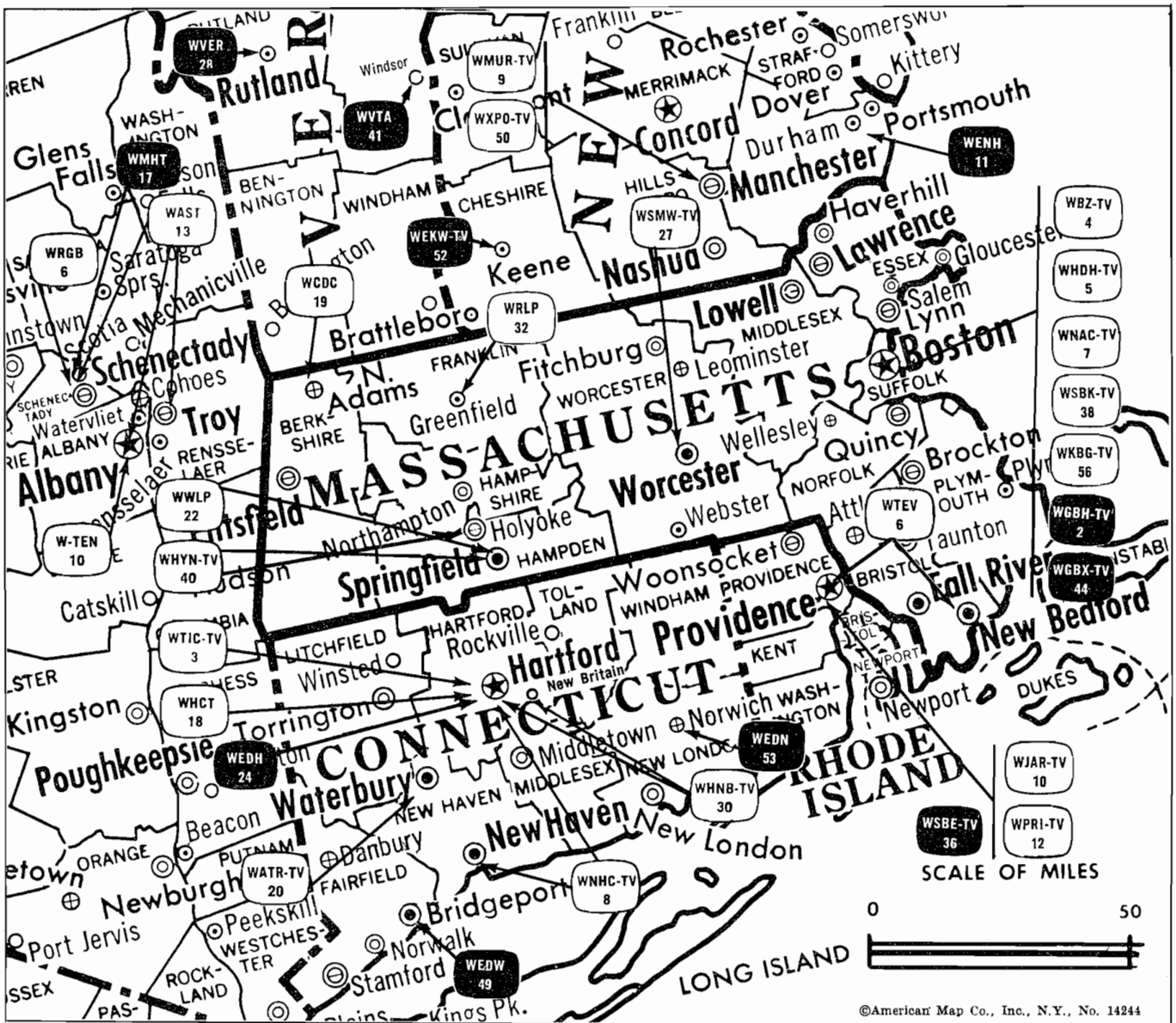
(Aug. 1, 1968)

Hour 30 Min. 15 Min. 5 Min. Min. 30 Sec. 20 Sec. ID  
Class AA—7:59-10:29 p.m., daily.  
\$280.00 \$168.00 \$112.00 \$84.00 \$85.00 \$58.00 \$52.00 \$33.00

NETWORK BASE HOURLY RATE: \$250 (ABC, CBS & NBC).

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	DELAWARE			
	Sussex	24,200	22,700	94
	MARYLAND			
	Somerset	5,400	4,900	92
	Wicomico	17,500	16,600	95
	Worcester	8,000	7,300	92
	VIRGINIA			
	Accomack	9,600	8,600	90
<b>Between 5-24%</b>	MARYLAND			
	Caroline	6,500	6,100	94
	Dorchester	9,600	9,000	94
Station Totals		188,700	178,600	95
Net Weekly Circulation (March 1969)				51,644
Average Daily Circulation (March 1969)				39,292

# Massachusetts



©American Map Co., Inc., N.Y., No. 14244

Market	ARB Net Weekly Circulation	Rank	ARB ADI TV Households	Rank
Boston	1,699,974	5	1,451,600	5
Springfield	233,956	91	182,500	82

**HAMILTON-LANDIS & ASSOCIATES, INC.—NATIONWIDE MEDIA BROKERS**  
 THE OFFICE NEAREST YOU IS—1100 CONNECTICUT AVE., N.W. WASHINGTON, D. C. 20036 • (202) 393-3456

**Massachusetts Station Status as of March 1, 1970**

	VHF	UHF	TOTAL
☐ Commercial Television Stations	3	7	10
● Educational Television Stations	1	1	2
			12

**State Educational Technical Facilities**  
(Complete Data in Educational Directory)

**WGBH-TV**

**Boston**

Ch. 2

Non-Commercial Educational Station

Licensee: WGBH Educational Foundation, 125 Western Ave., Boston, Mass. (02134).

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 50-kw visual, 5-kw aural. Antenna: 1040-ft. above av. terrain, 1199-ft. above ground, 1349-ft. above sea level.

Latitude 42° 18' 37"  
Longitude 71° 14' 14"

**WGBX-TV**

**Boston**

Ch. 44

Non-Commercial Educational Station

Grantee: WGBH Educational Foundation, 125 Western Ave., Boston, (02134).

Technical Facilities: Channel No. 44 (650-656 MHz). Authorized power: 371-kw max. & 295-kw horizontal visual, 74.1-kw max. & 58.9-kw horizontal aural. Antenna: 1090-ft. above av. terrain, 1195-ft. above ground, 1345-ft. above sea level.

Latitude 42° 12' 42"  
Longitude 71° 06' 51"

**State Cross Reference List**

Communities That Receive Programs of Stations That Are Located Elsewhere

**WTEV, New Bedford**

(See Providence, R.I.)

**Massachusetts**

**WBZ-TV, Boston**

(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>Between 25-49 %</b>	VERMONT Caledonia	7,000	6,700	95
	Windsor	14,100	13,200	94
<b>Between 5-24 %</b>	CONNECTICUT Tolland	25,700	24,700	96
	MASSACHUSETTS Berkshire	45,500	43,800	96
	Hampshire	32,900	31,300	95
	VERMONT Orange	4,700	4,400	94

**WHDH-TV, Boston**

(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>Between 25-49 %</b>	VERMONT Windsor	14,100	13,200	94
	CONNECTICUT Tolland	25,700	24,700	96
<b>Between 5-24 %</b>	MASSACHUSETTS Berkshire	45,500	43,800	96
	Hampden	137,600	133,100	97
	Hampshire	32,900	31,300	95
	RHODE ISLAND Newport	21,200	20,600	97
	VERMONT Bennington	8,600	8,100	95

**WNAC-TV, Boston**

(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>Between 5-24 %</b>	NEW HAMPSHIRE Carroll	5,700	5,400	96
	Sullivan	10,000	9,300	93
	VERMONT Windsor	14,100	13,200	94

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New York (212) 586-7733/Chicago (312) 467-5750/Los Angeles (213) 931-1307/San Francisco (415) 391-1702  
Atlanta (404) 892-7866/Dallas (214) 748-5595

# Massachusetts—Adams



**WCDC**



Ch. 19

[Satellite of WTEN, Albany, N.Y.]

Technical Facilities: Channel No. 19 (500-506 MHz). Authorized power: 116-kw visual, 22.9-kw aural. Antenna: 2104-ft. above av. terrain, 244-ft. above ground, 3694-ft. above sea level.

Latitude 42° 38' 11"  
Longitude 73° 10' 04"

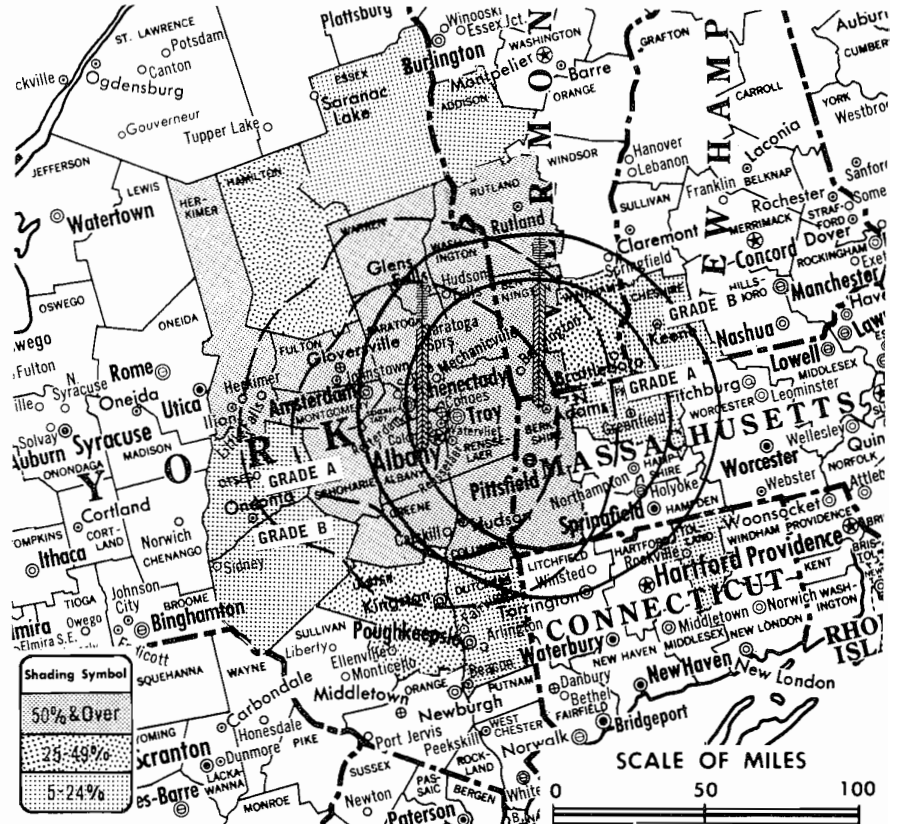
Transmitter: Atop Mt. Greylock, Adams, Mass.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

Facsimile Service: AP.

Note: Pittsfield, Mass. is within 50-mi. radius of WCDC.



County coverage based on ARB study (see page 4-b).

WCDC Ref: FCC File No. BMPCT-5087 Granted 9/10/58

©American Map Co., Inc., N.Y., No. 1424

## WCDC

Network Service: CBS, same as W-TEN, Albany, N.Y.

Licensee: Capital Cities Broadcasting Corp., Box 10, Albany, N.Y. (12201).

Studio: W-TEN, Albany, N.Y.

Telephone: Albany, 518-436-4841. TWX No.: 710-441-8203.

Ownership: Same as W-TEN.

Began Operation: Feb. 5, 1954. Left air Feb. 25, 1956 when tower and antenna were destroyed by high winds. Sold to present owner by Leon Podolsky and associates and station resumed operation Feb. 22, 1957 (Television Digest, Vol. 12:49; 13:6, 8).

Personnel: Same as W-TEN, Albany, N.Y.

Rates: Sold in combination with W-TEN, Albany, N.Y.

NETWORK BASE HOURLY RATE: Bonus to W-TEN, Albany, N.Y.

ARB Data For This Station Included With Report Of Parent WTEN, Albany, N.Y.  
Above Map Shows Coverage For Both Parent & Satellite.

# Massachusetts—Boston



**WBZ-TV**

Ch. 4

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 60.3-kw visual, 9.75-kw aural. Antenna: 1160-ft. above av. terrain, 1194-ft. above ground, 1349-ft. above sea level.

Latitude 42° 18' 37"  
Longitude 71° 14' 14"

Transmitter: 350 Cedar St., Needham Heights, Mass.

TV tape: Recording facilities.

AM Affiliate: WBZ, 50-kw, 1030 kHz.

FM Affiliate: WBZ-FM, 2.8-kw, 106.7 MHz (No. 294), 1040-ft. antenna height.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

Facsimile Service: UPI.

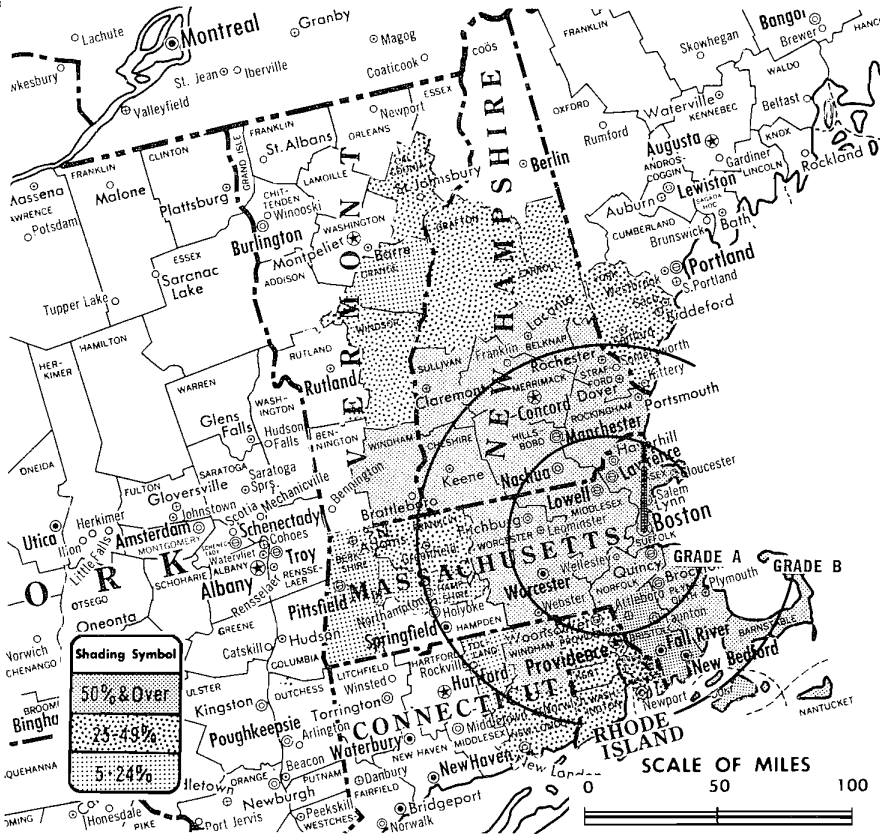
News Film Service: NBC.

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.

TV Homes: TV% and Circulation

© 1969 American Research Bureau.

County coverage based on ARB study (see page 4-b).



## WBZ-TV

Licensee: A Group W Station, Westinghouse Bcstg. Co. Inc., 1170 Soldiers Field Rd., Boston, Mass. (02134).

Studio: 1170 Soldiers Field Rd.

Telephone: 617-254-5670. TWX No.: 710-330-0283.

Ownership: Subsidiary of Westinghouse Electric Corp. Officers: Donald H. McGannon, pres. & chairman; Joseph Mikita, sr. v.p. For other Westinghouse executives, see listing under Group Ownership. Also operates TV stations KDKA-TV, Pittsburgh (KDKA); KYW-TV, Philadelphia (KYW); KPIX, San Francisco; WJZ-TV, Baltimore; and radio stations WOWO, Fort Wayne, Ind.; WINS, New York City; WIND, Chicago; KFWB, Los Angeles.

Began Operation: June 9, 1948.

Represented (sales) by Television Advertising Representatives Inc.

Personnel:

- LAMONT L. THOMPSON, vice president (Boston).
- WINTHROP P. BAKER, general manager.
- ROBERT E. HAGAN, general sales manager.
- JAMES WARNER, sales manager.
- MEL J. BERNSTEIN, program manager.
- WILLIAM HILLIER, executive producer.
- JOSEPH A. RYAN, public relations director.
- ALEX S. DUSEK, creative services director.
- W. H. HAUSER, director of engineering.
- DICK ELLIS, chief engineer.
- JEFF SCHIFFMAN, news director.
- A. A. PALMER, business manager.
- JOHN K. MULLANEY, manager, research & development.

DIGEST OF RATE CARD NO. 25  
(Aug. 1, 1969)

Hour	30 Min.	15 Min.	5 Min.	30 Sec.	20 Sec.	10 Sec.
Class A—4:30-11:30 p.m., daily.	\$4000	\$2400	\$1200	\$1100	\$1600*	\$1300*
*Class A—7:30-11 p.m., daily.						\$1000*

NETWORK BASE HOURLY RATE: \$3350.

For Group Ownership, See Services Volume

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	CONNECTICUT			
	Windham	25,700	24,600	96
	MASSACHUSETTS			
	Barnstable	27,800	26,800	96
	Bristol	135,100	131,800	98
	Dukes	2,100	1,900	91
	Essex	198,000	193,200	98
	Middlesex	389,300	379,600	98
	Nantucket	1,200	1,100	93
	Norfolk	170,500	167,000	98
	Plymouth	94,400	91,900	97
	Suffolk	222,200	211,100	95
	Worcester	186,200	180,600	97
	NEW HAMPSHIRE			
	Belknap	10,100	9,800	97
	Cheshire	16,100	15,200	94
	Hillsborough	65,800	63,900	97
Merrimack	23,300	22,300	96	
Rockingham	37,500	36,400	97	
Strafford	21,400	20,600	96	
Sullivan	10,000	9,300	93	
VERMONT				
Windham	10,200	9,100	90	
<b>Between 25-49%</b>	CONNECTICUT			
	New London	66,300	63,200	95
	MAINE			
	York	31,500	30,600	97
	MASSACHUSETTS			
	Franklin	19,300	18,100	94
	NEW HAMPSHIRE			
	Carroll	5,700	5,400	96
	Grafton	16,200	15,100	93
	RHODE ISLAND			
Bristol	13,500	13,300	98	
Kent	41,700	40,900	98	
Newport	21,200	20,600	97	
Providence	183,300	178,400	97	
Washington	22,300	21,500	97	

(Continued on page 361-b)

Station Totals	2,927,100	2,832,000	96
Net Weekly Circulation (March 1969)		1,699,974	
Average Daily Circulation (March 1969)		1,203,010	

# Massachusetts—Boston



**WHDH-TV**



Ch. 5

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 64.6-kw visual, 10.5-kw aural. Antenna: 1142-ft. above av. terrain, 1249-ft. above ground, 1349-ft. above sea level.

Latitude 42° 18' 27"  
Longitude 71° 13' 27"

Transmitter: Chestnut St., Newton, Mass.

Studio: 50 Morrissey Boulevard.

TV tape: Recording facilities.

AM Affiliate: WHDH, 50-kw, 850 kHz.

FM Affiliate: WHDH-FM, 9.8-kw, 94.5 MHz (No. 233) 980-ft.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

Facsimile Service: AP.

News Film Service: CBS.

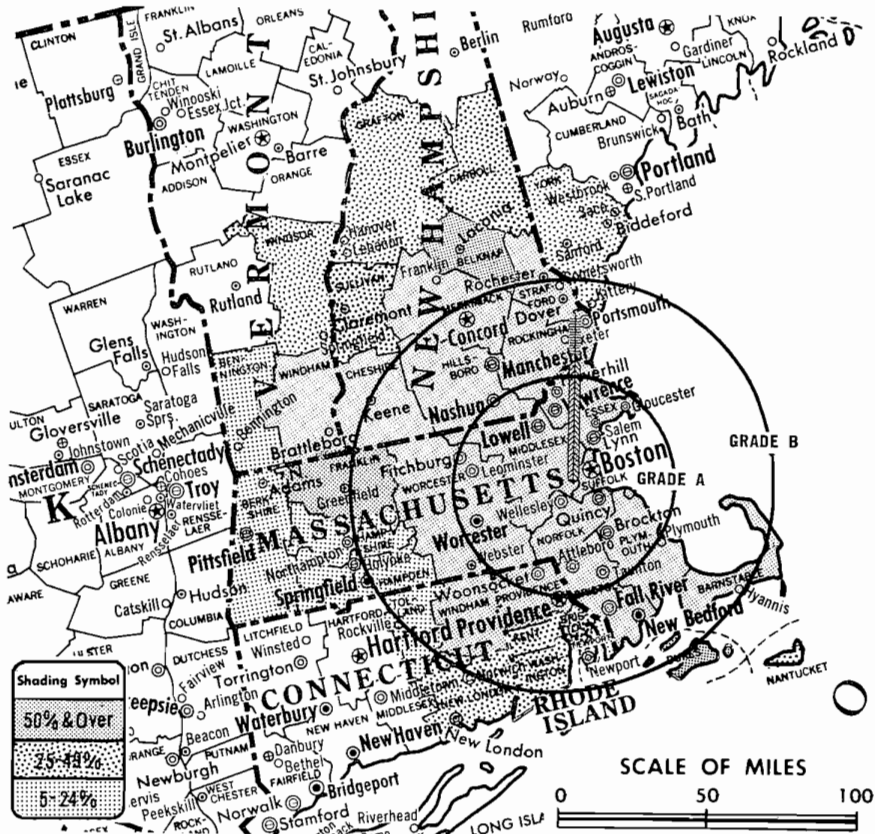
Total Households: © SRDS

Consumer Market Data as of 1/1/70.

TV Homes: TV% and Circulation

© 1969 American Research Bureau.

County coverage based on ARB study (see page 4-b).



WHDH-TV Ref: FCC File No. BPCT-248 Granted 4/24/57

©American Map Co., Inc., N.Y., No. 14244

## WHDH-TV

Grantee: WHDH Inc., 50 Morrissey Boulevard, Boston, Mass. (02125).

Telephone: 617-288-5000.

TWX No.: 617-288-5115.

Ownership: Subsidiary of Boston Herald-Traveler Corp., Harold E. Clancy, pres.; Roger P. Talmadge, treas. Note: Operated under STA pending outcome of rehearing on grant of Ch. 5 (Television Digest, Vol. 16:29). Construction permit awarded to another applicant (Vol. 9:4). WHDH Inc. continues to operate pending appeal (Vol. 9:30).

Began Operation: Nov. 26, 1957.

Represented (sales) by Blair-TV.

Represented (legal) by Dempsey & Koplovitz.

Represented (engineering) by A. Earl Cullum Jr. Consulting Engineers.

Personnel:

- HAROLD E. CLANCY, president & general manager.
- RICHARD BUTTERFIELD, television sales manager.
- JOHN T. KING, asst. television sales manager.
- PHILIP BALDWIN, vice president, engineering.
- ROBERT H. KINKEAD, director, television programming.
- MATTHEW F. CONNOLLY JR., production manager.
- ROBERT F. CAULFIELD, news director.
- EDWARD ANDRE, operations manager.
- GENE GODT, promotion & publicity director.

### DIGEST OF RATE CARD NO. 12

(June 15, 1969)

Hour	30 Min.	15 Min.	5 Min.	30 Sec.	20 Sec.	10 Sec.	
Class AA—7:30-11 p.m., daily.	\$4000	\$2400	\$1750	\$1400	\$1600*	\$1300*	\$700*

\*Class AA—7:30-11 p.m., Mon.-Sat.; 8-11 p.m., Sun.

NETWORK BASE HOURLY RATE: \$3350.

For Color Set Penetration by Markets

See Services Volume

Net Weekly Circulation	State County	Total Households	TV Homes	%
50% & Over	CONNECTICUT			
	Windham	25,700	24,600	96
	MASSACHUSETTS			
	Barnstable	27,800	26,800	96
	Bristol	135,100	131,800	98
	Dukes	2,100	1,900	91
	Essex	198,000	193,200	98
	Franklin	19,300	18,100	94
	Middlesex	389,300	379,600	98
	Norfolk	170,500	167,000	98
	Plymouth	94,400	91,900	97
	Suffolk	222,200	211,100	95
	Worcester	186,200	180,600	97
	NEW HAMPSHIRE			
	Belknap	10,100	9,800	97
	Cheshire	16,100	15,200	94
	Hillsborough	65,800	63,900	97
	Merrimack	23,300	22,300	96
	Rockingham	37,500	36,400	97
	Strafford	21,400	20,600	96
	RHODE ISLAND			
	Providence	183,300	178,400	97
VERMONT				
Windham	10,200	9,100	90	
Between 25-49%	CONNECTICUT			
	New London	66,300	63,200	95
	MAINE			
	York	31,500	30,600	97
	MASSACHUSETTS			
	Nantucket	1,200	1,100	93
	NEW HAMPSHIRE			
	Carroll	5,700	5,400	96
	Grafton	16,200	15,100	93
	Sullivan	10,000	9,300	93
RHODE ISLAND				
Bristol	13,500	13,300	98	
Kent	41,700	40,900	98	
Washington	22,300	21,500	97	
(Continued on page 361-b)				
Station Totals		2,847,800	2,756,400	97
Net Weekly Circulation (March 1969)			1,690,136	
Average Daily Circulation (March 1969)			1,165,331	

# Massachusetts—Boston



**WNAC-TV**



Ch. 7

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 63.2-kw aural. Antenna: 1000-ft. above av. terrain, 1069-ft. above ground, 1184-ft. above sea level.

Latitude 42° 18' 40"  
Longitude 71° 13' 00"

Transmitter: Tower Road, Newton, Mass.

TV tape: Recording facilities.

AM Affiliate: WRKO, 50-kw, 680 kHz.

FM Affiliate: WROR, 11-kw, 98.5 MHz (No. 253), 910-ft.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI, ABC.

Facsimile Service: UPI.

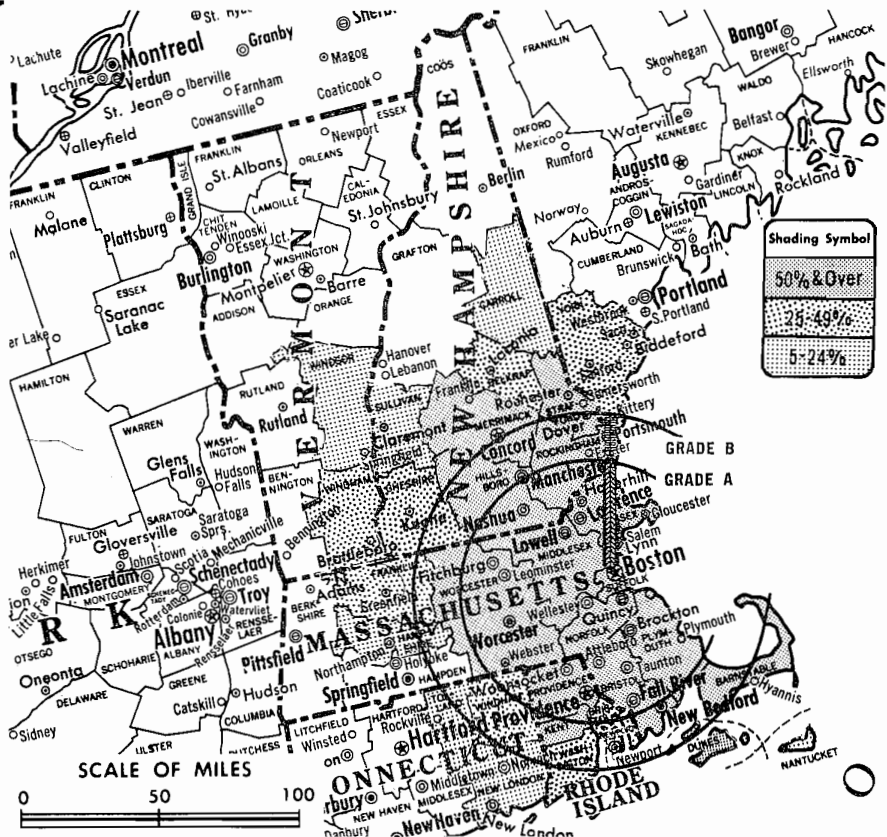
Total Households: © SRDS

Consumer Market Data as of 1/1/70.

TV Homes: TV% and Circulation

© 1969 American Research Bureau.

County coverage based on ARB study (see page 4-b).



WNAC-TV Ref: FCC File No. BPCT-3057 Granted 5/21/68

©American Map Co., Inc., N.Y., No. 14244

## WNAC-TV

Licensee: RKO General Inc. (Yankee Division), Govt. Center, Boston, Mass. (02114).

Studio: RKO Bldg., Govt. Center.

Telephone: 617-742-9000. TWX No.: 710-321-0361.

Ownership: See WOR-TV, New York.

Began Operation: June 21, 1948.

Represented (sales) by RKO Television Representatives Inc.; RKO Distributing Corp. of Canada Ltd.

Represented (legal) by Pierson, Ball & Dowd.

### Personnel:

WILLIAM M. McCORMICK, vice president, New England area.  
JOHN McCrORY, general manager.  
LAD HLAVATY, director of engineering.  
PETER LA BRUZZO, director of sales.  
JOHN QUIGLEY, program director.  
EARL DAVIS, advertising & promotion director.  
RON BUCHANAN, sales manager.  
HARRY OWEN, engineer in charge, television.  
KENNETH McGOWAN, chief of engineering.  
GUY GIAMPAPA, film manager.

### DIGEST OF RATE CARD NO. 20A—(June 9, 1969)

Hour	30 Min.	15 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class AAA—7:30-10:59 p.m., daily.	\$3700.00	\$2400.00	\$1500.00	\$1100.00	Graded rates apply*

\*Highest rate: \$2700.

NETWORK BASE HOURLY RATE: \$3250.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	MASSACHUSETTS			
	Barnstable	27,800	26,800	96
	Bristol	135,100	131,800	98

Net Weekly Circulation	State County	Total Households	TV Homes	%	
<b>50% &amp; Over</b>					
MASSACHUSETTS—(Continued)					
	Dukes	2,100	1,900	91	
	Essex	198,000	193,200	98	
	Middlesex	389,300	379,600	98	
	Norfolk	170,500	167,000	98	
	Plymouth	94,400	91,900	97	
	Suffolk	222,200	211,100	95	
	Worcester	186,200	180,600	97	
NEW HAMPSHIRE					
	Hillsborough	65,800	63,900	97	
	Merrimack	23,300	22,300	96	
	Rockingham	37,500	36,400	97	
	Strafford	21,400	20,600	96	
RHODE ISLAND					
	Kent	41,700	40,900	98	
	Providence	183,300	178,400	97	
CONNECTICUT					
	Windham	25,700	24,600	96	
MAINE					
	York	31,500	30,600	97	
MASSACHUSETTS					
<b>Between 25-49%</b>	Franklin	19,300	18,100	94	
	NEW HAMPSHIRE				
	Belknap	10,100	9,800	97	
	Cheshire	16,100	15,200	94	
	Bristol	13,500	13,300	98	
	Newport	21,200	20,600	97	
Washington	22,300	21,500	97		
VERMONT					
	Windham	10,200	9,100	90	
<b>Between 5-24%</b>					
CONNECTICUT					
	New London	66,300	63,200	95	
	Tolland	25,700	24,700	96	
MASSACHUSETTS					
	Hampshire	32,900	31,300	95	
	Nantucket	1,200	1,100	93	
(Continued on page 361-b)					
Station Totals		2,534,500	2,453,000	97	
Net Weekly Circulation (March 1969)			1,578,403		
Average Daily Circulation (March 1969)			917,916		

# Massachusetts—Boston

**WSBK-TV**



Ch. 38

Technical Facilities: Channel No. 38 (614-620 MHz). Authorized power: 2755-kw max. & 1260-kw horizontal visual, 550-kw max. & 251-kw horizontal aural. Antenna: 1140-ft. above av. terrain, 1197-ft. above ground, 1345-ft. above sea level.

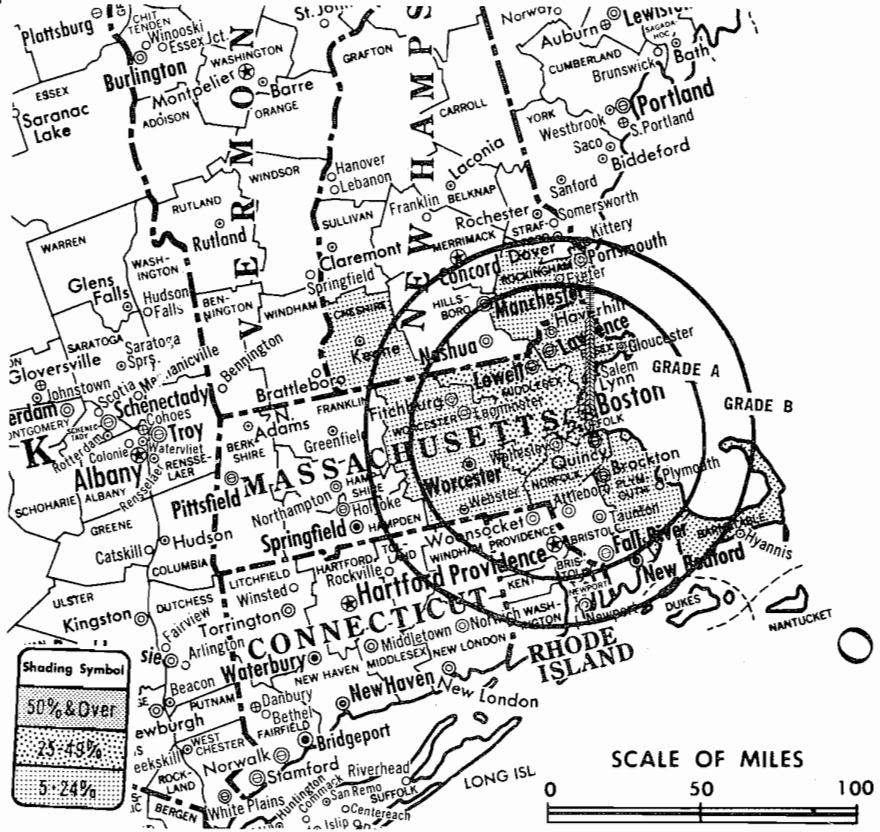
Latitude 42° 18' 12"  
Longitude 71° 13' 08"

Transmitter: .33-mi. E of Highland Ave. & Rt. 128, Needham.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.



WSBK-TV Ref: FCC File No. BPCT-4243 Granted 8/13/69

© American Map Co., Inc., N.Y. No. 14244

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).

## WSBK-TV

Network Service: NBC (secondary affiliation), ABC, CBS.

Licensee: New Boston Television Inc., 83 Leo Birmingham Pkwy., Brighton, Mass. (02135).

Studio: 83 Leo Birmingham Pkwy., Brighton, Mass. (02135).

Telephone: 617-783-3838.

Ownership: Storer Bcstg., 100%. For other interests, see Group Ownership.

Began Operation: Oct. 12, 1964. Sale of 85% control to Storer Bcstg. by Catholic TV Center approved July 29, 1966 by FCC (Television Digest, Vol. 6:15, 31). Storer later exercised option to buy remaining 15% from Austin A. Harrison.

Represented (sales) by Storer Television Sales.

Personnel:

- WILLIAM J. FLYNN, general manager.
- JOSEPH C. DIMINO, national sales manager.
- WILLIAM F. SHERRY, local sales manager.
- PETER J. SMITH, operations director.
- RICHARD D. BEACH, program administrator.
- DOUG HENDERSON, chief engineer.
- W. E. HARRIS, production manager.
- THOMAS E. DAVIES JR., promotion manager.

## DIGEST OF RATE CARD NO. 6 (July 1, 1969)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class A—6:30-11 p.m., daily.	\$900.00	\$540.00	\$350.00	\$250.00	\$130.00	\$66.00 \$40.00
NETWORK BASE HOURLY RATE: \$225.						

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Between 25-49%</b>	MASSACHUSETTS Middlesex	389,300	379,600	98
	Suffolk	222,200	211,100	95
<b>Between 5-24%</b>	MASSACHUSETTS Barnstable	27,800	26,800	96
	Essex	198,000	193,200	98
	Norfolk	170,500	167,000	98
	Plymouth	94,400	91,900	97
	Worcester	186,200	180,600	97
Station Totals		1,781,100	1,729,000	97
Net Weekly Circulation (March 1969)			283,894	
Average Daily Circulation (March 1969)			88,316	



# Massachusetts—Cambridge-Boston

**WKBG-TV**



Ch. 56

Technical Facilities: Channel No. 56 (722-728 MHz). Authorized power: 1130-kw max. & 822-kw horizontal visual, 170-kw max. & 125-kw horizontal aural. Antenna: 1186-ft. above av. terrain, 1201-ft. above ground, 1349-ft. above sea level.

Latitude 42° 18' 12"  
Longitude 71° 13' 08"

Requests change to 1508-kw horizontal visual, 151-kw horizontal aural. BPCT-4314.

Transmitter: 140 Cabot St., Needham, Mass.

AM Affiliate: WCAS, Cambridge, .250-kw D, 740 kHz.

FM Affiliate: WJIB-FM, Boston, 8.71-kw, 96.9 MHz (No. 245), 1005-ft.

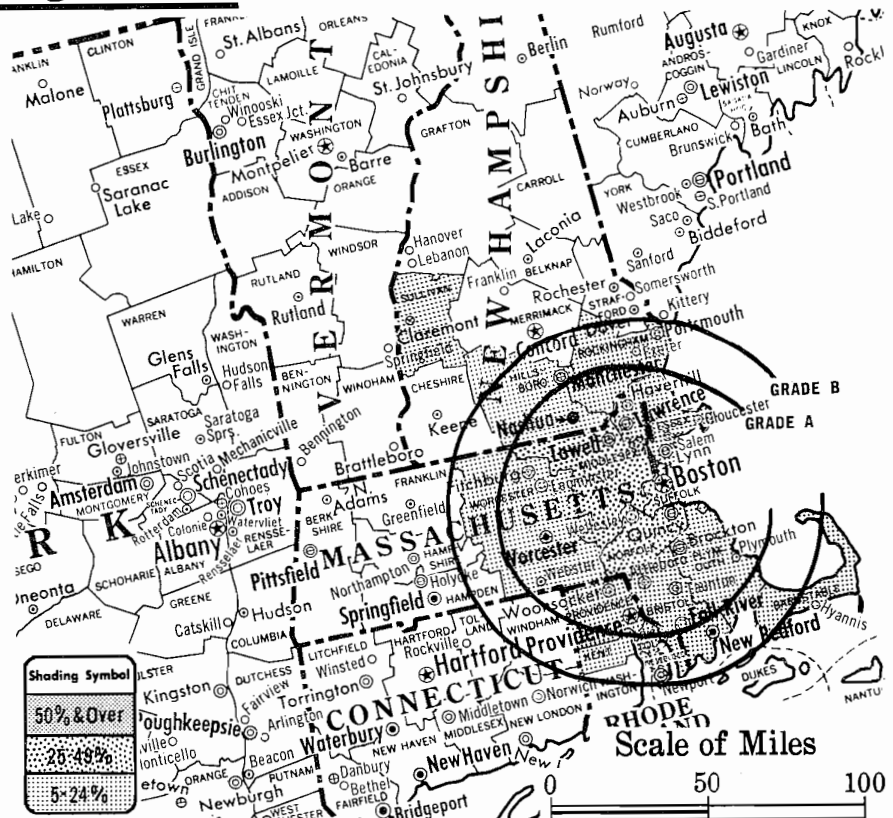
TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

Facsimile Service: UPI.

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV % and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).



WKBG-TV Ref: FCC File No. BPCT-4175 Granted 3/20/69

© American Map Co., Inc., N.Y., No. 14244

## WKBG-TV

Network Service: None, independent.

Licensee: Kaiser-Globe Broadcasting Corp., Box 56, Boston, Mass. (02101).

Studio: Box 56, 75 Wm. T. Morrissey Blvd., Boston, Mass. (02101).

Telephone: 617-288-3200.

Ownership: Kaiser-Globe Bcstg. Corp. (Kaiser Broadcasting, 90%; Boston Globe, 10%). Richard C. Block, v.p. & gen. mgr. For other Kaiser interests, see WKBD-TV, Detroit, Mich.

Began Operation: Aug. 31, 1953 as WTA0-TV, but left air March 30, 1956. Sale to present owners by Harvey Radio Labs approved Oct. 20, 1966 by FCC (Television Digest, Vol. 6:26, 43). Sale to Harvey Radio Labs by Middlesex Bcstg. approved Sept. 1, 1959 by FCC. Harvey changed call to WXHR-TV and operated TV experimentally from May 17-Nov. 17, 1962. Station resumed operation Dec. 21, 1966.

Represented (sales) by Avco Television Sales.

Represented (legal) by Wilmer, Cutler & Pickering.

Represented (engineering) by Gautney & Jones.

Personnel:

L. WILLIAM WHITE, general manager.  
STEVE FAYER, special assistant to general manager.  
GEORGE J. KAPEL, general sales manager.  
LAWRENCE J. ZEMAN, sales manager.  
CARL D. ZIMMERMAN, program manager.  
RAY RAJEWSKI, accounting manager.  
EDWARD H. HERLIHY, engineering manager.  
ERNEST N. WHITMEYER, production manager.  
JAMES THISTLE, news director.

### DIGEST OF RATE CARD NO. 2 (Jan. 13, 1969)

Hour	30 Min.	15 Min.	Min.	30 or 20 Sec.	ID
Class AA—7:30-11 p.m., daily.					
\$1000.00	\$700.00	\$450.00		Graded rates apply*	

\*Highest rate: \$500.

1970-71 Edition

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Between 25-49%</b>	<b>MASSACHUSETTS</b>			
	Middlesex	389,300	379,600	98
	Norfolk	170,500	167,000	98
	Suffolk	222,200	211,100	95
<b>Between 5-24%</b>	<b>MASSACHUSETTS</b>			
	Barnstable	27,800	26,800	96
	Bristol	135,100	131,800	98
	Essex	198,000	193,200	98
	Plymouth	94,400	91,900	97
	Worcester	186,200	180,600	97
	<b>NEW HAMPSHIRE</b>			
	Hillsborough	65,800	63,900	97
	Rockingham	37,500	36,400	97
	Sullivan	10,000	9,300	93
	<b>RHODE ISLAND</b>			
	Bristol	13,500	13,300	98
	Kent	41,700	40,900	98
	Newport	21,200	20,600	97
	Providence	183,300	178,400	97
Station Totals		2,007,200	1,948,100	97
Net Weekly Circulation (March 1969)				365,947
Average Daily Circulation (March 1969)				152,124



**MALARKEY, TAYLOR and ASSOCIATES**

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# Massachusetts—Greenfield



**WRLP**

Ch. 32

[Satellite of WWLP, Springfield, Mass.]

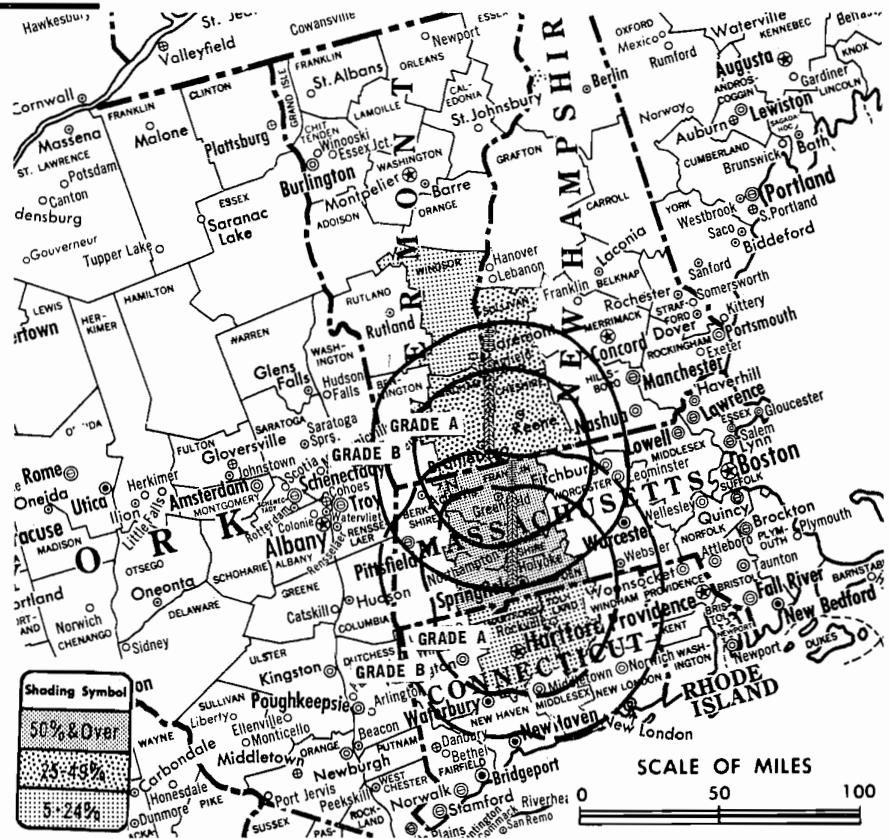
[Also licensed to Keene, N.H. & Brattleboro, Vt.]

Technical Facilities: Channel No. 32 (578-584 MHz). Authorized power: 562-kw max. and 468-kw horizontal visual, 56.2-kw max. and 46.8-kw horizontal aural. Antenna: 918-ft. above av. terrain, 663-ft. above ground, 1623-ft. above sea level.

Latitude 42° 45' 35"  
Longitude 72° 26' 01"

Transmitter: Bolton Rd., Winchester, N.H.

Color: Network, live, film, slide & tape.



County coverage based on ARB study (see page 4-b).

WRLP Ref: FCC File No. BMPCT-4149 Granted 2/13/57

©American Map Co., Inc., N.Y., No. 14244

## WRLP

Licensee: Springfield Television Broadcasting Corp., Box 2210, Springfield, Mass. (01101).

Mailing Address: Box 2210, Springfield, Mass.

Telephone: 413-785-1201

Ownership: Same as WWLP, Springfield, Mass.

Began Operation: June 29, 1957.

Represented (sales) by H-R Television; Kettell-Carter Inc. (Boston).

Represented (legal) by Finkelstein & Firestone.

Personnel:

LELAND WHEELER, resident engineer.

Rates: Bonus to WWLP, Springfield, Mass.

NETWORK BASE HOURLY RATE: Bonus to WWLP, Springfield.

ARB Data for this station included with Parent WWLP, Springfield, Mass. Above map shows coverage for both Parent & Satellite.

For Translator Station Directory See Services Volume

# Massachusetts—Springfield-Holyoke



## WHYN-TV

Ch. 40

Technical Facilities: Channel No. 40 (626-632 MHz). Authorized power: 224-kw maximum and 186-kw horizontal visual, 36.3-kw aural, with beam tilt. Antenna: 1000-ft. above av. terrain, 141-ft. above ground, 1341-ft. above sea level.

Latitude 42° 14' 28"  
Longitude 72° 38' 56"  
Holds CP for change to 3680-kw visual, 368-kw aural, 1004-ft. above av. terrain, 152-ft. above ground, 1352-ft. above sea level, lat. 42° 14' 30", long. 72° 38' 56", transmitter to atop Mt. Tom, Holyoke. BPCT-4208.

Transmitter: Top of Mt. Tom.

AM Affiliate: WHYN, 5-kw, 560 kHz.

FM Affiliate: WHYN-FM, 8.7-kw, 93.1 MHz (No. 226), 1000-ft.

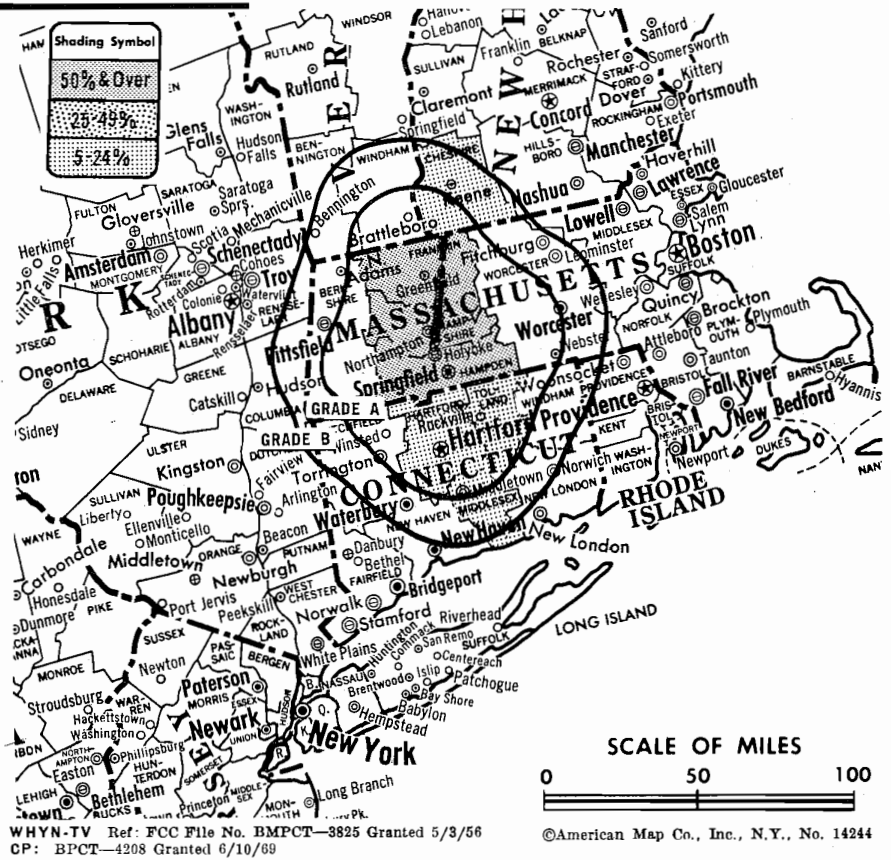
Color: Network, live, film, slide & tape.

News Wire Service: UPI.

News Film Service: ABC.

Facsimile Service: UPI.

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1989 American Research Bureau.  
County coverage based on ARB study (see page 4-b).



WHYN-TV Ref: FCC File No. BNPCT-3825 Granted 5/3/56  
CP: BPCT-4208 Granted 6/10/69

## WHYN-TV

Licensee: The WHYN Stations Corp., 1300 Liberty St., Springfield, Mass. (01101).

Studio: 1300 Liberty St., Springfield.

Telephone: 413-785-1911. TWX No.: 710-350-1369.

Ownership: See WGAN-TV, Portland, Me.

Began Operation: April 14, 1953. Sale with AM & FM affiliates to present owner by Hampden-Hampshire Corp. approved June 7, 1967 by FCC (Television Digest, Vol. 6:44, 7). Previously, sale of 50% to Republican TV Inc. approved July 21, 1954. (Television Digest, Vol. 10:10, 30).

Represented (sales) by Edward Petry & Co.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Lohnes & Culver.

Personnel:

- WILLIAM A. CREED, vice president & general manager.
- JAMES KONTOLEON, station manager.
- RICHARD WYLIE, sales-service manager.
- TED GRATOWSKI, chief engineer.
- GILBERT M. LEFKOVICH, program director.

## DIGEST OF RATE CARD NO. 12 (May 1, 1968)

Hour	30 Min.	15 Min.	5 Min.	30 Sec.	20 Sec.	10 Sec.
Class AA—7:30-10:30 p.m., daily.	\$600.00	\$360.00	\$216.00	\$190.00	\$157.00	\$126.00
NETWORK BASE HOURLY RATE: \$500 (ABC).						

Net Weekly Circulation	State County	Total Households	TV Homes	Homes %
<b>50% &amp; Over</b>	MASSACHUSETTS			
	Franklin	19,300	18,100	94
	Hampden	137,600	133,100	97
	Hampshire	32,900	31,300	95
<b>Between 5-24%</b>	CONNECTICUT			
	Hartford	247,800	239,400	97
	Tolland	25,700	24,700	96
Station Totals		1,042,700	1,006,500	96
Net Weekly Circulation (March 1969)			210,278	
Average Daily Circulation (March 1969)			128,054	

Map reflects proposed contours

# Massachusetts—Springfield



**WWLP**

Ch. 22

[Also operates affiliated WJZB-TV, Worcester, and satellite WRLP, Greenfield, Mass., latter also licensed to Keene, N.H. and Brattleboro, Vt.]

**Technical Facilities:** Channel No. 22 (518-524 MHz). Authorized power: 1000-kw max. and 933-kw horizontal visual, 93.3-kw horizontal aural. Antenna: 750-ft. above av. terrain, 400-ft. above ground, 1049-ft. above sea level.

Latitude 42° 05' 01"  
Longitude 72° 42' 16"

**Transmitter:** Provin Mt., Agawam, Mass.

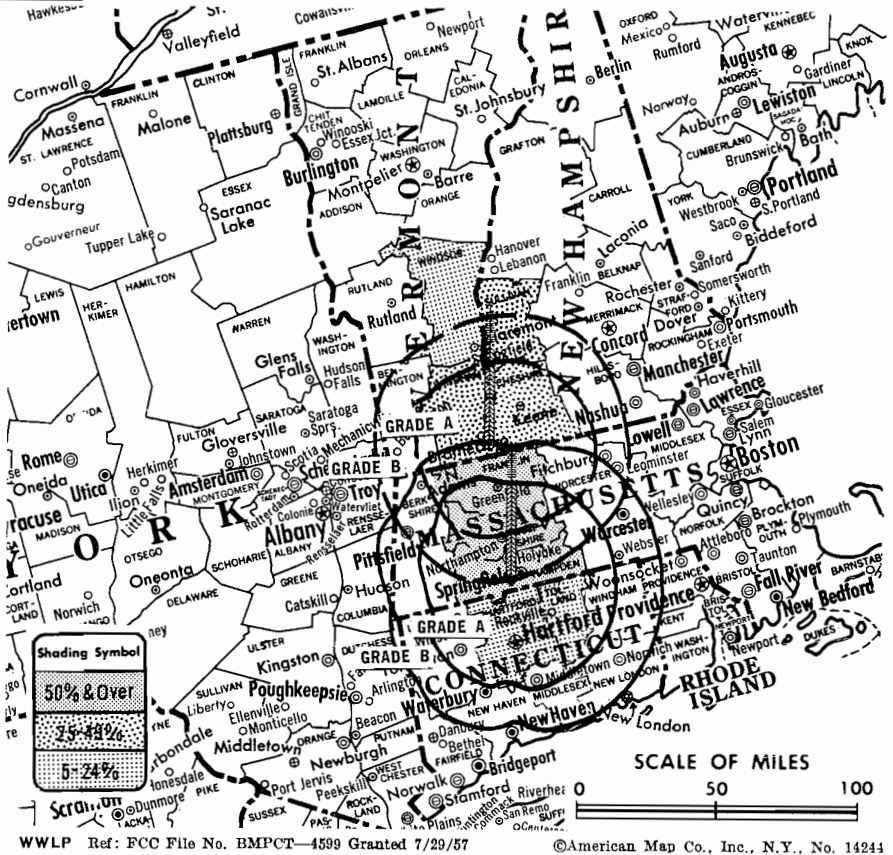
**TV tape:** Recording facilities.

**Color:** Network, live, film, slide & tape.

**News Wire Service:** UPI.

**Facsimile Service:** UPI.

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).



## WWLP

**Licensee:** Springfield Television Broadcasting Corp., Box 2210, Springfield, Mass. (01101).

**Studio:** Provin Mt., Agawam, Mass.

**Telephone:** 413-785-1201. TWX No.: 710-350-1421.

**Ownership:** Roger L. Putnam, chairman, 25.09%; William L. Putnam, pres., 4.56%; Joseph J. Deliso, dir., 6.68%; over 100 others, none owning over 2%. Springfield Television also owns WRLP (TV), Keene, N.H. (Ch. 32) also serving Brattleboro, Vt. and Greenfield, Mass.; WKEF (TV), Ch. 22, Dayton, O. and Capital Communications Corp., which owns off-air WENS (TV), Pittsburgh, Pa.

**Began Operation:** March 17, 1953.

**Represented (sales) by:** H-R Television; Kettell-Carter (Boston).

**Represented (legal) by:** Finkelstein & Firestone.

**Personnel:**

- WILLIAM L. PUTNAM, president & general manager.
- ROLAND L. FILIAULT, treasurer & comptroller.
- JAMES H. FERGUSON JR., executive vice president.
- JOHN FERGIE, v.p., engineering.
- E. HOLLAND LOW, national sales manager.
- DANIEL T. SULLIVAN JR., local sales manager.
- WALLACE SAWYER, v.p. & program director.
- ROBERT F. DONAHUE, promotion manager.
- FRANCIS KOZLOWSKI, traffic manager.
- DONALD C. SHAW, chief engineer.

**DIGEST OF RATE CARD NO. G1—(Nov. 1, 1969)**

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. 10 Sec.  
Class AA—7:30-11 p.m., daily.  
\$900.00 \$540.00 ..... Graded rates apply\*

\*Highest rate: \$300.

**NETWORK BASE HOURLY RATE:** \$625.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	<b>MASSACHUSETTS</b>			
	Franklin	19,300	18,100	94
	Hampden	137,600	133,100	97
	Hampshire	32,900	31,300	95
<b>Between 25-49%</b>	<b>NEW HAMPSHIRE</b>			
	Cheshire	16,100	15,200	94
	Sullivan	10,000	9,300	93
	<b>VERMONT</b>			
	Windham	10,200	9,100	90
<b>Between 5-24%</b>	<b>CONNECTICUT</b>			
	Hartford	247,800	239,400	97
	Tolland	25,700	24,700	96
	<b>VERMONT</b>			
	Windsor	14,100	13,200	94
<b>Station Totals</b>		<b>1,072,400</b>	<b>1,033,800</b>	<b>96</b>
<b>Net Weekly Circulation (March 1969)</b>			<b>233,956</b>	
<b>Average Daily Circulation (March 1969)</b>			<b>150,742</b>	

ARB Data: Figures for this Station Include  
Satellite WRLP, Greenfield, Mass.

# Massachusetts—Worcester

## WSMW-TV

Ch. 27

Technical Facilities: Channel No. 27 (548-554 MHz). Authorized power: 1151-kw max. & 513-kw horizontal visual, 227.5-kw max. & 102-kw horizontal aural. Antenna: 1530-ft. above av. terrain, 1344-ft. above ground, 2044-ft. above sea level.

Latitude 42° 20' 01"  
Longitude 71° 42' 53"

Transmitter: Stiles Hill, Boyleston, 2.6-mi. N of Shrewsbury.

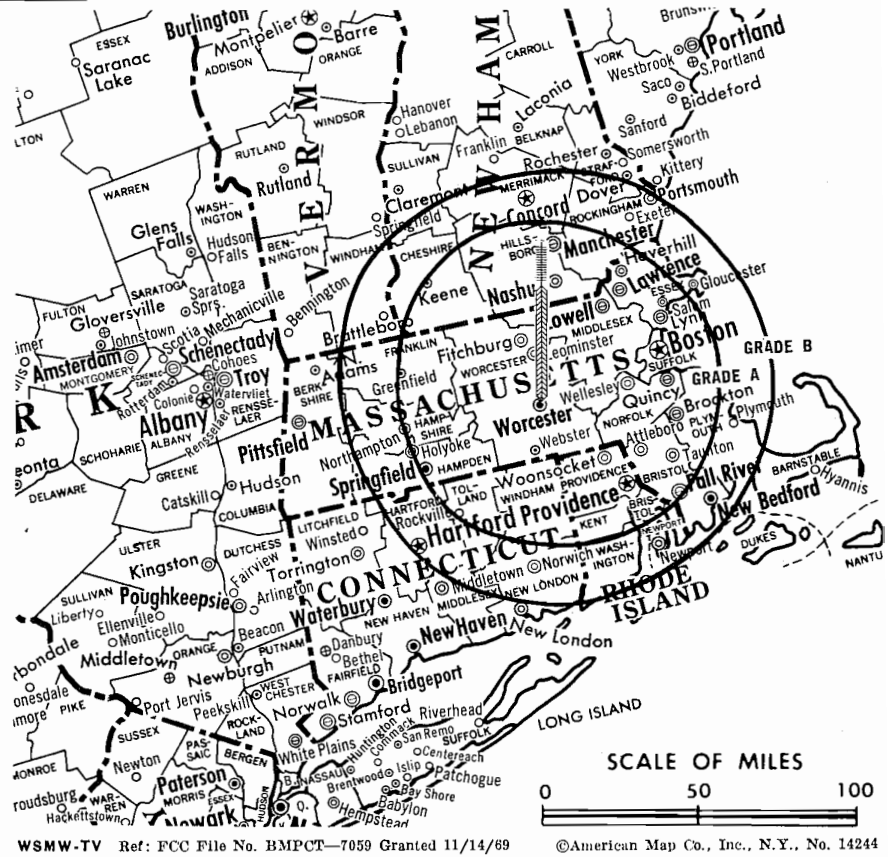
Color: Network, live, film, slide & tape.

TV tape: Recording facilities.

News Wire Service: AP, UPI.

Facsimile Service: UPI.

ARB Data: Not available.



WSMW-TV Ref: FCC File No. BMPCT-7059 Granted 11/14/69

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## WSMW-TV

Grantee: State Mutual Bcstg. Corp., 440 Lincoln St., Worcester, Mass. (01605).

Studio: 127 Beverly Rd., Worcester, Mass. (01605).

Telephone: 617-852-0027.

Ownership: H. Ladd Plumley, chmn.-pres.; W. Douglas Bell, v.p.-gen. counsel; Bernard E. Waterman, v.p.; Richard H. Wilson & Paul J. Foley, v.p.s; Martin C. Brooks, treas.; Richard J. Baker, clerk-asst. counsel; America Group Corp. (wholly-owned by State Mutual Life Assurance Co.), 100%.

Began Operation: Jan. 2, 1970.

Represented (sales) by Adam Young Inc.

Represented (legal) by Cohn & Marks.

Represented (engineering) by Cohen & Dippell.

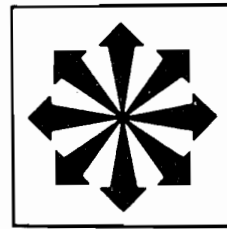
Personnel:

BERNARD E. WATERMAN, general manager & vice president.  
WILLIAM G. MOLL, operations manager.  
BRIAN A. HIGGINS, program director.  
EUGENE F. SHAW, general sales manager.  
PAUL D. HAMEL, sales manager.  
DONALD J. REILLY, business manager.

DIGEST OF RATE CARD NO. 1  
(Jan. 1, 1970)

Hour 30 Min. 15 Min. 5 Min. Min. 30 Sec. 20 Sec. 10 Sec.  
Class AA—6:30-11 p.m., daily.  
\$700.00 \$400.00 \$280.00 \$200.00 \$125.00 \$69.00 \$50.00 \$38.00

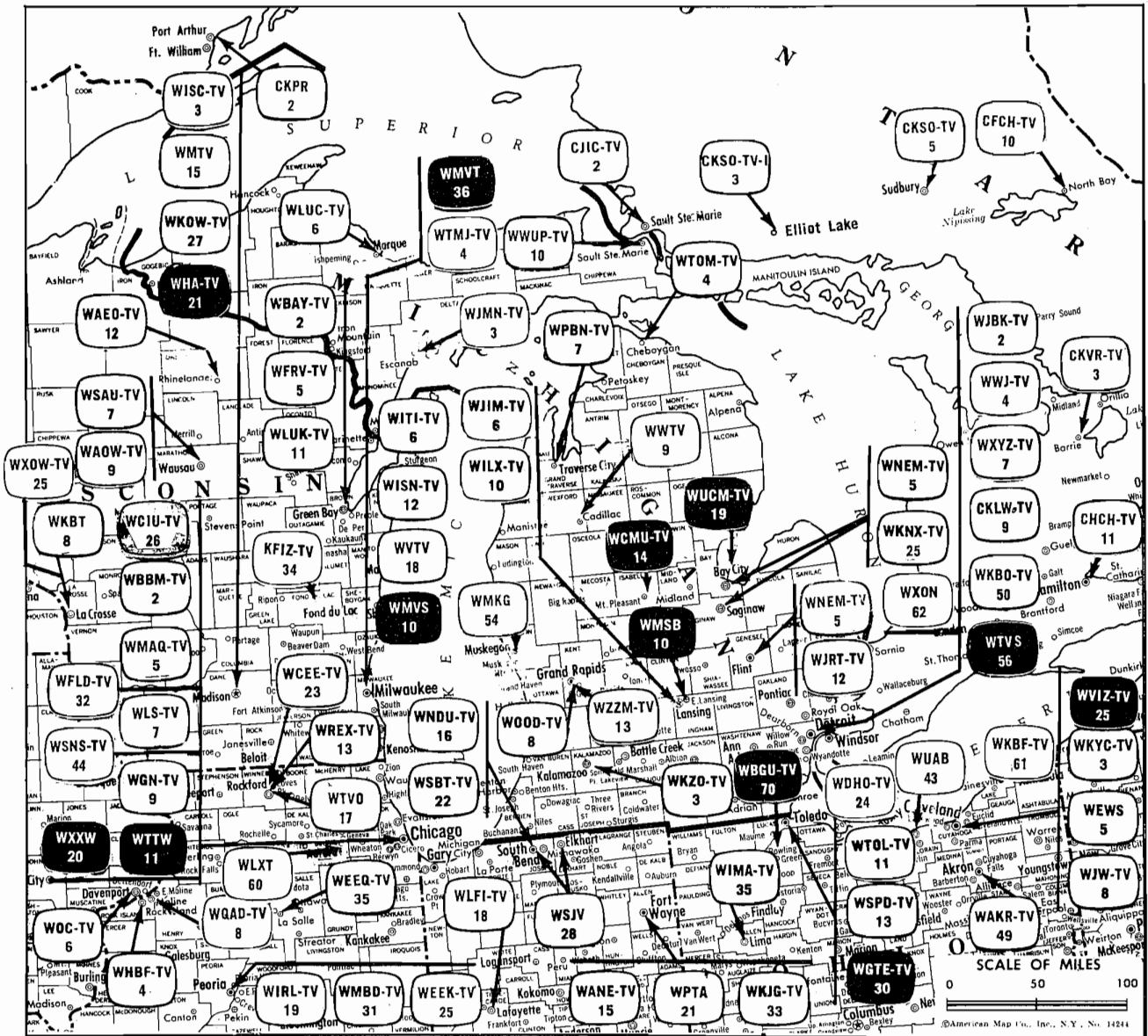
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# Michigan



Market	ARB Net Weekly Circulation	Rank	ARB ADI TV Households	Rank
Detroit	1,572,583	6	1,388,300	7
Grand Rapids-Kalamazoo	476,302	42	400,600	36
Flint-Saginaw-Bay City	433,888	47	314,200	54
Lansing	401,721	50	148,300	95
Traverse City-Cadillac	146,609	131	94,300	140
Marquette	62,208	184	49,400	167

Michigan Station Status as of March 1, 1970	VHF	UHF	TOTAL
Commercial Television Stations	16	4	20
Educational Television Stations	1	3	4
			24

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**State Cross Reference List**

Communities That Receive Programs of  
Stations That Are Located Elsewhere

**WILX-TV & WMSB**

Battle Creek

(See Onondaga & Lansing, Mich.)

**WJRT & WKNX-TV**

Bay City

(See Flint & Saginaw, Mich.)

**WPBN-TV**

Cadillac

(See Traverse City, Mich.)

**WJIM-TV**

Flint

(See Lansing, Mich.)

**WKNX-TV**

Flint

(See Saginaw, Mich.)

**WNEM-TV**

Flint

(See Bay City, Mich.)

**WKZO-TV**

Grand Rapids

(See Kalamazoo, Mich.)

**WJIM-TV**

Jackson

(See Lansing, Mich.)

**WILX-TV & WMSB**

Jackson

(See Lansing, Mich.)

**WOOD-TV**

Kalamazoo

(See Grand Rapids, Mich.)

**WZZM**

Kalamazoo

(See Grand Rapids, Mich.)

**WJRT-TV**

Saginaw

(See Flint, Mich.)

**WNEM-TV**

Saginaw

(See Bay City, Mich.)

**WWTW**

Traverse City

(See Cadillac, Mich.)

**State Educational Technical Facilities**

(Complete Data in Educational Directory)

**WTVS**

Detroit

Ch. 56

Non-Commercial Educational Station

Licensee: Detroit Educational Television Foundation Inc., 26945 W. Eleven Mile Rd., Southfield, Mich. (48075).

Technical Facilities: Channel No. 56 (722-728 MHz). Authorized power: 955-kw max. & 617-kw horizontal visual, 61.7-kw aural. Antenna: 960-ft. above av. terrain, 1049-ft. above ground, 1749-ft. above sea level.

Latitude	42°	29'	01"
Longitude	83°	18'	44"

**WCMU-TV**

Mt. Pleasant

Ch. 14

Non-Commercial Educational Station

Grantee: Central Michigan University, Mt. Pleasant.

Technical Facilities: Channel No. 14 (470-476 MHz). Authorized power: 39.8-kw visual, 7.94-kw aural. Antenna: 530-ft. above av. terrain, 547-ft. above ground, 1344-ft. above sea level.

Latitude	43°	34'	24"
Longitude	84°	46'	21"

**WMSB**

Onondaga-East Lansing

Ch. 10

Non-Commercial Educational Station

Licensee: Board of Trustees, Michigan State University, E. Lansing.

Technical Facilities: Channel No. 10 (192-198 MHz). Shares time with commercial outlet WILX-TV. Authorized power: 309-kw visual, 61.7-kw aural. Antenna: 970-ft. above av. terrain, 982.8-ft. above ground, 1946-ft. above sea level.

Latitude	42°	26'	33"
Longitude	84°	34'	21"

**WUCM-TV**

University Center (Bay City)

Ch. 19

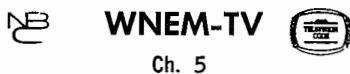
Non-Commercial Educational Station

Licensee: Delta College, University Center (Bay City), Mich. (48710).

Technical Facilities: Channel No. 19 (500-506 MHz). Authorized power: 631-kw max. & 562-kw horizontal visual, 63.1-kw max. & 56.2-kw horizontal aural. Antenna: 470-ft. above av. terrain, 498-ft. above ground, 1102-ft. above sea level.

Latitude	43°	33'	42.7"
Longitude	83°	58'	53.7"

# Michigan—Bay City-Saginaw-Flint



Ch. 5

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 50-kw aural. Antenna: 1036-ft. above av. terrain, 1056-ft. above ground, 1632-ft. above sea level.

Latitude 43° 28' 13"  
Longitude 83° 50' 35"

Transmitter: 5700 Becker Rd., Saginaw, Mich.

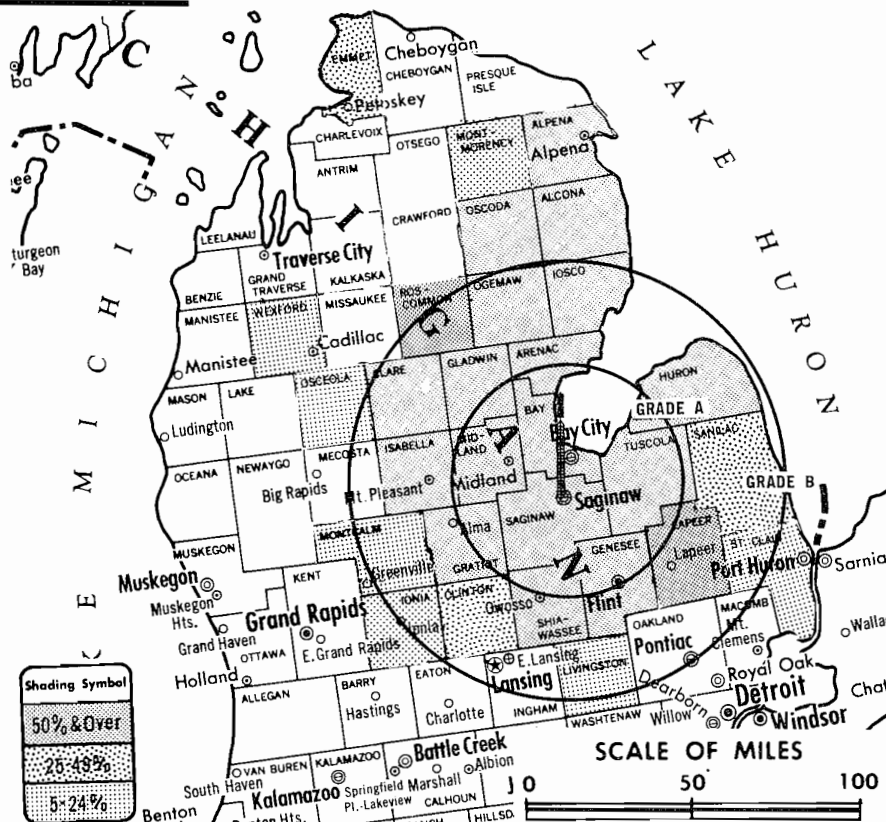
TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.

News Film Service: NBC.



WNEM-TV Ref: FCC File No. BMPCT-3547 Granted 6/8/56

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Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).

## WNEM-TV

Licensee: Meredith Corp., Room 3620, 1345 Ave. of the Americas, New York, N.Y. (10019).

Telephone: 212-757-1400.

Studios & Offices: 5700 Becker Rd., Saginaw (48601). Telephone: 517-755-8191. G-3426 Miller Rd., Flint. Telephone: 313-732-2050.

TXW Nos.: 810-265-1203 (Saginaw); 313-742-8724 (Flint).

Ownership: Meredith Corp., 100.% For other interests, see WOW-TV, Omaha, Neb.

Began Operation: Feb. 16, 1954. Sale to present owner by James Gerity Jr. approved by FCC April 16, 1969 (Television Digest, Vol. 9:15).

Represented (sales) by Katz Television.

Represented (legal) by Haley, Bader & Potts.

Represented (engineering) by A. Earl Cullum Jr. Consulting Engineers.

### Personnel:

- JACK BERRY, general manager.
- NORRIS REICHEL, general sales manager.
- RICHARD DeANGELIS, local sales manager.
- GENE CLESS, program director.
- WILLIAM STRUBE, chief engineer.
- TOM EYNON, news director.
- MARC WESLEY, sports director.

### DIGEST OF RATE CARD NO. 12 (Oct. 3, 1969)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. 10 Sec.  
Class AA—7:30-10:30 p.m., Sun.-Thurs.; 7-10:30 P.M., Fri.-Sat.  
\$1100.00 \$660.00 \$440.00 \$308.00 \$570.00\* \$440.00\* \$260.00\*

\*AA1

NETWORK BASE HOURLY RATE: \$1000.

Net Weekly Circulation	State County	Total Households	TV Homes	%
	<b>MICHIGAN</b>			
	Alcona	1,500	1,400	92
	Alpena	9,300	8,500	91
	Arenac	3,100	2,900	95
	Bay	34,800	33,900	97
	Clare	3,600	3,400	95
	Genesee	129,500	126,500	98
	Gladwin	2,900	2,700	95
	Gratiot	11,200	10,700	96
<b>50% &amp; Over</b>	Huron	9,500	9,000	95
	Iosco	6,200	6,000	97
	Isabella	9,900	9,400	95
	Lapeer	13,000	12,700	97
	Midland	17,000	16,600	98
	Ogemaw	3,100	2,900	95
	Oscoda	1,100	1,000	89
	Roscommon	2,600	2,500	97
	Saginaw	61,500	59,900	97
	Shiawassee	17,100	16,500	97
	Tuscola	12,800	12,400	96
	<b>MICHIGAN</b>			
<b>Between 25-49%</b>	Chippewa	9,600	9,100	94
	Clinton	12,100	11,800	98
	Emmet	4,600	4,300	93
	Sanilac	9,700	9,200	95
	<b>MICHIGAN</b>			
<b>Between 5-24%</b>	Ionia	12,200	11,900	98
	Livingston	13,300	13,000	98
	Montcalm	11,800	11,400	96
	Montmorency	1,400	1,300	90
	Osceola	4,800	4,500	95
	St Clair	34,500	33,400	97
	Wexford	5,500	5,300	96
Station Totals		889,800	863,900	97
Net Weekly Circulation (March 1969)			327,236	
Average Daily Circulation (March 1969)			223,283	





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# Michigan—Cadillac-Traverse City



**WWTV**



Ch. 9

[Also operates satellite WWUP-TV, Sault Ste. Marie, Mich.]

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 316-kw visual, 51.3-kw aural. Antenna: 1635-ft. above av. terrain, 1295-ft. above ground, 2999-ft. above sea level.

Latitude 44° 08' 12"  
Longitude 85° 20' 33"

Transmitter: 9-mi. SE of Cadillac, Mich.

AM Affiliate: WWAM, 5-kw (1-kw N), 1370 kHz.

FM Affiliate: WWTV-FM, 100-kw, 92.9 MHz (No. 225), 900-ft.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

Facsimile Service: UPI.

ARB Data: Figures include WWUP-TV.

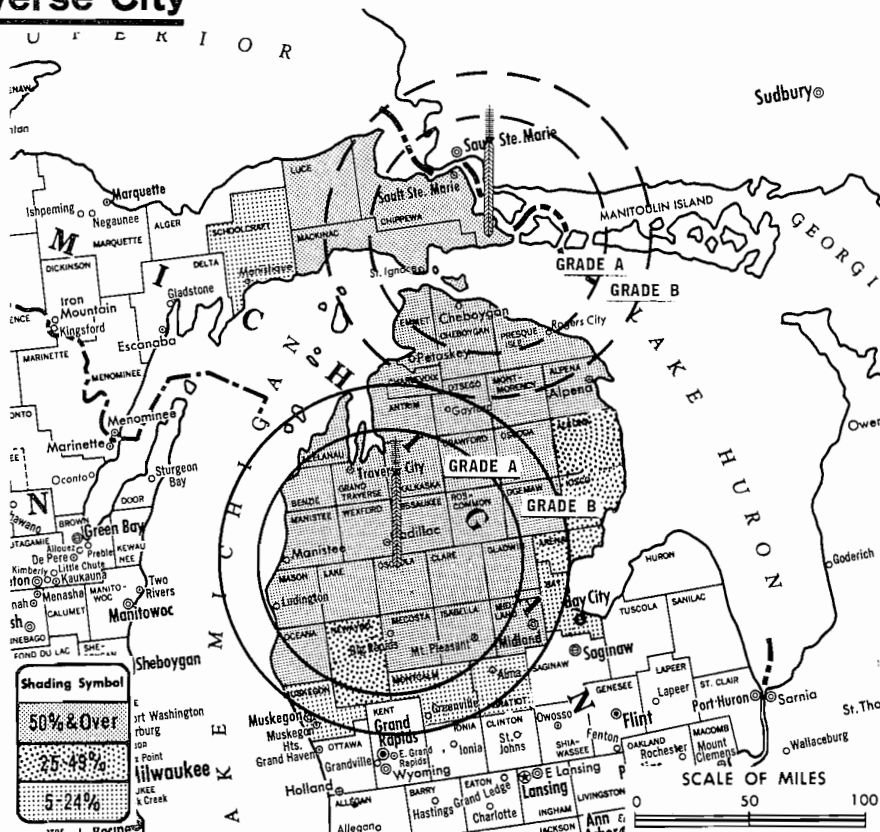
Total Households: © SRDS

Consumer Market Data as of 1/1/70.

TV Homes: TV % and Circulation

© 1969 American Research Bureau.

County coverage based on ARB study (see page 4-b).



WWTV Ref: FCC Doc. No.—14230 Granted 4/12/62

WWUP-TV Ref: FCC File No. BPCT—3565 Granted 7/19/65

© American Map Co., Inc., N.Y., No. 14244

## WWTV

Network Service: ABC, CBS.

Licensee: Fetzer Television Inc., P.O. Box 627, Cadillac, Mich. (49601).

Studio: 9-mi. SE of Cadillac, Mich. Telephone: 616-775-3478.

Ownership: Fetzer Broadcasting Co., 100%. John E. Fetzer, pres. For other interests, see WKZO-TV, Kalamazoo, Mich.

Began Operation: Dec. 11, 1953. Sale to present owner by Spartan Corp. approved July 23, 1958 by FCC (Television Digest, Vol. 14:25, 27).

Represented (legal) by Dow, Lohnes & Albertson.

Represented (sales) by Avery-Knodel Inc.

Represented (engineering) by Lohnes & Culver.

Personnel:

GENE ELLERMAN, vice president & general manager.

RICHARD SCHAPPA, local sales manager.

MURRAY TUCKER, director of technical operations.

JOHN WHEAT, program director & film buyer.

KEN TAISHOFF, promotion manager.

BOB LEE, director, news, community & public affairs.

DIGEST OF RATE CARD NO. 13—(Aug. 1, 1969)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.  
Class AA—6-10 p.m., Mon.-Fri.; 6-11 p.m., Sat.; 7:30-11 p.m., Sun.

\$575.00 \$345.00 \$220.00 \$174.00 \$130.00\* \$120.00\* \$60.00\*

\*Class AA—7:30-11 p.m., Sun.-Fri.; 6:30-11 p.m. Sat.

WWTV is sold in combination with WWUP-TV.

NETWORK BASE HOURLY RATE: \$500 (ABC), \$500 (CBS).

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	MICHIGAN			
	Alpena	9,300	8,500	91
	Antrim	2,700	2,500	95
	Benzie	1,900	1,800	94
	Charlevoix	3,600	3,400	95

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	MICHIGAN—(Continued)			
	Cheboygan	4,200	3,900	92
	Chippewa	9,600	9,100	94
	Clare	3,600	3,400	95
	Crawford	1,500	1,400	93
	Emmet	4,600	4,300	93
	Gladwin	2,900	2,700	95
	Grand Traverse	10,700	10,100	95
	Isabella	9,900	9,400	95
	Kalkaska	1,700	1,600	94
	Lake	1,800	1,700	92
	Leelanau	2,900	2,700	94
	Luce	1,600	1,400	92
	Mackinac	3,200	3,000	94
	Manistee	5,800	5,500	95
	Mason	7,000	6,400	92
	Mecosta	5,900	5,600	95
	Midland	17,000	16,600	98
	Missaukee	1,700	1,500	92
	Montmorency	1,400	1,300	90
Oceana	4,700	4,400	93	
Ogemaw	3,100	2,900	95	
Osceola	4,800	4,500	95	
Oscoda	1,100	1,000	89	
Otsego	2,200	2,100	95	
Presque Isle	3,600	3,200	90	
Roscommon	2,600	2,500	97	
Wexford	5,500	5,300	96	
<b>Between 25-49%</b>	MICHIGAN			
	Alcona	1,500	1,400	92
	Arenac	3,100	2,900	95
	Iosco	6,200	6,000	97
	Newaygo	7,700	7,400	95
<b>Between 5-24%</b>	MICHIGAN			
	Bay	34,800	33,900	97
	Gratiot	11,200	10,700	96
	Montcalm	11,800	11,400	96
	Muskegon	49,100	47,600	97
Schoolcraft	2,300	2,100	92	
Station Totals		1,891,500	1,837,600	97
Net Weekly Circulation (March 1969)				146,609
Average Daily Circulation (March 1969)				107,277

# Step up to NORTHERN MICHIGAN

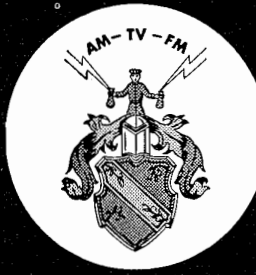


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- \$1,247,143,000 in Consumer Spendable Income in the 35 counties where WWTV/WWUP-TV is the dominant CBS station
- \$6,563 retail sales per TV home
- 141,000 weekly TV homes

When you look at the Cadillac-Traverse City-Sault Ste. Marie ADI, you're looking at a huge, 25-county area where Michigan's biggest spenders spend. And if you add the neighboring counties (10 more) where WWTV is the dominant CBS station, you're looking at a cool billion dollars in consumer spendable income. So when you're thinking about Michigan... start at the top.

Source: ARB and SRDS. Audience measurement data herein are estimates only, subject to defects and limitations of source material and methods.



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 WKZO KALAMAZOO-BATTLE CREEK  
 WJEF GRAND RAPIDS  
 WJFM GRAND RAPIDS-KALAMAZOO  
 WWAM/WWTV-FM CADILLAC

**TELEVISION**  
 WKZO-TV GRAND RAPIDS-KALAMAZOO  
 WWTV / CADILLAC TRAVERSE CITY  
 / WWUP-TV SAULT STE. MARIE  
 KOLN-TV / LINCOLN, NEBRASKA  
 KGIN-TV GRAND ISLAND, NEB.  
 KMEG-TV SIOUX CITY, IOWA

# WWTV / WWUP-TV

**CADILLAC-TRAVERSE CITY**

CHANNEL 9  
 ANTENNA 1640' A. A. T.  
 CES • ABC

**SAULT STE. MARIE**

CHANNEL 10  
 ANTENNA 1214' A. A. T.  
 CBS • ABC

Avery-Knodel, Inc. Exclusive National Representatives

# Michigan—Cheboygan



Ch. 4

[Affiliated with WPBN-TV,  
Traverse City, Mich.]

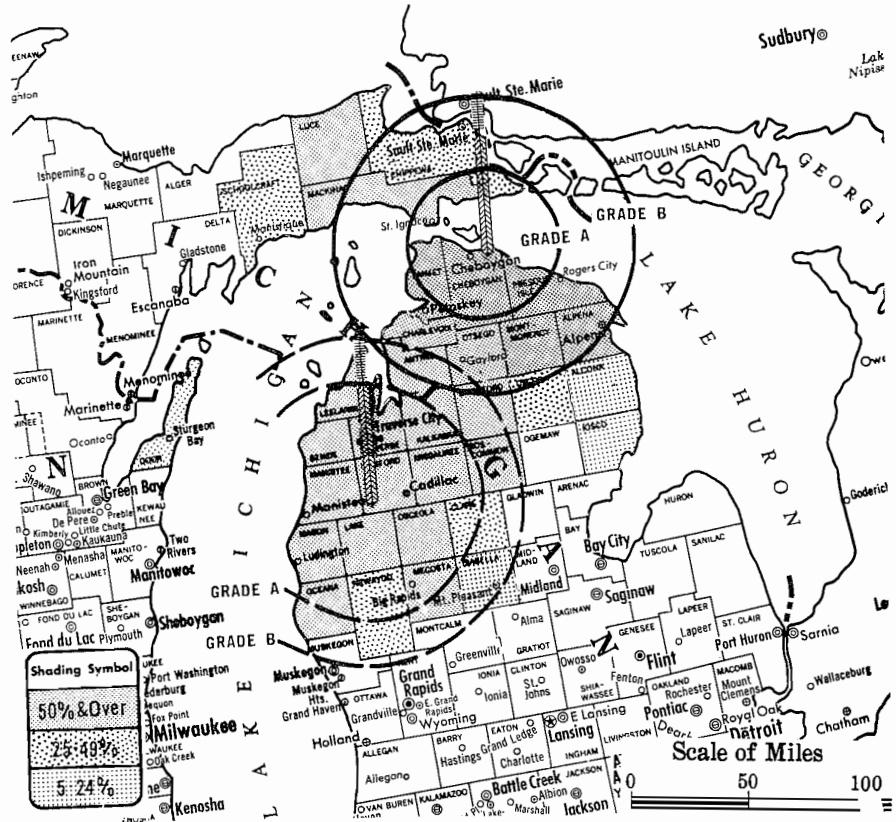
Technical Facilities: Channel No. 4  
(66-72 MHz). Authorized power:  
100-kw visual, 20-kw aural. An-  
tenna: 620-ft. above av. terrain,  
590-ft. above ground, 1290-ft.  
above sea level.

Latitude 45° 39' 01"  
Longitude 84° 20' 37"

Transmitter: U.S. Rt. 23, 6.7-mi. E  
of Cheboygan.

Color: Network, live, film, slide &  
tape.

News Wire Service: AP.



County coverage based on ARB study (see  
page 4-b).

WTOM-TV Ref: FCC File No. BPCT-2717 Granted 12/9/59

American Map Co., Inc., N.Y., No. 14244

## WTOM-TV

Network Service: ABC, NBC.

Licensee: Midwestern Broadcasting Company (Paul Bunyan Tele-  
vision Network), Paul Bunyan Bldg., Traverse City, Michigan  
(49684).

Studio: U.S. Rt. 23, 6.7-mi. E of Cheboygan.

Telephone: 616-627-5683.

Ownership: Same as WPBN-TV, Traverse City.

Began Operation: May 16, 1959.

Represented (sales) by Adam Young Inc.

Represented (legal) by Cordon & Jacob.

Represented (engineering) by Cohen & Dippell.

Personnel:

LES BIEDERMAN, president.  
HARRY R. LIPSON, general manager & film buyer.  
ROBERT L. DREHER, sales manager.  
WILLIAM H. KIKER, vice president & chief engineer.  
R. E. DETWILER, commercial manager.

## DIGEST OF RATE CARD NO. 4

(December 1, 1969)

Hour	30 Min.	15 Min.	10 Min.	30 Sec.	20 Sec.	10 Sec.	
Class AA—7:29-10:31 p.m., daily.	\$360.00	\$270.00	\$147.00	\$113.00	\$80.00	\$70.00	\$35.00

Note: Combination rates with WPBN-TV, Traverse City.

NETWORK BASE HOURLY RATE: Bonus to WPBN-TV, Traverse  
City, Mich. (ABC & NBC).

ARB Data for this Station included with Report  
of Parent WPBN-TV, Traverse City, Mich. Above  
Map shows coverage for both Parent & Satellite.

# Michigan—Detroit



**WJBK-TV**



Ch. 2

**Technical Facilities:** Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1000-ft. above av. terrain, 1057-ft. above ground, 1730-ft. above sea level.

Latitude 42° 27' 38"  
Longitude 83° 12' 47"

**Transmitter:** Southfield, Mich.

**TV tape:** Recording facilities.

**AM Affiliate:** WDEE, 10-kw (1-kw night), 1500 kHz.

**FM Affiliate:** WDEE-FM, 30-kw, 93.1 MHz (No. 226), 440-ft. antenna height.

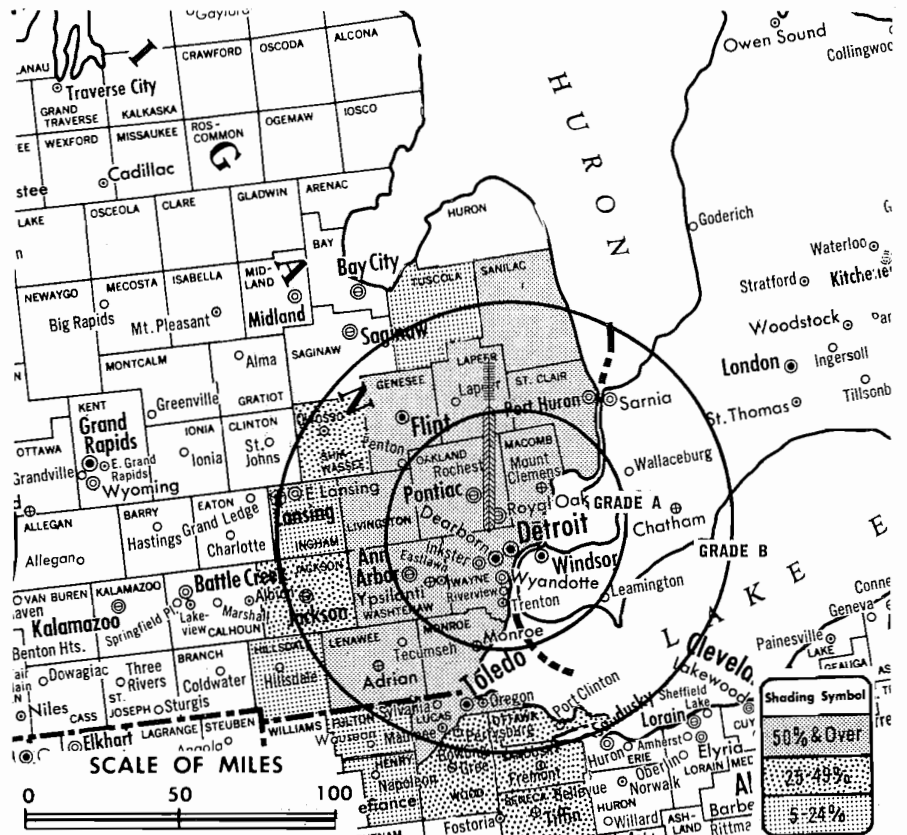
**Color:** Network, live, film, slide & tape.

**News Wire Service:** AP, UPI.

**Facsimile Service:** UPI.

**News Film Service:** CBS.

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).



WJBK-TV Ref: FCC File No. BMPCT-880 Granted 1/2/53

©American Map Co., Inc., N.Y., No. 1424

## WJBK-TV

**Licensee:** Storer Broadcasting Co., 7441 Second Blvd., Detroit, Mich. (48202).

**Studio:** 7441 Second Blvd.

**Telephone:** 313-873-7400. TWX No.: 313-222-5414.

**Ownership:** Storer Bcstg. Co., 1177 Kane Concourse, Miami Beach, Fla. For other interests, see listing under Group Ownership.

**Began Operation:** Oct. 24, 1948.

**Represented (sales) by:** Storer Television Sales Inc.

**Represented (legal) by:** Warren Zwicky.

**Represented (engineering) by:** A. Earl Cullum Jr. Consulting Engineers.

**Personnel:**

- LAWRENCE M. CARINO, v.p. & general manager.
- JAY WATSON, station manager.
- HAP EATON, general sales manager.
- GEORGE CRANDALL, local sales manager.
- TODD A. SPOERI, program manager.
- RONALD A. DAVID, director of advertising & promotion.
- BOB McBRIDE, news & community affairs director.
- MARION STONER, chief engineer.

**DIGEST OF RATE CARD NO. 29**  
(June 16, 1969)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.  
Class AA—7:30-11 p.m., Sun.-Fri.; 7-11 p.m., Sat.  
\$3500.00 \$2300.00 . . . . . Graded rates apply\*

\*Highest rate: \$1800.

**NETWORK BASE HOURLY RATE: \$3100.**

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	MICHIGAN			
	Genesee	129,500	126,500	98
	Lapeer	13,000	12,700	97
	Lenawee	25,000	24,100	97
	Livingston	13,300	13,000	98
	Macomb	161,700	159,600	99
	Monroe	31,800	31,000	98
	Oakland	235,000	231,400	98
	St Clair	34,500	33,400	97
	Sanilac	9,700	9,200	95
	Washtenaw	59,400	56,300	95
Wayne	838,900	817,600	97	
OHIO	Lucas	152,200	148,400	98
	MICHIGAN			
<b>Between 25-49%</b>	Jackson	42,100	40,900	97
	Shiawassee	17,100	16,500	97
	OHIO			
	Ottawa	11,400	11,100	97
	Sandusky	18,300	17,900	98
	Seneca	17,700	17,200	97
<b>Between 5-24%</b>	Wood	22,500	21,800	97
	MICHIGAN			
	Hillsdale	10,900	10,300	95
Ingham	71,700	69,400	97	
Tuscola	12,800	12,400	96	
OHIO	Fulton	9,000	8,500	95
	Henry	7,800	7,600	97
	<b>Station Totals</b>	<b>2,816,200</b>	<b>2,742,500</b>	<b>97</b>
<b>Net Weekly Circulation (March 1969)</b>				<b>1,563,283</b>
<b>Average Daily Circulation (March 1969)</b>				<b>1,082,982</b>
(Station also received in Canadian markets)				

# Michigan—Detroit

**WKBD-TV**



Ch. 50

Technical Facilities: Channel No. 50 (686-692 MHz). Authorized power: 1090-kw max. & 740-kw horizontal visual, 163.5-kw max. & 111-kw horizontal aural. Antenna: 966-ft. above av. terrain, 1049-ft. above ground, 1749-ft. above sea level.

Latitude 42° 29' 01"  
Longitude 83° 18' 44"

Transmitter: 26955 West 11 Mile Road, Southfield, Mich.

TV tape: Recording facilities.

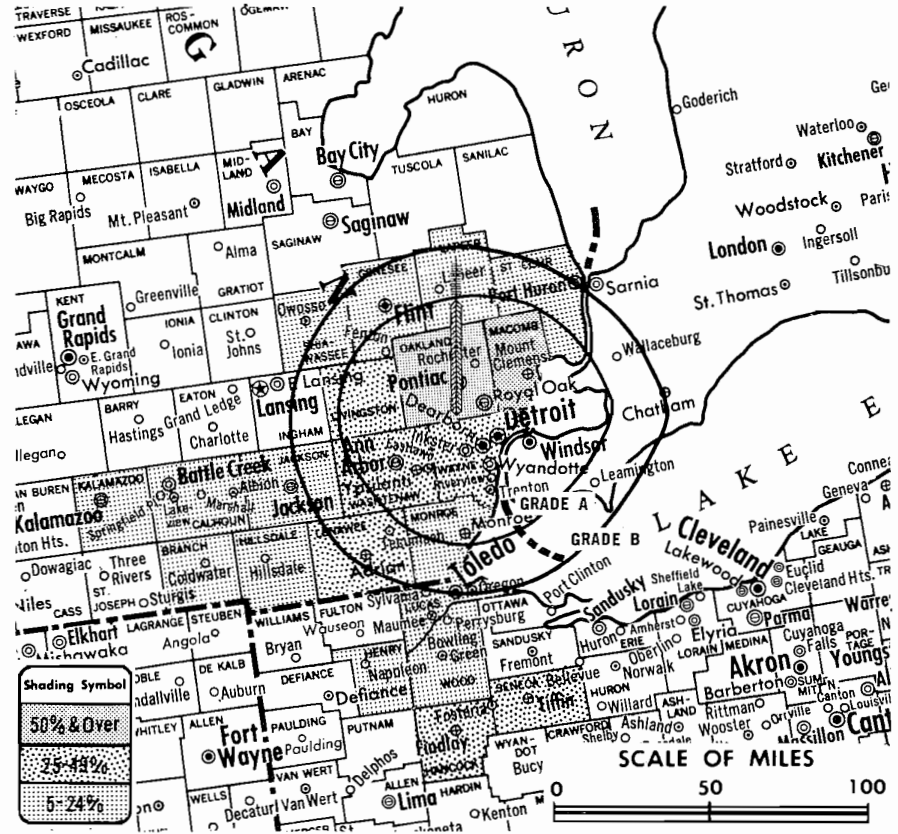
Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.

News Film Service: UPI.

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).



WKBD-TV Ref: FCC File No. BPCT-4083 Granted 5/10/68

© American Map Co., Inc., N.Y. No. 14244

## WKBD-TV

Network Service: None, independent.

Grantee: Kaiser Broadcasting Corp., Kaiser Center, 300 Lakeside Dr., Oakland, Cal. (94604).

Studio: 26955 West 11 Mile Rd., Southfield, Mich. (48075).

Mailing Address: Box 359, Southfield, Mich. (48075).

Telephone: 313-444-8500.

Ownership: Wholly owned subsidiary of Kaiser Industries Corp., Richard C. Block, v.p. & gen. mgr. Kaiser also owns WKBS-TV, Burlington-Philadelphia; WKBG-TV, WCAS (AM), Cambridge & WJIB-FM, Boston (90%); KBSC-TV, Los Angeles-Corona; KBHK-TV, San Francisco and WKBF-TV, Cleveland (50%); KFOG (FM) San Francisco.

Began Operation: Jan. 10, 1965.

Represented (sales) by Avco Radio Television Sales Inc.; Kettell-Carter (Boston); Harry Hyett (Minneapolis).

Represented (legal) by Wilmer, Cutler & Pickering.

Represented (engineering) by Gautney & Jones.

### Personnel:

RICHARD L. FREEMAN, vice president & general manager.  
BRUCE C. MAYER, asst. gen. mgr. & general sales manager.  
R. KING PATTERSON, sales manager.  
ALAN S. FEUER, local sales manager.  
JOHN STEINWAND, program manager.  
TED LON, accounting manager.  
AL MARTIN, engineering manager.  
CHARLES W. STROUD, promotion manager.  
MONTY SALISBURY, operations manager.  
MATT QUINN, news manager.

### DIGEST OF RATE CARD NO. 3—(Jan. 12, 1969)

Hour	30 Min.	15 Min.	Min.	20 Sec.	ID
Class A—7:30-11 p.m., daily.					
\$1000.00	\$700.00	\$450.00	Graded rates apply*		

\*Highest rate: \$540.

Net Weekly Circulation	State County	Total Households	TV Homes	%	
<b>50% &amp; Over</b>	MICHIGAN				
	Macomb	161,700	159,600	99	
	Oakland	235,000	231,400	98	
<b>Between 25-49%</b>	MICHIGAN				
	Alpena	9,300	8,500	91	
	Charlevoix	3,600	3,400	95	
	Lenawee	25,000	24,100	97	
	Livingston	13,300	13,000	98	
	Washtenaw	59,400	56,300	95	
	Wayne	838,900	817,600	97	
	OHIO				
	Hancock	18,300	17,800	97	
	Seneca	17,700	17,200	97	
<b>Between 5-24%</b>	MICHIGAN				
	Branch	10,500	10,200	96	
	Calhoun	45,500	44,300	97	
	Cheboygan	4,200	3,900	92	
	Genesee	129,500	126,500	98	
	Hillsdale	10,900	10,300	95	
	Jackson	42,100	40,900	97	
	Kalamazoo	56,900	55,100	97	
	Lapeer	13,000	12,700	97	
	Monroe	31,800	31,000	98	
	Otsego	2,200	2,100	95	
	St Clair	34,500	33,400	97	
	Shiawassee	17,100	16,500	97	
OHIO					
Henry	7,800	7,600	97		
Lucas	152,200	148,400	98		
Wood	22,500	21,800	97		
Station Totals		2,001,900	1,951,100	97	
Net Weekly Circulation (March 1969)				723,752	
Average Daily Circulation (March 1969)				326,248	

(Station also received in Canadian markets)

# Michigan—Detroit



**WWJ-TV**



Ch. 4

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 97.7-kw visual, 9.77-kw aural. Antenna: 1010-ft. above av. terrain, 1068-ft. above ground, 1753-ft. above sea level.

Latitude 42° 28' 59"  
Longitude 83° 12' 20"

Transmitter: Greenfield & 10½ Mile Rds.

TV tape: Recording facilities.

AM Affiliate: WWJ, 5-kw, 950 kHz (NBC).

FM Affiliate: WWJ-FM, 50-kw, 97.1 MHz (No. 246), 480-ft.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

Facsimile Service: UPI, Western Union Sports.

News Film Service: NBC, UPI.

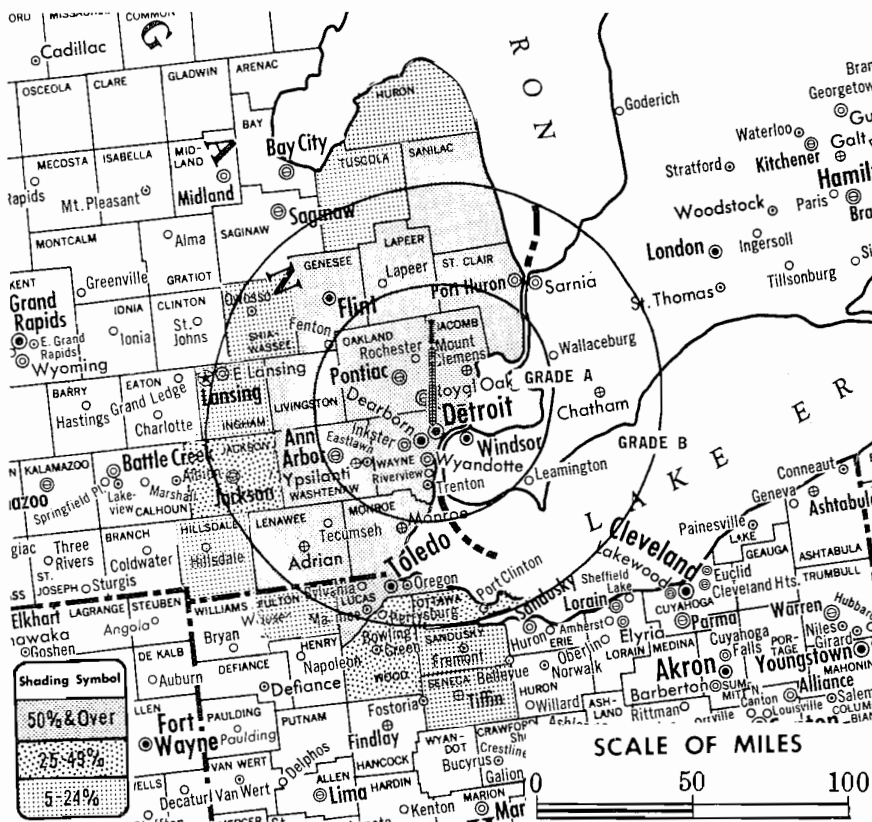
Total Households: © SRDS

Consumer Market Data as of 1/1/70.

TV Homes: TV% and Circulation

© 1969 American Research Bureau.

County coverage based on ARB study (see page 4-b).



WWJ-TV Ref: FCC Doc. No.—14407 Granted 2/1/54

©American Map Co., Inc., N.Y., No. 14244

## WWJ-TV

Licensee: Evening News Assn., 622 Lafayette Blvd., Detroit (48231).

Studio: 622 Lafayette Blvd.

Telephone: 313-222-2000. TWX No.: 313-222-5004.

Ownership: Evening News Assn., publisher of The Detroit News; Peter B. Clark, pres. Evening News Assn. also owns KOLD-TV, Tucson, Ariz. & WALA-TV, Mobile, Ala.

Began Operation: June 3, 1947.

Represented (sales) by Peters, Griffin, Woodward Inc.; Andy McDermott (Canada).

Represented (legal) by Pierson, Ball & Dowd.

Represented (engineering) by David L. Steel Sr.

Personnel:

DON F. DeGROOT, general manager.  
FRANKLIN G. SISSON, station manager.  
DAVID F. STRUBBE, sales manager.  
JAMES C. DAGES, national sales manager.  
JACK C. BRUSSEL, sales development manager.  
MELVIN C. WISSMAN, program development manager.  
A. GLENN KYKER, promotion development manager.  
LAWRENCE M. CLAMAGE, program & production mgr. & film buyer.  
DAVID J. KELLY, news director.  
PAUL WILLIAMS, public affairs manager.  
DONALD L. BALCOLM, chief engineer.  
WILLIAM R. WILLIAMS, promotion manager.

DIGEST OF RATE CARD NO. 28  
(June 15, 1969)

Hour	30 Min.	15 Min.	5 Min.	30 Sec.	20 Sec.	10 Sec.
Class AA—8-11 p.m., daily.	\$3600	\$2200		\$2000	\$1800	\$1000

NETWORK BASE HOURLY RATE: \$3400.

	Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	MICHIGAN				
		Genesee	129,500	126,500	98
		Lapeer	13,000	12,700	97
		Lenawee	25,000	24,100	97
		Livingston	13,300	13,000	98
		Macomb	161,700	159,600	99
		Monroe	31,800	31,000	98
		Oakland	235,000	231,400	98
		St Clair	34,500	33,400	97
		Sanilac	9,700	9,200	95
		Washtenaw	59,400	56,300	95
		Wayne	838,900	817,600	97
<b>Between 25-49%</b>	OHIO				
		Lucas	152,200	148,400	98
	MICHIGAN				
<b>Between 5-24%</b>		OHIO	42,100	40,900	97
		OHIO	11,400	11,100	97
		Wood	22,500	21,800	97
	MICHIGAN				
		Hillsdale	10,900	10,300	95
	Ingham	71,700	69,400	97	
	Shiawassee	17,100	16,500	97	
	Tuscola	12,800	12,400	96	
OHIO					
	Fulton	9,000	8,500	95	
	Sandusky	18,300	17,900	98	
	Seneca	17,700	17,200	97	
Station Totals			2,668,700	2,600,100	97
Net Weekly Circulation (March 1969)					1,572,583
Average Daily Circulation (March 1969)					1,083,217
(Station also received in Canadian markets)					

For BBM Weekly Circulation  
See Canadian Section

# Michigan—Detroit

**WXON**

Ch. 62

Technical Facilities: Channel No. 62 (758-764 MHz). Authorized power: 723-kw max. & 548-kw horizontal visual, 74.5-kw max. & 56.5-kw horizontal aural. Antenna: 824-ft. above av. terrain, 790-ft. above ground, 1749-ft. above sea level.

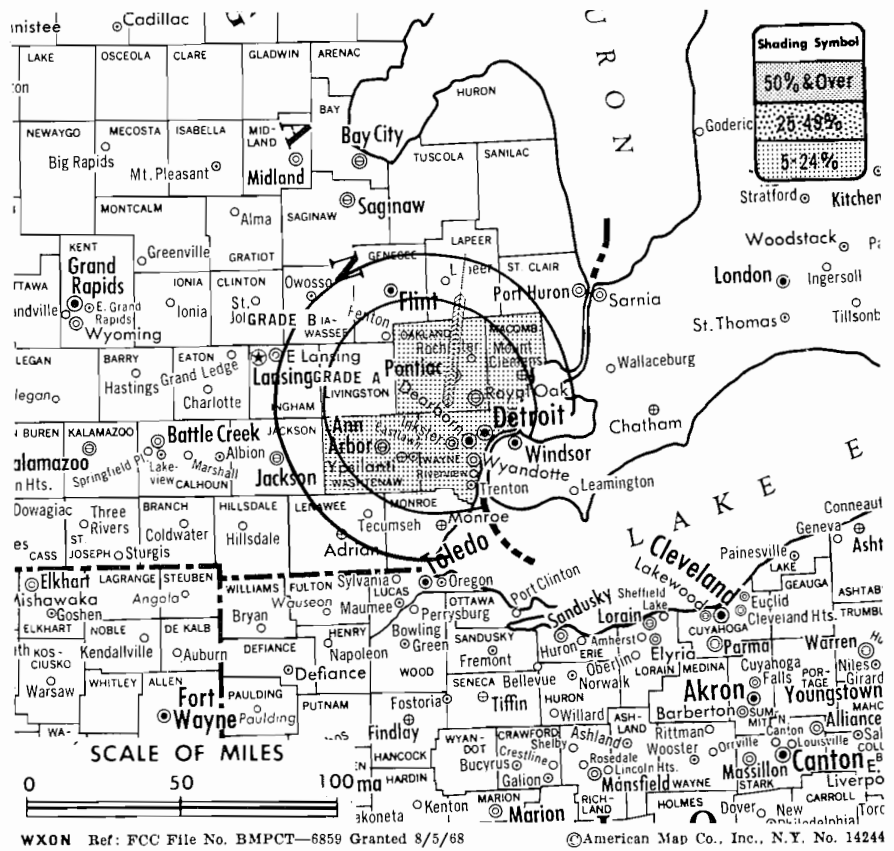
Latitude 42° 31' 40.8"  
Longitude 83° 27' 53.0"

Requests change to Ch. 20, 582-kw visual, 60.1-kw aural.

Transmitter: Near intersection of Decker & Fourteen Mile Rds.

TV tape: Recording facilities.

Color: Live, film, slide & tape.



Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).

## WXON

Grantee: WXON-TV Inc., 100 Decker Rd., Walled Lake, Mich. (48088).

Studio: 100 Decker Rd., Walled Lake, Mich. (48088).

Telephone: 313-851-3444.

Ownership: WXON-TV Inc., Aben E. Johnson Jr., 70%. Johnson also holds CP for WAXN(TV) Hammond, Ind.

Began Operation: Sept. 15, 1968.

Represented (sales) by Savalli/Gates Inc.

Represented (legal) by Lauren A. Colby.

Represented (engineering) by E. H. Munn Jr.

Personnel:

ABEN E. JOHNSON, general manager.

WILLIAM J. HENDRICKS, sales manager.

HARRY ELSTERMANN, operations manager.

LEON SHORT, chief engineer.

## DIGEST OF RATE CARD NO. 1

(Sept. 1, 1968)

Hour	30 Min.	15 Min.	Min.	30 or 20 Sec.	10 Sec.	
Class A—6-11 p.m., daily.	\$750.00	\$450.00	\$250.00	\$48.00	\$34.00	\$24.00

Net Weekly Circulation	State County	Total Households	TV Homes	Homes %
<b>Between 5-24%</b>	MICHIGAN			
	Macomb	161,700	159,600	99
	Oakland	235,000	231,400	98
	Washtenaw	59,400	56,300	95
Wayne	838,900	817,600	97	
Station Totals		1,776,000	1,733,200	98
Net Weekly Circulation (March 1969)				114,852
Average Daily Circulation (March 1969)				29,156



# Michigan—Detroit



**WXYZ-TV**



Ch. 7

**Technical Facilities:** Channel No. 7 (174-180 MHz). Authorized power: 31.6-kw visual, 31.6-kw aural. Antenna: 1000-ft. above av. terrain, 1073-ft. above ground, 1733-ft. above sea level.

Latitude 42° 28' 15"  
Longitude 83° 15' 00"

**Transmitter:** Broadcast House, 20777 W. Ten Mile Rd.

**TV tape:** Recording facilities.

**AM Affiliate:** WXYZ, 5-kw, 1270 kHz (ABC).

**FM Affiliate:** WXYZ-FM, 27.2-kw, 101.1 MHz (No. 266), 880-ft. antenna height.

**Color:** Network, live, film, slide & tape.

**News Wire Service:** AP, UPI.

**Facsimile Service:** UPI.

**News Film Service:** ABC, UPI.

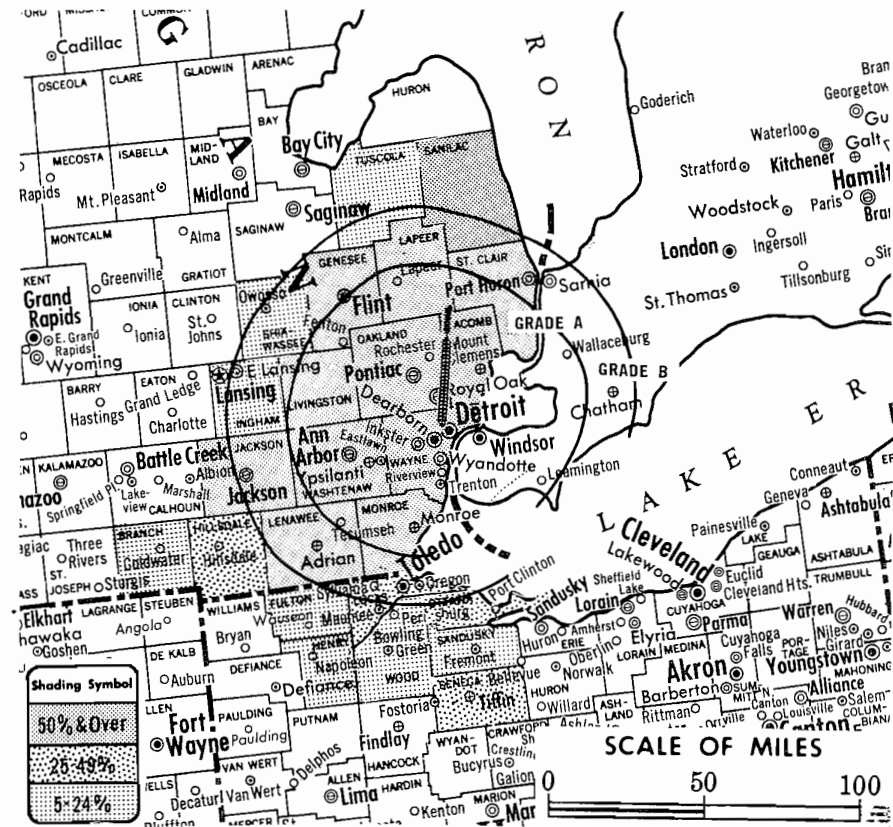
Total Households: © SRDS

Consumer Market Data as of 1/1/70.

TV Homes: TV% and Circulation

© 1969 American Research Bureau.

County coverage based on ARB study (see page 4-b).



WXYZ-TV Ref: FCC File No. BPCT-2490 Granted 7/10/68

©American Map Co., Inc., N.Y., No. 14244

## WXYZ-TV

**Licensee:** WXYZ Inc., Broadcast House, 20777 West Ten Mile Rd., Southfield, Mich. (48076).

**Studio:** Broadcast House, 20777 W. Ten Mile Rd.

**Telephone:** 313-444-1111. TWX No.: 313-357-4605.

**Ownership:** American Bcstg. Co., 100%; see WABC-TV, New York.

**Began Operation:** Oct 9, 1948.

**Represented (sales) by** ABC Television Spot Sales Inc.; Stovin-Byles (Canada).

**Represented (legal) by** McKenna & Wilkinson.

**Represented (engineering) by** Kear & Kennedy.

**Personnel:**

- DONALD F. KECK, general manager.
- JOHN SEVERINO, general sales manager.
- JACK ALLEN, sales manager.
- JAN COIL, local sales service manager.
- ROBERT SUTTON, dir. of advertising & community affairs.
- PETER A. KIZER, program director.
- RALPH DAWSON, commercial tape manager.
- EARL MOORE, business manager.
- CHARLES KOCHER, chief engineer.
- FRANK BENESH, news director.
- BARRY GALKIN, research director.
- LOWELL NEWTON, editorial director.

**DIGEST OF RATE CARD NO. 33—(Aug. 18, 1969)**

Hour 30 Min. 15 Min. Min. 20 Sec. 10 Sec.

Class AA—7:30-11 p.m., daily.

\$3500.00 \$2380.00 \$1200.00

Graded rates apply\*

\*Highest rate: \$1560.

**NETWORK BASE HOURLY RATE:** \$3300.

Net Weekly Circulation	State County	Total Households	TV Homes	Homes %
<b>50% &amp; Over</b>	MICHIGAN			
	Genesee	129,500	126,500	98
	Jackson	42,100	40,900	97
	Lapeer	13,000	12,700	97
	Lenawee	25,000	24,100	97
	Livingston	13,300	13,000	98
	Macomb	161,700	159,600	99
	Monroe	31,800	31,000	98
	Oakland	235,000	231,400	98
	St Clair	34,500	33,400	97
Sanilac	9,700	9,200	95	
Washtenaw	59,400	56,300	95	
Wayne	838,900	817,600	97	
<b>Between 25-49%</b>	MICHIGAN			
	Hillsdale	10,900	10,300	95
	OHIO			
	Lucas	152,200	148,400	98
Ottawa	11,400	11,100	97	
Seneca	17,700	17,200	97	
<b>Between 5-24%</b>	MICHIGAN			
	Alcona	1,500	1,400	92
	Branch	10,500	10,200	96
	Ingham	71,700	69,400	97
	Shiawassee	17,100	16,500	97
	Tuscola	12,800	12,400	96
OHIO				
Fulton	9,000	8,500	95	
Henry	7,800	7,600	97	
Sandusky	18,300	17,900	98	
Wood	22,500	21,800	97	
<b>Station Totals</b>		<b>2,119,400</b>	<b>2,065,600</b>	<b>97</b>
<b>Net Weekly Circulation (March 1969)</b>				<b>1,517,011</b>
<b>Average Daily Circulation (March 1969)</b>				<b>916,962</b>
(Station also received in Canadian markets)				

# Michigan—Windsor, Ont.

## CKLW-TV

Ch. 9

(Also serves Detroit, Mich.)

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 325-kw visual, 65-kw aural. Antenna: directional, 655-ft. above av. terrain, 650-ft. above ground, 1226-ft. above sea level.

Latitude 42° 18' 59"  
Longitude 83° 02' 58"

Transmitter: 825 Riverside Drive W., Windsor.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

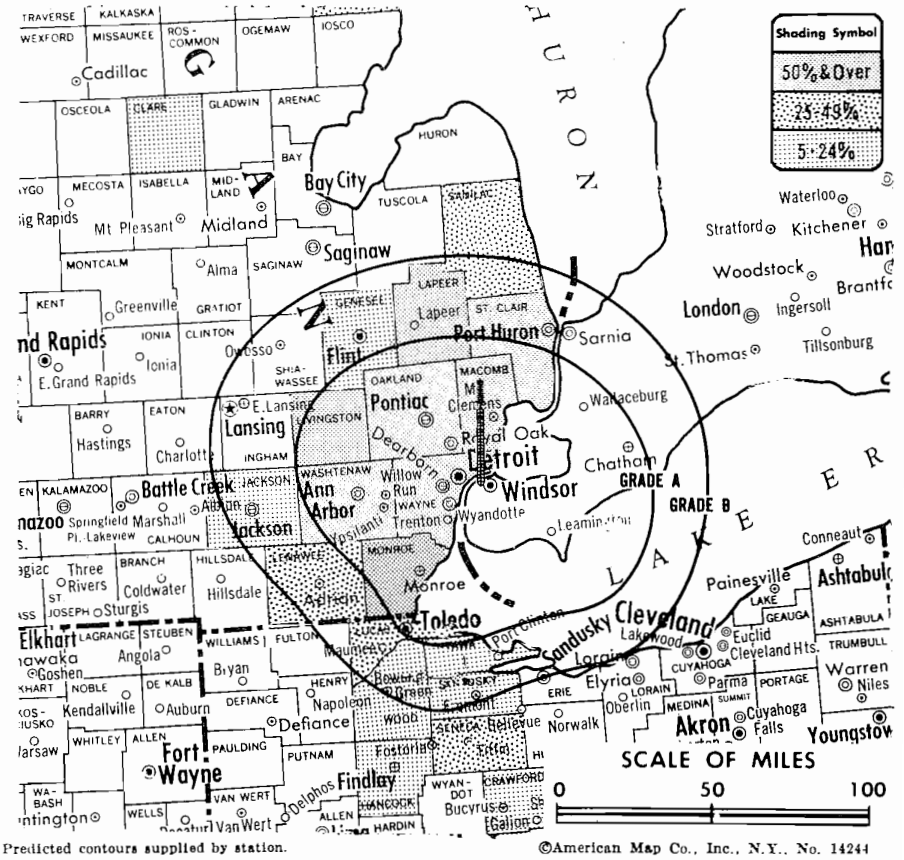
AM Affiliate: CKLW, 50-kw, 800 kHz.

FM Affiliate: CKLW-FM, 50-kw, 93.9 MHz (No. 230), 600-ft.

News Wire Service: CBC, UPI.

Facsimile Service: UPI.

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV % and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).



## CKLW-TV

Network Service: CBC.  
Licensee: W. Ontario Bcstg. Co. Ltd., Riverside Dr W., Windsor, Ont.  
Studio: 825 Riverside Drive W., Windsor.  
Detroit & Business Office: 1450 Guardian Bldg., Detroit, Mich. (48226).  
Telephones: 313-961-7200, Detroit; 519-254-2831, Windsor.  
Telex No.: 610-362-0763.  
Ownership: CKLW-TV officers: S. C. Ritchie, pres.; W. H. Gatfield, treas. Note: Western Ontario Bcstg. Co. Ltd. (RKO Distributing Corp. of Canada, RKO General Inc.) licensee; for other interests see WOR-TV, New York. Note: Sale to St. Clair River Broadcasting Ltd. (Baton Bcstg. Ltd. & Canadian Bcstg. Corp.) pends.  
Began Operation: Sept 16, 1954.  
Represented (sales) by RKO General Inc.  
Represented (legal) by Rogers & Rowland, Toronto, Ont.  
Personnel:  
S. C. RITCHIE, president & general manager.  
PAUL R. LITT, general sales manager.  
DON COTE, assistant sales manager.  
ELMER F. JASPAN, director of operations.  
JIM VAN KUREN, news editor.  
STEWART CLARK, engineering director.

DIGEST OF RATE CARD NO. 20A—(U.S. RATES)  
(Oct. 26, 1969)

	Hour	30 Min.	15 Min.	10 Min.	5 Min.	30 Sec.	10 Sec.
Class A—	4:30-9 p.m., Mon.-Fri.; 6-11 p.m., Sat.; 1-11 p.m., Sun.	\$1600.00	\$960.00	\$640.00	\$480.00	\$400.00	\$400.00
		\$1200.00					

Circulation Net Weekly	County State	Households Total	Homes TV Homes	%
<b>50% &amp; Over</b>	MICHIGAN			
	Lapeer	13,000	12,700	97
	Livingston	13,300	13,000	98
	Macomb	161,700	159,600	99
	Monroe	31,800	31,000	98
	Oakland	235,000	231,400	98
	St Clair	34,500	33,400	97
<b>Between 25-49%</b>	Washtenaw	59,400	56,300	95
	Wayne	838,900	817,600	97
	MICHIGAN			
	Lenawee	25,000	24,100	97
<b>Between 5-24%</b>	Sanilac	9,700	9,200	95
	OHIO			
	Lucas	152,200	148,400	98
Seneca	17,700	17,200	97	
<b>Between 5-24%</b>	MICHIGAN			
	Alcona	1,500	1,400	92
	Clare	3,600	3,400	95
	Genesee	129,500	126,500	98
	Jackson	42,100	40,900	97
	OHIO			
	Crawford	15,700	15,100	96
Hancock	18,300	17,800	97	
Ottawa	11,400	11,100	97	
Sandusky	18,300	17,900	98	
Wood	22,500	21,800	97	
Station Totals		2,040,700	1,989,500	97
Net Weekly Circulation (March 1969)			1,012,195	
Average Daily Circulation (March 1969)			419,305	
(Station also received in Canadian markets)				

# Michigan—Escanaba

**NBC WJMN-TV**

Ch. 3

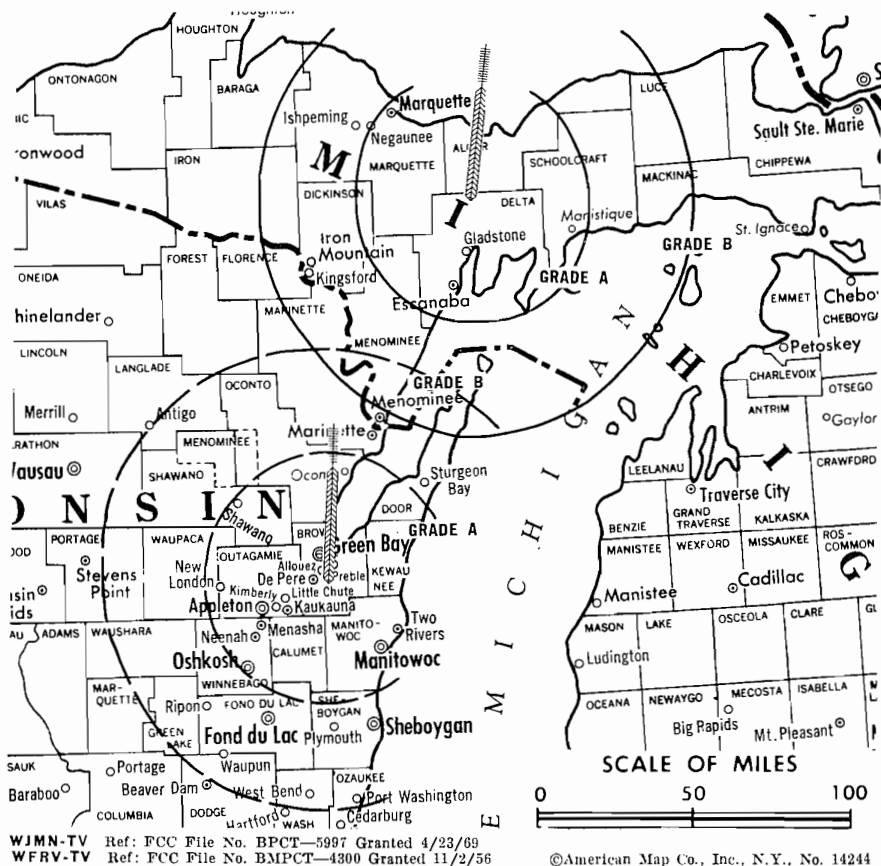
[Satellite of WFRV-TV, Green Bay, Wis.]

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1192-ft. above av. terrain, 1252-ft. above ground, 2077-ft. above sea level.

Latitude 46° 08' 04"  
Longitude 86° 56' 52"

Transmitter: 4.3-mi. S of Trenary, Mich.

ARB Data: Not available.



## WJMN-TV

Network Service: NBC.  
Grantee: WFRV Inc., Mason at Roosevelt, Green Bay, Wis. (54305).  
Studio: See WFRV-TV, Green Bay, Wis.  
Ownership: See WFRV-TV, Green Bay, Wis.  
Began Operation: Oct. 7, 1969.  
Represented (sales) by The Katz Agency.  
Represented (legal) by Covington & Burling.  
Represented (engineering) by A. D. Ring & Associates.  
Personnel: See WFRV-TV, Green Bay.  
Rates: See WFRV-TV, Green Bay.

## MORTON FLOM, P. Eng.

Consulting Engineer

- CATV Proof of Performance
- Antenna Site/System — Testing, Analysis, Design
- FCC Briefs — CRTC Applications
- Radio Equipment Type Approval
- CSA Applications

All Services Confidential

514-484-4883

5814 Hudson Avenue  
Montreal 268.

# Michigan—Flint-Saginaw-Bay City



**WJRT-TV**



Ch. 12

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 47.9-kw aural. Antenna: 940-ft. above av. terrain, 999-ft. above ground, 1599-ft. above sea level.

Latitude 43° 13' 48"  
Longitude 84° 03' 35"

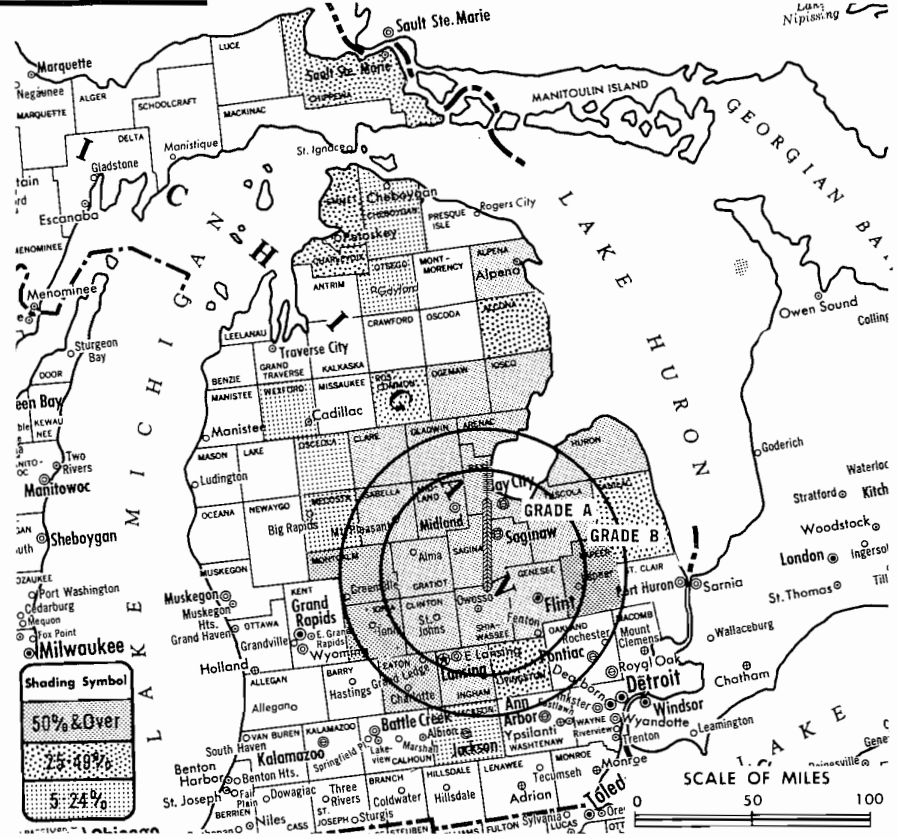
Transmitter: Chesaning, Mich.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

Facsimile Service: UPI.



Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).

## WJRT-TV

Licensee: Poole Broadcasting Co., 2302 Lapeer Rd., Flint, Mich. (48503).

Studio: 2302 Lapeer Rd., Flint. Telephone: 313-239-6611.

Ownership: John B. Poole, chmn., 65.5%; Albert J. Gillen, pres., 12.27%; Robert H. Battersby, v.p. & treas.; Leah Kathleen Poole, 9%; others, none with as much as 3%. Poole interests also own WPRI-TV, Providence, R.I.

Began Operation: Oct. 12, 1958. Present owner acquired station as part of arrangement whereby Goodwill Stations Inc. sold all its other properties to Capital Cities Bcstg. Corp. This was approved July 29, 1964 by FCC (Television Digest, Vol. 4:18-19, 31).

Represented (sales) by Blair TV.

Represented (legal) by Wilmer, Cutler & Pickering.

Personnel:

ALBERT J. GILLEN, president.  
ROBERT H. BATTERSBY, vice president & treasurer.  
F. PATRICK SHANNON, vice president & general manager.  
ARTHUR BONE, chief engineer.  
PAUL M. HUGHES, general sales manager.  
BURDICK MYRE, program manager.  
ROBERT H. KRIEGHOFF JR., community services director.  
THOMAS F. HARTMAN, sales manager.

DIGEST OF RATE CARD NO. 15A—(Feb. 1, 1970)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. 10 Sec.  
Class AA—7:30-11 p.m., daily.  
\$1250.00 \$750.00 \$415.00 \$310.00 \$350.00\* \$300.00\* \$180.00\*

\*Class AAA—8-10:30 p.m., Mon.-Sat.; 7:30-11 p.m., Sun.

NETWORK BASE HOURLY RATE: \$1250.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	MICHIGAN			
	Alpena	9,300	8,500	91
	Arenac	3,100	2,900	95

Circulation Net Weekly	County State	Households Total	Homes TV Homes	%
<b>50% &amp; Over</b>				
MICHIGAN—(Continued)				
	Bay	34,800	33,900	97
	Clare	3,600	3,400	95
	Clinton	12,100	11,800	98
	Eaton	16,400	15,900	97
	Genesee	129,500	126,500	98
	Gladwin	2,900	2,700	95
	Gratiot	11,200	10,700	96
	Huron	9,500	9,000	95
	Ingham	71,700	69,400	97
	Ionia	12,200	11,900	98
	Iosco	6,200	6,000	97
	Isabella	9,900	9,400	95
	Lapeer	13,000	12,700	97
	Midland	17,000	16,600	98
	Montcalm	11,800	11,400	96
	Ogemaw	3,100	2,900	95
	Saginaw	61,500	59,900	97
	Shiawassee	17,100	16,500	97
	Tuscola	12,800	12,400	96
<b>Between 25-49%</b>				
MICHIGAN				
	Alcona	1,500	1,400	92
	Charlevoix	3,600	3,400	95
	Chippewa	9,600	9,100	94
	Emmet	4,600	4,300	93
	Livingston	13,300	13,000	98
	Roscommon	2,600	2,500	97
	Sanilac	9,700	9,200	95
<b>Between 5-24%</b>				
MICHIGAN				
	Cheboygan	4,200	3,900	92
	Jackson	42,100	40,900	97
	Mecosta	5,900	5,600	95
	Osceola	4,800	4,500	95
	Otsego	2,200	2,100	95
	Wexford	5,500	5,300	96
Station Totals		2,048,300	1,990,200	97
Net Weekly Circulation (March 1969)				433,888
Average Daily Circulation (March 1969)				288,401

# Michigan—Grand Rapids



**WZZM-TV**



Ch. 13

(Also serves Muskegon and Kalamazoo)

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 295-kw visual, 58.9-kw aural. Antenna: 1000-ft. above av. terrain, 991-ft. above ground, 1783-ft. above sea level.

Latitude 43° 18' 34"

Longitude 85° 54' 44"

Requests change to 228-kw visual, 45.6-kw aural, lat. 42° 52' 23", long. 85° 57' 28", transmitter to 4.55-mi. N of State Rt. 21, Hudsonville. BPC-4240.

Transmitter: 6-mi. SW of Grant, Mich.

FM Affiliate: WZZM-FM, 50-kw, 95.7 MHz (No. 239), 175-ft.

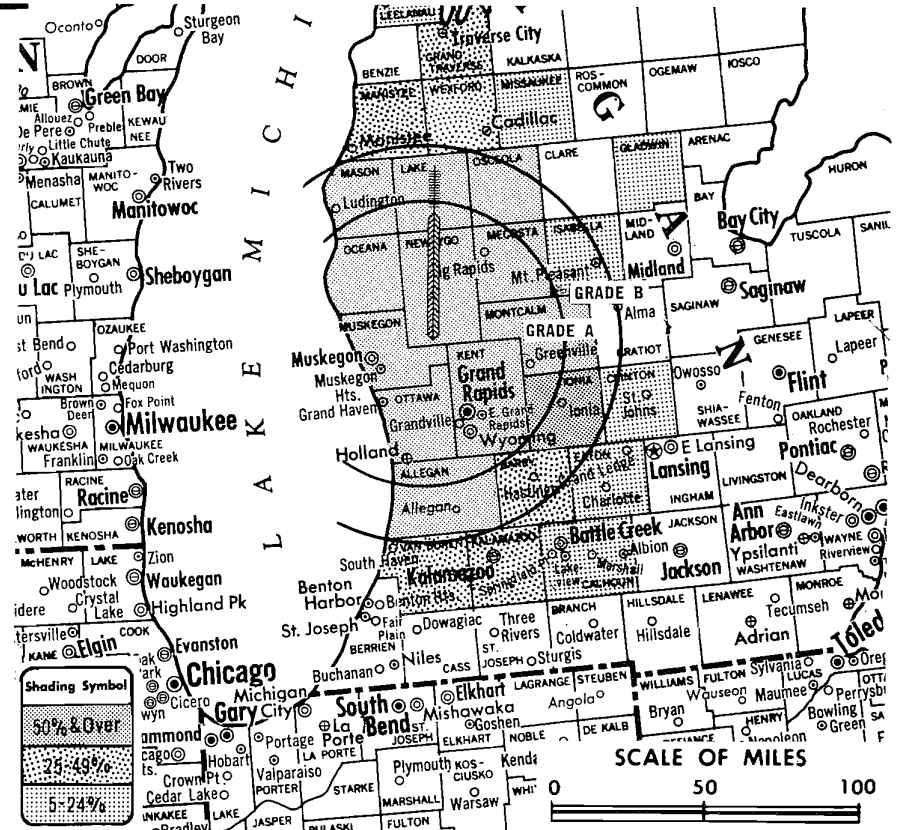
TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

Facsimile Service: AP.

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).



WZZM-TV Ref: FCC File No. BPCT-I-4 Granted 7/25/62

©American Map Co., Inc., N.Y., No. 14244

## WZZM-TV

Licensee: West Michigan Telecasters Inc., P.O. Box 13, Grand Rapids, Mich. (49501).

Studios: Pantlind Hotel, Grand Rapids (49502). Muskegon (auxiliary).

Telephone: 616-459-3533. TWX No.: 616-949-2260.

Ownership: Synergistic Communications Inc., Henry M. Hogan Jr., pres., 39.85%; William C. Dempsey, v.p., 6.4%; Elinor Bunin, v.p., 2.5%; S. John Byington, secy., 2.5%; Melvin Scheske, treas.; 24 others, none with more than 2.03%. Synergistic also owns The Birmingham Eccentric & Elinor Bunin Productions Inc.

Began Operation: Nov. 1, 1962 on interim basis whereby all four applicants operated on a cooperative basis. Began operation with William C. Dempsey & others Jan. 25, 1965. Transfer of control to present owners approved by FCC Sept. 17, 1969.

Represented (sales) by Peters, Griffin, Woodward Inc.

Represented (legal) by Arnold & Porter.

Represented (engineering) by Kear & Kennedy.

Personnel:

WILLIAM C. DEMPSEY, president & general manager.  
GEORGE LYONS, general sales manager.  
BILL CORDER, program manager & film buyer.  
DALE WOLTERS, chief engineer.  
GEORGE STAUDT, promotion & publicity manager.

### DIGEST OF RATE CARD NO. 10 (June 1, 1969)

Hour	30 Min.	15 Min.	5 Min.	30 Sec.	20 Sec.	ID
Class AA—	7:30-10:30 p.m., daily.					
	\$1200.00	\$720.00	\$480.00	\$360.00	\$300.00	\$260.00
	NETWORK BASE HOURLY RATE: \$900.					

	Circulation Net Weekly	County State	Households Total	Homes TV Homes	%
		MICHIGAN			
		Allegan	18,500	17,900	97
		Ionia	12,200	11,900	98
		Kent	121,900	117,500	96
		Lake	1,800	1,700	92
		Mason	7,000	6,400	92
<b>50% &amp; Over</b>		Mecosta	5,900	5,600	95
		Montcalm	11,800	11,400	96
		Muskegon	49,100	47,600	97
		Newaygo	7,700	7,400	95
		Oceana	4,700	4,400	93
		Osceola	4,800	4,500	95
		Ottawa	32,800	31,700	97
		MICHIGAN			
<b>Between 25-49%</b>		Barry	10,800	10,500	97
		Grand Traverse	10,700	10,100	95
		Kalamazoo	56,900	55,100	97
		Manistee	5,800	5,500	95
		Van Buren	16,700	16,200	97
		Wexford	5,500	5,300	96
		MICHIGAN			
<b>Between 5-24%</b>		Calhoun	45,500	44,300	97
		Eaton	16,400	15,900	97
		Isabella	9,900	9,400	95
		Leelanau	2,900	2,700	94
		Missaukee	1,700	1,500	92
<b>Station Totals</b>			783,100	754,400	96
		Net Weekly Circulation (March 1969)			297,433
		Average Daily Circulation (March 1969)			178,494

# Michigan—Grand Rapids



**WOOD-TV**

Ch. 8

(Also serves Kalamazoo, Mich.)

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 282-kw visual, 56.2-kw aural. Antenna: 1000-ft. above av. terrain, 1015-ft. above ground, 1835-ft. above sea level.

Latitude 42° 41' 13"  
Longitude 85° 30' 35"

Transmitter: 2.5-mi. S. of Middleville, Mich.

TV tape: Recording facilities.

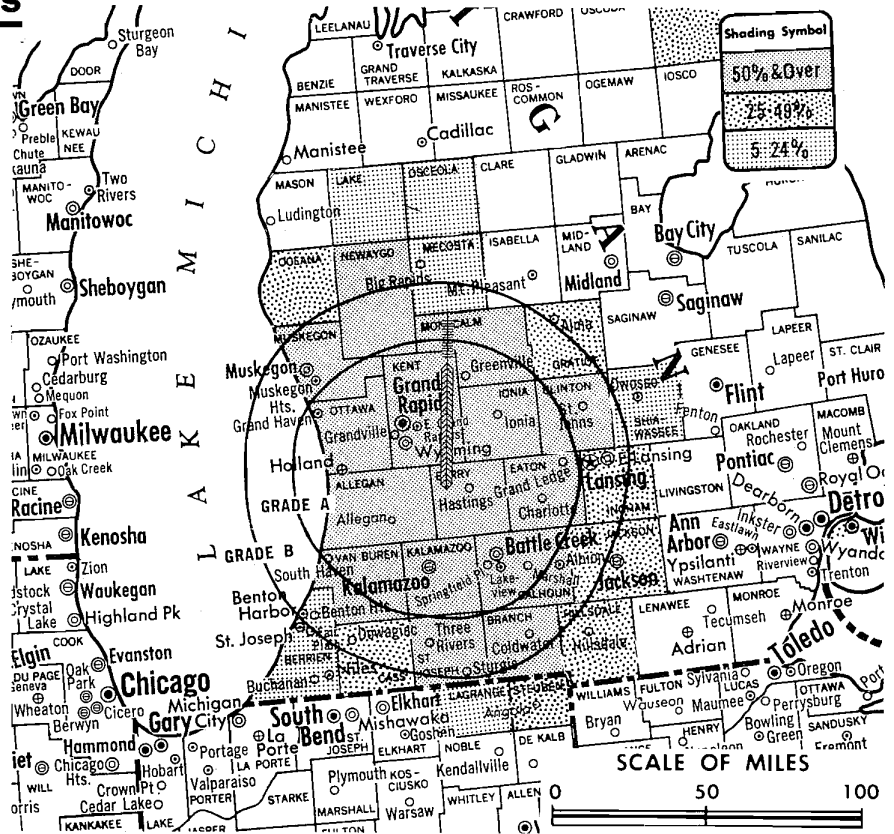
AM & FM Affiliates: See below.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

News Film Service: NBC.

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).



WOOD-TV Ref: FCC File No. BPCT-917 Granted 7/31/53  
Authorized: FCC File No. BPCT-2673 & BMPCT-5402 Granted 8/22/59 & 4/5/61  
© American Map Co., Inc., N.Y., No. 14244

## WOOD-TV

Licensee: Time-Life Broadcast Inc., 120 College Ave. SE, Grand Rapids, Mich. (49502).

Studio: 120 College Ave. SE.

Telephone: 616-459-4125. TWX No.: 810-273-6920.

AM Affiliate: WOOD, 5-kw, 1300 kHz (NBC). FM Affiliate: WOOD-FM, 264-kw, 105.7 MHz (No. 289), 820-ft. antenna height.

Ownership: Time-Life Broadcast Inc., subsidiary of Time Inc. For other interests, see Time Inc., under Group Ownership.

Began Operation: Aug. 15, 1949. Sale to present owner by H. M. Bitner interests approved by FCC April 17, 1957 (Television Digest, Vol. 12:50, 51; 13:16). Bitner group's purchase of station, then called WLAV-TV, from Leonard A. Versluis approved by FCC in Sept. 1951 (Vol. 7:19, 38).

Represented (sales) by Katz Agency Inc.

Represented (legal) by Pierson, Ball & Dowd.

Represented (engineering) by Jansky & Bailey.

Personnel:

- WILLARD SCHROEDER, vice president & general manager.
- JOHN S. MARKWARD, station & sales manager.
- ANDY AMYX, promotion manager.
- MARV CHAUVIN, program director.
- ROBERT SMITH, asst. program director & film buyer.
- WILLIAM B. WILD, production director.
- RICHARD TILLSTROM, public affairs director.
- DAVID HOYLE, continuity director.
- CHARLES ROBISON, chief engineer.
- R. C. SMITH, engineering manager.
- LEONARD BRIDGE, business manager.

DIGEST OF RATE CARD NO. A23—(Feb. 2, 1970)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.

Class AA—7:30-10:30 p.m., daily.

\$1100.00 \$660.00 \$420.00 \$345.00 Graded rates apply\*

\*Highest rate: \$530.

NETWORK BASE HOURLY RATE: \$1400 (NBC).

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	MICHIGAN			
	Allegan	18,500	17,900	97
	Barry	10,800	10,500	97
	Branch	10,500	10,200	96
	Calhoun	45,500	44,300	97
	Clinton	12,100	11,800	98
	Eaton	16,400	15,900	97
	Ionia	12,200	11,900	98
	Kalamazoo	56,900	55,100	97
	Kent	121,900	117,500	96
	Montcalm	11,800	11,400	96
	Muskegon	49,100	47,600	97
Newaygo	7,700	7,400	95	
Ottawa	32,800	31,700	97	
St Joseph	14,900	14,500	97	
Van Buren	16,700	16,200	97	
<b>Between 25-49%</b>	INDIANA			
	Steuben	5,500	5,300	96
	MICHIGAN			
	Cass	12,700	12,200	96
	Gratiot	11,200	10,700	96
Hillsdale	10,900	10,300	95	
Ingham	71,700	69,400	97	
Jackson	42,100	40,900	97	
Oceana	4,700	4,400	93	
<b>Between 5-24%</b>	INDIANA			
	La Grange	4,900	4,400	89
	MICHIGAN			
	Alcona	1,500	1,400	92
	Berrien	51,600	49,500	96
	Lake	1,800	1,700	92
	Mecosta	5,900	5,600	95
Osceola	4,800	4,500	95	
Shiawassee	17,100	16,500	97	
Station Totals		967,500	936,000	96
Net Weekly Circulation (March 1969)				467,261
Average Daily Circulation (March 1969)				312,852

**WE HAVE  
SOME  
BAD NEWS  
&  
WE HAVE  
SOME  
GOOD NEWS**

first the bad news . . . we aren't located in the number one market in the country...and now the GOOD news...we are...36th in TV Home Potential\*. 36th market in average prime-time TV homes reached\* among the top 10 test markets in the country. We have . . . Michigan's only color TV remote unit, West Michigan's largest complete broadcast news service, David Frost, Mike Douglas, NBC programming, film packages from Seven Arts, Universal, MGM, and Screen Gems. A complete new color TELECINE Production Center for live, video tape and film . . . and the top reps in the business to tell you how you can buy WOOD-TV, Grand Rapids, Michigan serving Muskegon, Kalamazoo, Battle Creek and Lansing... See your KATZ MAN.

\*Grand Rapids-Kalamazoo ADI Rankings, SRDS 1969



**WOOD**  
GRAND RAPIDS, MICHIGAN

NATIONAL SALES REPRESENTATIVES: THE KATZ AGENCY, INC.

# Michigan—Kalamazoo



**WKZO-TV**



Ch. 3

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1000-ft. above av. terrain, 1130-ft. above ground, 1900-ft. above sea level.

Latitude 42° 37' 56"  
Longitude 85° 32' 16"

Transmitter: .25-mi. E of Bradley Rd. & Patterson Rd., Yankee Springs area, Mich.

TV tape: Recording facilities.

AM Affiliate: WKZO, 5-kw, 590 kHz (CBS).

Color: Network, live, film, slide & tape.

News Wire Service: AP.

Facsimile Service: AP.

Represented (engineering) by Lohnes & Culver.

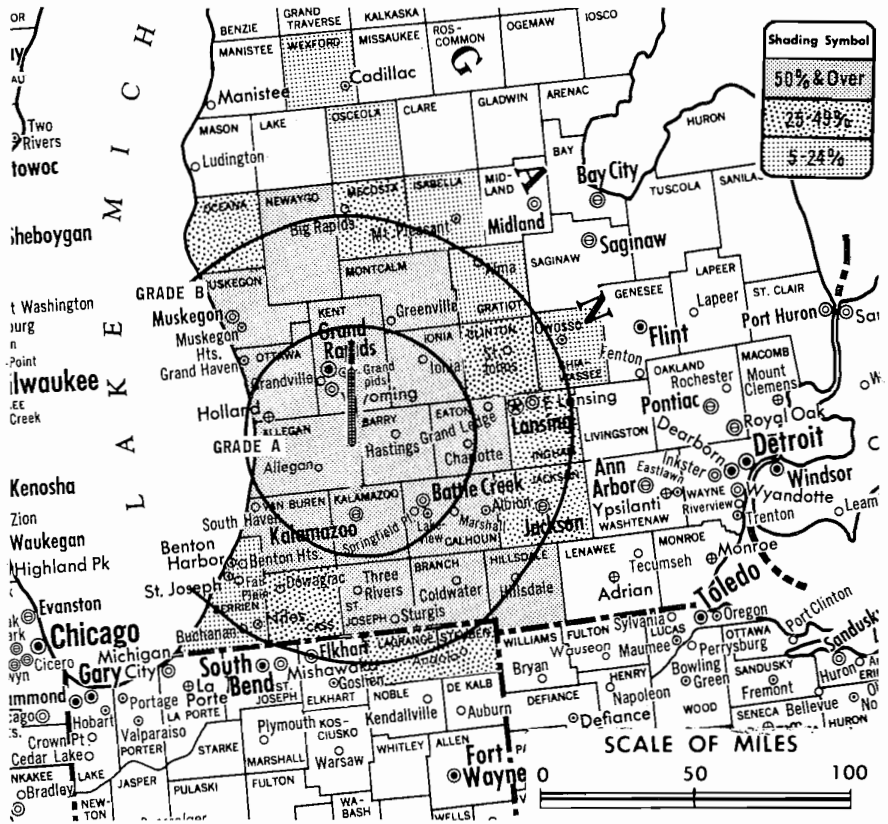
Total Households: © SRDS

Consumer Market Data as of 1/1/70.

TV Homes: TV% and Circulation

© 1969 American Research Bureau.

County coverage based on ARB study (see page 4-b).



WKZO-TV Ref: FCC File No. BPCP-2745 Granted 6/29/60

©American Map Co., Inc., N.Y., No. 14277

## WKZO-TV

Licensee: Fetzer Broadcasting Co., 590 W. Maple St. (49001).

Studio: 590 W. Maple St.

Telephone: 616-345-2101.

Ownership: John E. Fetzer, chmn. & pres., 89.27%; Carl E. Lee, exec. v.p., 4.15%; 13 others, none with more than 3%. Fetzer Bcstg. also owns WWTW, Cadillac & satellite WWUP-TV, Sault Ste. Marie, Mich.; KMEG (TV), Sioux City, Iowa; radio stations WJEF & WJFM, Grand Rapids; WKZO, Kalamazoo; WWAM & WWTV-FM, Cadillac, Mich. & 50% of Wolverine Cable Vision Inc. John E. Fetzer owns 91.2% of KOLN-TV, Lincoln & satellite KGIN-TV, Grand Island, Neb.

Began Operation: June 1, 1950.

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Personnel:

CARL E. LEE, exec. v.p. & general manager.  
DONALD DeSMIT, TV administrative asst. & sales manager.  
GORDON S. ANDERSON, operations director.  
MARY CLARKE, promotion director.  
FRED DOUGLAS, news director.  
CARL COLLIN, farm director.  
ARTHUR COVELL, chief engineer.  
DARYL SEBASTIAN, public affairs director.

DIGEST OF RATE CARD NO. 24  
(Sept. 15, 1969)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. 10 Sec.

Class AA—7:30-10:30 p.m., daily.

\$1300.00 \$800.00 \$600.00 \$600.00 Graded rates apply\*

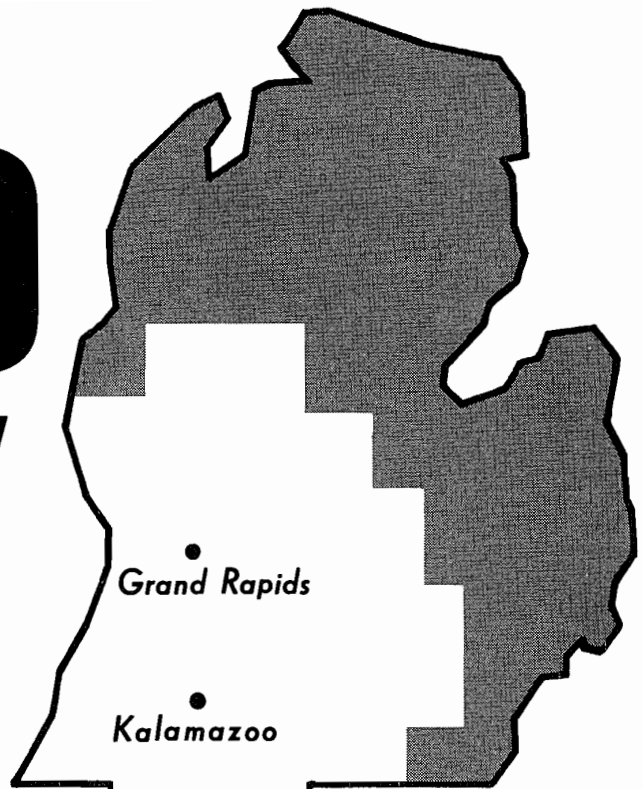
\*Highest rate: \$750.

NETWORK BASE HOURLY RATE: \$1400.

	Circulation Net Weekly	County State	Households Total	Homes TV Homes	%
<b>50% &amp; Over</b>	MICHIGAN				
		Allegan	18,500	17,900	97
		Barry	10,800	10,500	97
		Branch	10,500	10,200	96
		Calhoun	45,500	44,300	97
		Eaton	16,400	15,900	97
		Hillsdale	10,900	10,300	95
		Ionia	12,200	11,900	98
		Kalamazoo	56,900	55,100	97
		Kent	121,900	117,500	96
		Montcalm	11,800	11,400	96
		Muskegon	49,100	47,600	97
	Newaygo	7,700	7,400	95	
	Ottawa	32,800	31,700	97	
	St Joseph	14,900	14,500	97	
	Van Buren	16,700	16,200	97	
<b>Between 25-49%</b>	INDIANA				
		La Grange	4,900	4,400	89
		Steuben	5,500	5,300	96
		Cass	12,700	12,200	96
		Clinton	12,100	11,800	98
		Ingham	71,700	69,400	97
	Jackson	42,100	40,900	97	
	Mecosta	5,900	5,600	95	
	Oceana	4,700	4,400	93	
<b>Between 5-24%</b>	MICHIGAN				
		Berrien	51,600	49,500	96
		Emmet	4,600	4,300	93
		Gratiot	11,200	10,700	96
		Isabella	9,900	9,400	95
		Osceola	4,800	4,500	95
	Shiawassee	17,100	16,500	97	
	Wexford	5,500	5,300	96	
Station Totals			1,001,700	967,600	97
Net Weekly Circulation (March 1969)					476,302
Average Daily Circulation (March 1969)					325,993



# TOP 50 BEST BUY



## Grand Rapids-Kalamazoo

- the 36th TV market in average prime-time TV homes reached. (ARB, 1969)
- 29th in consumer spendable income<sup>†</sup>  
3-¾ billion dollars
- 36th market in TV home potential\*
- 33rd in total retail sales<sup>†</sup>  
2-¼ billion total  
½ billion food.

<sup>†</sup>Grand Rapids-Kalamazoo  
ADI rankings, SRDS, 1969

- You can reach 43% of the prime-time audience in this 3 station market with one station — WKZO-TV\*
- One of the lowest CPM among the top 50 markets
- The station with studios in both Kalamazoo and Grand Rapids.
- CBS affiliation.

\*Source: ARB, 1969



### The Feltzer Stations

RADIO  
WKZO KALAMAZOO-BATTLE CREEK  
WJEF GRAND RAPIDS  
WJFM GRAND RAPIDS-KALAMAZOO  
WRAM/WWTV-FM CADILLAC  
TELEVISION  
WKZO-TV GRAND RAPIDS-KALAMAZOO  
WWTV / CADILLAC TRAVERSE CITY  
WWUP-TV SIOUX STE. MARIE  
KOLN-TV / LINCOLN, NEBRASKA  
KGIN-TV GRAND ISLAND, NEB.  
KMEG-TV SIOUX CITY, IOWA

## WKZO-TV

100,000 WATTS • CHANNEL 3 • 1000' TOWER

Studios in Both Kalamazoo and Grand Rapids  
For Greater Western Michigan

Avery-Knodel, Inc., Exclusive National Representatives

# Michigan—Lansing (Onondaga)



**WILX-TV**



Ch. 10

(Also serves Battle Creek and Jackson, Mich.)

**Technical Facilities:** Channel No. 10 (192-198 MHz). Shares time with educational WMSB. Authorized power: 309-kw visual, 61.7-kw aural. Antenna: 970-ft. above av. terrain, 983-ft. above ground, 1946-ft. above sea level.

Latitude 42° 36' 33"  
Longitude 84° 34' 21"

**Transmitter:** Rossman Rd., Onondaga.

**TV tape:** Recording facilities.

**AM Affiliate:** WJCO, Jackson, 5-kw, 1510 kHz.

**Color:** Network, live, film, slide & tape.

**News Wire Service:** UPI.

**News Film Service:** NBC.

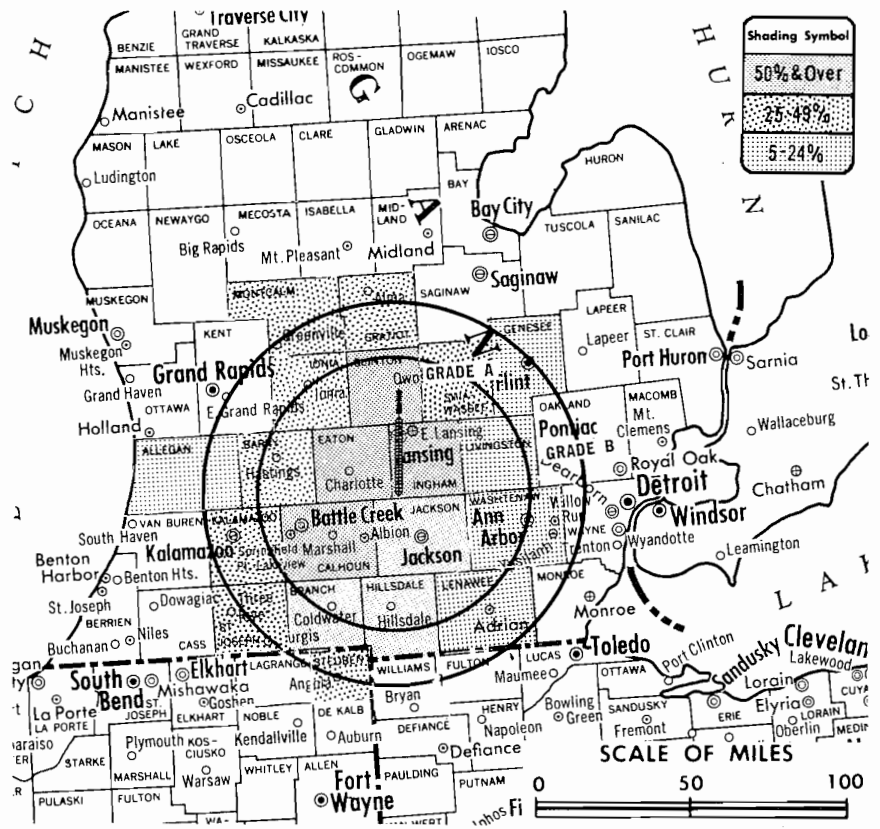
Total Households: © SRDS

Consumer Market Data as of 1/1/70.

TV Homes: TV% and Circulation

© 1969 American Research Bureau.

County coverage based on ARB study (see page 4-b).



## WILX-TV

**Licensee:** Television Corp. of Mich. Inc., 1048 Michigan National Tower, Lansing, Mich. (48933).

**Studios:** 1048 Michigan National Tower, Lansing; 1510 Springport Road, Jackson, Mich.

**Telephones:** 517-487-3729, Lansing, Mich.; 517-783-2621, Jackson, Mich.

**Ownership:** Edward E. Wilson, pres., 60%; Lansing Broadcasting Co. (radio WILS), 40%. Television Corp. of Mich. also owns radio WJCO, Jackson, Mich.

**Begin Operation:** March 15, 1959.

**Represented (sales)** by Avco Radio Television Sales Inc.

**Represented (legal)** by Leo Resnick.

**Represented (engineering)** by John H. Mullaney & Assoc.

**Personnel:**

WILLIAM HART, general manager & film buyer.  
EUGENE WHITE, national sales manager.  
STUART S. HAZARD, production supervisor.  
ROBERT PINCUMBE, chief engineer.

**DIGEST OF RATE CARD NO. 13**

(Sept. 1, 1969)

Hour	30 Min.	15 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class AA—7:31-10:31 p.m., Sun.-Fri.; 7:28-10:31 p.m., Sat.	\$880.00	\$530.00	\$350.00	\$220.00	Graded rates apply*

\*Highest rate: \$248.

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

Circulation Net Weekly	County State	Households Total	Homes TV Homes	%
<b>50% &amp; Over</b>	MICHIGAN			
	Branch	10,500	10,200	96
	Calhoun	45,500	44,300	97
	Clinton	12,100	11,800	98
	Eaton	16,400	15,900	97
	Hillsdale	10,900	10,300	95
	Ingham	71,700	69,400	97
Jackson	42,100	40,900	97	
<b>Between 25-49%</b>	INDIANA			
	Steuben	5,500	5,300	96
	MICHIGAN			
	Barry	10,800	10,500	97
	Gratiot	11,200	10,700	96
	Ionia	12,200	11,900	98
<b>Between 5-24%</b>	Kalamazoo	56,900	55,100	97
	Montcalm	11,800	11,400	96
	St Joseph	14,900	14,500	97
	Shiawassee	17,100	16,500	97
	MICHIGAN			
	Allegan	18,500	17,900	97
Genesee	129,500	126,500	98	
Lenawee	25,000	24,100	97	
Livingston	13,300	13,000	98	
Washtenaw	59,400	56,300	95	
<b>Station Totals</b>		1,976,800	1,922,500	97
<b>Net Weekly Circulation (March 1969)</b>			236,620	
<b>Average Daily Circulation (March 1969)</b>			117,537	

For Index to Contents, See Services Volume

# Michigan—Lansing



**WJIM-TV**



Ch. 6

(Also serves Flint & Jackson, Mich.)

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1000-ft. above av. terrain, 1023-ft. above ground, 1923-ft. above sea level.

Latitude 42° 41' 14"  
Longitude 84° 22' 35"

Transmitter: Vanatta Rd., near Cavanaugh Rd.

TV tape: Recording facilities.

AM Affiliate: WJIM, 1000-kw, 1240 kHz (NBC).

FM Affiliate: WJIM-FM, 28-kw, 97.5 MHz (No. 248), 440-ft. antenna height.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

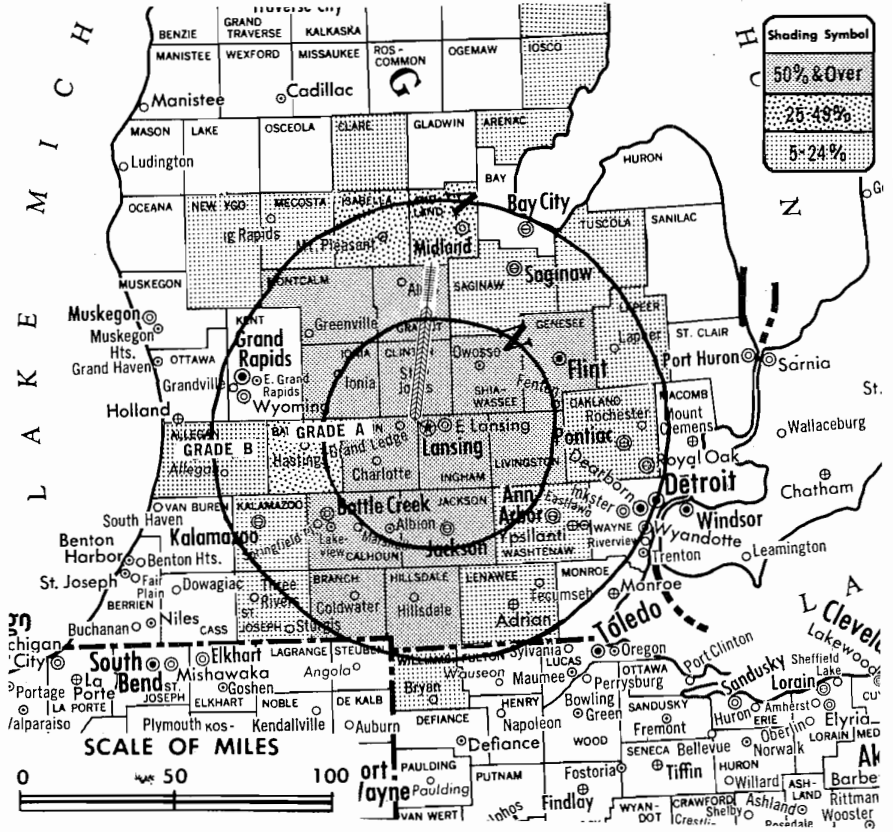
Total Households: © SRDS

Consumer Market Data as of 1/1/70.

TV Homes: TV% and Circulation

© 1969 American Research Bureau.

County coverage based on ARB study (see page 4-b).



WJIM-TV Ref: FCC File No. BPCT—2041 Granted 11/23/55

© American Map Co., Inc., N.Y., No. 14244

## WJIM-TV

Licensee: Gross Telecasting Inc., WJIM Country House, Lansing. (48904).

Studio: 2820 East Saginaw, Lansing, Mich. (48912).

Telephone: 517-372-8282. TWX No.: 810-251-0805.

Ownership: Harold F. Gross, pres.-treas., 1.48%; Charlotte Gross, secy. Harold F. & Charlotte I. Gross are trustees of voting trust which controls 49.55% of stock; remainder publicly owned. Gross Telecasting also owns WKBT (TV), La Crosse, Wis.

Began Operation: May 1, 1950.

Represented (sales) by Harrington, Righter & Parsons.

Represented (legal) by Fly, Shuebruk, Blume & Gaguine.

Personnel:

HAROLD F. GROSS, president.

PHIL SHERCK, national sales manager.

THOMAS B. JONES, operations director.

CARL ONKEN, chief engineer.

### DIGEST OF RATE CARD NO. 15

(July 14, 1969)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. 10 Sec.

Class AA—6:31-10:59 p.m., daily.

\$1000.00 \$600.00 \$400.00 \$250.00 \$400.00\* \$325.00\* \$200.00\*

\*Code A.

NETWORK BASE HOURLY RATE: \$950.

For Translator Stations

See Services Volume

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	MICHIGAN			
	Branch	10,500	10,200	96
	Calhoun	45,500	44,300	97
	Clinton	12,100	11,800	98
	Eaton	16,400	15,900	97
	Genesee	129,500	126,500	98
	Gratiot	11,200	10,700	96
	Hillsdale	10,900	10,300	95
	Ingham	71,700	69,400	97
	Ionia	12,200	11,900	98
	Jackson	42,100	40,900	97
Livingston	13,300	13,000	98	
Montcalm	11,800	11,400	96	
Shiawassee	17,100	16,500	97	
<b>Between 25-49%</b>	MICHIGAN			
	Barry	10,800	10,500	97
	Isabella	9,900	9,400	95
Midland	17,000	16,600	98	
<b>Between 5-24%</b>	MICHIGAN			
	Alcona	1,500	1,400	92
	Allegan	18,500	17,900	97
	Arenac	3,100	2,900	95
	Clare	3,600	3,400	95
	Kalamazoo	56,900	55,100	97
	Lapeer	13,000	12,700	97
	Lenawee	25,000	24,100	97
	Mecosta	5,900	5,600	95
	Oakland	235,000	231,400	98
	Saginaw	61,500	59,900	97
St Joseph	14,900	14,500	97	
Tuscola	12,800	12,400	96	
Washtenaw	59,400	56,300	95	
Station Totals		2,312,700	2,252,100	97
Net Weekly Circulation (March 1969)				401,721
Average Daily Circulation (March 1969)				253,559

# Michigan—Marquette



**WLUC-TV**



Ch. 6

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 790-ft. above av. terrain, 367-ft. above ground, 2242-ft. above sea level.

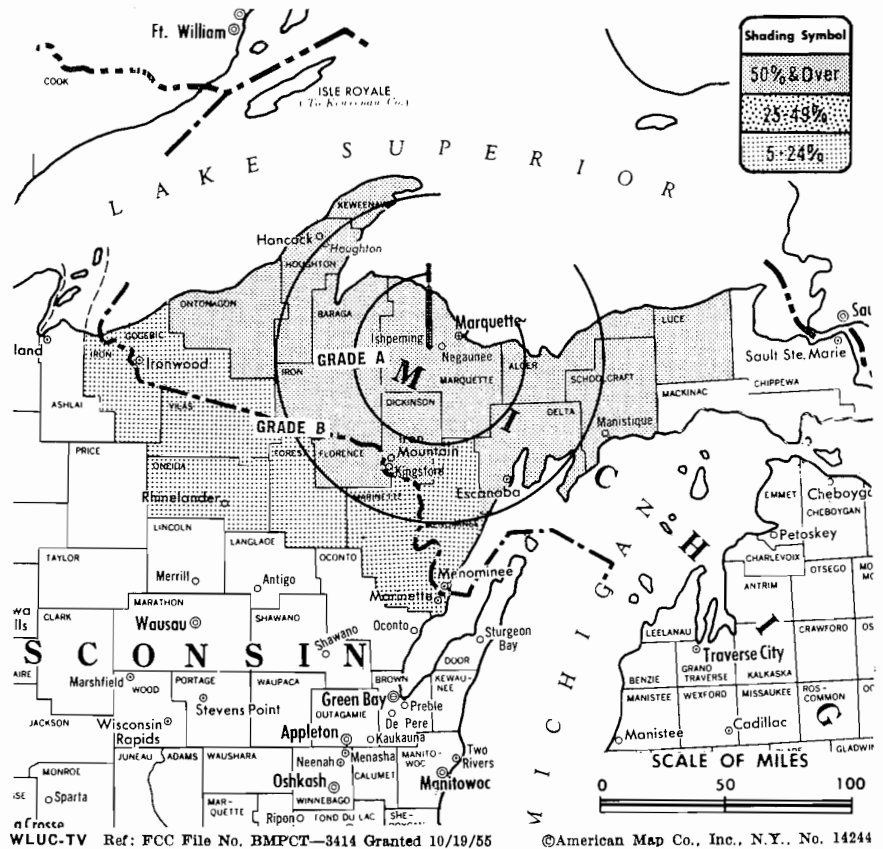
Latitude 46° 26' 57"  
Longitude 87° 37' 49"

Transmitter: Cliffs Hill Tower Rd.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Total Households: SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).



## WLUC-TV

Licensee: WLUC Inc., P.O. Box 460, Marquette, Mich. (49855).

Studio: Highway U.S. 41 & County Airport Rd.

Telephone: 906-475-4161. TWX No.: 810-278-4880.

Ownership: Post Corp., 100%. For other interests see WEAU-TV, Eau Claire, Wis.

Began Operation: March 23, 1956. Sale to present owner with WLUC-TV, Green Bay, Wis. by M & M Bcstg. Co. (WLUC-TV, Green Bay, Wis.) approved Jan. 6, 1965 by FCC (Television Digest, Vol. 4:41, 5:2). Sale of 52% control to M & M Bcstg. by original licensee Lake Superior Bcstg. approved July 8, 1959 by FCC (Vol. 15:24, 28). In 1960 Lake Superior sold remaining 48% to M & M Bcstg. for \$40,000.

Represented (sales) by Peters, Griffin, Woodward Inc.

Personnel:

LOU W. CHAPPELL, general mgr. & national sales manager.  
JACK LaFOREST, program manager & traffic.  
ELMER EVERSON, local sales manager.  
JOHN TRUITT, chief engineer.  
DON RANTA, film director.  
ELMO REED, dir. of engineering, Post Corp.  
DAVID L. NELSON, v.p. & treas., mgr., Post Corp.

DIGEST OF RATE CARD NO. 12—(April 1, 1969)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AAA—7-10:30 p.m., daily.						
\$495.00	\$275.00	\$200.00	\$150.00	\$110.00*	\$80.00*	\$50.00*

\*Class AA—6:30-11 p.m., Mon.-Fri.; 6:30-10 p.m., Sat.-Sun.

NETWORK BASE HOURLY RATE: \$400.

	Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	<b>MICHIGAN</b>				
		Alger	2,200	2,000	94
		Baraga	1,500	1,400	95
		Delta	10,000	9,500	95
		Dickinson	7,600	7,300	97
		Houghton	9,400	8,700	92
		Iron	4,800	4,600	96
		Keweenaw	800	800	94
		Luce	1,600	1,400	92
		Marquette	17,300	16,700	97
		Ontonagon	3,300	2,900	90
	Schoolcraft	2,300	2,100	92	
<b>Between 5-24%</b>	<b>WISCONSIN</b>				
		Florence	700	700	95
	<b>MICHIGAN</b>				
		Gogebic	6,900	6,500	94
		Menominee	14,600	14,000	96
	<b>WISCONSIN</b>				
		Forest	1,400	1,300	91
		Iron	1,900	1,900	96
		Marinette	9,400	9,200	98
		Oneida	6,700	6,300	94
	Vilas	2,900	2,700	94	
<b>Station Totals</b>			139,300	132,600	95
<b>Net Weekly Circulation (March 1969)</b>					62,808
<b>Average Daily Circulation (March 1969)</b>					52,475
(Station also received in Canadian markets)					

# Michigan—Muskegon

**WMKG**

Ch. 54

Technical Facilities: Channel No. 54  
(710-716 MHz). Authorized power:  
20.4-kw visual, 4.07-kw aural. Antenna:  
210-ft. above av. terrain,  
248-ft. above ground, 857-ft.  
above sea level.

Latitude 43° 14' 08"  
Longitude 86° 15' 09"

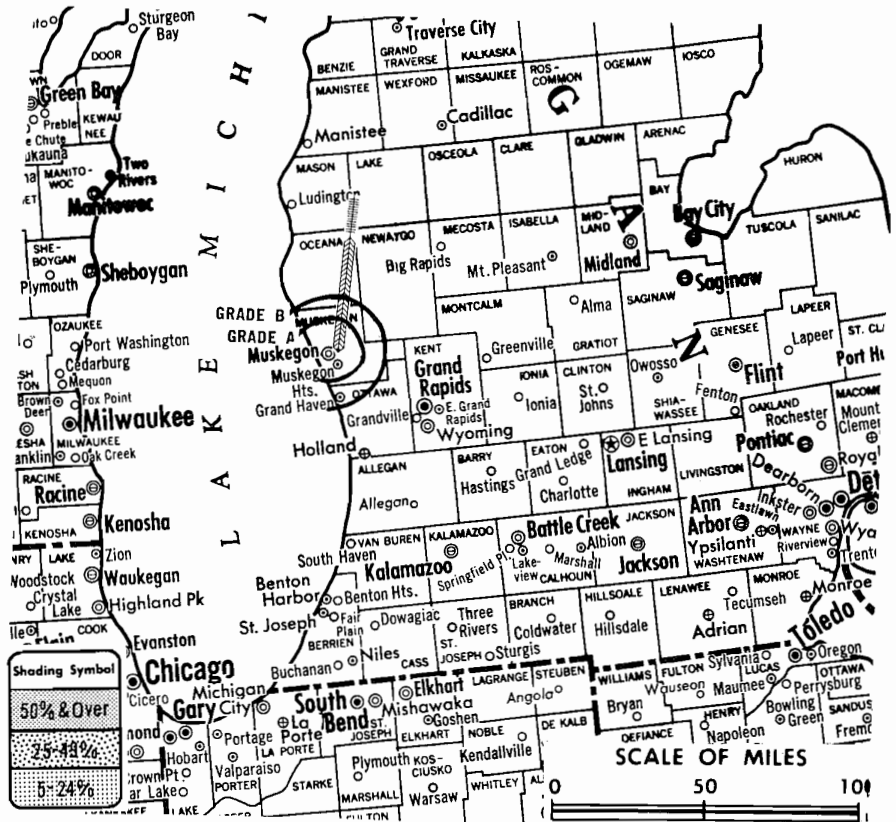
Transmitter: Occidental Hotel, 3rd &  
Western Ave.

TV tape: Recording facilities.

Color: Network.

News Wire Service: UPI.

ARB Data: Not available.



Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see  
page 4-b).

WMKG Ref: FCC File No. BMPCT-6477 Granted 3/7/67

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## WMKG

Network Service: None, independent.

Licensee: Muskegon Telecasting Co. Inc., 387 Western Ave.,  
Muskegon.

Studio: Occidental Hotel Bldg., Muskegon (49440).

Telephone: 616-726-4887.

Ownership: A. E. Jackson, pres., 20%; Kenneth Yonker, secy., 10%;  
George D. Stribley, treas., 10%; Edna M. Johnson, 10%; John  
Halmond, 10%; Richard Hammer, 10%; Theodore Operhal, 10%;  
Emert R. Lange, 10%; W. B. Rude, 10%.

Began Operation: April 3, 1967.

Represented (legal) by Finkelstein & Firestone.

Personnel:

A. E. JACKSON, president & general manager.  
BARBARA KOEHLER, assistant to pres. & gen. mgr.

## DIGEST OF RATE CARD NO. 3

(Dec. 1, 1967)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	ID
Class A—6 p.m.-12:30 a.m., daily.	\$200.00	\$130.00	\$80.00	\$60.00	\$30.00	\$15.00
						\$10.00

*Hogan-Feldmann, Inc.*  
MEDIA BROKERS · CONSULTANTS  
4404 Riverside Drive, Box 1545  
Burbank, California 91505  
Area Code 213 849-3201

# Michigan—Saginaw



**WKNX-TV**



Ch. 25

(Also serves Bay City, Mich.)

Technical Facilities: Channel No. 25 (536-542 MHz). Authorized power: 302-kw visual, 30.2-kw aural. Antenna: 450-ft. above av. terrain, 476-ft. above ground, 1078-ft. above sea level.

Latitude 43° 23' 32"  
Longitude 83° 55' 32"

Transmitter: Bridgeport Twp.

AM Affiliate: WKNX, 10-kw, 1210 kHz.

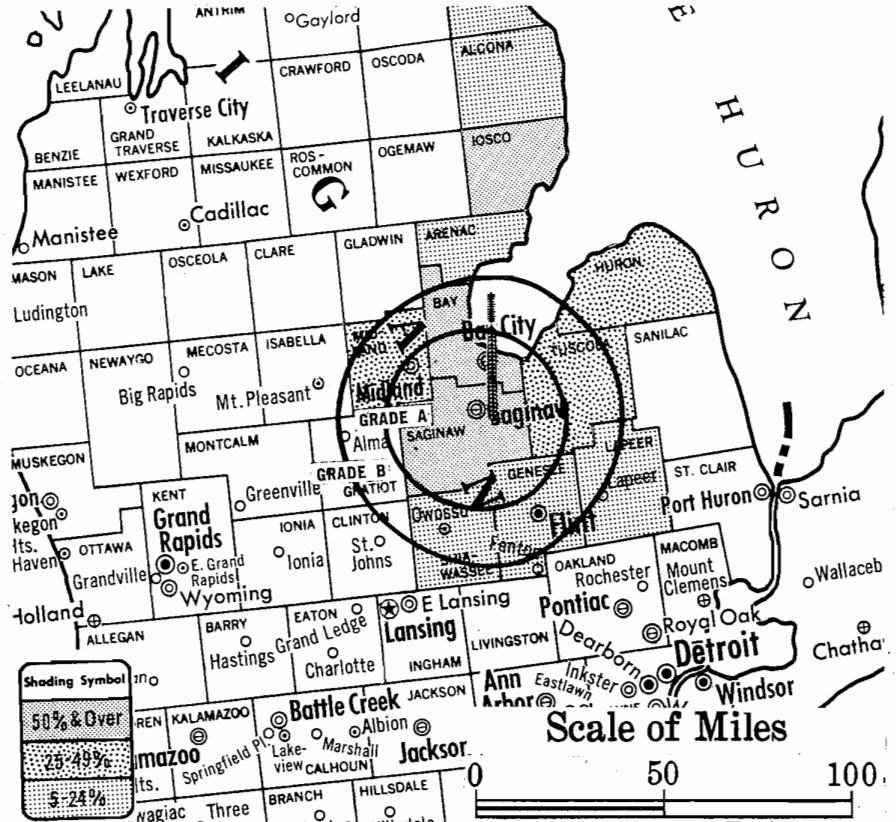
TV tape: Recording facilities.

Color: Network & tape.

News Wire Service: AP.

News Film Service: CBS.

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).



WKNX-TV Ref: FCC File No. BPCT-4260 Granted 8/11/69

©American Map Co., Inc., N.Y., No. 14244

## WKNX-TV

Network Service: CBS.

Licensee: Lake Huron Bcstg. Corp., 5200 State St., Saginaw, Mich. (48603).

Studio: Television Center.

Telephone: 517-799-1000.

Ownership: William J. Edwards, pres., 33 1/3%; Mrs. Alvin M. Bentley, v.p., 33 1/3%; Howard H. Wolfe, secy.-treas., 33 1/3%. Also owns radio KENR, Houston, Tex.

Begin Operation: April 5, 1953 on Ch. 57. Sept. 14, 1965 it shifted to Ch. 25.

Represented (sales) by Meeker Co.

Represented (legal) by McKenna & Wilkinson.

Represented (engineering) by Silliman, Moffet & Kowalski.

Personnel:

WILLIAM J. EDWARDS, president & general manager.  
HOWARD H. WOLFE, station manager.  
ROBERT M. CHANDLER, vice president, sales.  
ROBERT D. FRYE, director of technical operations.  
LEE PURVIS, business manager.  
DON HILL, program director & film buyer.

### DIGEST OF RATE CARD NO. 6 (Feb. 15, 1968)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AA—7:31-10:31 p.m., daily.	\$375.00	\$225.00	\$150.00	\$93.75	\$125.00	\$65.00
NETWORK BASE HOURLY RATE:	\$300.					

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	MICHIGAN Bay	34,800	33,900	97
	Iosco	6,200	6,000	97
	Saginaw	61,500	59,900	97
<b>Between 25-49%</b>	MICHIGAN Huron	9,500	9,000	95
	Midland	17,000	16,600	98
	Tuscola	12,800	12,400	96
<b>Between 5-24%</b>	MICHIGAN Alpena	1,500	1,400	92
	Alpena	9,300	8,500	91
	Arenac	3,100	2,900	95
	Genesee	129,500	126,500	98
	Lapeer	13,000	12,700	97
Shiawassee	17,100	16,500	97	
Station Totals		363,600	352,900	97
Net Weekly Circulation (March 1969)				114,591
Average Daily Circulation (March 1969)				67,843

For Michigan CATV Systems  
See Services Volume

# Michigan—Sault Ste. Marie



**WWUP-TV**



Ch. 10

[Satellite of WWTW, Cadillac, Mich.]

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 251-kw visual, 50-kw aural. Antenna: 1210-ft. above av. terrain, 1126-ft. above ground, 1873-ft. above sea level.

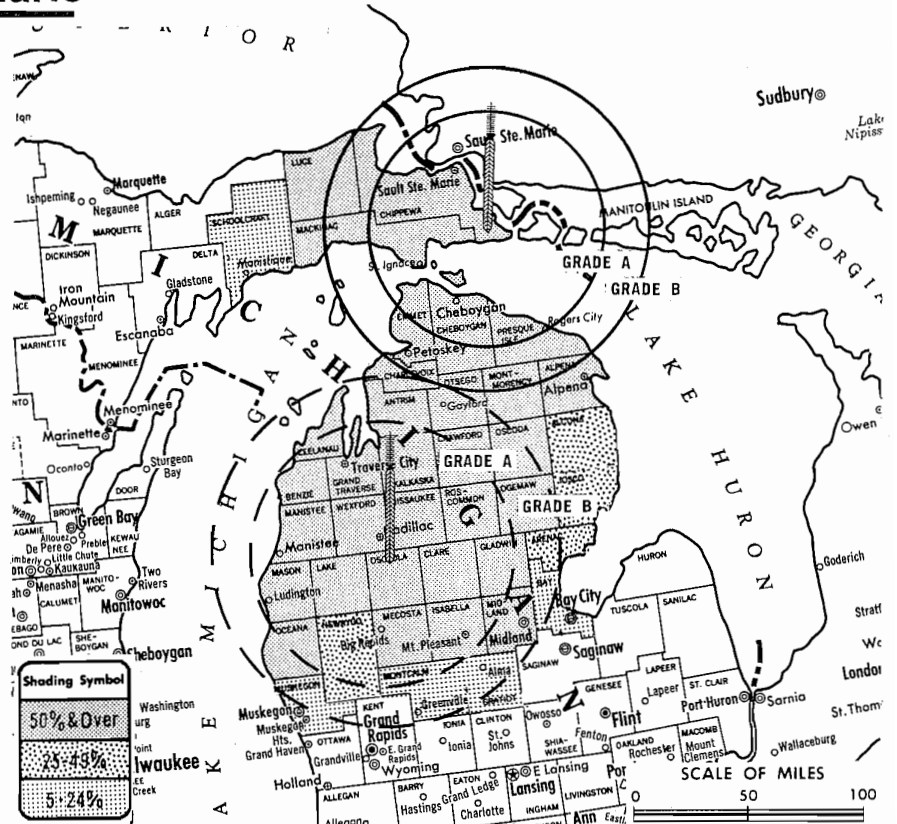
Latitude 46° 03' 49"  
Longitude 84° 06' 08"

Transmitter: Goetzville.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

Facsimile Service: AP.



County coverage based on ARB study (see page 4-b).

WWUP-TV Ref: FCC File No. BPCT-3585 Granted 7/19/65

©American Map Co., Inc., N.Y., No. 14244

## WWUP-TV

Network Service: ABC & CBS, same as WWTW.

Licensee: Fetzer TV Inc., P.O. Box 627, Cadillac, Mich. (49601).

Ownership: Same as WWTW, Cadillac, Mich.

Began Operation: June 15, 1962.

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Lohnes & Culver.

Personnel:

See WWTW, Cadillac.

Rates: Sold as one rate with WWTW, Cadillac.

NETWORK BASE HOURLY RATE: Bonus to WWTW, Cadillac.

ARB Data for this Station included with report of Parent WWTW, Cadillac, Mich. Above map shows coverage for both Parent & Satellite.

(Station also received in Canadian markets)

# TAILORED RATE...

You can run YOUR full-page station ad facing YOUR station listing

## for as little as \$180

For Further Information - PLEASE USE HANDY POSTAGE-PAID ORDER CARD #6 BOUND INSIDE THE BACK COVER OF THE STATIONS VOLUME

# Michigan—Traverse City



**WPBN-TV**



Ch. 7

(Also Serves Cadillac, Mich.)

[Affiliated with WTOM-TV, Cheboygan, Mich.]

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 63.2-kw aural. Antenna: 1349-ft. above av. terrain, 1129-ft. above ground, 2549-ft. above sea level.

Latitude 44° 16' 33"  
Longitude 85° 42' 45"

Transmitter: 2-mi. S of Harrietta, 33-mi. S of Traverse City.

AM Affiliate: WTCM, 1-kw, 1400 kHz (NBC).

Color: Network, live, film & slide.

News Wire Service: AP.

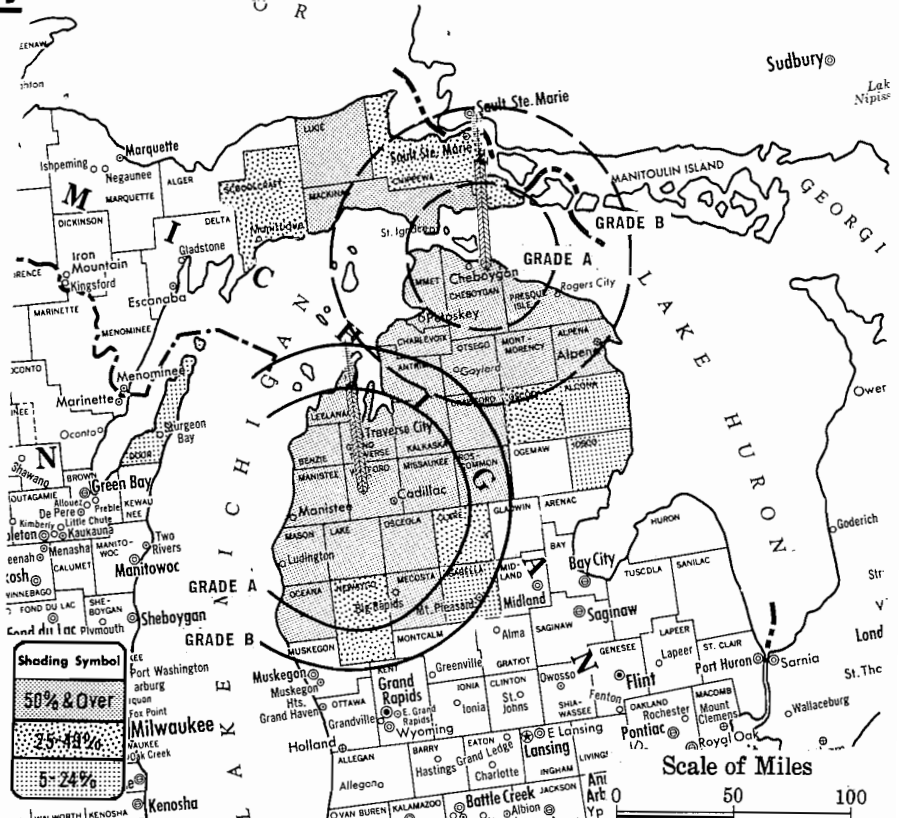
Total Households: © SRDS

Consumer Market Data as of 1/1/70.

TV Homes: TV% and Circulation

© 1969 American Research Bureau.

County coverage based on ARB study (see page 4-b).



WPBN-TV Ref: FCC File No. BPCT-3679 Granted 2/14/66  
WTOM-TV Ref: FCC File No. BPCT-2717 Granted 12/9/59

©American Map Co., Inc., N.Y., No. 1424

## WPBN-TV

Network Service: ABC, NBC.

Licensee: Midwestern Bcstg. Co. (Paul Bunyan Television Network), Paul Bunyan Bldg., Traverse City, Mich. (49684).

Studio: 3-mi. W of center of Traverse City.

Telephone: 616-947-7675.

Ownership: Les Biederman, pres., 52.5%; William H. Kiker, v.p., 16.25%; Drew McClay, secy.-treas., 15%; estate of Fred Zierle, 16.25%. Also operates WATT, Cadillac; WATZ, Alpena; WMBN, Petoskey; WATC, Gaylord, all Michigan radio stations. Also owns WTOM-TV, Cheboygan, Mich.

Began Operation: Sept. 13, 1954.

Represented (sales) by Adam Young Inc.

Represented (legal) by Cordon & Jacob.

Represented (engineering) Cohen & Dippell.

Personnel:

LES BIEDERMAN, president.

HARRY R. LIPSON, general manager & film buyer.

ROBERT L. DREHER, sales manager.

R. E. DETWILER, commercial manager.

WM. H. KIKER, v.p. & chief engineer.

### DIGEST OF RATE CARD NO. 4 (Dec. 1, 1969)

Hour	30 Min.	15 Min.	10 Min.	30 Sec.	20 Sec.	10 Sec.	
Class AA—7:29-10:31 p.m., daily.	\$360.00	\$270.00	\$147.00	\$113.00	\$80.00	\$70.00	\$35.00

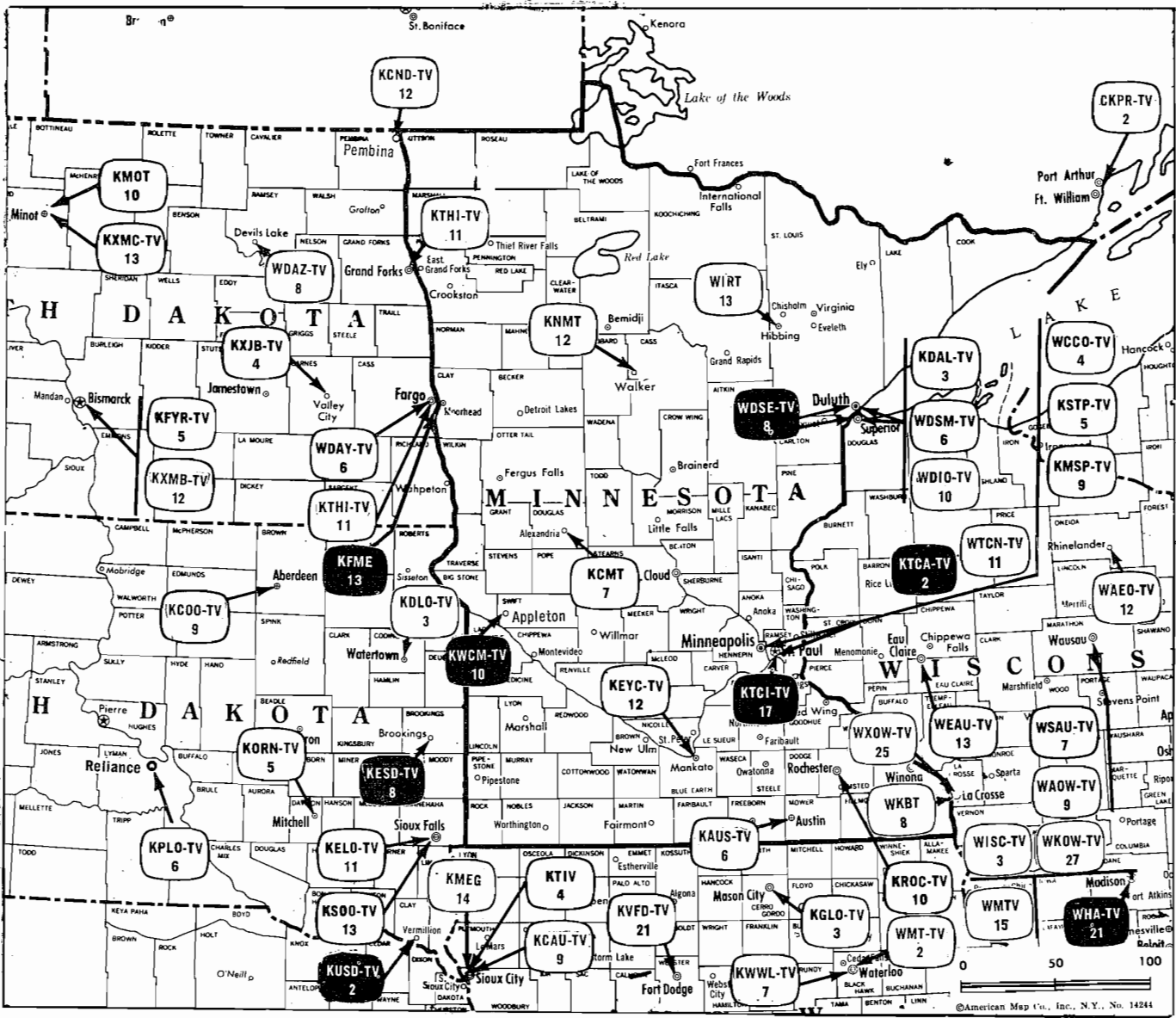
Note: This is combination rate with WTOM-TV, Cheboygan.

NETWORK BASE HOURLY RATE: \$350.

ARB Data: Figures for this station include affiliated WTOM-TV, Cheboygan, Mich. (Station also received in Canadian markets)

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	MICHIGAN			
	Alpena	9,300	8,500	91
	Antrim	2,700	2,500	95
	Benzie	1,900	1,800	94
	Charlevoix	3,600	3,400	95
	Cheboygan	4,200	3,900	92
	Crawford	1,500	1,400	93
	Emmet	4,600	4,300	93
	Grand Traverse	10,700	10,100	95
	Kalkaska	1,700	1,600	94
	Lake	1,800	1,700	92
	Leelanau	2,900	2,700	94
	Luce	1,600	1,400	92
	Mackinac	3,200	3,000	94
	Manistee	5,800	5,500	95
	Mason	7,000	6,400	92
	Mecosta	5,900	5,600	95
	Missaukee	1,700	1,500	92
	Montmorency	1,400	1,300	90
Oceana	4,700	4,400	93	
Osceola	4,800	4,500	95	
Otsego	2,200	2,100	95	
Presque Isle	3,600	3,200	90	
Roscommon	2,600	2,500	97	
Wexford	5,500	5,300	96	
<b>Between 25-49%</b>	MICHIGAN			
	Chippewa	9,600	9,100	94
	Clare	3,600	3,400	95
	Newaygo	7,700	7,400	95
	Oscoda	1,100	1,000	89
Schoolcraft	2,300	2,100	92	
<b>Between 5-24%</b>	MICHIGAN			
	Alcona	1,500	1,400	92
	Iosco	6,200	6,000	97
	Isabella	9,900	9,400	95
WISCONSIN				
Door	5,900	5,700	97	
Station Totals		694,800	669,100	96
Net Weekly Circulation (March 1969)				92,959
Average Daily Circulation (March 1969)				59,870





Market	ARB Net Weekly Circulation	Rank	ARB ADI TV Households	Rank
Minneapolis-St. Paul	733,527	16	706,900	13
Rochester-Mason City-Austin	156,667	123	95,800	139
Duluth-Superior	152,990	126	150,400	92
Alexandria	119,724	150	70,300	152
Mankato	95,668	165	52,500	162

**Minnesota Station Status as of March 1, 1970**

- Commercial Television Stations
- Educational Television Stations

VHF	UHF	TOTAL
13	0	13
3	1	4
17		

**HAMILTON-LANDIS & ASSOCIATES, INC.—NATIONWIDE MEDIA BROKERS**  
 THE OFFICE NEAREST YOU IS—1507 TRIBUNE TOWER, CHICAGO, ILL. 60611 • (312) 337-2754

# Minnesota

## State Educational Technical Facilities (Complete Data in Educational Directory)

### KWCM-TV

**Appleton**

Ch. 10

Non-Commercial Educational Station

Licensee: Twin City Area ETV Corp. & West Central Minn. ETV Co., 1640 Como Ave., St. Paul, Minn. (55108).

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 316-kw visual, 37.1-kw aural. Antenna: 480-ft. above av. terrain, 496-ft. above ground, 1526-ft. above sea level.

Latitude 45° 10' 04"  
Longitude 95° 59' 54"

•

### WDSE-TV

**Duluth-Superior, Wis.**

Ch. 8

Non-Commercial Educational Station

Licensee: Duluth-Superior Area Educational TV Corp., c/o George A. Beck, gen. mgr., 403 Bradley Bldg., Duluth, Minn. (55802).

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 316-kw visual, 47.9-kw aural. Antenna: 880-ft. above av. terrain, 585-ft. above ground, 2046-ft. above sea level.

Latitude 46° 47' 21"  
Longitude 92° 06' 51"

•

### KTCl-TV

**St. Paul**

Ch. 17

Non-Commercial Educational Station

Licensee: Twin City Area Educational TV Corp., 1640 Como Ave., St. Paul, Minn. (55108).

Technical Facilities: Channel No. 17 (488-494 MHz). Authorized power: 42.7-kw max. & 30.9-kw horizontal visual, 7.76-kw max. & 5.62-kw horizontal aural. Antenna: 520-ft. above av. terrain, 562-ft. above ground, 1549-ft. above sea level.

Latitude 44° 59' 54"  
Longitude 93° 11' 17"

•

### KTCA-TV

**St. Paul-Minneapolis**

Ch. 2

Non-Commercial Educational Station

Licensee: Twin City Area Educational Television Corp., 1640 Como Ave., St. Paul, Minn. (55108).

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 16.8-kw aural. Antenna: 1136-ft. above av. terrain, 1372-ft. above ground, 2372-ft. above sea level.

Latitude 44° 59' 54"  
Longitude 93° 11' 17"

## State Cross Reference List

Communities That Receive Programs of  
Stations That Are Located Elsewhere

### KGLO-TV

**Austin**

(See Mason City, Ia.)

•

### KROC-TV

**Austin**

(See Rochester, Minn.)

•

### KGLO-TV

**Rochester**

(See Mason City, Ia.)

•

### KAUS-TV

**Rochester**

(See Austin, Minn.)

•

### KSTP-TV

**Minneapolis**

(See St. Paul, Minn.)

## KROC-TV, Rochester

(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
	WISCONSIN			
<b>Between 5-24 %</b>	Dunn	6,700	6,400	95
	Eau Claire	18,400	17,600	96
	Monroe	7,900	7,500	94
	Pepin	2,000	1,900	94
	Trempealeau	6,500	6,000	93

For Channel Allocations

See Services Volume

# Minnesota—Alexandria



**KCMT**

Ch. 7

[Affiliated with KNMT, Walker, Minn.]

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 63.1-kw aural. Antenna: 1120-ft. above av. terrain, 1130-ft. above ground, 2525-ft. above sea level.

Latitude 45° 41' 03"  
Longitude 95° 08' 14"

Transmitter: 2.5-mi. SE of Westport, Minn.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

Facsimile Service: AP.

Studio: 8th & Hawthorne.

Telephone: 612-763-5166.

ARB Data: Figures include KNMT, Walker.

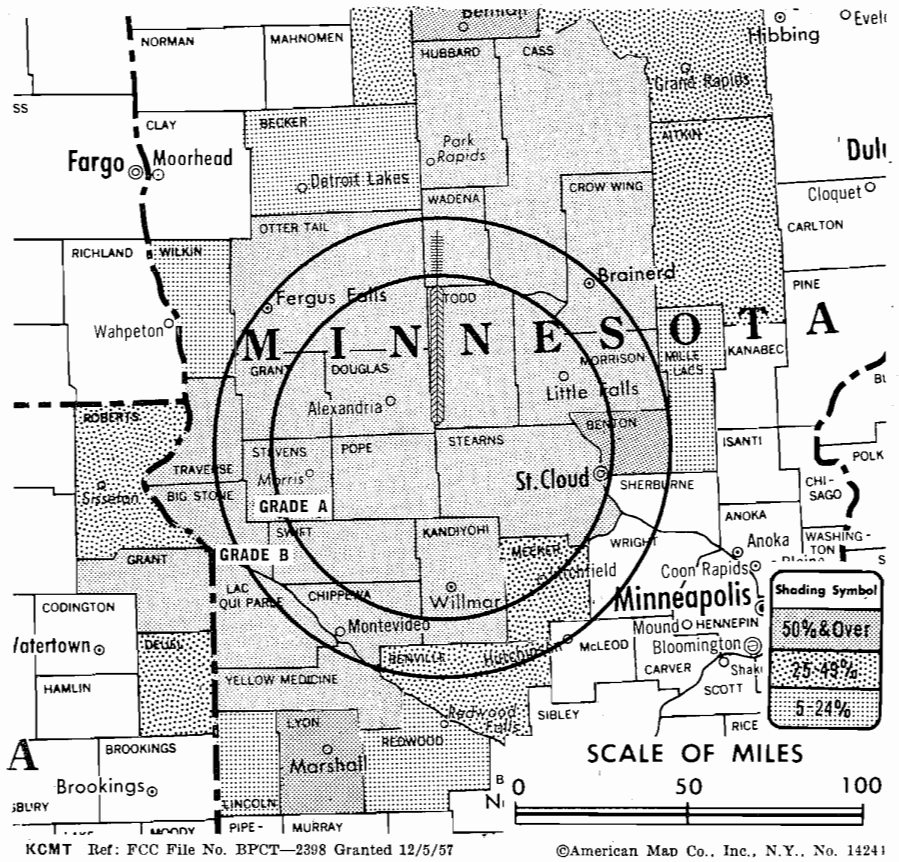
Total Households: © SRDS

Consumer Market Data as of 1/1/70.

TV Homes: TV% and Circulation

© 1969 American Research Bureau.

County coverage based on ARB study (see page 4-b).



## KCMT

Licensee: Central Minnesota Television Co., Box 612, Alexandria, Minn. (56308).

Ownership: Joseph O. Perino, pres., 6.5%; Thomas K. Barnes, v.p., 35%; Julius Hetland, v.p., 20.2%; Glenn W. Flint, v.p., 6.5%; John J. McCarten, secy.-treas., 6.5%; Lee H. Johnson, director, 4.7%; Kenneth C. Bechtel, director, 6.5%. Hetland is technical director, WDAY-TV. Central Minnesota Television also owns KNMT (TV), Walker, Minn., radio KVOX, Moorhead, Minn.

Began Operation: Oct. 8, 1958.

Represented (sales) by Avery-Knodel Inc.; Harry S. Hyett Co. (Minneapolis).

Represented (legal) by Robert A. Marmet.

Personnel:

GLENN FLINT, vice president & general manager.  
KENNETH BECHTEL, station manager.  
JAMES SYRDAL, sales manager.  
BOB JORDAN, news director.  
CARL IVERSON, chief engineer.

DIGEST OF RATE CARD NO. 7\*—(June 1, 1968)

Hour	30 Min.	15 Min.	5 Min.	30 Sec.	20 Sec.	10 Sec.
Class AA—6:30-10 p.m., daily.	\$500.00	\$300.00	\$200.00	\$150.00	\$140.00	\$130.00
	\$70.00					

\*Combination Rates: KCMT, Alexandria, and KNMT, Walker, Minn.

NETWORK BASE HOURLY RATE: \$425.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	MINNESOTA			
	Beltrami	8,200	6,900	85
	Benton	4,800	4,600	96
	Big Stone	2,300	2,200	94
	Cass	3,900	3,300	85
	Chippewa	4,700	4,300	93

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	MINNESOTA—(Continued)			
	Crow Wing	9,900	9,200	92
	Douglas	6,100	5,700	94
	Grant	2,300	2,200	96
	Hubbard	3,100	2,600	85
	Kandiyohi	8,600	8,000	93
	Lac Qui Parle	3,700	3,500	94
	Lyon	6,300	5,800	92
	Morrison	7,400	6,800	92
	Otter Tail	14,100	13,000	92
	Pope	3,200	2,900	91
	Stearns	21,700	20,500	95
	Stevens	3,100	2,900	94
	Swift	3,800	3,500	93
	Todd	5,600	5,100	91
	Traverse	1,800	1,700	94
	Wadena	3,200	2,800	88
Yellow Medicine	4,100	3,600	87	
<b>SOUTH DAKOTA</b>	Grant	2,800	2,700	94
<b>Between 25-49%</b>	MINNESOTA			
	Aitkin	3,500	3,300	94
	Clearwater	2,000	1,700	86
	Itasca	11,700	10,900	93
	Meeker	5,900	5,500	94
Renville	6,000	5,500	92	
<b>SOUTH DAKOTA</b>	Deuel	1,700	1,600	94
	Roberts	3,200	2,900	93
<b>Between 5-24%</b>	MINNESOTA			
	Becker	7,200	6,700	93
	Lincoln	2,600	2,400	94
	Mille Lacs	5,800	5,500	94
	Redwood	6,100	5,500	90
Wilkin	2,900	2,800	96	
Station Totals		283,200	263,700	93
Net Weekly Circulation (March 1969)			119,724	
Average Daily Circulation (March 1969)			91.804	

# Minnesota—Austin



**KAUS-TV**



Ch. 6

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 61.7-kw visual, 6.17-kw aural. Antenna: 1030-ft. above av. terrain, 996-ft. above ground, 2286-ft. above sea level.

Latitude 43° 37' 42"  
Longitude 93° 09' 12"

Transmitter: 4.4-mi. N of Myrtle, Minn.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

Facsimile Service: AP.

AM Affiliate: KAUS, 1-kw, 1480 kHz (MBS).

FM Affiliate: KAUS-FM, 100-kw, 99.9 MHz (No. 260), 930-ft.

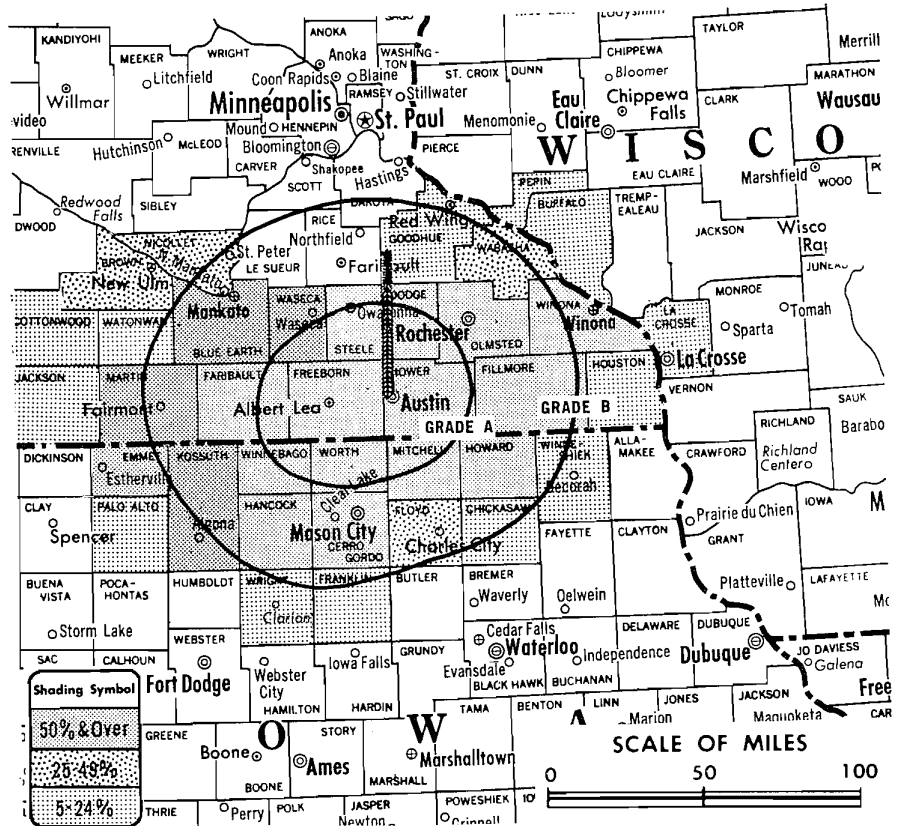
Total Households: © SRDS

Consumer Market Data as of 1/1/70.

TV Homes: TV% and Circulation

© 1969 American Research Bureau.

County coverage based on ARB study (see page 4-b).



KAUS-TV Ref: FCC File No. BPCT-3911 Granted 6/28/67

©American Map Co., Inc., N.Y., No. 14244

## KAUS-TV

Licensee: Minnesota-Iowa Television Co., Highway 105 S., Austin, Minn. (55912).

Studio: 2.5-mi. S of Austin on Hwy. No. 105.

Telephone: 507-433-8836.

Ownership: Same as KWWL-TV, Waterloo, Ia.

Began Operation: July 27, 1953. Sale to present owners by Chester A. Weseman and associates approved Oct. 29, 1958 by FCC (Television Digest, Vol. 13:6).

Represented (sales) by Avery-Knodel Inc.; Wayne-Evans & Associates (Minneapolis).

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

Represented (engineering) by Silliman, Moffet & Kowalski.

Personnel:

ROBERT BUCKMASTER, president.  
RICHARD V. TABER, vice president & general manager.  
LARRY M. HARRIS, sales manager.  
KENT L. COLBY, operations manager & program director.  
JOHN O'ROURKE, news & sports director.  
JERALD JONES, chief engineer.

### DIGEST OF RATE CARD NO. 17

(Sept. 15, 1969)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	ID
Class AA—7-9:30 p.m., daily.	\$350.00	\$210.00	\$100.00	\$105.00		Graded rates apply*

\*Highest rate: \$125.

NETWORK BASE HOURLY RATE: \$325.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	IOWA			
	Cerro Gordo	16,600	16,100	97
	Emmet	4,400	4,000	91
	Hancock	4,000	3,800	96
	Howard	4,000	3,600	92
	Kossuth	7,000	6,800	97
	Mitchell	4,100	3,900	96

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	IOWA—(Continued)			
	Winneshiek	3,900	3,800	96
	Worth	2,700	2,600	96
	MINNESOTA			
	Blue Earth	13,900	13,100	95
	Dodge	3,800	3,600	94
	Faribault	6,800	6,500	95
	Fillmore	6,700	6,400	95
	Freeborn	11,300	10,900	96
	Martin	7,300	6,900	95
	Mower	13,900	13,500	97
Olmsted	22,300	21,500	97	
Steele	8,200	7,900	97	
Waseca	5,100	4,900	96	
Winona	12,200	11,400	94	
<b>Between 25-49%</b>	IOWA			
	Floyd	6,400	6,100	96
	MINNESOTA			
	Brown	8,400	7,900	94
Nicollet	5,900	5,600	95	
Wabasha	4,800	4,600	96	
<b>Between 5-24%</b>	IOWA			
	Chickasaw	4,200	4,000	96
	Franklin	4,400	4,200	97
	Palo Alto	3,600	3,300	93
	Winneshiek	5,800	5,500	94
	Wright	6,000	5,800	97
	MINNESOTA			
	Cottonwood	4,900	4,200	87
	Goodhue	10,100	9,700	96
	Houston	5,500	5,300	95
	Jackson	4,000	3,800	93
Watonwan	4,200	3,900	93	
WISCONSIN				
Buffalo	3,800	3,500	95	
La Crosse	21,900	21,300	97	
Pepin	2,000	1,900	94	
Station Totals		312,300	297,200	95
Net Weekly Circulation (March 1969)			147,487	
Average Daily Circulation (March 1969)			86,602	

# Minnesota—Duluth-Superior, Wis.



**KDAL-TV**



Ch. 3

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 990-ft. above av. terrain, 813-ft. above ground, 2046-ft. above sea level.

Latitude 46° 47' 07"  
Longitude 92° 07' 15"

Transmitter: Observation Rd. & 11th St.

Studio: 425 W. Superior St.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

AM Affiliate: KDAL, 5-kw, 610 kHz (CBS).

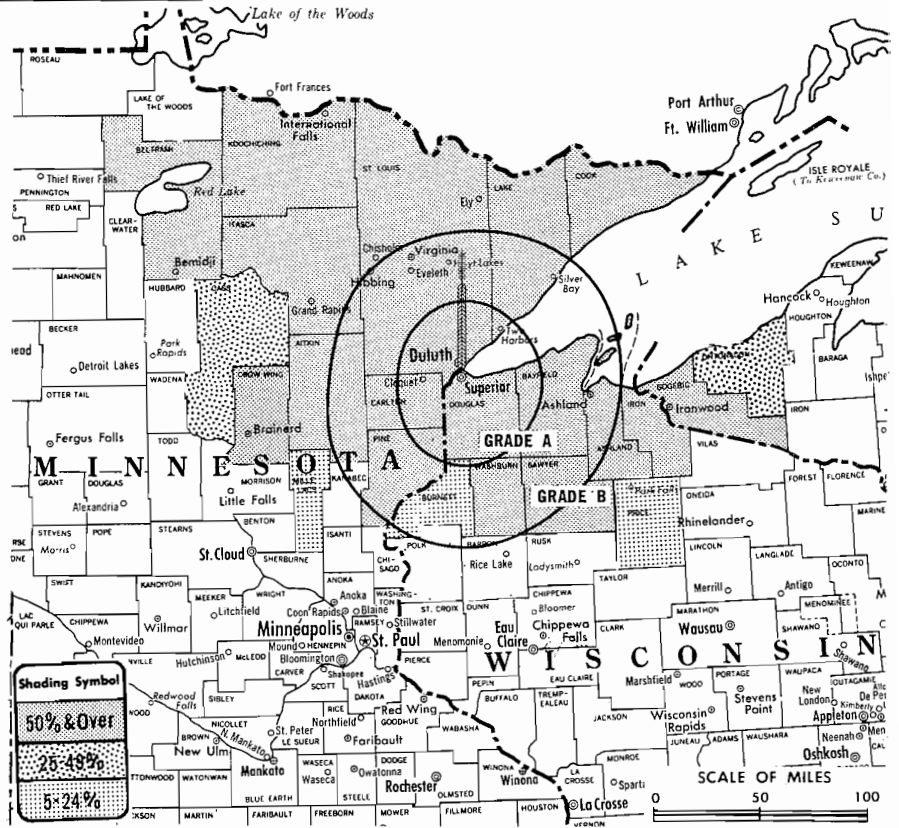
Total Households: © SRDS

Consumer Market Data as of 1/1/70.

TV Homes: TV% and Circulation

© 1969 American Research Bureau.

County coverage based on ARB study (see page 4-b).



KDAL-TV Ref: FCC File No. BMPCT-3130 Granted 6/13/55

©American Map Co., Inc., N.Y., No. 14244

## KDAL-TV

Network Service: CBS.

Licensee: KDAL Inc., KDAL Bldg., 425 W. Superior St., Duluth, Minn. (55802).

Telephone: 218-727-8911. TWX No.: 910-561-2522.

Ownership: KDAL Inc. is a wholly-owned subsidiary of WGN Inc. For other interests, see WGN-TV, Chicago, Ill.

Began Operation: March 14, 1954. Sale to present owner by Red River Bcstg. (Dalton LeMasurier family) approved Dec. 7, 1960 by FCC (Television Digest, Vol. 16:34, 50).

Represented (sales) by WGN Continental Sales; Edward Petry & Co. Inc.; Harry S. Hyett Co.; William Creed; Bob Hix Co. Inc.; Andy McDermott Sales Ltd. (Canada).

Represented (legal) by Kirkland, Ellis, Hodson, Chaffetz, Masters & Rowe.

Represented (engineering) by Silliman, Moffet & Kowalski.

Personnel:

ODIN S. RAMSLAND, general manager.  
JOE GOLDEN, sales manager.  
EARL HENTON, program director & film buyer.  
JOHN F. LaFORGE, operations manager.  
CARL CASPERSON, promotion manager.  
RUDY LUUKINEN, chief engineer.

DIGEST OF RATE CARD NO. 16—(Sept. 1, 1969)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 8 Sec.

Class AA—6:31-10:01 p.m., daily.

\$1100.00 \$700.00 \$450.00 \$300.00 Graded rates apply\*

\*Highest rate: \$228.

NETWORK BASE HOURLY RATE: \$700.

Net Weekly Circulation	State County	Total Households	TV Homes	%
	MICHIGAN			
	Gogebic	6,900	6,500	94
	MINNESOTA			
	Aitkin	3,500	3,300	94
	Beltrami	8,200	6,900	85
	Carlton	8,400	8,100	97
	Cook	1,100	1,000	91
	Crow Wing	9,900	9,200	92
	Itasca	11,700	10,900	93
	Koochiching	5,400	4,800	88
	Lake	2,800	2,700	96
	Pine	4,400	4,000	93
	St Louis	78,200	75,100	96
	WISCONSIN			
	Ashland	4,900	4,700	95
	Bayfield	2,700	2,600	96
	Douglas	13,400	13,000	97
	Iron	1,900	1,900	96
	Sawyer	2,600	2,400	92
	Washburn	2,600	2,500	95
	MICHIGAN			
<b>Between 25-49%</b>	Ontonagon	3,300	2,900	90
	MINNESOTA			
	Cass	3,900	3,300	85
	MINNESOTA			
<b>Between 5-24%</b>	Mille Lacs	5,800	5,500	94
	WISCONSIN			
	Burnett	2,600	2,500	93
	Price	3,400	3,100	91
Station Totals		336,500	317,400	94
Net Weekly Circulation (March 1969)				152,990
Average Daily Circulation (March 1969)				122,338
(Station also received in Canadian markets)				

# Minnesota—Duluth



**WDIO-TV**

Ch. 10

[Operates satellite WIRT, Hibbing, Minn.]

**Technical Facilities:** Channel No. 10 (192-198 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1010-ft. above av. terrain, 859-ft. above ground, 2049-ft. above sea level.

Latitude 46° 47' 13"  
Longitude 92° 07' 17"

**Transmitter:** 10 Observation Road.

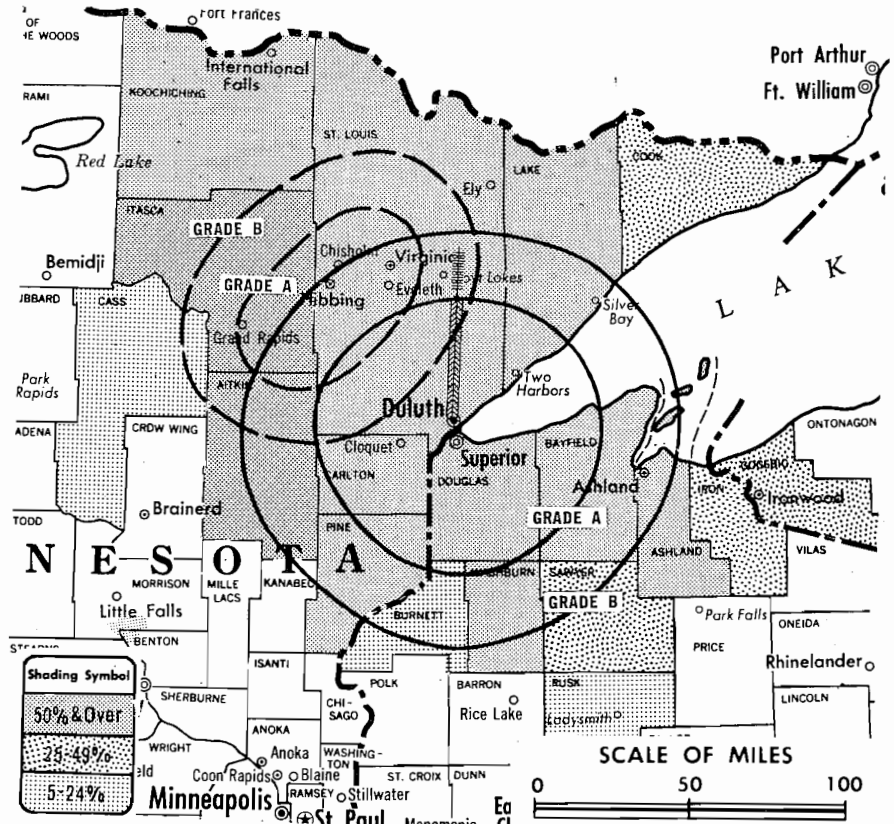
**TV tape:** Recording facilities.

**Color:** Network, live, film, slide & tape.

**News Wire Service:** AP.

**Facsimile Service:** AP.

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).



WDIO-TV Ref: FCC File No. BPCT-3404 Granted 8/25/65

© American Map Co., Inc., N.Y., No. 14244

## WDIO-TV

**Network Service:** ABC.

**Licensee:** Channel 10 Inc., 10 Observation Road, Duluth (55811).

**Studio:** 10 Observation Road.

**Telephone:** 218-727-6864. **TWX No.:** 218-820-0202.

**Ownership:** Frank P. Befera, pres., 12.56%; William Hedenberg, 27.80%; John Poole, 13.80%; Robert Nickoloff, 4.51%; Donald K. Melander, 4.31%; Jacob Grahek, 4.31%; Irene Cohen, 4.20%; Gerald Heaney, 4%; Carl Bloomquist, 3.55%; Norman Fugelso, 3.22%; others, none with as much as 3%. Frank P. Befera owns radios WMFG & FM, Hibbing and WHLB & FM, Virginia, both Minn. Bloomquist owns radio WEVE, Eveleth, Minn. WDIO Inc. also owns satellite WIRT (TV), Hibbing, Minnesota.

**Began Operation:** Jan. 24, 1966.

**Represented (sales) by** Avery-Knodel Inc.

**Represented (legal) by** McKenna & Wilkinson.

**Represented (engineering) by** Lohnes & Culver.

**Personnel:**

FRANK P. BEFERA, president & general manager.

ERV PARTHE, program director.

GEORGE W. WOODY, chief engineer.

DUANE EASTVOLD, sales manager.

JACK MCKENNA, promotion manager.

DICK GOTTSCHALD, news director.

### DIGEST OF RATE CARD NO. 7 (June 1, 1969)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AA—6:30-10 p.m., daily.	\$750.00	\$450.00	\$300.00	\$225.00	Graded rates apply*	

\*Highest rate: \$200.

**NETWORK BASE HOURLY RATE:** \$600.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	MINNESOTA			
	Aitkin	3,500	3,300	94
	Carlton	8,400	8,100	97
	Itasca	11,700	10,900	93
	Koochiching	5,400	4,800	88
	Lake	2,800	2,700	96
	Pine	4,400	4,000	93
St. Louis	78,200	75,100	96	
<b>Between 25-49%</b>	WISCONSIN			
	Ashland	4,900	4,700	95
	Bayfield	2,700	2,600	96
	Douglas	13,400	13,000	97
Washburn	2,600	2,500	95	
<b>Between 5-24%</b>	MICHIGAN			
	Gogebic	6,900	6,500	94
	MINNESOTA			
Cook	1,100	1,000	91	
WISCONSIN				
Iron	1,900	1,900	96	
Sawyer	2,600	2,400	92	
<b>Between 5-24%</b>	MINNESOTA			
	Cass	3,900	3,300	85
	WISCONSIN			
Burnett	2,600	2,500	93	
Rusk	3,300	3,100	93	
Station Totals		245,600	234,600	95
Net Weekly Circulation (March 1969)				127,475
Average Daily Circulation (March 1969)				89,176

For Translator Directory, See Services Volume

# Minnesota—Duluth-Superior, Wis.



**WDSM-TV**



Ch. 6

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1010-ft. above av. terrain, 804-ft. above ground, 2049-ft. above sea level.

Latitude 46° 47' 21"  
Longitude 92° 06' 51"

Transmitter: 5th Ave. W. & 10th St., Duluth

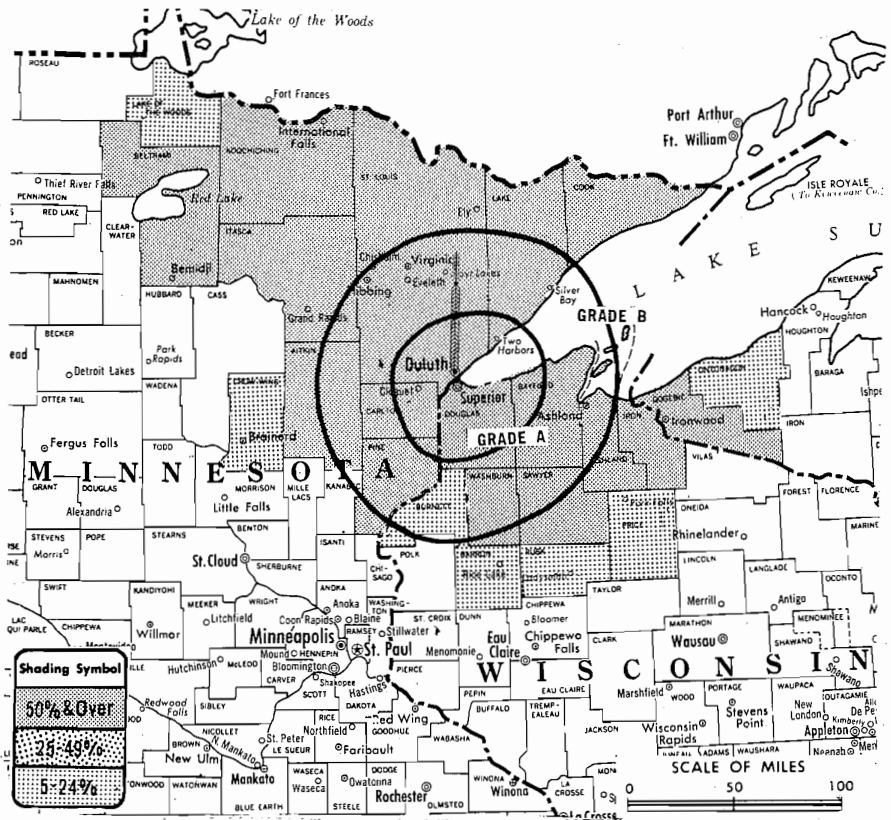
Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

Facsimile Service: AP.

News Film Service: NBC.

AM Affiliate: WDSM, 5-kw, 710 kHz (NBC).



Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).

WDSM-TV Ref: FCC File No. BPCT-2412 Granted 10/11/67

© American Map Co., Inc., N.Y., No. 14244

## WDSM-TV

Network Service: NBC.

Licensee: Northwest Publications Inc., WDSM Bldg., Duluth.

Studios: WDSM Bldg., Duluth & 1708 Belknap St., Superior, Wis. (55802).

Telephones: 218-727-8484, Duluth; 715-394-9238, Superior.

TWX No.: 218-820-0275.

Ownership: Northwest Publications Inc. (owned by Ridder Publications), 100%. Northwest Publications publishes Duluth Herald-News Tribune. For other interests, see WCCO-TV, Minneapolis.

Began Operation: Feb. 23, 1954.

Represented (sales) by Peters, Griffin, Woodward Inc.; Bill Hurley (Minneapolis); Television Representatives Ltd. (Canada).

Represented (legal) by Fly, Shuebruk, Blume & Gaguine.

Personnel:

- ROBERT J. RICH, general manager.
- R. W. (RICK) PEARSON, station manager.
- AL SANDERS, promotion & art manager.
- ED CONRAD, program director.
- GEORGE CARLSON, director of engineers.

### DIGEST OF RATE CARD NO. 20 (May 1, 1969)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AA—6:59-10 p.m., daily.						
\$950.00	\$570.00	\$427.00	\$285.00	\$120.00	\$65.00	\$39.00
NETWORK BASE HOURLY RATE: \$700 (NBC).						

	Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>		MICHIGAN			
		Gogebic	6,900	6,500	94
		MINNESOTA			
		Aitkin	3,500	3,300	94
		Beltrami	8,200	6,900	85
		Carlton	8,400	8,100	97
		Cook	1,100	1,000	91
		Itasca	11,700	10,900	93
		Koochiching	5,400	4,800	88
		Lake	2,800	2,700	96
		Pine	4,400	4,000	93
		St. Louis	78,200	75,100	96
		WISCONSIN			
	Ashland	4,900	4,700	95	
	Bayfield	2,700	2,600	96	
	Douglas	13,400	13,000	97	
	Iron	1,900	1,900	96	
	Sawyer	2,600	2,400	92	
	Washburn	2,600	2,500	95	
<b>Between 5-24%</b>		MICHIGAN			
		Ontonagon	3,300	2,900	90
		MINNESOTA			
		Crow Wing	9,900	9,200	92
		Lake Of The Woods	1,000	700	75
		WISCONSIN			
		Barron	9,500	8,900	94
	Burnett	2,600	2,500	93	
	Price	3,400	3,100	91	
	Rusk	3,300	3,100	93	
<b>Station Totals</b>			<b>266,400</b>	<b>251,700</b>	<b>94</b>
Net Weekly Circulation (March 1969)				143,898	
Average Daily Circulation (March 1969)				106,306	
(Station also received in Canadian markets)					

# Minnesota—Hibbing



**WIRT**

Ch. 13

[Satellite of WDIO-TV,  
Duluth, Minn.]

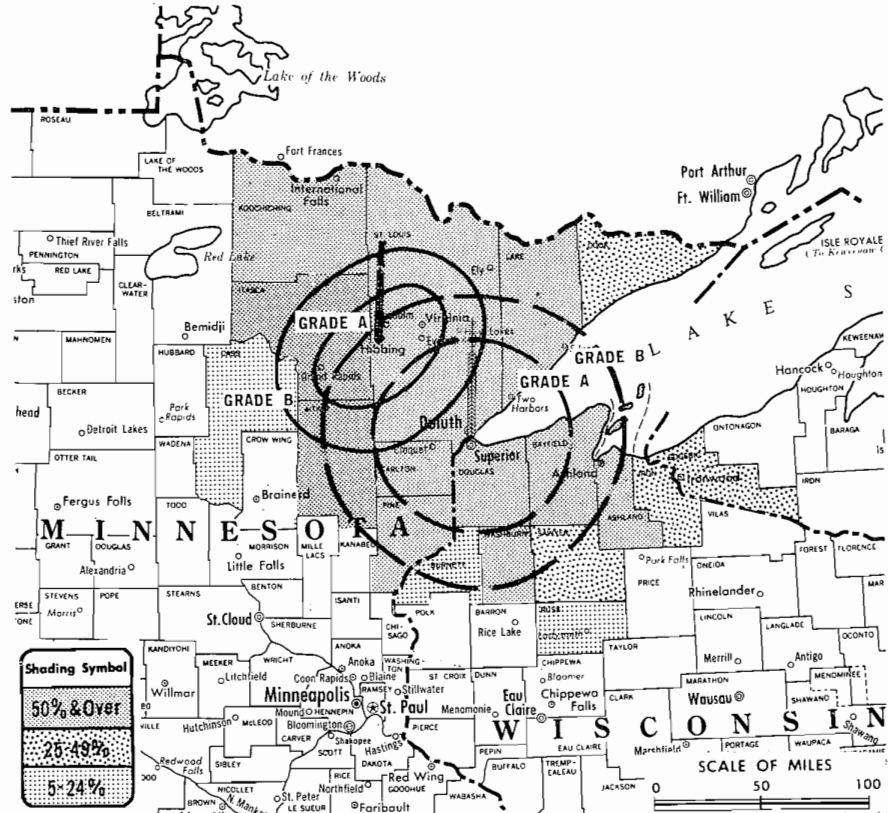
Technical Facilities: Channel No. 13  
(210-216 MHz). Authorized power:  
125-kw visual, 21.6-kw aural. An-  
tenna: 666-ft. above av. terrain,  
473-ft. above ground, 2123-ft.  
above sea level.

Latitude 47° 22' 52"  
Longitude 92° 57' 18"

Transmitter: Maple Hill.

Color: Network, film & slide.

ARB Data: Figures for this station  
are included with parent WDIO-  
TV, Duluth.



Coverage based on ARB study (see  
page 4-b).

WIRT Ref: FCC File No. BPCT-2422 Granted 2/20/58

©American Map Co., Inc., N.Y., No. 14244

## WIRT

Network Service: ABC.  
Grantee: Channel 10 Inc., 10 Observation Rd., Duluth (55811).  
Studio: See WDIO-TV, Duluth.  
Telephone: 218-727-6864 (Duluth).  
TWX No.: 218-820-0202 (Duluth).  
Ownership: See WDIO-TV, Duluth.  
Began Operation: Aug. 31, 1967.  
Represented (sales) by Avery-Knodel Inc.  
Represented (legal) by McKenna & Wilkinson.  
Represented (engineering) by Lohnes & Culver.  
Rates: Sold in combination with WDIO-TV, Duluth.  
**NETWORK BASE HOURLY RATE: \$100.**

## La Rue Media Brokers Inc. Radio Television CATV

### Completed Sales

Radio: Minneapolis-St. Paul \$1,000,000  
Radio: St. Louis, Missouri \$3,500,000

116 Central Park South  
New York, N.Y. 10019

President  
Hugh Ben LaRue

Area Code 212  
265-3430



# Minnesota—Mankato



**KEYC-TV**



Ch. 12

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 63-kw aural. Antenna: 1040-ft. above av. terrain, 1116-ft. above ground, 2163-ft. above sea level.

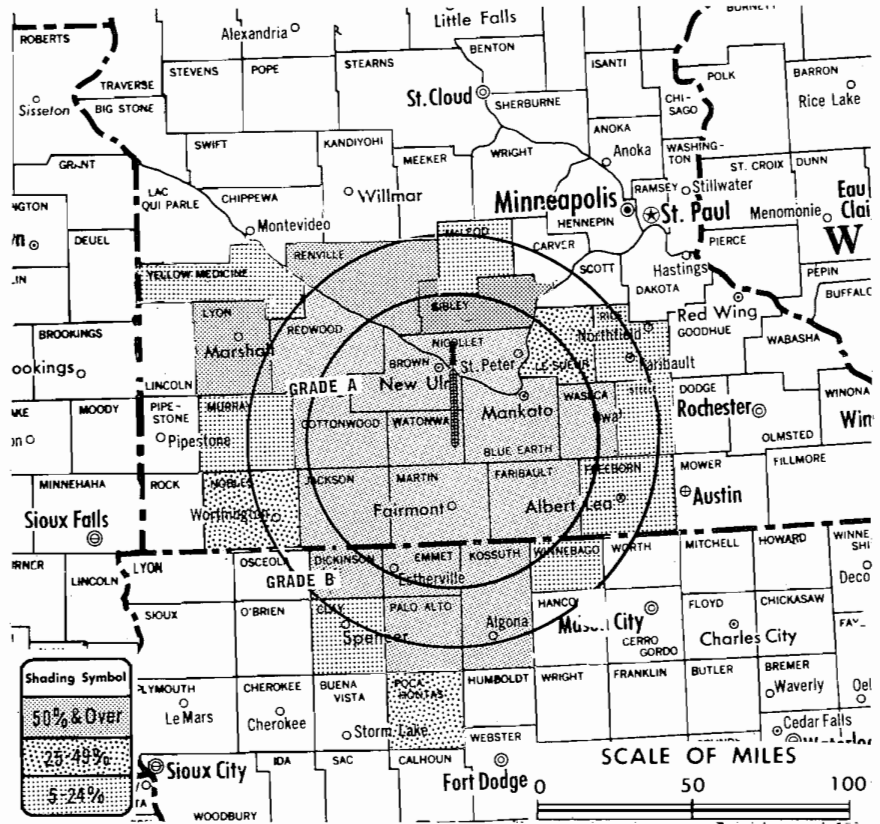
Latitude 43° 56' 14"  
Longitude 94° 24' 41"

Transmitter: 1.6-mi. NE of Lewisville, Minn.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.



Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).

KEYC-TV Ref: FCC File No. BPCT-2433 Granted 6/11/58

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## KEYC-TV

Grantee: Lee Enterprises Inc., P.O. Box 1210, Mankato, Minn. (56001).

Studio: Lee Blvd., N. Mankato.

Telephone: 507-387-7905.

Ownership: Lee Enterprises Inc., 100%. For other interests see KHQA-TV, Hannibal, Mo.

Began Operation: Oct. 5, 1960.

Represented (sales) by H-R Television Inc.

Represented (legal) by Pierson, Ball & Dowd.

Represented (engineering) by David L. Steel Sr.

Personnel:

MERRITT MILLIGAN, general manager, broadcast div.  
DONALD HARRER, general manager.  
ELAINE PEARSON, operations manager.  
HAP HALLIGAN, sales manager.  
ROBERT G. FRUEHE, national sales manager.

DIGEST OF RATE CARD NO. 15A  
(Nov. 1, 1969)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.  
Class AA—6:30-10 p.m., daily.

\$450.00 \$270.00 \$180.00 \$140.00\* \$100.00\* \$60.00\* \$45.00\*

\*Class AA—6:31-10 p.m., daily.

For combination rates see KGLO-TV, Mason City, Iowa.

NETWORK BASE HOURLY RATE: \$225.

For National Sales Offices of Group Stations,

See Services Volume

	Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	<b>IOWA</b>				
		Dickinson	3,900	3,600	94
		Emmet	4,400	4,000	91
		Kossuth	7,000	6,800	97
		Palo Alto	3,600	3,300	93
	<b>MINNESOTA</b>				
		Blue Earth	13,900	13,100	95
		Brown	8,400	7,900	94
		Cottonwood	4,900	4,200	87
		Faribault	6,800	6,500	95
	Jackson	4,000	3,800	93	
	Lyon	6,300	5,800	92	
	Martin	7,300	6,900	95	
	Nicollet	5,900	5,600	95	
	Redwood	6,100	5,500	90	
	Renville	6,000	5,500	92	
	Sibley	4,600	4,400	96	
	Waseca	5,100	4,900	96	
	Watowan	4,200	3,900	93	
<b>Between 25-49%</b>	<b>IOWA</b>				
		Pocahontas	3,600	3,400	95
	<b>MINNESOTA</b>				
	Le Sueur	6,400	6,100	95	
	Nobles	6,800	6,500	97	
<b>Between 5-24%</b>	<b>IOWA</b>				
		Clay	5,600	5,300	94
		Winnebago	3,900	3,800	96
	<b>MINNESOTA</b>				
		Freeborn	11,300	10,900	96
		McLeod	8,800	8,400	96
		Murray	3,700	3,500	96
		Rice	10,300	9,800	96
		Steele	8,200	7,900	97
		Yellow Medicine	4,100	3,600	87
Station Totals			252,900	239,300	94
Net Weekly Circulation (March 1969)					95,668
Average Daily Circulation (March 1969)					69,252

# Minnesota—Minneapolis-St. Paul



**KMSP-TV**

Ch. 9

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 316-kw visual, 32.2-kw aural. Antenna: 451-ft. above av. terrain, 601-ft. above ground, 1326-ft. above sea level.

Latitude 44° 58' 28.2"  
Longitude 93° 16' 16.7"

Holds CP for change to 1426-ft. above av. terrain, 1471-ft. above ground, 2371-ft. above sea level, lat. 45° 03' 29.5", long. 93° 07' 27"; transmitter to Gramsie Rd., 0.4-mi. E of intersection with Victoria St., Shoreview. BMPCT—7138.

Transmitter: Foshay Tower.

TV tape: Recording facilities.

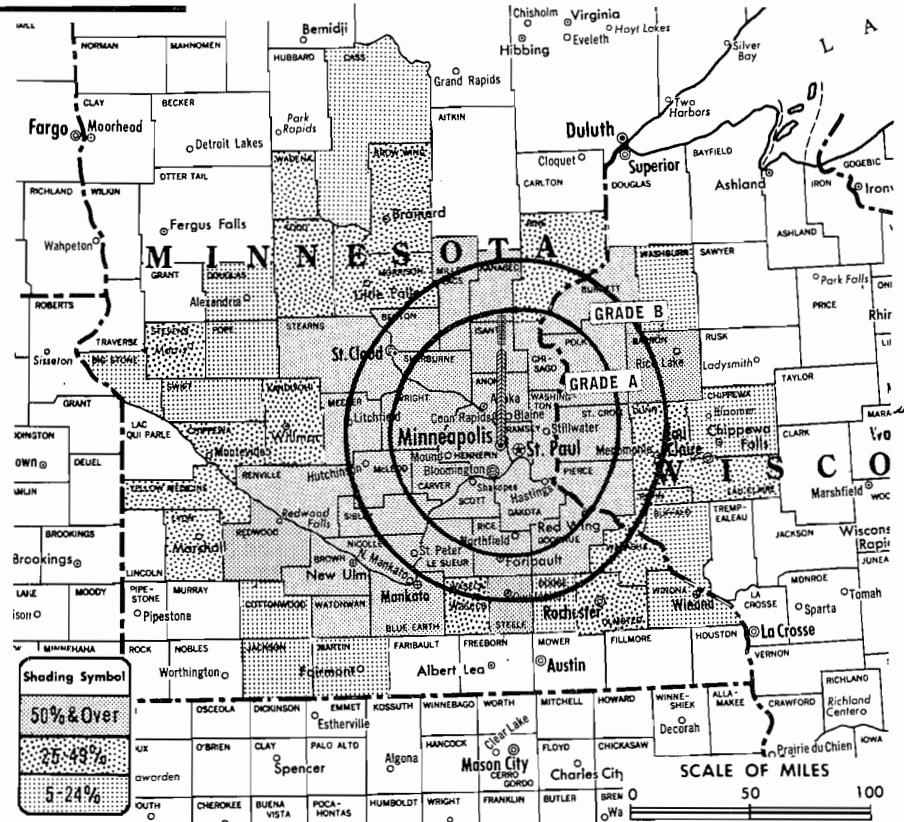
Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.

News Film Service: ABC.

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).



KMSP-TV Ref: FCC File No. BPCT—795 Granted 6/10/54  
CP: BMPCT—7138 Granted 9/17/69

©American Map Co., Inc., N.Y., No. 14244

## KMSP-TV

Grantee (STA): United Television Inc., Foshay Tower, Minneapolis, Minn. (55402).

Studio: 120 South 9th St.

Telephone: 612-339-8811. TWX No.: 910-576-2926.

Ownership: 20th Century-Fox Film Corp.

Began Operation: Jan. 9, 1955. Sale to United Television Inc. by Minneapolis Tower Co. (Morris T. Baker) approved May 23, 1956 by FCC (Television Digest, Vol. 12:14, 16, 21). Sale of 75% to National Telefilm Assn. Inc. approved Nov. 20, 1957 by FCC (Vol. 13:34, 47). NTA also purchased 25% held by Loew's Inc. (MGM) in Feb. 1958 (Vol. 14:7). Sale to 20th Century-Fox TV Inc. by NTA approved Oct. 29, 1959 by FCC (Vol. 15:34, 44).

Represented (sales) by Blair-TV.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Lohnes & Culver.

Personnel:

DON SWARTZ, president, general manager & film buyer.  
RICHARD V. FAIRBANKS, general sales manager.  
RONALD KING, national sales manager.  
JERRY SMITH, director of news.  
JOE CARNEY, director of operations.  
GLENN SMITH, director of engineering.  
JERRY A. BRONSTON, director of public relations.

DIGEST OF RATE CARD NO. 21—(Jan. 15, 1969)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.

Class AA—6:30-10 p.m., daily.  
\$1700.00 \$1020.00 \$680.00 \$595.00 \$450.00\* \$450.00\* \$225.00\*

\*Class AA—6:30-10 p.m., Mon.-Sat.; 6-10 p.m., Sun.

NETWORK BASE HOURLY RATE: \$1350.

Circulation Net Weekly	County State	Households Total	Homes TV Homes	%
<b>MINNESOTA</b>				
<b>50% &amp; Over</b>	Anoka	36,400	36,000	99
	Benton	4,800	4,600	96
	Blue Earth	13,900	13,100	95
	Brown	8,400	7,900	94

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>MINNESOTA—(Continued)</b>				
<b>50% &amp; Over</b>	Carver	6,400	6,300	98
	Chisago	4,100	3,900	95
	Dakota	31,900	31,300	98
	Goodhue	10,100	9,700	96
	Hennepin	293,300	283,800	97
	Isanti	3,800	3,600	95
	Kanabec	2,700	2,500	93
	Le Sueur	6,400	6,100	95
	McLeod	8,800	8,400	96
	Meeker	5,900	5,500	94
	Mille Lacs	5,800	5,500	94
	Nicollet	5,900	5,600	95
	Ramsey	141,000	136,800	97
	Redwood	6,100	5,500	90
	Renville	6,000	5,500	92
	Rice	10,300	9,800	96
	Scott	7,700	7,500	98
Sherburne	4,100	3,900	96	
Sibley	4,600	4,400	96	
Stearns	21,700	20,500	95	
Steele	8,200	7,900	97	
Washington	20,200	19,700	98	
Watsonwan	4,200	3,900	93	
Wright	8,700	8,300	95	
<b>WISCONSIN</b>				
Barron	9,500	8,900	94	
Burnett	2,600	2,500	93	
Pierce	6,500	6,300	96	
Polk	7,200	6,900	97	
St Croix	8,500	8,200	97	
<b>MINNESOTA</b>				
<b>Between 25-49%</b>	Chippewa	4,700	4,300	93
	Crow Wing	9,900	9,200	92
	Kandiyohi	8,600	8,000	93
	Lyon	6,300	5,800	92
	Morrison	7,400	6,800	92
	Olmsted	22,300	21,500	97
(Continued on page 413-b)				
Station Totals		943,700	904,500	95
Net Weekly Circulation (March 1969)			673,907	
Average Daily Circulation (March 1969)			398,005	

# Minnesota—Minneapolis-St. Paul



**WCCO-TV**



Ch. 4

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 15.1-kw aural. Antenna: 543-ft. above av. terrain, 601-ft. above ground, 1461-ft. above sea level.

Latitude 44° 58' 28"  
Longitude 93° 16' 17"

Holds CP for change to 1430-ft. above av. terrain, 1375-ft. above ground, 2375-ft. above sea level, lat. 45° 03' 45", long. 93° 08' 21.3"; transmitter to County Rd. F., 4-mi. E of Lexington Ave., Shoreview. BMPCT—7126.

Transmitter: Foshay Tower.

Telephone: 612-338-0552.

TWX No.: 612-321-1306.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

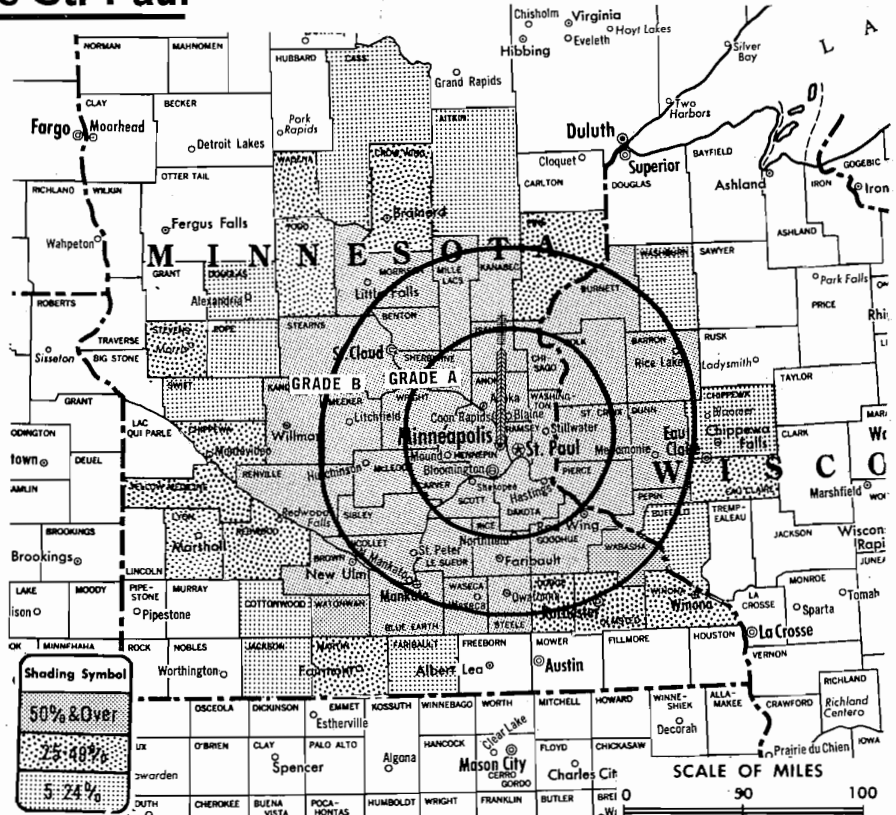
News Wire Service: AP, UPI. News Film Service: CBS.

AM Affiliate: WCCO, 50-kw, 830 kHz (CBS).

Total Households: © SRDS Consumer Market Data as of 1/1/70.

TV Homes: TV% and Circulation © 1969 American Research Bureau.

County coverage based on ARB study (see page 4-b).



WCCO-TV Ref: FCC File No. BNPCT-933 Granted 12/19/62  
CP: BNPCT-7126 Granted 1/8/70

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## WCCO-TV

Licensee: Midwest Radio-Television Inc., WCCO Television Bldg., Minneapolis, Minn. (55402). Studio: 50 S. Ninth St., Minneapolis.

Ownership: Midwest Radio-Television Inc. is 53% owned by Mid-Continent Radio-Television Inc., 47% by Minneapolis Star & Tribune Co. (John Cowles, pres.). Minneapolis Star & Tribune Co. owns S. Sioux City, Neb. CATV system, 50% of Harper's Magazine. Mid-Continent Radio-Television is equally owned by Minnesota Tribune Co. and Northwest Publications Inc. (St. Paul Dispatch and Pioneer Press, Ridder newspapers). Ridder also operates WDSM-TV, Duluth-Superior and radio stations KSDN, Aberdeen, S.D.; WDSM, Duluth-Superior; KSSS, Colorado Springs, Colo. Other Ridder newspapers are New York Journal of Commerce, Duluth Herald and News-Tribune, Aberdeen (S.D.) American and News, Grand Fork (N.D.) Herald, Long Beach (Cal.) Press-Telegram and Independent, Pasadena (Cal.) Independent and Star-News, San Jose (Cal.) News and Mercury, West Orange (Cal.) News, Gary (Ind.) Post-Tribune. Ridder owns minority interest in Seattle Times. For other interests of Cowles family, see KRNT-TV, Des Moines, Ia. Officers: Robert B. Ridder, chmn. of bd.; Clarence J. Mulrooney, vice chmn. of bd.; F. Van Konyenburg, chmn., exec. committee; Lawrence F. Haeg, pres.; H. W. Dornseif, exec. v.p.

Began Operation: July 1, 1949 as WTCN-TV. Sold to present licensee August 1952 (Television Digest, Vol. 8:10, 33); CBS sold its 47% interest to Minneapolis Star & Tribune Co. in November 1954 (Vol. 10:45).

### Personnel:

SHERMAN K. HEADLEY, general manager.  
ROBERT N. EKSTRUM, general sales manager.  
ROBERT A. HUELSTER, local sales manager.  
DON R. GILLIES, national sales manager.  
JACK HANSEN, national sales coordinator.  
ROGER GARDNER, program director.  
CHARLES SORLEIN, production manager.  
JOE BARTELME, news director.  
HAL SCOTT, sports director.  
TOM COUSINS, promotion director.  
JOHN M. SHERMAN, director of engineering.  
ROLLIE JOHNSON, director, special projects.

Represented (sales) by Peters, Griffin, Woodward Inc.

Represented (legal) by Fly, Shuebruk, Blume & Gaguine.

1970-71 Edition

## DIGEST OF RATE CARD NO. 22—(June 15, 1969)

	Min. or				
Hour	30 Min.	15 Min.	30 Sec.	20 Sec.	10 Sec.
Class AA—7-10 p.m., Mon.-Sat.; 6-10 p.m., Sun.					
\$2350.00	\$1400.00	\$900.00			Graded rates apply*

\*Highest rate: \$800.

NETWORK BASE HOURLY RATE: \$1700.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>MINNESOTA</b>				
	Anoka	36,400	36,000	99
	Benton	4,800	4,600	96
	Blue Earth	13,900	13,100	95
	Brown	8,400	7,900	94
	Carver	6,400	6,300	98
	Chisago	4,100	3,900	95
	Dakota	31,900	31,300	98
	Goodhue	10,100	9,700	96
	Hennepin	293,300	283,800	97
	Isanti	3,800	3,600	95
	Kanabec	2,700	2,500	93
	Kandiyohi	8,600	8,000	93
	Le Sueur	6,400	6,100	95
	McLeod	8,800	8,400	96
	Meeker	5,900	5,500	94
	Mille Lacs	5,800	5,500	94
	Morrison	7,400	6,800	92
	Nicollet	5,900	5,600	95
	Ramsey	141,000	136,800	97
	Renville	6,000	5,500	92
	Rice	10,300	9,800	96
	Scott	7,700	7,500	98
	Sherburne	4,100	3,900	96

(Continued on page 413-b)

Station Totals	975,200	934,900	95
Net Weekly Circulation (March 1969)			733,527
Average Daily Circulation (March 1969)			547,987

409-b

# Minnesota—Minneapolis-St. Paul

## WTCN-TV

Ch. 11

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 470-ft. above av. terrain, 601-ft. above ground, 1450-ft. above sea level.

Latitude 44° 58' 28"  
Longitude 93° 16' 17"

Holds CP for change to 316-kw visual, 63.2-kw aural, 1430-ft. above av. terrain, 1372-ft. above ground, 2372-ft. above sea level, lat. 45° 03' 46.5", long. 93° 08' 23"; transmitter to 920 West County Rd. F, Shoreview Township, Minn., 5-mi. NE of Minneapolis city limits. BPCT—2850.

Transmitter: Foshay Tower.

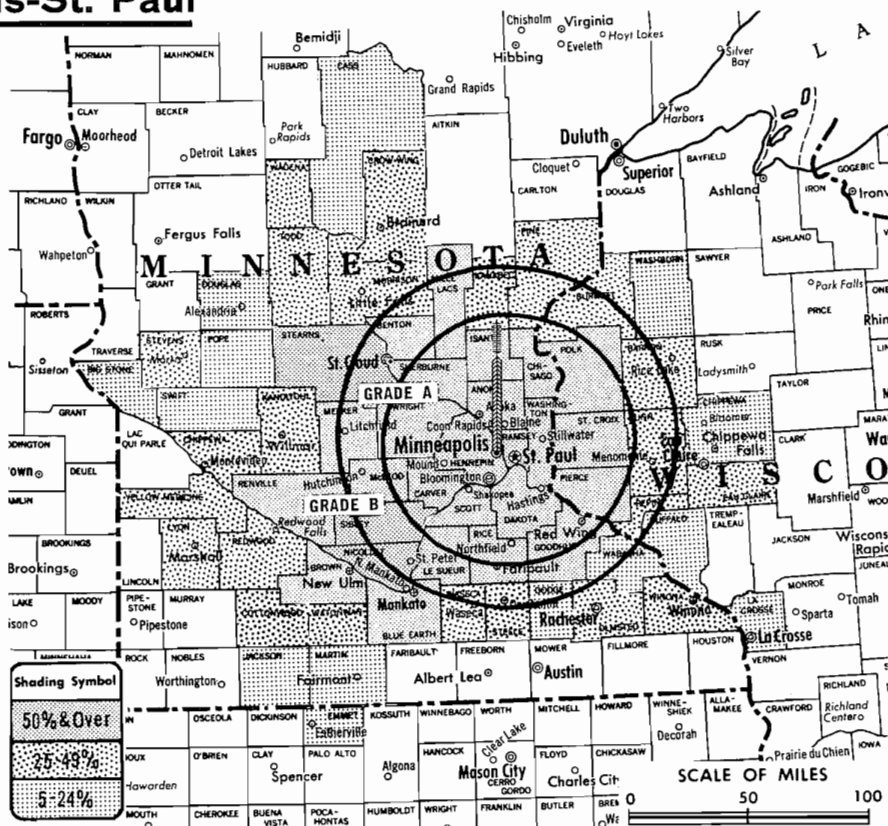
TV tape: Recording facilities.

News Wire Service: UPI.

Facsimile Service: UPI.

Color: Network, live, film, slide & tape.

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).



WTCN-TV Ref: FCC File No. B1PCT—1177 Granted 7/2/53  
CP: B1PCT—2850 Granted 9/17/69

©American Map Co., Inc., N.Y., No. 14244

## WTCN-TV

Network Service: None, independent.

Licensee: WTCN-TV Inc., 2925 Dean Blvd., Minneapolis, Minn. (55416).

Studio: 2925 Dean Blvd.

Telephone: 612-927-8881.

TWX No.: 910-576-2825.

Ownership: Chris-Craft Industries, Inc., 100%. For other interests, see KPTV, Portland, Ore.

Begin Operation: Sept. 1, 1953. Sale to present owner by Time-Life Bcstg. Inc. was approved Aug. 24, 1964 by FCC (Television Digest, Vol. 4:35). Sale to Time-Life by H. M. Bitner interests approved by FCC April 17, 1957 (Vol. 12:50, 51; 13:16). Bitner group acquired time-sharing WTCN-TV & WMIN-TV, with radio WTCN, and made WTCN-TV into full time outlet after FCC approved sale April 6, 1955 (Vol. 11:5, 15).

Represented (sales) by Tele-Rep.

Represented (legal) by Dow, Lohnes & Albertson.

Personnel:

ROBERT C. FRANSEN, v.p. & general manager.  
J. WILLIAM BEINDORF, general sales manager.  
NORMAN PAGE, local sales manager.  
DELEANO BENJAMIN, promotion manager.  
HOWARD RESER, program director & film buyer.  
LEO F. DOMEIER, chief engineer.  
FRANK FRENZEL, business manager.

DIGEST OF RATE CARD NO. 20  
(Jan. 4, 1970)

Hour	30 Min.	15 Min.	10 Min.	Min.	30 or 20 Sec.	10 Sec.
Class A—6-10 p.m., daily.	\$1700	\$850	\$400	\$380	\$360	\$425*
						\$255*
						\$212.50*

\*Class AAA.

For Minnesota CATV Systems  
See Services Volume

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	<b>MINNESOTA</b>			
	Anoka	36,400	36,000	99
	Benton	4,800	4,600	96
	Blue Earth	13,900	13,100	95
	Brown	8,400	7,900	94
	Carver	6,400	6,300	98
	Chisago	4,100	3,900	95
	Dakota	31,900	31,300	98
	Goodhue	10,100	9,700	96
	Hennepin	293,300	283,800	97
	Isanti	3,800	3,600	95
	Le Sueur	6,400	6,100	95
	McLeod	8,800	8,400	96
	Meeke	5,900	5,500	94
	Mille Lacs	5,800	5,500	94
	Nicollet	5,900	5,600	95
	Ramsey	141,000	136,800	97
	Renville	6,000	5,500	92
	Rice	10,300	9,800	96
	Scott	7,700	7,500	98
Sherburne	4,100	3,900	96	
Sibley	4,600	4,400	96	
Stearns	21,700	20,500	95	
Washington	20,200	19,700	98	
Wright	8,700	8,300	95	
<b>Between 25-49%</b>	<b>WISCONSIN</b>			
	Pierce	6,500	6,300	96
	Polk	7,200	6,900	97
	St. Croix	8,500	8,200	97
<b>Between 25-49%</b>	<b>MINNESOTA</b>			
	Chippewa	4,700	4,300	93
	Cottonwood	4,900	4,200	87
	Crow Wing	9,900	9,200	92
	Kanabec	2,700	2,500	93
	Kandiyohi	8,600	8,000	93
	Lyon	6,300	5,800	92
	Morrison	7,400	6,800	92
Olmsted	22,300	21,500	97	

(Continued on page 413-b)

Station Totals	1,047,500	1,004,200	95
Net Weekly Circulation (March 1969)			565,599
Average Daily Circulation (March 1969)			282,791

# Minnesota—St. Paul-Minneapolis



**KSTP-TV**



Ch. 5

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 15.1-kw aural. Antenna: 580-ft. above av. terrain, 583-ft. above ground, 1493-ft. above sea level.

Latitude 44° 58' 07"  
Longitude 93° 12' 27"

Holds CP for change to 1430-ft. above av. terrain, 1370-ft. above ground, 2370-ft. above sea level, lat. 45° 03' 45", long. 93° 08' 21.3", transmitter to 2.5-mi. E of New Brighton, Shoreview, Minn. BPCT—4111.

Transmitter: 3415 University Ave.

Studio: 3415 University Ave.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

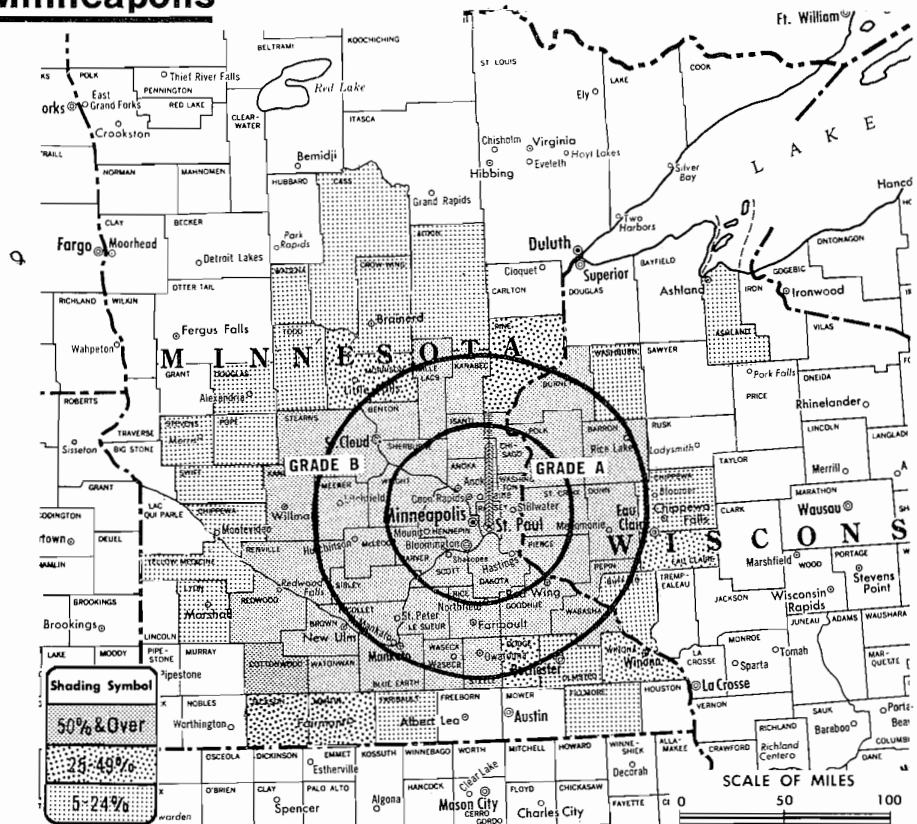
Facsimile Service: UPI.

AM Affiliate: KSTP, 50-kw, 1500 kHz (NBC).

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation

© 1969 American Research Bureau.

County coverage based on ARB study (see page 4-b).



KSTP-TV Ref: FCC File No. BPCT—765 Granted 12/23/52  
CP: BPCT—4111 Granted 12/16/69

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## KSTP-TV

Licensee: Hubbard Bcstg. Inc., 3415 University Ave., St. Paul, Minn. (55114).

Telephone: 612-645-2724. TWX No.: 612-551-0918.

Ownership: Stanley E. Hubbard, 61.79%; Didrikke S. Hubbard, 15.84%; Thomas E. Bragg, 8.17%; Vera S. Bragg estate, 8.17%; Mrs. Paulette B. Harrison, 5.65%; The Hubbard Foundation, .38%. Directors: Stanley E. Hubbard, chmn.; Thomas E. Bragg, D. S. Hubbard, Philip A. DuFrene, Stanley S. Hubbard. Others: Stanley S. Hubbard, pres.; Marvin L. Rosene, v.p.; Kenneth M. Hance, v.p. & treas.; Gerald D. Deeney, v.p. & controller. Hubbard Bcstg. Inc. also owns KSTP, St. Paul-Minneapolis, KOB-TV, Albuquerque, N.M. (Ch. 4) & KOB; 100% of radio WGTO, Cypress Gardens, Fla. For other Harrison interests, see KHON-TV, Honolulu. Hubbard Bcstg. also owns WTOG (TV), Ch. 44, St. Petersburg & CP for WOTG-TV Ch. 51 satellite in Ocala.

Began Operation: April 23, 1948.

Represented (sales) by Edward Petry & Co. Inc.

Represented (legal) by Fletcher, Heald, Rowell, Kenehan & Hildreth.

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

### Personnel:

- STANLEY S. HUBBARD, president & general manager.
- RALPH J. DOLAN, operations manager.
- JAMES E. BLAKE, TV sales manager.
- JAMES C. DOWDLE, TV national sales manager.
- WILLIAM E. MCGIVERN, director of news operations.
- KENNETH R. BARRY, director of TV production.
- FREDERICK L. STREET, chief, engineering operations.
- LAWRENCE A. LARSON, chief, engineering research & planning.
- JOSEPH GOLDFARB, research dir. & program coordinator.
- GERALD D. DEENEY, v.p. & comptroller.
- RICHARD L. PARRISH, promotion manager.

### DIGEST OF RATE CARD NO. 30—(Sept. 14, 1969)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. ID  
Class AA—7-10 p.m., daily.  
\$2310.00 \$1380.00 \$920.00 \$725.00 Graded rates apply\*

\*Highest rate: \$1575.

NETWORK BASE HOURLY RATE: \$1700.

1970-71 Edition

Net Weekly Circulation	State County	Total Households	TV Homes	%
	<b>MINNESOTA</b>			
	Anoka	36,400	36,000	99
	Benton	4,800	4,600	96
	Blue Earth	13,900	13,100	95
	Brown	8,400	7,900	94
	Carver	6,400	6,300	98
	Chisago	4,100	3,900	95
	Cottonwood	4,900	4,200	87
	Dakota	31,900	31,300	98
	Goodhue	10,100	9,700	96
	Hennepin	293,300	283,800	97
	Isanti	3,800	3,600	95
	Kanabec	2,700	2,500	93
	Kandiyohi	8,600	8,000	93
	Le Sueur	6,400	6,100	95
	McLeod	8,800	8,400	96
	Meeker	5,900	5,500	94
	Mille Lacs	5,800	5,500	94
	Nicollet	5,900	5,600	95
<b>50% &amp; Over</b>	Ramsey	141,000	136,800	97
	Redwood	6,100	5,500	90
	Renville	6,000	5,500	92
	Rice	10,300	9,800	96
	Scott	7,700	7,500	98
	Sherburne	4,100	3,900	96
	Sibley	4,600	4,400	96
	Stearns	21,700	20,500	95
	Steele	8,200	7,900	97
	Wabasha	4,800	4,600	96
	Waseca	5,100	4,900	96
	Washington	20,200	19,700	98
	Watsonwan	4,200	3,900	93
	Wright	8,700	8,300	95
	<b>WISCONSIN</b>			
	Barron	9,500	8,900	94
	Burnett	2,600	2,500	93
	Dunn	6,700	6,400	95
	Pepin	2,000	1,900	94

(Continued on page 413-b)

Station Totals	981,600	940,600	95
Net Weekly Circulation (March 1969)			725,753
Average Daily Circulation (March 1969)			494,294

# Minnesota—Rochester



**KROC-TV**  
Ch. 10



Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 316-kw visual, 63.2-kw aural. Antenna: 1250-ft. above av. terrain, 1314-ft. above ground, 2646-ft. above sea level.

Latitude 43° 34' 15.3"  
Longitude 92° 25' 36.9"

Transmitter: 3.2-mi. S of Ostrander, Minn.

Studio: 601 1st Ave. S.W. (55901).

Telephone: 507-288-4444.

TWX No.: 910-565-2477.

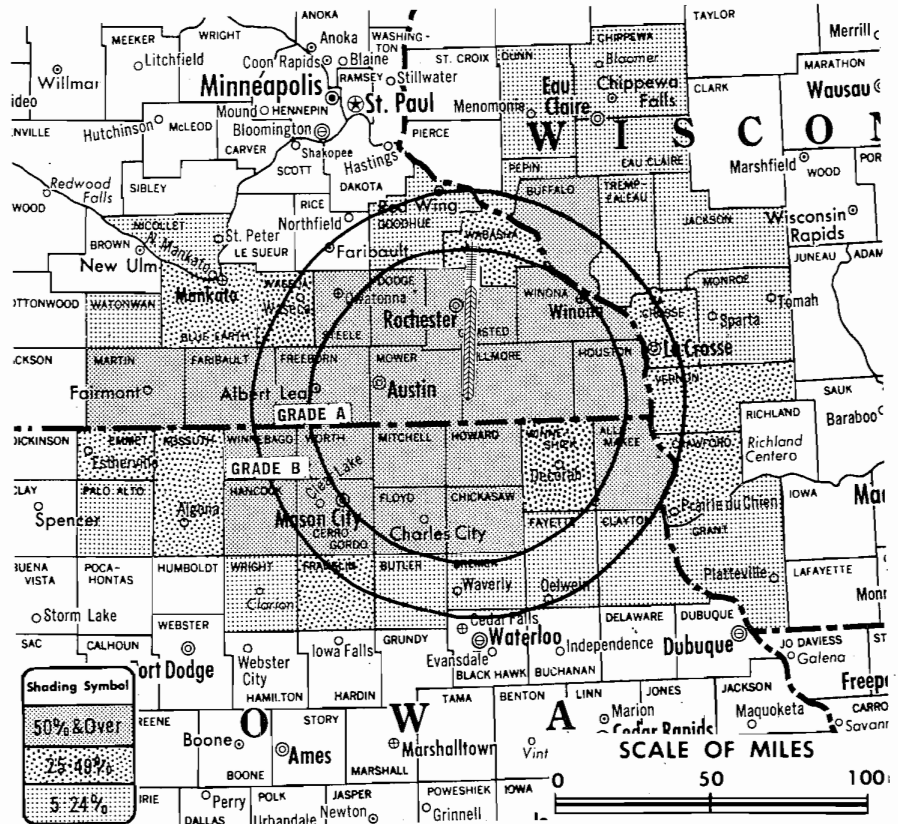
Color: Network, live, film, slide & tape.

News Wire Service: UPI.

News Film Service: UPI.

AM Affiliate: KROC, 1-kw (.25-kw night), 1340 kHz (NBC).

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).



KROC-TV ref: FCC File No. BPCT-2765 Granted 7/27/60

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## KROC-TV

Licensee: Southern Minnesota Bcstg. Co., 100 First Ave. Bldg.

Ownership: G. David Gentling, 100%.

Began Operation: July 14, 1953. Sale of control to present owners by Agnes P. Gentling, Marvin O. Foss, Philip H. & Allen A. Gentling approved April 2, 1963, by FCC (BPCT-4237).

Represented (sales) by Adam Young Inc.; Harry S. Hyett Co.

Represented (engineering) by Jansky & Bailey.

Represented (legal) by Dow, Lohnes & Albertson.

Personnel:

G. DAVID GENTLING, general manager.  
JOSEPH P. ST. GEORGE, national sales manager.  
GREG GENTLING JR., operations director.  
VIRGINIA FIRNSCHILD, promotion director.  
ROBERT W. CROSS, chief engineer.

### DIGEST OF RATE CARD NO. 11 (Nov. 1, 1968)

Hour 30 Min. 15 Min. 10 Min. 5 Min. Min. 30 or 20 Sec.  
Class A—6:59-10 p.m., daily.  
\$400.00 \$240.00 \$160.00 \$140.00 \$110.00 \$105.00\* \$65.00\*

\*Class AA—6:30-10 p.m., daily.

NETWORK BASE HOURLY RATE: \$425.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	IOWA			
	Allamakee	4,400	4,200	95
	Cerro Gordo	16,600	16,100	97
	Chickasaw	4,200	4,000	96
	Floyd	6,400	6,100	96
	Hancock	4,000	3,800	96
	Howard	4,000	3,600	92
	Mitchell	4,100	3,900	96
	Winnebago	3,900	3,800	96
	Worth	2,700	2,600	96

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	MINNESOTA			
	Dodge	3,800	3,600	94
	Faribault	6,800	6,500	95
	Fillmore	6,700	6,400	95
	Freeborn	11,300	10,900	96
	Houston	5,500	5,300	95
	Martin	7,300	6,900	95
	Mower	13,900	13,500	97
	Olmsted	22,300	21,500	97
	Steele	8,200	7,900	97
	Winona	12,200	11,400	94
	WISCONSIN	Buffalo	3,800	3,500
<b>Between 25-49%</b>	IOWA			
	Emmet	4,400	4,000	91
	Franklin	4,400	4,200	97
	Kossuth	7,000	6,800	97
	Winneshiek	5,800	5,500	94
	MINNESOTA			
Blue Earth	13,900	13,100	95	
Wabasha	4,800	4,600	96	
Waseca	5,100	4,900	96	
<b>Between 5-24%</b>	WISCONSIN			
	Crawford	3,700	3,600	95
	La Crosse	21,900	21,300	97
Vernon	6,500	6,100	94	
<b>Between 5-24%</b>	IOWA			
	Bremer	6,800	6,500	96
	Butler	5,300	5,000	95
	Fayette	8,700	8,400	96
	Palo Alto	3,600	3,300	93
MINNESOTA				
Goodhue	10,100	9,700	96	
Nicollet	5,900	5,600	95	
(Continued on page 400-b)				
Station Totals		385,800	367,900	95
Net Weekly Circulation (March 1969)			156,667	
Average Daily Circulation (March 1969)			94,472	

## KSTP-TV

(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%	
<b>50% &amp; Over</b>	WISCONSIN—(Continued)				
	Pierce	6,500	6,300	96	
	Polk	7,200	6,900	97	
	St Croix	8,500	8,200	97	
<b>Between 25-49%</b>	MINNESOTA				
	Dodge	3,800	3,600	94	
	Jackson	4,000	3,800	93	
	Martin	7,300	6,900	95	
	Morrison	7,400	6,800	92	
	Pine	4,400	4,000	93	
	Winona	12,200	11,400	94	
	WISCONSIN				
	Eau Claire	18,400	17,600	96	
<b>Between 5-24%</b>	MINNESOTA				
	Aitkin	3,500	3,300	94	
	Cass	3,900	3,300	85	
	Chippewa	4,700	4,300	93	
	Crow Wing	9,900	9,200	92	
	Douglas	6,100	5,700	94	
	Faribault	6,800	6,500	95	
	Fillmore	6,700	6,400	95	
	Lyon	6,300	5,800	92	
	Olmsted	22,300	21,500	97	
	Pope	3,200	2,900	91	
	Stevens	3,100	2,900	94	
	Swift	3,800	3,500	93	
	Todd	5,600	5,100	91	
	Wadena	3,200	2,800	88	
	Yellow Medicine	4,100	3,600	87	
		WISCONSIN			
		Ashland	4,900	4,700	95
		Buffalo	3,800	3,500	95
	Chippewa	12,500	12,000	96	
	Washburn	2,600	2,500	95	

## WTCN-TV

(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%	
<b>Between 25-49%</b>	MINNESOTA—(Continued)				
	Pine	4,400	4,000	93	
	Redwood	6,100	5,500	90	
	Steele	8,200	7,900	97	
	Stevens	3,100	2,900	94	
	Todd	5,600	5,100	91	
	Wadena	3,200	2,800	88	
	Waseca	5,100	4,900	96	
	Watowan	4,200	3,900	93	
	Winona	12,200	11,400	94	
	Yellow Medicine	4,100	3,600	87	
		WISCONSIN			
		Barron	9,500	8,900	94
	Burnett	2,600	2,500	93	
	Dunn	6,700	6,400	95	
	Eau Claire	18,400	17,600	96	
	Pepin	2,000	1,900	94	
<b>Between 5-24%</b>	IOWA				
	Emmet	4,400	4,000	91	
	MINNESOTA				
	Big Stone	2,300	2,200	94	
	Cass	3,900	3,300	85	
	Dodge	3,800	3,600	94	
	Douglas	6,100	5,700	94	
	Jackson	4,000	3,800	93	
	Martin	7,300	6,900	95	
	Pope	3,200	2,900	91	
	Swift	3,800	3,500	93	
Wabasha	4,800	4,600	96		
	WISCONSIN				
	Buffalo	3,800	3,500	95	
	Chippewa	12,500	12,000	96	
	La Crosse	21,900	21,300	97	
	Washburn	2,600	2,500	95	

## Minneapolis-St. Paul, Minn.

### WCCO-TV

(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>50% &amp; Over</b>	MINN.: Sibley			
	Stearns	4,600	4,400	96
	Steele	21,700	20,500	95
	Wabasha	8,200	7,900	97
	Waseca	4,800	4,600	96
	Washington	5,100	4,900	96
	Washington	20,200	19,700	98
	Watowan	4,200	3,900	93
	Wright	8,700	8,300	95
	WIS.: Barron	9,500	8,900	94
	Burnett	2,600	2,500	93
Dunn	6,700	6,400	95	
Pepin	2,000	1,900	94	
Pierce	6,500	6,300	96	
Polk	7,200	6,900	97	
St Croix	8,500	8,200	97	
<b>Between 25-49%</b>	MINN.: Chippewa			
	Crow Wing	4,700	4,300	93
	Crow Wing	9,900	9,200	92
	Dodge	3,800	3,600	94
	Lyon	6,300	5,800	92
	Martin	7,300	6,900	95
	Olmsted	22,300	21,500	97
	Pine	4,400	4,000	93
	Redwood	6,100	5,500	90
	Stevens	3,100	2,900	94
	Todd	5,600	5,100	91
Wadena	3,200	2,800	88	
Winona	12,200	11,400	94	
Yellow Medicine	4,100	3,600	87	
WIS.: Eau Claire	18,400	17,600	96	
<b>Between 5-24%</b>	MINN.: Aitkin			
	Cass	3,500	3,300	94
	Cass	3,900	3,300	85
	Cottonwood	4,900	4,200	87
	Douglas	6,100	5,700	94
	Fairbault	6,800	6,500	95
	Jackson	4,000	3,800	93
	Pope	3,200	2,900	91
	Swift	3,800	3,500	93
	WIS.: Buffalo	3,800	3,500	95
	Chippewa	12,500	12,000	96
Washburn	2,600	2,500	95	

### KMSP-TV

(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>Between 25-49%</b>	MINN.: Pine			
	Stevens	4,400	4,000	93
	Stevens	3,100	2,900	94
	Todd	5,600	5,100	91
	Wabasha	4,800	4,600	96
	Wadena	3,200	2,800	88
	Waseca	5,100	4,900	96
	Yellow Medicine	4,100	3,600	87
	WIS.: Dunn	6,700	6,400	95
	Eau Claire	18,400	17,600	96
	Pepin	2,000	1,900	94
<b>Between 5-24%</b>	MINN.: Big Stone			
	Big Stone	2,300	2,200	94
	Cass	3,900	3,300	85
	Cottonwood	4,900	4,200	87
	Dodge	3,800	3,600	94
	Douglas	6,100	5,700	94
	Jackson	4,000	3,800	93
	Martin	7,300	6,900	95
	Pope	3,200	2,900	91
	Swift	3,800	3,500	93
	Winona	12,200	11,400	94
WIS.: Buffalo	3,800	3,500	95	
Chippewa	12,500	12,000	96	
Washburn	2,600	2,500	95	

# Minnesota—Walker



**KNMT**

Ch. 12

[Affiliated with KCMT, Alexandria, Minn.]

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 31-kw visual, 6.17-kw aural. Antenna: 933-ft. above av. terrain, 996-ft. above ground, 2383-ft. above sea level.

Latitude 46° 56' 03"  
Longitude 94° 27' 25"

Transmitter: 3-mi. E of Hackensack.

Color: Network.

News Wire Service: AP.

Facsimile Service: AP.



County coverage based on ARB study (see page 4-b).

KNMT Ref: FCC File No. BPCT-2089 Granted 8/1/62

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## KNMT

Licensee: Central Minnesota TV Co., Box 612, Alexandria, Minn. (56308).

Studio: 3-mi. E of Hackensack, Minn.

Ownership: See KCMT, Alexandria, Minn.

Began Operation: Jan. 1, 1964.

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by Robert A. Marmet.

Personnel:

GLENN W. FLINT, vice president & general manager.

KENNETH BECHTEL, station manager.

JAMES SYRDAL, sales manager.

BOB JORDAN, news director.

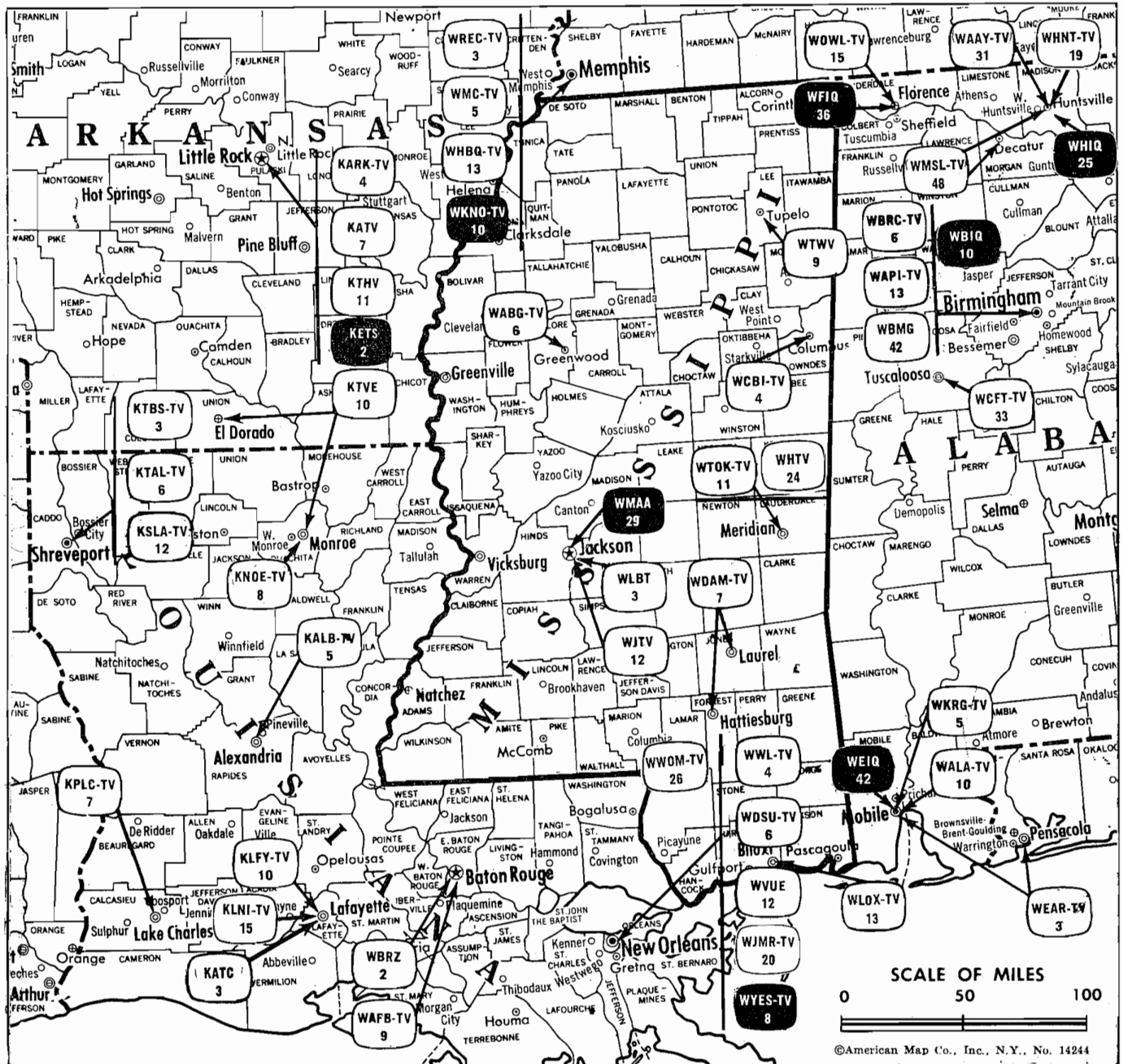
CARL IVERSON, chief engineer.

Rates: Sold in combination with KCMT, Alexandria, Minn.

ARB Data For This Station Included With Parent  
KCMT, Alexandria, Minn. Above Map Shows  
Coverage For Both Parent & Satellite.

For Studio & Mobile Equipment  
of U.S. Stations  
See Services Volume





Market	ARB Net Weekly Circulation	Rank	ARB ADI TV Households	Rank
Jackson	281,059	76	229,200	73
Biloxi-Gulfport-Pascagoula	115,445	153	40,100	177
Greenwood	102,478	158	35,800	181
Meridian	102,184	159	64,000	156
Laurel-Hattiesburg	83,828	170	40,400	176
Columbus	82,885	171	47,700	169
Tupelo	46,023	195	17,000	198

**HAMILTON-LANDIS & ASSOCIATES, INC.—NATIONWIDE MEDIA BROKERS**  
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# Mississippi

Mississippi Station Status as of March 1, 1970

	VHF	UHF	TOTAL
○ Commercial Television Stations	8	1	9
● Educational Television Stations	0	1	1
			10

## State Cross Reference List

Communities That Receive Programs of Stations That Are Located Elsewhere

### WDAM-TV

Hattiesburg

(See Laurel, Miss.)

## State Educational Technical Facilities (Complete Data in Educational Directory)

### WMAA

Jackson

Ch. 29

Non-Commercial Educational Station

Grantee: Mississippi Authority for ETV, Drawer 1101, Jackson, Miss. (39205).

Technical Facilities: Channel No. 29 (560-566 MHz). Authorized power; 452-kw max. & 307-kw horizontal visual, 90.4-kw max. & 61.4-kw horizontal aural. Antenna: 1958.5-ft. above av. terrain, 1850-ft. above ground, 2270-ft. above sea level.

Latitude	32°	12'	46"
Longitude	90°	22'	54"



MALARKEY, TAYLOR and ASSOCIATES

CATV  
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## WJTV

Jackson

(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes	%
Between 25-49%	MISSISSIPPI			
	Amite	3,400	2,900	85
	Bolivar	14,400	11,600	81
	Choctaw	1,800	1,500	85
	Forrest	18,500	17,300	94
	Jasper	4,300	3,900	90
	Montgomery	5,100	4,300	84
	Neshoba	6,000	5,400	91
Walthall	3,500	3,000	86	
Between 5-24%	ARKANSAS			
	Ashley	8,100	7,300	89
	Chicot	5,900	4,900	83
	LOUISIANA			
	Catahoula	2,700	2,200	84
	Franklin	6,600	5,900	90
	Morehouse	10,000	9,100	91
	Ouachita	37,200	35,300	95
	Richland	6,700	6,000	90
	MISSISSIPPI			
Grenada	6,000	5,200	86	
Hancock	5,100	4,600	92	
Jones	18,000	16,900	94	
Lamar	4,400	4,000	91	
Lauderdale	23,600	22,100	94	
Newton	5,500	5,000	91	
Webster	3,100	2,600	86	
Winston	5,100	4,400	87	

## WLBT

Jackson

(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes	%
Between 25-49%	LOUISIANA			
	Richland	6,700	6,000	90
	West Carroll	3,700	3,300	89
	MISSISSIPPI			
	Bolivar	14,400	11,600	81
	Forrest	18,500	17,300	94
Jones	18,000	16,900	94	
Lauderdale	23,600	22,100	94	
Between 5-24%	ARKANSAS			
	Ashley	8,100	7,300	89
	Chicot	5,900	4,900	83
	LOUISIANA			
	Catahoula	2,700	2,200	84
	Franklin	6,600	5,900	90
	Morehouse	10,000	9,100	91
	MISSISSIPPI			
	Clarke	4,300	3,800	90
	Grenada	6,000	5,200	86
	Kemper	3,100	2,600	85
	Lamar	4,400	4,000	91
	Noxubee	3,900	3,200	81
	Stone	2,400	2,200	91
Tallahatchie	5,400	4,400	82	
Webster	3,100	2,600	86	
Wilkinson	3,400	2,800	82	

# Mississippi—Biloxi-Gulfport-Pascagoula



**WLOX-TV**  
Ch. 13

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 316-kw visual, 57.5-kw aural. Antenna: 1340-ft. above av. terrain, 1319-ft. above ground, 1549-ft. above sea level.

Latitude 30° 42' 44"  
Longitude 89° 07' 13.5"

Transmitter: 3-mi. NE of McHenry, Miss.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

AM Affiliate: WLOX, 1-kw (.250 night), 1490 kHz (MBS).



Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).

WLOX-TV Ref: FCC File No. BMPCT—5991 Granted 7/31/64

©American Map Co. Inc., N.Y. No. 14244

## WLOX-TV

Licensee: WLOX Broadcasting Co., Buena Vista Hotel Bldg., Biloxi, Miss. (39530).

Studio: Buena Vista Hotel Bldg.

Telephone: 601-432-5581.

Ownership: J. S. Love, pres., 38.30%; Mrs. J. S. Love, 24.45%; Ray Butterfield, v.p., 1.50%; Miss Juanita Baltar, secy., 1.05%; T. B. Majure, treas., .30%.

Began Operation: October 15, 1962.

Represented (sales) by Savalli/Gates Inc. (national); Busby, Finch & Woods (Southern).

Represented (legal) by Pittman, Lovett, Ford, Hennessey & White.

Represented (engineering) by A. Earl Cullum Jr. Consulting Engineers.

### Personnel:

RAY BUTTERFIELD, general manager.  
T. B. MAJURE, chief engineer.  
EARL BLESSEY, general sales manager.  
STEVE SAUCIER, program director.

### DIGEST OF RATE CARD NO. 5 (Dec. 1, 1968)

Hour	30 Min.	15 Min.	5 Min.	30 Sec.	20 Sec.	10 Sec.
Class AA—6:30-10 p.m., daily.	\$324.00	\$194.00	\$129.00	\$98.00	\$78.00	\$65.00
NETWORK BASE HOURLY RATE:	\$250 (ABC).					

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	LOUISIANA			
	Washington	14,200	12,800	90
	MISSISSIPPI			
	Forrest	18,500	17,300	94
	Greene	2,500	2,100	85
	Harrison	39,900	37,900	95
	Jackson	21,500	20,300	94
	Jones	18,000	16,900	94
	Lamar	4,400	4,000	91
	Marion	7,200	6,300	88
	Pearl River	7,400	6,700	91
	Perry	2,400	2,200	89
Stone	2,400	2,200	91	
Walthall	3,500	3,000	86	
<b>Between 25-49%</b>	MISSISSIPPI			
	Covington	3,400	3,000	88
	George	3,500	3,300	94
	Hancock	5,100	4,600	92
<b>Between 5-24%</b>	ALABAMA			
	Mobile	109,500	104,500	95
	MISSISSIPPI			
	Amite	3,400	2,900	85
	Jefferson Davis	3,400	2,900	85
Lawrence	2,800	2,500	87	
Lincoln	8,500	7,600	89	
Pike	11,500	10,100	88	
Station Totals		643,000	605,400	94
Net Weekly Circulation (March 1969)			115,445	
Average Daily Circulation (March 1969)			57,598	

# Mississippi—Columbus



Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 20-kw visual, 3.98-kw aural. Antenna: 450-ft. above av. terrain, 500-ft. above ground, 711-ft. above sea level.

Latitude 33° 32' 34"  
Longitude 88° 23' 38"

Holds CP for change to 100-kw visual, 10-kw aural. BPCT—4247.

Transmitter: Hwy. 12, 4-mi. NE of Columbus.

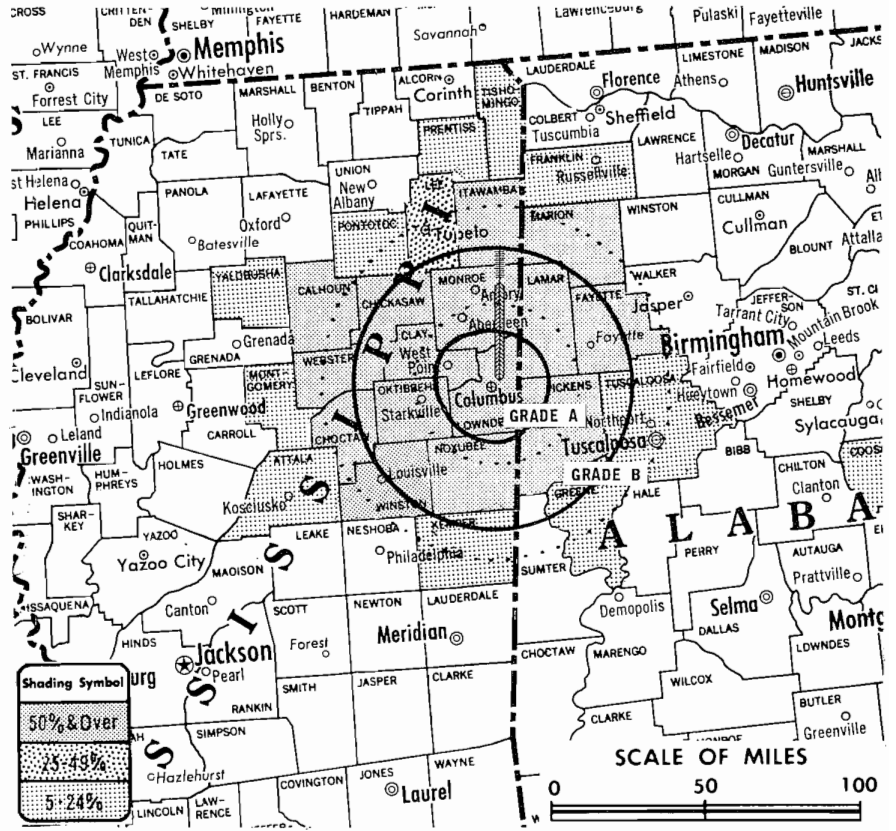
Color: Network, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.

AM Affiliate: WCBI, 1-kw (.5-kw night), 550 kHz (MBS).

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).



WCBI-TV Ref: FCC File No. BMPCT—3097 Granted 8/15/55  
CP: BPCT—4247 Granted 12/9/69

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## WCBI-TV

Network Service: ABC, CBS; also NBC.

Licensee: Columbus Television Inc., Hwy. 12, 4-mi. NE of Columbus.

Studio: Hwy. 12, 4-mi NE of Columbus, Box 271 (39701).

Telephone: 601-328-5631. TWX No.: 510-982-9481.

Ownership: Birney Imes Jr., 25%; Birney Imes III, 12.5%; Nancy T. Imes, 12.5%; Stephen B. Imes, 12.5%; Eugene B. Imes, 12.5%; Frank B. Imes, 12.5%; George S. Imes, 12.5%. Mr. Imes also publishes Columbus Commercial Dispatch and operates radios WCBI, Columbus, WELO, Tupelo, WNAG, Grenada, all Mississippi. Mrs. Eunice Imes owns WROX, Clarksdale, Miss.

Began Operation: July 13, 1956.

Represented (sales) by The Meeker Co.; James S. Ayers (South).

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

Represented (engineering) by A. Earl Cullum Jr. Consulting Engineers.

### Personnel:

- W. W. WHITFIELD, general manager.
- TOM McFERRIN, chief engineer.
- ED PRESCOTT, asst. manager & operations manager.
- BOB WILLIAMS, production manager.
- JOHN REED, program manager.
- KITTY JORDAN, traffic manager.

### DIGEST OF RATE CARD NO. 11 (July 1, 1969)

Hour 30 Min. 15 Min. 10 Min. 5 Min. 30 Sec. 20 Sec. 10 Sec.  
Class AA—6:30-10 p.m., daily.  
\$375.00 \$250.00 \$150.00 \$100.00 \$85.00 \$55.00 \$50.00 \$30.00  
NETWORK BASE HOURLY RATE: \$375 (CBS), \$350 (NBC), \$350 (ABC).

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	<b>ALABAMA</b>			
	Fayette	4,000	3,600	91
	Lamar	3,700	3,300	90
	Marion	5,600	5,200	92
	Pickens	5,500	4,700	86
	<b>MISSISSIPPI</b>			
	Calhoun	4,400	3,900	88
	Chickasaw	4,700	4,100	88
	Choctaw	1,800	1,500	85
	Clay	6,300	5,600	89
Itawamba	4,300	3,900	90	
Lowndes	15,900	14,700	93	
Monroe	10,300	9,400	91	
Noxubee	3,900	3,200	81	
Oktibbeha	7,600	6,500	86	
Webster	3,100	2,600	86	
Winston	5,100	4,400	87	
<b>Between 25-49%</b>	<b>MISSISSIPPI</b>			
	Lee	14,300	13,100	91
<b>Between 5-24%</b>	<b>ALABAMA</b>			
	Coosa	2,700	2,400	90
	Franklin	6,000	5,400	90
	Greene	3,200	2,500	79
	Tuscaloosa	34,100	31,500	92
	<b>MISSISSIPPI</b>			
Attala	5,200	4,500	86	
Kemper	3,100	2,600	85	
Montgomery	5,100	4,300	84	
Pontotoc	5,100	4,600	90	
Prentiss	5,300	4,800	91	
Tishomingo	4,300	3,700	87	
Yalobusha	3,000	2,500	85	
<b>Station Totals</b>		<b>271,500</b>	<b>244,100</b>	<b>89</b>
<b>Net Weekly Circulation (March 1969)</b>				<b>82,885</b>
<b>Average Daily Circulation (March 1969)</b>				<b>61,600</b>

# Mississippi—Greenwood-Greenville



**WABG-TV**

Ch. 6

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 14.1-kw aural. Antenna: 1090-ft. above av. terrain, 1131-ft. above ground, 1246-ft. above sea level.

Latitude 33° 22' 46"  
Longitude 90° 33' 49"

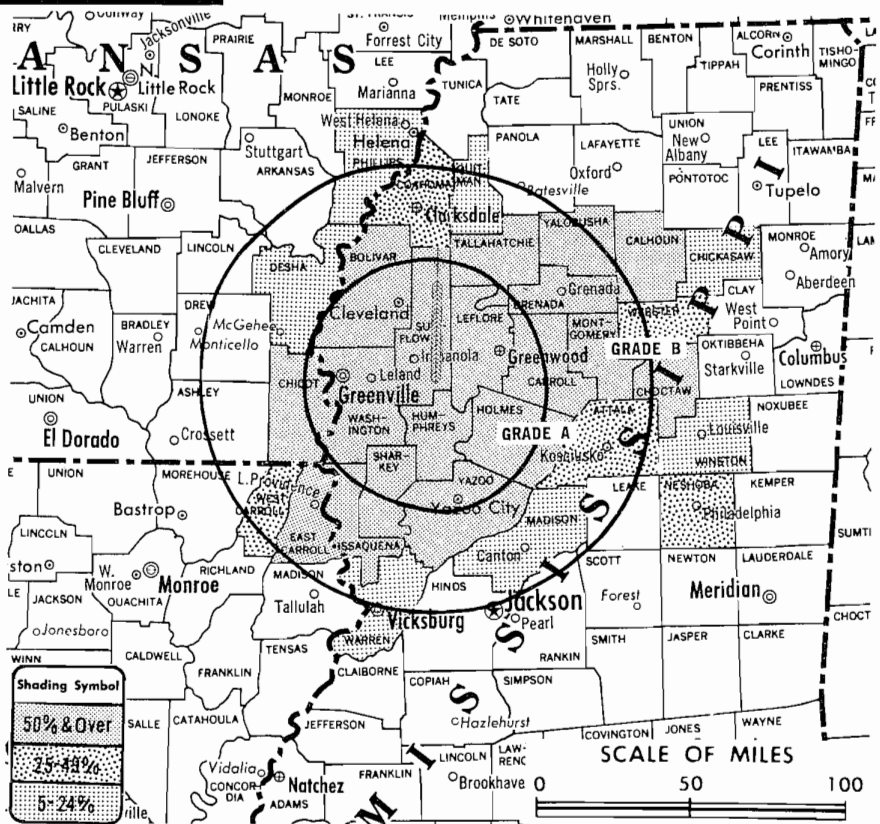
Transmitter: 3¾ mi. NE of Inverness, Miss.

Color: Network, film, & slide.

News Wire Service: AP.

Telephone: 601-453-4001.

AM Affiliate: WABG, 1-kw (.5-kw night), 960 kc.



WABG-TV Ref: FCC File No. B1PCT-3652 Granted 2/25/66

©American Map Co., Inc., N.Y., No. 14244

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV % and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).

## WABG-TV

Licensee: Mississippi Telecasting Co. Inc., P.O. Box 720, Greenwood, Miss. (38931).

Studios: Highway 82-West, Greenwood; Washington Ave., Greenville.

Ownership: Cy N. Bahakel, 100%. For other interests see WCCB-TV, Charlotte, N.C.

Began Operation: Oct. 20, 1959.

Represented (sales) by Savalli/Gates Inc.

Represented (legal) by Wilmer, Cutler & Pickering.

Personnel:

CY N. BAHAKEL, president & general manager.  
LANE TUCKER, station manager & film buyer.  
ERLENE LEACH, program director.  
ROBERT TAYLOR, chief engineer.

DIGEST OF RATE CARD NO. 5  
(Jan. 1, 1969)

Hour 30 Min. 15 Min. Min. 30 Sec. 20 Sec. 10 Sec.

Class AA—6-9:59 p.m., daily.

\$300.00 \$180.00 \$120.00 \$70.00\* \$56.00\* \$52.50\* \$42.00\*

\*Class AA—6-10 p.m., daily.

NETWORK BASE HOURLY RATE: \$325.

## MORTON FLOM, P. Eng.

Consulting Engineer

- CATV Proof of Performance
- Antenna Site/System — Testing, Analysis, Design
- FCC Briefs — CRTC Applications
- Radio Equipment Type Approval
- CSA Applications

All Services Confidential

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5814 Hudson Avenue  
Montreal 268.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	ARKANSAS			
	Chicot	5,900	4,900	83
	LOUISIANA			
	East Carroll	3,800	3,200	85
	MISSISSIPPI			
	Bolivar	14,400	11,600	81
	Calhoun	4,400	3,900	88
	Carroll	2,100	1,600	80
	Choctaw	1,800	1,500	85
	Grenada	6,000	5,200	86
	Holmes	6,400	5,300	84
	Humphreys	4,200	3,600	85
	Issaquena	400	300	81
	Leflore	13,000	11,000	85
Montgomery	5,100	4,300	84	
Sharkey	2,400	2,100	84	
Sunflower	9,900	8,000	81	
Tallahatchie	5,400	4,400	82	
Washington	24,800	21,600	87	
Yalobusha	3,000	2,500	85	
Yazoo	8,600	7,600	88	
<b>Between 25-49%</b>	LOUISIANA			
	West Carroll	3,700	3,300	89
	MISSISSIPPI			
	Attala	5,200	4,500	86
	Coahoma	12,900	10,900	84
Neshoba	6,000	5,400	91	
Webster	3,100	2,600	86	
<b>Between 5-24%</b>	ARKANSAS			
	Desha	6,000	5,300	88
	Phillips	14,100	12,100	86
	MISSISSIPPI			
	Chickasaw	4,700	4,100	88
	Madison	8,700	7,600	87
	Quitman	4,600	4,000	86
Warren	15,000	13,500	90	
Winston	5,100	4,400	87	
Station Totals		373,700	331,300	88
Net Weekly Circulation (March 1969)			102,478	
Average Daily Circulation (March 1969)			63,249	

# Mississippi—Jackson

**WJTV**

Ch. 12



Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 63.1-kw aural. Antenna: 1630-ft. above av. terrain, 1615-ft. above ground, 1949-ft. above sea level.

Latitude 32° 14' 25.59"  
Longitude 90° 24' 15.05"

Transmitter: 1.5-mi. SE of Raymond, .3-mi. N of Route 18.

Studio: Robinson Rd. extension, .3-mi. N of Route 18.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

AM Affiliate: WSLI, 5-kw, 930 kHz (ABC).

FM Affiliate: WSLI-FM, 80-kw, 96.3 MHz (No. 242), 1420-ft. antenna height.

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).



WJTV Ref: FCC File No. BPCT-2540 Granted 1/10/62

©American Map Co., Inc., N.Y., No. 14244

## WJTV

Network Service: CBS & ABC on per program basis.

Licensee: Capitol Broadcasting Co. Inc., Box 8187, Jackson, Miss. (39204).

Telephone: 601-372-6311.

TWX No.: 810-966-2735.

Ownership: Mississippi Publishers Corp., publishers of Jackson Clarion Ledger and Daily News, 40%; Standard Life Insurance Co., 32.4%; T. B. Lanford, 13.8%; L. M. Sepaugh, 13.8%. For other Lanford interests, see KALB-TV, Alexandria, La. Capitol Bcstg. also owns KKTU, Colorado Springs, Colo.

Began Operation: March 15, 1954 as WSLI-TV; in 1955, after WSLI-TV owners got permission to sell 40% interest to Mississippi Publishers Corp., latter took uhf WJTV (Ch. 25) off air on May 31 and WSLI-TV switched call to WJTV (Television Digest, Vol. 11:16, 21, 23).

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Kirkland, Ellis, Hodson, Chaffetz, Masters & Rowe.

Represented (engineering) by Commercial Radio Equipment Co.

Personnel:

- L. M. SEPAUGH, general manager.
- OWENS F. ALEXANDER, station, national sales manager & film buyer.
- WILL CRULL, sales coordinator.
- L. M. SEPAUGH JR., film director.
- C. A. PERKINS, chief engineer.
- VASSAR DUBARD, program administrator.
- RAY McGRATH, public affairs & promotion.
- JOE ASHKER, production director.

### DIGEST OF RATE CARD NO. A16 (July 1, 1969)

Hour	30 Min.	15 Min.	Min.	30 Sec.	20 Sec.	10 Sec.
Class AA—6:30-10 p.m., daily.	\$750.00	\$475.00	\$350.00	\$175.00	\$155.00	\$100.00
NETWORK BASE HOURLY RATE:	\$800.					

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>				
LOUISIANA				
	Concordia	7,300	6,200	86
	East Carroll	3,800	3,200	85
	Madison	4,800	4,100	85
	Tensas	2,700	2,200	84
MISSISSIPPI				
	Adams	13,100	11,600	88
	Attala	5,200	4,500	86
	Carroll	2,100	1,600	80
	Claiborne	2,900	2,400	83
	Copiah	7,500	6,700	89
	Covington	3,400	3,000	88
	Franklin	2,700	2,200	85
	Hinds	65,000	61,500	95
	Holmes	6,400	5,300	84
	Humphreys	4,200	3,600	85
	Issaquena	400	300	81
	Jefferson	2,700	2,200	79
	Jefferson Davis	3,400	2,900	85
	Lawrence	2,800	2,500	87
	Leake	5,000	4,500	90
	Leflore	13,000	11,000	85
	Lincoln	8,500	7,600	89
	Madison	8,700	7,600	87
	Marion	7,200	6,300	88
	Pike	11,500	10,100	88
	Rankin	10,000	9,200	92
	Scott	6,300	5,700	90
	Sharkey	2,400	2,100	84
	Simpson	5,900	5,400	91
	Smith	3,600	3,200	89
	Sunflower	9,900	8,000	81
	Warren	15,000	13,500	90
	Washington	24,800	21,600	87
	Yazoo	8,600	7,600	88

Between 25-49%	LOUISIANA	Total Households	TV Homes	%
	West Carroll	3,700	3,300	89

Station Totals	539,100	481,600	89
Net Weekly Circulation (March 1969)	255,728		
Average Daily Circulation (March 1969)	179,902		

# Mississippi—Jackson

**WLBT**  
Ch. 3



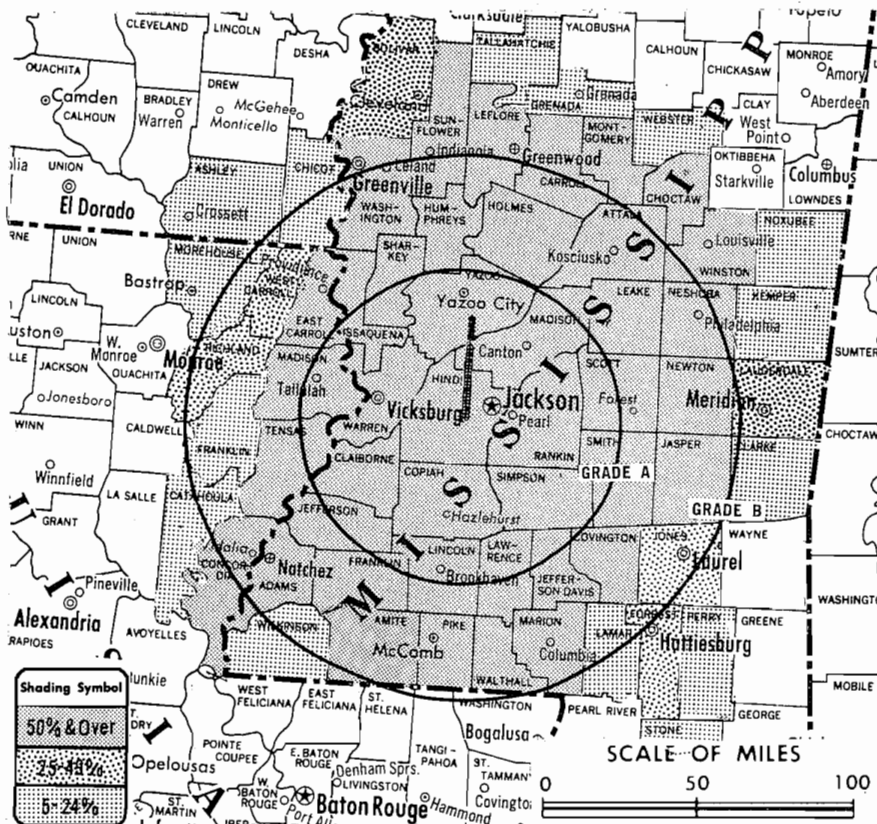
Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 95.5-kw visual, 19.1-kw aural. Antenna: 2050-ft. above av. terrain, 1999-ft. above ground, 2419-ft. above sea level.

Latitude 32° 12' 46"  
Longitude 90° 22' 54"

Transmitter: 12-mi. SW of Jackson.  
Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Represented (engineering) by A. Earl Cullum Jr. Consulting Engineers.



Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).

WLBT Ref: FCC File No. BPCT-3807 Granted 9/21/66

©American Map Co., Inc., N.Y., No. 14244

## WLBT

Network Service: ABC, NBC.

Permittee: Lamar Life Bcstg. Co., Box 2171, Jackson, Miss. (39205).

Studio: 715 S. Jefferson St. (39201).

Telephone: 601-948-3333. TWX No.: 601-948-0726.

Ownership: Lamar Life Insurance Co., 100%. Also licensee of Jackson radio WJDX & WJDX-FM.

Began Operation: Dec. 20, 1953.

Represented (sales) by H-R Television.

Represented (legal) by Arnold & Porter.

Personnel:

BOB McRANEY JR., general manager.  
HOMER MANN, commercial manager.  
HEWITT GRIFFIN, program director & film buyer.  
JANE THOMPSON, promotion director.  
FORREST COX, farm director.  
DAVE MIEHER, news director.  
FLOYD KINARD, chief engineer.  
PERCY STORM, local sales manager.  
MIMS WRIGHT, director, special events.

### DIGEST OF RATE CARD NO. 13A—(July 1, 1969)

Hour 30 Min. 15 Min. 10 Min. Min. 30 or 20 Sec. 10 Sec.  
Class AA—6:59-9:59 p.m., daily.

\$800.00 \$480.00 \$320.00 \$270.00 \$240.00 \$210.00 \$105.00

NETWORK BASE HOURLY RATE: \$800.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	LOUISIANA			
	Concordia	7,300	6,200	86
	East Carroll	3,800	3,200	85
	Madison	4,800	4,100	85
	Tensas	2,700	2,200	84

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>MISSISSIPPI</b>				
	Adams	13,100	11,600	88
	Amite	3,400	2,900	85
	Attala	5,200	4,500	86
	Carroll	2,100	1,600	80
	Choctaw	1,800	1,500	85
	Claiborne	2,900	2,400	83
	Copiah	7,500	6,700	89
	Covington	3,400	3,000	88
	Franklin	2,700	2,200	85
	Hinds	65,000	61,500	95
	Holmes	6,400	5,300	84
	Humphreys	4,200	3,600	85
	Issaquena	400	300	81
	Jasper	4,300	3,900	90
	Jefferson	2,700	2,200	79
	Jefferson Davis	3,400	2,900	85
	Lawrence	2,800	2,500	87
	Leake	5,000	4,500	90
<b>50% &amp; Over</b>	Leflore	13,000	11,000	85
	Lincoln	8,500	7,600	89
	Madison	8,700	7,600	87
	Marion	7,200	6,300	88
	Montgomery	5,100	4,300	84
	Neshoba	6,000	5,400	91
	Newton	5,500	5,000	91
	Pike	11,500	10,100	88
	Rankin	10,000	9,200	92
	Scott	6,300	5,700	90
	Sharkey	2,400	2,100	84
	Simpson	5,900	5,400	91
	Smith	3,600	3,200	89
	Sunflower	9,900	8,000	81
	Walthall	3,500	3,000	86
	Warren	15,000	13,500	90
	Washington	24,800	21,600	87
	Winston	5,100	4,400	87
	Yazoo	8,600	7,600	88

(Continued on page 416-b)

Station Totals	546,100	487,000	89
Net Weekly Circulation (March 1969)			281,059
Average Daily Circulation (March 1969)			199,936

# Mississippi—Laurel-Hattiesburg

**NBC**  
**WDAM-TV**  
Ch. 7

**Technical Facilities:** Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 47-kw aural. Antenna: 529-ft. above av. terrain, 576-ft. above ground, 771-ft. above sea level.

Latitude 31° 27' 12"  
Longitude 89° 17' 05"

**Transmitter:** U.S. Hwy. 11, approx. 1.2-mi. of Eastabutchie.

**Studio:** U.S. Hwy. 11, approx. 1.2-mi. N of Eastabutchie.

**Telephones:** 601-582-7117, Hattiesburg; 601-428-4188, Laurel.

**TV tape:** Recording facilities.

**Color:** Network, live, film, slide & tape.

**News Wire Service:** AP.

**Facsimile Service:** AP.

**Represented (engineering)** by Gautney & Jones.

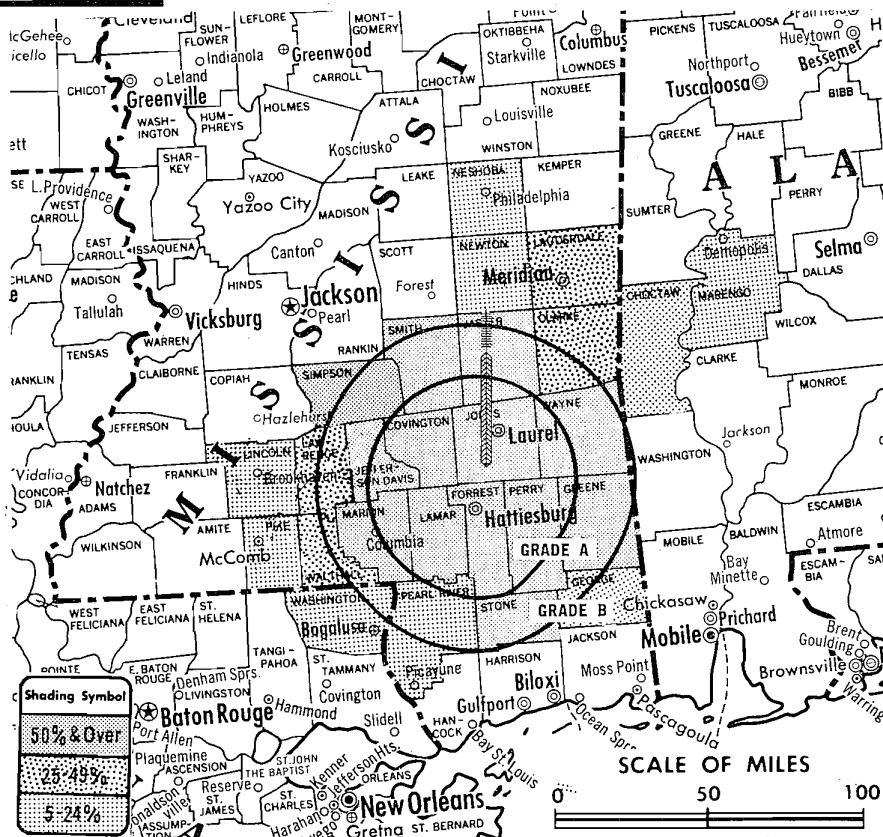
Total Households: © SRDS

Consumer Market Data as of 1/1/70.

TV Homes: TV% and Circulation

© 1969 American Research Bureau.

County coverage based on ARB study (see page 4-b).



## WDAM-TV

Network Service: NBC.

**Licensee:** Chapman TV of Tuscaloosa Inc., Box 1978, Hattiesburg, Miss. (39402).

**Ownership:** Wm. S. Smylie, pres., 18.75%; Mrs. W. S. Smylie, 16.67%; W. S. Smylie, III, 8.33%; S. A. Rosenbaum, 43.75%; Marvin Reuben, v.p., 8.33%; Jerry P. Keith, v.p., 4.17%. Stockholders also own WCFT-TV, Tuscaloosa. Rosenbaum also owns 11.5% of WTOK-TV, Meridian, Miss. and has interest in CATV systems in Tenn.

**Began Operation:** June 8, 1956 on Ch. 9. Two months later WDSU-TV, New Orleans, acquired 51% interest, with remaining 49% being held equally by 4 founding partners, Dave A. & Harold M. Matison and Milton J. & Alvin H. Fine (Television Digest, Vol. 12:31, 38). Plant was sold to present owners, who held CP for Ch. 7, Laurel, Miss.; when WDSU-TV received FCC authorization to shift WAFB-TV, Baton Rouge from Ch. 28 to Ch. 9 pending outcome of hearings, new owners began operation on Ch. 7 Sept. 3, 1959 (Vol. 13:44, 15:36). Sale of 43.75% to S. A. Rosenbaum as well as stock to Marvin Reuben & Jerry P. Keith by Wm. S. Smylie family approved Dec. 7, 1960 by FCC (Vol. 16:49, 50).

**Represented (sales)** by Adam Young Inc.

**Represented (legal)** by McKenna & Wilkinson.

**Personnel:**

MARVIN REUBEN, v.p., general manager & film buyer.  
JERRY KEITH, v.p., sales manager & exec. news director.  
NELL SUMRALL, program director.  
BOBBY J. SMITH, chief engineer & operations manager.  
KEITH GLATZER, news director.  
EMILIE RUNDELL, traffic manager.  
H. C. STANFORD, production manager.  
ROBERT GLOVER, sales service director.

DIGEST OF RATE CARD NO. 6—(June 1, 1968)

Hour 30 Min. 15 Min. 10 Min. 30 Sec. 20 Sec. 10 Sec.  
Class AA—6-10 p.m., daily.

\$360.00 \$215.00 \$145.00 \$125.00 \$70.00\* \$60.00\* \$35.00\*

\*Class AA—5:59-9:59 p.m., daily.

NETWORK BASE HOURLY RATE: \$350 (NBC).

422-b

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	MISSISSIPPI			
	Covington	3,400	3,000	88
	Forrest	18,500	17,300	94
	Greene	2,500	2,100	85
	Jasper	4,300	3,900	90
	Jefferson Davis	3,400	2,900	85
	Jones	18,000	16,900	94
	Lamar	4,400	4,000	91
	Marion	7,200	6,300	88
	Perry	2,400	2,200	89
	Simpson	5,900	5,400	91
	Smith	3,600	3,200	89
	Stone	2,400	2,200	91
Wayne	4,600	4,000	87	
<b>Between 25-49%</b>	MISSISSIPPI			
	Clarke	4,300	3,800	90
	Lauderdale	23,600	22,100	94
<b>Between 5-24%</b>	ALABAMA			
	Choctaw	4,600	3,900	84
	Marengo	6,700	5,700	85
	LOUISIANA			
	Washington	14,200	12,800	90
	MISSISSIPPI			
	George	3,500	3,300	94
	Lincoln	8,500	7,600	89
	Neshoba	6,000	5,400	91
	Newton	5,500	5,000	91
Pearl River	7,400	6,700	91	
Pike	11,500	10,100	88	
Station Totals		284,300	256,000	90
Net Weekly Circulation (March 1969)				83,828
Average Daily Circulation (March 1969)				59,138

For NBC Network Listing  
See Services Volume



# Mississippi—Meridian



**WHTV**

Ch. 24

Technical Facilities: Channel No. 24 (530-536 MHz). Authorized power: 282-kw max. & 245-kw horizontal visual, 28-kw max. & 24.5-kw horizontal aural. Antenna: 550-ft. above av. terrain, 319-ft. above ground, 1000-ft. above sea level.

Latitude 32° 19' 40"  
Longitude 88° 41' 28"

Transmitter: 1.8-mi. S of Meridian on U.S. Hwy. 45.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).



WHTV Ref: FCC File No. BPCT-3954 Granted 7/10/67

© American Map Co., Inc., N.Y., No. 14244

## WHTV

Network Service: NBC, ABC.

Grantee: Delta Communications Corp., P.O. Box 871, Meridian, Miss. (39301).

Studio: 1.8 mi. S of Meridian on U.S. Hwy. 45.

Telephone: 601-483-2226.

Ownership: F. Carrington Weems, pres., 44%; Richard E. Wilbourn, v.p., 4%; Charles Weiner, secy., 44%; James G. Wilbourn & Mrs. Garnett S. Wilbourn, 4% each. Weems & Weiner each have interest in Ch. 40, Tallahassee, Fla. & are uhf applicants in Monterey, Cal.

Began Operation: June 10, 1968.

Represented (sales) by Savalli/Gates Inc.

Represented (legal) by Finkelstein & Firestone.

Personnel:

DONALD SPEIR, general mgr. & gen. sales manager.  
AZOR E. SHIRLEY JR., operations manager & chief engineer.

DIGEST OF RATE CARD NO. 2  
(April 1, 1969)

Hour 30 Min. 15 Min. 5 Min. Min. 30 Sec. 20 Sec. 10 Sec.  
Class A—6-10 p.m., daily.  
\$250.00 \$150.00 \$100.00 \$50.00 \$36.00 \$27.00 \$24.00 \$18.00

	Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>		MISSISSIPPI Lauderdale	23,600	22,100	94
<b>Between 25-49%</b>		MISSISSIPPI Clarke	4,300	3,800	90
		Kemper	3,100	2,600	85
		Newton	5,500	5,000	91
<b>Between 5-24%</b>		ALABAMA Choctaw	4,600	3,900	84
		Sumter	4,600	3,900	84
		MISSISSIPPI Neshoba	6,000	5,400	91
Station Totals			63,000	56,400	89
Net Weekly Circulation (March 1969)				19,791	
Average Daily Circulation (March 1969)				11,936	

**When audience estimates will help TOMORROW,**

**Call for ARB Overnights TODAY!**

# Mississippi—Meridian



Ch. 11

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 316-kw visual, 47.9-kw aural. Antenna: 560-ft. above av. terrain, 319-ft. above ground, 1000-ft. above sea level.

Latitude 32° 19' 40"  
Longitude 88° 41' 30"

Transmitter: U.S. Hwy. 45, 1/8-mi. S of city.

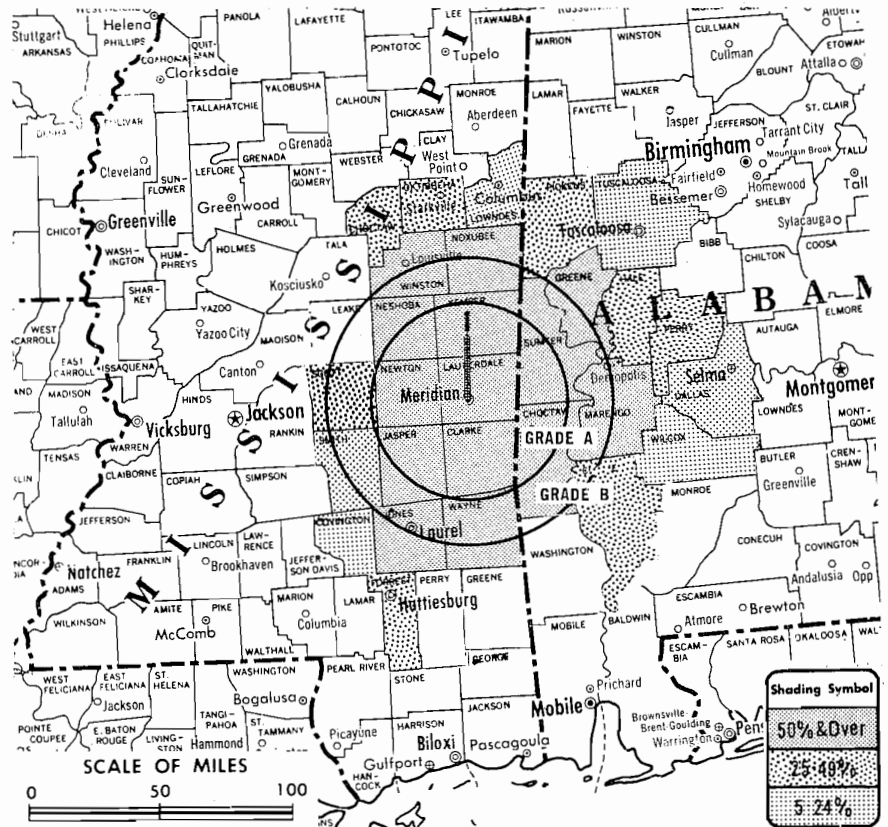
TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

Facsimile Service: AP.

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).



WTOK-TV Ref: FCC File No. BMPCT-3043 Granted 5/2/55

©American Map Co., Inc., N.Y., No. 14244

## WTOK-TV

Network Service: CBS, ABC.

Licensee: Southern Television Corp., Box 2988, Meridian, Miss. (39302).

Studio: Southern Bldg.

Telephone: 601-483-1441.

TWX No.: 601-483-6851.

Ownership: Robert F. Wright, pres., 25.5%; William B. Crooks, v.p., 16.5%; Thomas Y. Minniece, secy., 8%; S. A. Rosenbaum, 11.5%; James B. Skewes, 11.5%; H. M. Minniece, treas., 6.5%; I. A. Rosenbaum Jr., 11.5%; Thomas R. Ward, 3%; 4 others, none over 5%. S. A. Rosenbaum also owns 43.75% of WDAM-TV, Laurel, Miss. Mr. Skewes and his mother, Grace Skewes, own radio WMOX, Meridian, Miss.

Began Operation: Sept. 25, 1953.

Represented (sales) by The Meeker Co. Inc.; Busby, Finch & Woods Inc. (Atlanta).

Represented (engineering) by Gautney & Jones.

Represented (legal) by McKenna & Wilkinson.

Personnel:

ROBERT F. WRIGHT, president, gen. mgr. & film buyer.  
WILLIAM B. CROOKS, v.p. & sales manager.  
CECIL GERMANY, traffic & program manager.  
GEORGE E. SHANNON, production director.  
JOE H. SAXON, chief engineer.  
BOB HOLLAND, operations director.

DIGEST OF RATE CARD NO. 7  
(Aug. 1, 1967)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AA	—6:29-9 p.m., daily.					
\$400.00	\$240.00	\$160.00	\$120.00	\$90.00	\$85.00	\$42.50

NETWORK BASE HOURLY RATE: \$500 (ABC), \$500 (CBS).

Net Weekly Circulation	State County	Total Households	TV Homes	%	
<b>50% &amp; Over</b>	<b>ALABAMA</b>				
		Choctaw	4,600	3,900	84
		Greene	3,200	2,500	79
		Marengo	6,700	5,700	85
		Sumter	4,600	3,900	84
		<b>MISSISSIPPI</b>			
		Clarke	4,300	3,800	90
		Jasper	4,300	3,900	90
		Jones	18,000	16,900	94
		Kemper	3,100	2,600	85
		Lauderdale	23,600	22,100	94
		Neshoba	6,000	5,400	91
		Newton	5,500	5,000	91
	Noxubee	3,900	3,200	81	
	Wayne	4,600	4,000	87	
	Winston	5,100	4,400	87	
<b>Between 25-49%</b>	<b>ALABAMA</b>				
		Clarke	7,300	6,200	86
		Hale	4,900	4,100	83
		Perry	3,900	3,100	82
		Pickens	5,500	4,700	86
	<b>MISSISSIPPI</b>				
	Choctaw	1,800	1,500	85	
	Forrest	18,500	17,300	94	
	Oktibbeha	7,600	6,500	86	
	Scott	6,300	5,700	90	
<b>Between 5-24%</b>	<b>ALABAMA</b>				
		Dallas	16,300	14,400	88
		Tuscaloosa	34,100	31,500	92
		Wilcox	3,600	2,900	81
		<b>MISSISSIPPI</b>			
	Covington	3,400	3,000	88	
	Lowndes	15,900	14,700	93	
	Smith	3,600	3,200	89	
<b>Station Totals</b>		<b>329,500</b>	<b>297,500</b>	<b>90</b>	
<b>Net Weekly Circulation (March 1969)</b>				<b>102,184</b>	
<b>Average Daily Circulation (March 1969)</b>				<b>73,877</b>	

# Mississippi—Tupelo



**WTWV**

Ch. 9

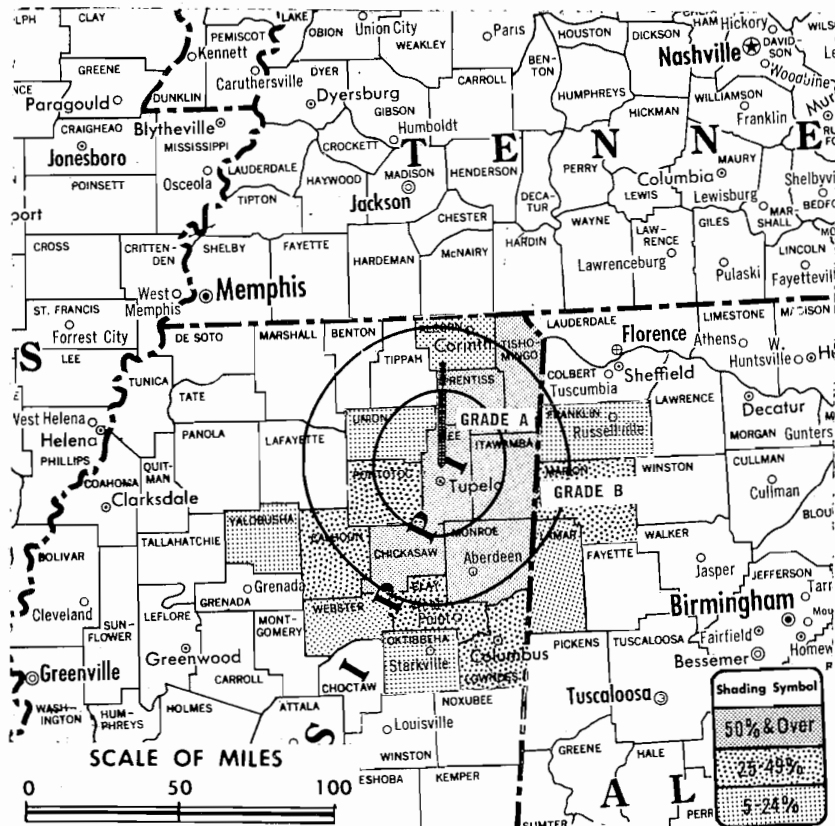
Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 27.2-kw visual, 5.37-kw aural. Antenna: 520-ft. above av. terrain, 540-ft. above ground, 854-ft. above sea level.

Latitude 34° 19' 24"  
Longitude 88° 42' 39"

Transmitter: Beech Spring Rd., 2.5-mi. N of city limits.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.



WTWV Ref: FCC File No. BMPCT-3665 Granted 2/14/56

©American Map Co., Inc., N.Y., No. 14244

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).

## WTWV

Network Service: NBC.

Licensee: WTWV Inc., P.O. Box 350, Tupelo, Miss. (38801).

Studio: Beech Spring Rd., 2.5-mi. N of city limits.

Telephone: 601-842-7620.

Ownership: Frank K. Spain, 60%; Walter D. Spain, 20%; Perrin Purvis, 10%; Margaret H. Spain, 10%.

Began Operation: March 18, 1957.

Represented (legal) by Haley, Bader & Potts.

Personnel:

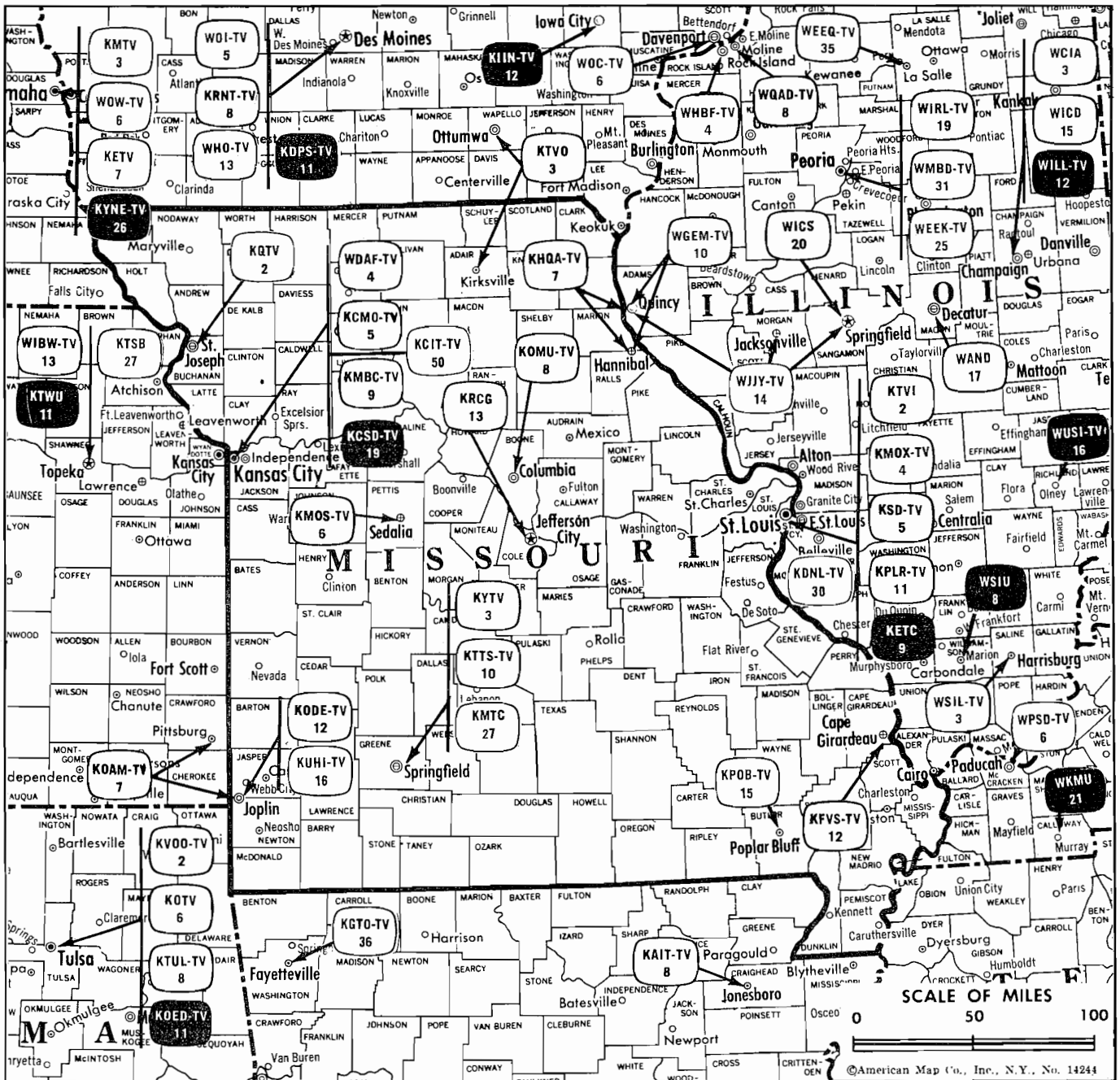
FRANK K. SPAIN, president.  
JOSEPH MCGINLEY, general manager.  
CHARLES H. HICKS JR., station & sales manager.  
CHARLES ED BISHOP, program director.  
JAMES D. GREEN, chief engineer.  
RON BOYLES, operations manager.

### DIGEST OF RATE CARD NO. 3 (April 1, 1969)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.
Class A—6:30-10 p.m., daily.						
	\$265.00	\$160.00	\$105.00	\$90.00	\$75.00	\$60.00
	\$30.00					
NETWORK BASE HOURLY RATE: \$175.						

	Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	MISSISSIPPI				
		Chickasaw	4,700	4,100	88
		Itawamba	4,300	3,900	90
		Lee	14,300	13,100	91
		Monroe	10,300	9,400	91
		Prentiss	5,300	4,800	91
		Tishomingo	4,300	3,700	87
<b>Between 25-49%</b>	ALABAMA				
		Marion	5,600	5,200	92
	MISSISSIPPI				
		Calhoun	4,400	3,900	88
		Clay	6,300	5,600	89
		Lowndes	15,900	14,700	93
		Pontotoc	5,100	4,600	90
<b>Between 5-24%</b>	ALABAMA				
		Franklin	6,000	5,400	90
		Lamar	3,700	3,300	90
	MISSISSIPPI				
		Alcorn	8,100	7,300	90
		Oktibbeha	7,600	6,500	86
		Union	6,000	5,700	94
		Webster	3,100	2,600	86
		Yalobusha	3,000	2,500	85
Station Totals			200,700	180,500	89
Net Weekly Circulation (March 1969)					46,023
Average Daily Circulation (March 1969)					26,698

# Missouri



Missouri Station Status as of March 1, 1970 VHF UHF TOTAL

○ Commercial Television Stations	17	5	22
● Educational Television Stations	1	1	2
			24

**HAMILTON-LANDIS & ASSOCIATES, INC.—NATIONWIDE MEDIA BROKERS**  
 THE OFFICE NEAREST YOU IS—1507 TRIBUNE TOWER, CHICAGO, ILL. 60611 • (312) 337-2754

Market	ARB Net Weekly Circulation	Rank	ARB ADI TV Households	Rank
St. Louis	872,038	14	854,000	11
Kansas City	659,338	22	545,300	24
Paducah-Cape Girardeau-Harrisburg	231,857	92	216,500	77
Joplin-Pittsburg	168,683	113	123,500	119
Springfield	168,288	114	133,700	107
St. Joseph	165,166	118	41,700	175
Quincy-Hannibal	131,874	139	116,400	124
Columbia-Jefferson City	129,804	142	110,600	127
Ottumwa-Kirksville	98,060	164	39,800	178

**State Educational Technical Facilities**

(Complete Data in Educational Directory)

**KCSD-TV  
Kansas City**

Ch. 19

Non-Commercial Educational Station

Grantee: School District of Kansas City, 1211 McGee St., Kansas City, Mo. (64106).

Technical Facilities: Channel No. 19 (500-506 MHz). Authorized power: 210-kw visual, 41.7-kw aural. Antenna: 510-ft. above av. terrain, 475-ft. above ground, 1394-ft. above sea level.

Latitude 39° 06' 01"  
Longitude 94° 34' 39"

**KETC  
St. Louis**

Ch. 9

Non-Commercial Educational Station

Licensee: St. Louis Educational Television Commission, 6996 Millbrook Blvd., St. Louis (63130).

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 144-kw visual, 28.8-kw aural. Antenna: 550-ft. above av. terrain, 574-ft. above ground, 1039-ft. above sea level.

Latitude 38° 28' 56"  
Longitude 90° 23' 53"

**State Cross Reference List**

Communities That Receive Programs of Stations That Are Located Elsewhere

**WPSD-TV**

Cape Girardeau

(See Paducah, Ky.)

**WSIL-TV**

Cape Girardeau

(See Harrisburg, Ill.)

**KRCG**

Columbia

(See Jefferson City, Mo.)

**WGEM-TV**

Hannibal

(See Quincy, Ill.)

**KOMU-TV**

Jefferson City

(See Columbia, Mo.)

**KOAM-TV**

Joplin

(See Pittsburg, Kan.)

**KFVS-TV, Cape Girardeau**  
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>Between 25-49 %</b>	KENTUCKY			
	Caldwell	4,700	4,200	89
	Calloway	7,500	7,100	94
	MISSOURI			
	Ste Genevieve	3,500	3,400	95
	Shannon	2,300	1,900	80
<b>Between 5-24 %</b>	ARKANSAS			
	Fulton	1,600	1,300	79
	Greene	8,400	7,700	92
	Randolph	3,700	3,200	87
	ILLINOIS			
	Clay	4,500	4,100	90
	Edwards	2,100	1,900	90
	Marion	12,000	11,400	95
	Randolph	8,100	7,700	95
	Richland	5,000	4,600	92
	White	5,700	5,100	89
	KENTUCKY			
	Union	4,600	4,300	93
Webster	5,000	4,500	90	
MISSOURI				
Dent	3,500	3,000	85	
Howell	6,800	5,800	85	
Oregon	2,600	2,100	80	
Pemiscot	8,700	7,800	91	
TENNESSEE				
Carroll	7,100	6,500	90	
Dyer	9,600	8,900	93	
Gibson	16,500	15,300	92	
Henry	7,500	6,800	91	

# Missouri—Cape Girardeau



**KFVS-TV**



Ch. 12

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 57.5-kw aural. Antenna: 2000-ft. above av. terrain, 1676-ft. above ground, 2487-ft. above sea level.

Latitude 37° 25' 46"  
Longitude 89° 30' 14"

Transmitter: 8.5-mi. N of Cape Girardeau, off county road "V".

Studio: 324 Broadway.

Telephone: 314-335-5511.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

AM Affiliate: KFVS, 5-kw (.5 kw night), 960 kHz.

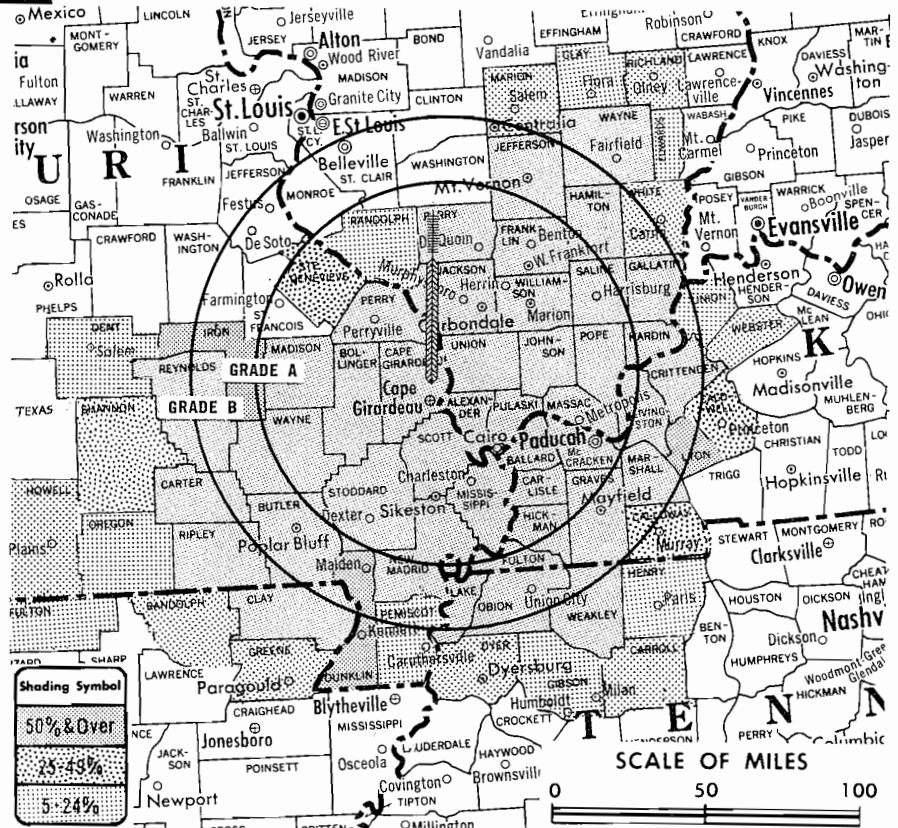
Total Households: © SRDS

Consumer Market Data as of 1/1/70.

TV Homes: TV% and Circulation

© 1969 American Research Bureau.

County coverage based on ARB study (see page 4-b).



KFVS-TV Ref: FCC File No. BPC-2609 Granted 4/17/59

© American Map Co., Inc., N.Y., No. 14244

## KFVS-TV

Licensee: Hirsch Bcstg. Co., Box 100, Cape Girardeau, Mo. (63701).

Ownership: Oscar C. Hirsch, pres., 98.66%; Geraldine F. Hirsch, treas., 1.34%; David E. Hoche, secy.; Robert O. Hirsch, v.p. Oscar Hirsch also controls KFMO, Flat River, Mo. and WHCO, Sparta, Ill.

Began Operation: Oct. 3, 1954.

Represented (sales) by The Meeker Co.; C. K. Beaver & Assoc. (South & Southeast); Eugene F. Gray Co. (Mo., Neb., Kan.).

Represented (legal) by George O. Sutton.

Personnel:

OSCAR C. HIRSCH, president & general manager.  
ROBERT O. HIRSCH, v.p. & manager of TV operations.  
GERALDINE F. HIRSCH, treasurer.  
DAVID E. HOCHÉ, secretary.

### DIGEST OF RATE CARD NO. 20 (June 1, 1969)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. 10 Sec.  
Class AA—6-9:59 p.m., daily.  
\$600.00 \$360.00 \$240.00 \$200.00 \$162.00 \$144.00 \$72.00  
NETWORK BASE HOURLY RATE: \$800.

Net Weekly Circulation	State County	Total Households	TV Homes	%
	ARKANSAS			
	Clay	6,600	5,900	90
	ILLINOIS			
	Alexander	4,100	3,700	90
	Franklin	11,100	10,300	93
	Gallatin	1,800	1,600	90
50% & Over	Hamilton	2,800	2,400	88
	Hardin	1,300	1,200	94
	Jackson	14,200	13,100	93
	Jefferson	9,400	8,700	92
	Johnson	1,400	1,300	92
	Massac	4,800	4,400	93
	Perry	5,300	4,900	93
	Pope	700	600	88

Net Weekly Circulation	State County	Total Households	TV Homes	%
	ILLINOIS—(Continued)			
	Pulaski	2,600	2,300	90
	Saline	7,000	6,500	93
	Union	4,200	4,000	94
	Wayne	5,400	4,800	89
	Williamson	15,100	14,200	94
	KENTUCKY			
	Ballard	2,900	2,700	95
	Carlisle	1,700	1,600	96
	Crittenden	2,200	2,000	91
	Fulton	3,100	2,900	93
	Graves	10,400	9,800	95
	Hickman	18,000	1,700	94
	Livingston	2,300	2,200	93
	Lyon	1,300	1,100	91
	Mc Cracken	21,000	20,100	96
	Marshall	6,600	6,300	96
	MISSOURI			
50% & Over	Bollinger	2,200	2,000	90
	Butler	10,100	9,100	90
	Cape Girardeau	14,700	14,000	95
	Carter	1,000	800	80
	Dunklin	10,200	9,400	92
	Iron	1,900	1,700	90
	Madison	3,000	2,700	91
	Mississippi	5,000	4,600	94
	New Madrid	6,700	6,100	92
	Perry	4,400	4,100	92
	Reynolds	2,000	1,700	85
	Ripley	3,500	2,900	82
	Scott	10,300	9,800	95
	Stoddard	8,300	7,800	94
	Stoddard	8,300	7,800	94
	Wayne	2,300	2,100	89
	TENNESSEE			
	Lake	2,900	2,600	90
	Obion	8,900	8,300	94
	Weakley	7,300	6,700	92

(Continued on page 427-b)

Station Totals	1,057,500	999,600	95
Net Weekly Circulation (March 1969)		231,857	
Average Daily Circulation (March 1969)		179,909	

# Missouri—Columbia



Ch. 8

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 247-kw visual, 24-kw aural. Antenna: 790-ft. above av. terrain, 774-ft. above ground, 1612-ft. above sea level.

Latitude 38° 53' 16"  
Longitude 92° 15' 48"

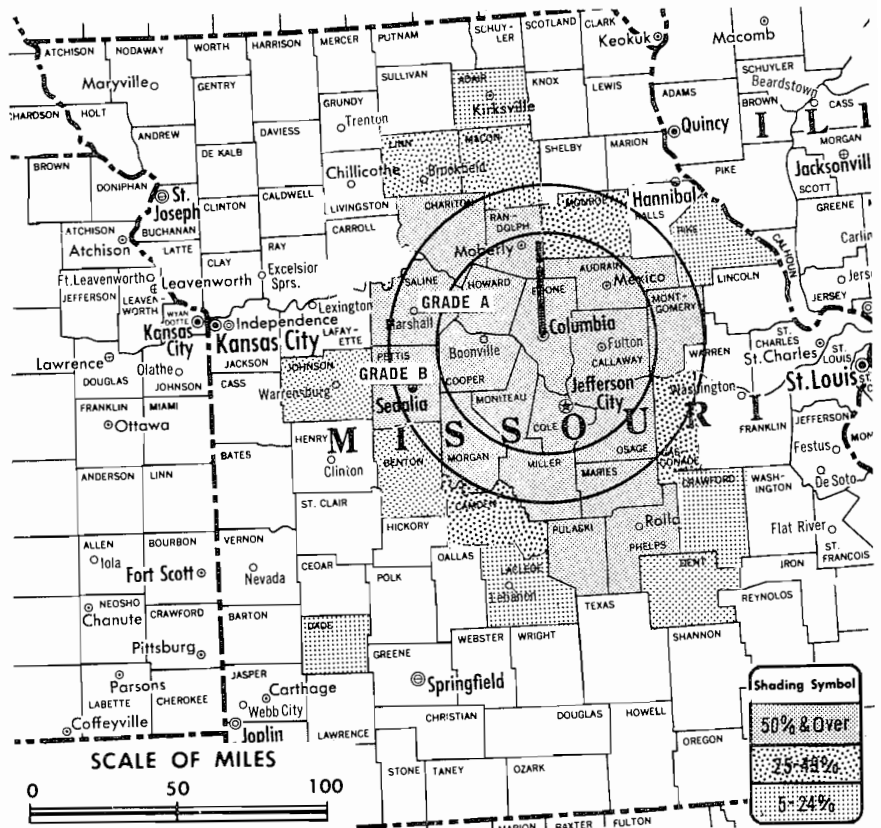
Holds CP for change to 288-kw visual, 30.2-kw aural. BMPCT-7084.

Transmitter: Hwy. 63 South.

Color: Network, film, slide & tape.

News Wire Service: AP, UPI.

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1989 American Research Bureau.  
County coverage based on ARB study (see page 4-b).



KOMU-TV Ref: FCC File No. BMPCT-2346 Granted 8/17/54  
CP: BMPCT-7084 Granted 11/14/69  
©American Map Co., Inc., N.Y., No. 14244

## KOMU-TV

Network Service: ABC, NBC.

Licensee: Curators of the University of Missouri, Columbia, Mo. (65201).

Studio: Hwy. 63 South.

Telephone: 314-442-1122.

TWX No.: 314-442-2430.

Ownership: University of Missouri.

Began Operation: Dec. 21, 1953.

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by Fisher, Wayland, Duvall & Southmayd.

Represented (engineering) by Lohnes & Culver.

### Personnel:

- EDWARD C. LAMBERT, director of television, general manager.
- GLENN G. GRISWOLD, station manager.
- DON RUGGLES, commercial manager.
- MONTE GURWIT, program director & film buyer.
- RON HUNT, film editor.
- PHILLIP W. MILLER, promotion manager.
- WILLIAM J. REAGAN, chief engineer.

### DIGEST OF RATE CARD NO. 13B (Feb. 1, 1969)

Hour	30 Min.	Min.	30 Sec.	20 Sec.	ID
Class AA—7:30-9:30 p.m., daily.	\$380.00	\$230.00	\$90.00	\$70.00	\$45.00

NETWORK BASE HOURLY RATE: \$425 (ABC), \$425 (NBC).

For Color Set Penetration by Market  
See Services Volume

	Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	MISSOURI				
		Audrain	8,900	8,600	96
		Boone	19,400	18,300	94
		Callaway	6,700	6,300	95
		Chariton	3,600	3,300	91
		Cole	13,100	12,700	97
		Cooper	4,700	4,400	94
		Howard	3,200	3,000	94
		Maries	2,200	2,000	91
		Miller	4,600	4,300	94
		Moniteau	3,600	3,400	94
		Montgomery	3,800	3,600	94
		Morgan	3,000	2,800	93
		Osage	3,200	2,800	90
		Pettis	13,100	12,300	94
		Phelps	8,600	7,800	90
		Pulaski	8,400	7,800	93
	Randolph	7,600	7,200	94	
	Saline	7,500	7,000	94	
<b>Between 25-49%</b>	MISSOURI				
		Camden	3,800	3,500	91
		Gasconade	4,100	3,700	91
		Linn	6,000	5,600	93
		Macon	5,200	4,900	94
<b>Between 5-24%</b>	MISSOURI				
		Adair	6,900	6,600	95
		Benton	3,200	2,800	89
		Crawford	4,800	4,200	88
		Dade	2,000	1,900	94
		Dent	3,500	3,000	85
		Johnson	10,700	10,200	95
	Laclede	6,200	5,700	93	
	Pike	5,700	5,300	93	
Station Totals			229,200	213,600	93
Net Weekly Circulation (March 1969)					116,049
Average Daily Circulation (March 1969)					78,197

# Missouri—Hannibal-Quincy, Ill.



Ch. 7

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 38.9-kw aural. Antenna: 890-ft. above av. terrain, 804-ft. above ground, 1539-ft. above sea level.

Latitude 39° 58' 22"  
Longitude 91° 19' 54"

Transmitter: Columbus Rd., Quincy, Ill.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

News Film Service: CBS.

AM Affiliate: WTAD (Quincy), 5-kw (1-kw night), 930 kHz (CBS).

FM Affiliate: WTAD-FM, 27-kw, 99.5 MHz (No. 258), 751-ft. antenna height.

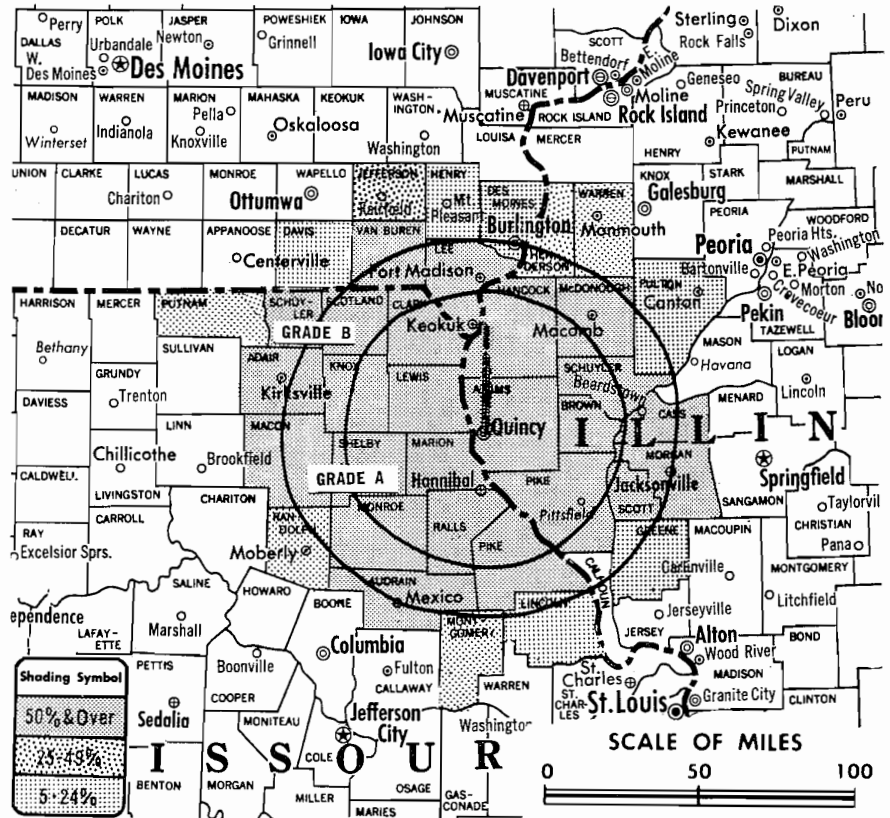
Total Households: © SRDS

Consumer Market Data as of 1/1/70.

TV Homes: TV% and Circulation

© 1969 American Research Bureau.

County coverage based on ARB study (see page 4-b).



KHQA-TV Ref: FCC File No. BNPCT-1234 Granted 7/24/53

©American Map Co., Inc., N.Y., No. 14244

## KHQA-TV

Network Service: ABC, CBS.

Licensee: Lee Enterprises Inc., 510 Main St., Quincy, Ill.

Studios: 2333 Palmyra Rd., Hannibal, Mo.; WCU Bldg., Quincy, Ill. (62301).

Telephones: 217-222-6200, Quincy; 314-221-2762, Hannibal.

TXW No.: 910-246-3204.

Business & National Sales Office: WCU Bldg., Quincy.

Ownership: Lee Enterprises Inc. David K. Gottlieb, pres., treas. & dir.; Walter J. Rothschild, v.p., asst. to pres. & dir.; Lloyd D. Schermer, v.p., asst. to pres. & dir.; William T. Burgess, secy. & dir.; Strand Hilleboe, dir.; Harry Fischer, dir.; Richard P. Galligan, asst. treas. & asst. secy.; Charles W. White, dir.; Alfred G. Magnusson, dir. & asst. secy.; C. D. Waterman Jr., asst. secy.; Dean Earl English, dir. Also licensee of KGLD-TV & KGLD, Mason City, Iowa; KEYC-TV & KEYC-FM, Mankato, Minn. and radios WTAD & FM, Quincy, Ill.; holds CP for radio WMDR, Moline, Ill.

Began Operation: Aug. 27, 1953.

Represented (sales) by H-R Television Inc.

Represented (legal) by Pierson, Ball & Dowd.

Represented (engineering) by David L. Steel Sr.

Personnel:

MERRITT MILLIGAN, general manager, broadcast divs.  
ROBERT G. FRUEHE, national sales manager.  
GENE TERRY, public relations & news director.  
TOM ROBEY, program director.  
JACK ROSE, local sales manager.  
ROBERT W. EICKMEYER, promotion director.  
DICK FALER, farm director.  
LEE ELLIS, technical director, Lee Stations.

DIGEST OF RATE CARD NO. 16—(Nov. 1, 1969)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 8 Sec.  
Class AA—6:30-10 p.m., daily.  
\$600.00 \$360.00 \$240.00 \$170.00 \$110.00\* \$60.00\* \$45.00\*

\*Class AA—6:31-10 p.m., daily.

NETWORK BASE HOURLY RATE: \$575.

Net Weekly Circulation	State County	Total Households	TV Homes	%
	<b>ILLINOIS</b>			
	Adams	23,100	22,300	96
	Brown	1,900	1,700	93
	Cass	4,200	4,000	94
	Hancock	7,400	7,100	96
	Mc Donough	9,400	9,000	96
	Morgan	10,800	10,100	93
	Pike	6,200	5,800	94
	Schuyler	2,700	2,500	95
	Scott	1,500	1,400	97
	<b>IOWA</b>			
	Lee	13,500	13,000	96
	Van Buren	2,900	2,700	94
<b>50% &amp; Over</b>	<b>MISSOURI</b>			
	Adair	6,900	6,600	95
	Audrain	8,900	8,600	96
	Clark	2,900	2,700	94
	Knox	2,000	1,900	95
	Lewis	3,800	3,500	94
	Macon	5,200	4,900	94
	Marion	8,700	8,300	96
	Monroe	3,700	3,500	95
	Pike	5,700	5,300	93
	Ralls	2,300	2,200	96
	Schuyler	1,400	1,300	90
	Scotland	1,900	1,800	95
	Shelby	2,900	2,700	94
<b>Between 25-49%</b>	<b>ILLINOIS</b>			
	Henderson	2,700	2,500	94
	<b>IOWA</b>			
	Jefferson	4,900	4,600	95
<b>Between 5-24%</b>	<b>ILLINOIS</b>			
	Fulton	13,300	12,700	95
	Greene	5,000	4,800	96
	Warren	6,600	6,400	96
	(Continued on page 447-b)			
<b>Station Totals</b>		<b>313,400</b>	<b>297,400</b>	<b>95</b>
<b>Net Weekly Circulation (March 1969)</b>				<b>131,874</b>
<b>Average Daily Circulation (March 1969)</b>				<b>100,144</b>



# Missouri—Jefferson City



**KRCG**



Ch. 13

[Operates satellite KMOS-TV, Sedalia, Mo.]

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 316-kw maximum and 214-kw horizontal visual, 42.7-kw horizontal aural. Antenna: directional, 1012-ft. above av. terrain, 930-ft. above ground, 1773-ft. above sea level.

Latitude 38° 41' 28"  
Longitude 92° 05' 43"

Transmitter & Studio: U.S. Hwy. 54, 2-mi. S of New Bloomfield.

Telephone: 314-636-6188.

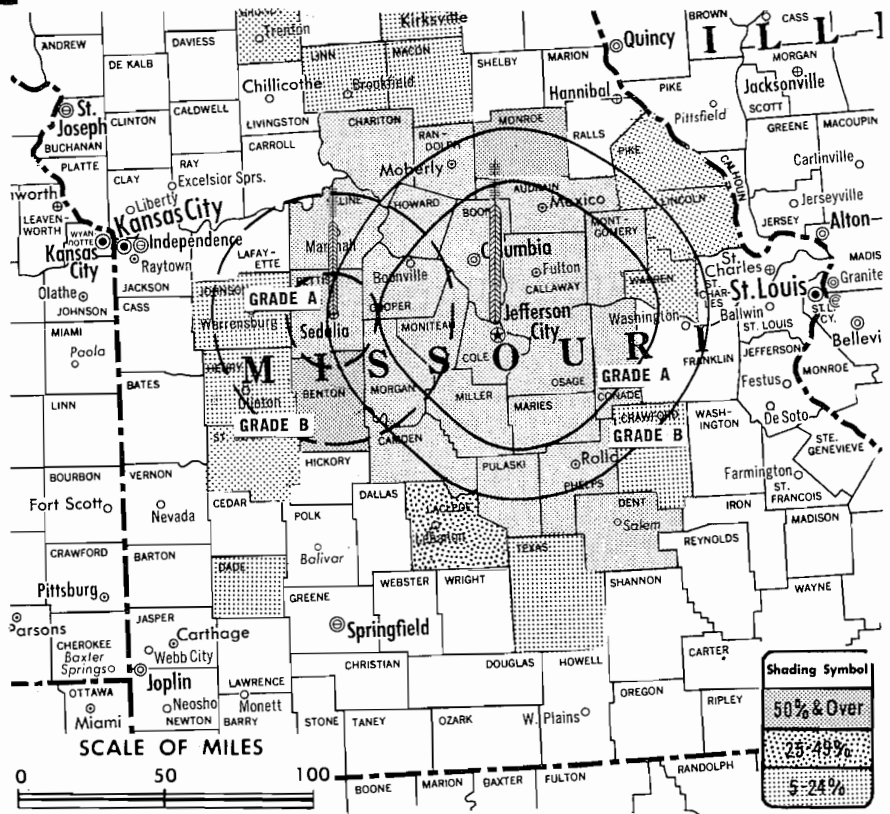
TWX No.: 314-635-6733.

Color: Network, film, slide & tape.

News Wire Service: AP.

ARB Data: The table below includes satellite KMOS-TV, Sedalia, Mo.

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).



KRCG Ref: FCC File No. BMPCT-4673 Granted 7/1/57  
KMOS-TV Ref: FCC File No. 1210 Granted 7/8/58

©American Map Co., Inc., N.Y., No. 14244

## KRCG

Network Service: ABC, CBS.

Licensee: Mid-America TV Co., 114 West 11th St., Kansas City, Mo.

Ownership: Mid-America TV is wholly-owned subsidiary of Kansas City Southern Industries Inc. Mid-America owns satellite KMOS-TV, Sedalia, Mo. and radio KWOS, Jefferson City, also WEEK-TV, Peoria, Ill. and satellite WEEQ-TV, La Salle, Ill.

Began Operation: Feb. 13, 1955. Sale, including satellite KMOS-TV and radio KWOS, to present owner by Jefferson TV Co. (Mrs. W. H. Weldon) approved July 13, 1966 by FCC (Television Digest, Vols. 5:52, 6:29).

Represented (sales) by Blair Television Associates Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Personnel:

WILLIAM A. BATES, president.  
EDWARD J. SCHUELEIN, gen. mgr., natl. sales & film buyer.  
OTIS L. JARRETT, local & regional sales manager.  
WARREN POLMANTEER, chief engineer.  
LELAND GORDON, program director.  
DON SHINKLE, news director.

### DIGEST OF RATE CARD NO. 10—(Feb. 15, 1969)

Hour 30 Min. 15 Min. Min. 30 Sec. 20 Sec. 10 Sec.  
Class A—6:30-10 p.m., daily.  
\$425.00 \$250.00 \$175.00 \$130.00 \$120.00 \$105.00 \$45.00  
NETWORK BASE HOURLY RATE: \$475.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	MISSOURI			
	Audrain	8,900	8,600	96
	Benton	3,200	2,800	89
	Boone	19,400	18,300	94
	Callaway	6,700	6,300	95
	Camden	3,800	3,500	91

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>				
MISSOURI—(Continued)				
	Chariton	3,600	3,300	91
	Cole	13,100	12,700	97
	Cooper	4,700	4,400	94
	Dent	3,500	3,000	85
	Gasconade	4,100	3,700	91
	Howard	3,200	3,000	94
	Maries	2,200	2,000	91
	Miller	4,600	4,300	94
	Moniteau	3,600	3,400	94
	Monroe	3,700	3,500	95
	Montgomery	3,800	3,600	94
	Morgan	3,000	2,800	93
	Osage	3,200	2,800	90
	Pettis	13,100	12,300	94
	Phelps	8,600	7,800	90
	Pulaski	8,400	7,800	93
	Randolph	7,600	7,200	94
	Saline	7,500	7,000	94
<b>Between 25-49%</b>				
	MISSOURI			
	Laclede	6,200	5,700	93
<b>Between 5-24%</b>				
	MISSOURI			
	Adair	6,900	6,600	95
	Crawford	4,800	4,200	88
	Dade	2,000	1,900	94
	Grundy	4,100	3,800	92
	Henry	6,800	6,300	93
	Johnson	10,700	10,200	95
	Lincoln	5,600	5,200	94
	Linn	6,000	5,600	93
	Macon	5,200	4,900	94
	Pike	5,700	5,300	93
	St Clair	2,900	2,600	90
	Texas	5,700	5,000	87
	Warren	3,300	3,000	93
Station Totals		325,700	304,900	93
Net Weekly Circulation (March 1969)				129,804
Average Daily Circulation (March 1969)				92,018

# Missouri—Joplin



**KODE-TV**



Ch. 12

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 63.2-kw aural. Antenna: 1020-ft. above av. terrain, 999-ft. above ground, 2049-ft. above sea level.

Latitude 37° 04' 37.4"  
Longitude 94° 32' 10.24"

Transmitter: 1928 W. 13th St.

Studio: 1928 W. 13th St.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

News Film Service: ABC.

AM Affiliate: KODE, 1-kw (.25-kw-night), 1230 kHz (CBS).

Represented (engineering) by Willis C. Beecher.

Total Households: © SRDS

Consumer Market Data as of 1/1/70.

TV Homes: TV% and Circulation

© 1969 American Research Bureau.

County coverage based on ARB study (see page 4-b).



KODE-TV Ref: FCC File No. BMPCT-6050 Granted 6/11/65

©American Map Co., Inc., N.Y., No. 14244

## KODE-TV

Network Service: ABC.

Licensee: Gilmore Bcstg. Corp., 1928 W. 13th St., Joplin, Mo. (64801). Telephone: 417-623-7260.

Ownership: James S. Gilmore Jr., 100%. He also owns WSVB-TV, Harrisonburg, Va. (WSVA & FM); WEHT (TV), Evansville, Ind. & WREX-TV, Rockford, Ill.

Began Operation: Sept. 26, 1954. Sale to present owner by WSTV Inc. (United Printers and Publishers Inc.) approved by FCC May 23, 1962 (Television Digest, Vol. 2:22). Transfer of "Friendly Stations" to United Printers and Publishers Inc. from WSTV Inc., original owners, approved by FCC Nov. 8, 1961 (Vols. 17:30, 33, 2:14). Sale to WSTV Inc. by Austin Harrison approved Oct. 21, 1956 (Vol. 12:39, 44).

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by Kirkland, Ellis, Hodson, Chaffetz, Masters & Rowe.

Personnel:

JAMES S. GILMORE, president.  
D. T. KNIGHT, v.p., general manager & film buyer.  
BILL HIRSHEY, asst. manager & gen. sales manager.  
RON ROBSON, operations & program director.  
FRED M. HUTCHING, promotion director.

### DIGEST OF RATE CARD NO. 11—(June 1, 1969)

Hour	30 Min.	15 Min.	5 Min.	Min. or 30 Sec.	20 Sec.	10 Sec.
Class A—6-10:30 p.m., daily.	\$485.00	\$291.00	\$154.00	\$99.00	\$100.00*	\$80.00* \$50.00*

\*Class AA—6:30-10 p.m., daily.

NETWORK BASE HOURLY RATE: \$800.

For Group Ownership of TV Stations  
See Services Volume

	Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	<b>ARKANSAS</b>				
		Benton	14,800	13,300	90
		Madison	2,500	2,000	81
		Washington	24,000	21,500	89
	<b>KANSAS</b>				
		Allen	6,000	5,500	92
		Bourbon	6,400	6,000	94
		Cherokee	7,200	6,900	96
		Crawford	14,400	13,700	95
		Labette	8,200	7,800	94
	Neosho	6,800	6,400	95	
	Wilson	5,100	4,700	91	
<b>MISSOURI</b>					
	Barry	5,500	5,100	93	
	Barton	3,300	3,100	94	
	Cedar	2,700	2,500	92	
	Dade	2,000	1,900	94	
	Jasper	28,800	27,400	95	
	Lawrence	7,700	7,200	93	
	Mc Donald	3,800	3,600	94	
	Newton	10,200	9,700	96	
	Vernon	5,900	5,400	92	
<b>OKLAHOMA</b>					
	Ottawa	9,300	8,900	95	
<b>Between 25-49%</b>	<b>KANSAS</b>				
		Montgomery	16,200	15,100	93
		Woodson	1,200	1,100	91
<b>OKLAHOMA</b>					
	Craig	4,500	4,200	93	
	Delaware	4,300	3,700	88	
<b>Between 5-24%</b>	<b>ARKANSAS</b>				
		Carroll	4,500	4,000	90
	<b>KANSAS</b>				
		Anderson	3,100	2,900	94
<b>MISSOURI</b>					
	Christian	4,200	3,900	94	
(Continued on page 452-b)					
<b>Station Totals</b>			326,000	304,900	93
Net Weekly Circulation (March 1969)					154,230
Average Daily Circulation (March 1969)					94,093

# Missouri—Joplin



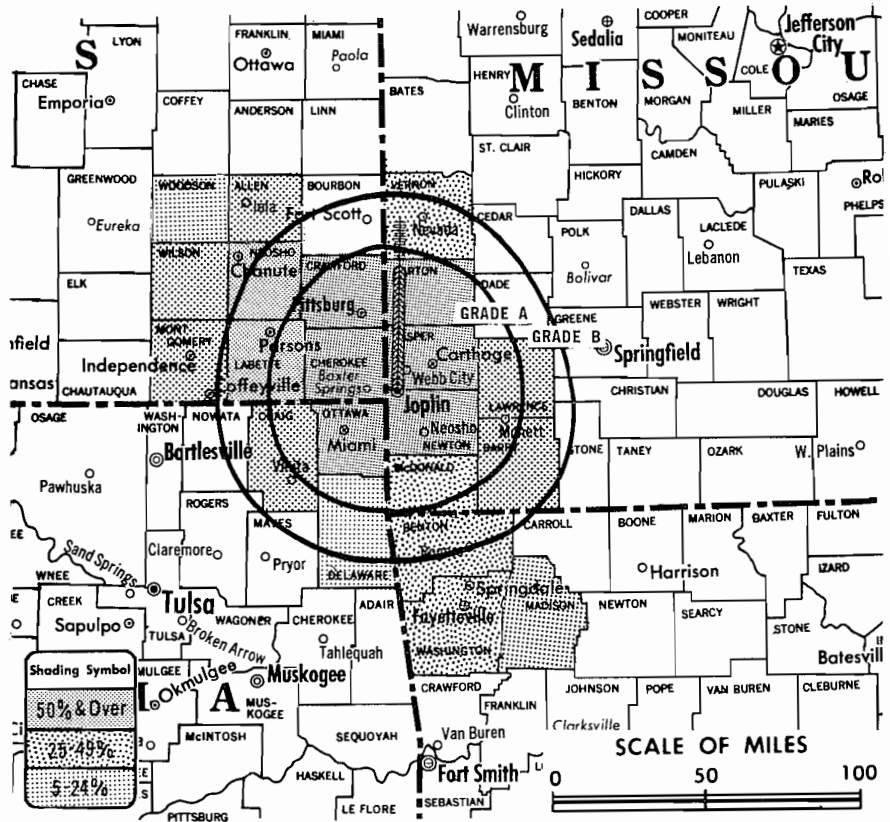
## KUHI-TV

Ch. 16

Technical Facilities: Channel No. 16 (482-488 MHz). Authorized power: 646-kw max. & 468-kw horizontal visual, 129-kw max. & 93.3-kw horizontal aural. Antenna: 1060-ft. above av. terrain, 1009-ft. above ground, 2049-ft. above sea level.

Latitude 37° 04' 33"  
Longitude 94° 33' 16"

Transmitter: 1502 Cleveland Ave.  
Color: Network, live, film, slide & tape.  
News Wire Service: AP.



Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).

KUHI-TV Ref: FCC File No. BPCT-3440 Granted 4/14/66

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## KUHI-TV

Network Service: CBS.

Licensee: Caldwell & Assoc. Inc., P.O. Box 1393, Joplin, Mo. (64801).

Studio: 1502 Cleveland St. (64801).

Telephone: 417-781-2345.

TWX No.: 910-774-4520.

Ownership: Melvin B. Caldwell, pres., 17.83%; Jean F. Eberle Sr., 9.09%; James V. Hightower, 7.69%; Dr. Vernon A. Berkey & Virginia S. Hickey, 5.35% each; Dr. Albert E. Upsher, 4.99%; 28 others, none with as much as 4%.

Began Operation: Sept. 2, 1967.

Represented (sales) by Adam Young Inc.

Represented (legal) by Wilner, Scheiner & Greeley.

Represented (engineering) by Silliman, Moffet & Kowalski.

Personnel:

MELVIN B. CALDWELL, president & general manager.  
ROBERT A. BARRY, sales manager.  
LLOYD C. FRAZIER, chief engineer.  
DON HOLLEY, program director.  
LARRY MEACHAM, news director.  
WILLIAM B. YORK JR., production director.

### DIGEST OF RATE CARD NO. 2 (July 1, 1968)

Hour	30 Min.	15 Min.	5 Min.	30 Sec.	20 Sec.	10 Sec.
Class A—6-10:30 p.m., daily.	\$240.00	\$144.00	\$96.00	\$60.00*	\$60.00*	\$48.00*
*Class AA—7-9:30 p.m., daily.						\$24.00*

	Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>		KANSAS			
		Cherokee	7,200	6,900	96
		Crawford	14,400	13,700	95
		Labette	8,200	7,800	94
		Neosho	6,800	6,400	95
<b>Between 25-49%</b>		MISSOURI			
		Barton	3,300	3,100	94
		Jasper	28,800	27,400	95
		Newton	10,200	9,700	96
		OKLAHOMA			
Ottawa	9,300	8,900	95		
<b>Between 5-24%</b>		ARKANSAS			
		Benton	14,800	13,300	90
		Washington	24,000	21,500	89
		MISSOURI			
		Mc Donald	3,800	3,600	94
Vernon	5,900	5,400	92		
<b>Station Totals</b>		ARKANSAS			
		Madison	2,500	2,000	81
		KANSAS			
		Allen	6,000	5,500	92
		Montgomery	16,200	15,100	93
		Wilson	5,100	4,700	91
		Woodson	1,200	1,100	91
		MISSOURI			
		Barry	5,500	5,100	93
		Lawrence	7,700	7,200	93
OKLAHOMA					
Craig	4,500	4,200	93		
Delaware	4,300	3,700	88		
<b>Station Totals</b>			200,800	186,700	93
<b>Net Weekly Circulation (March 1969)</b>					86,203
<b>Average Daily Circulation (March 1969)</b>					56,672

# Missouri—Kansas City

## KCIT-TV

Ch. 50

Technical Facilities: Channel No. 50 (686-692 MHz). Authorized power: 740-kw max. & 535-kw horizontal visual, 188.4-kw max. & 105-kw horizontal aural. Antenna: 1160-ft. above av. terrain, 1155-ft. above ground, 2045-ft. above sea level.

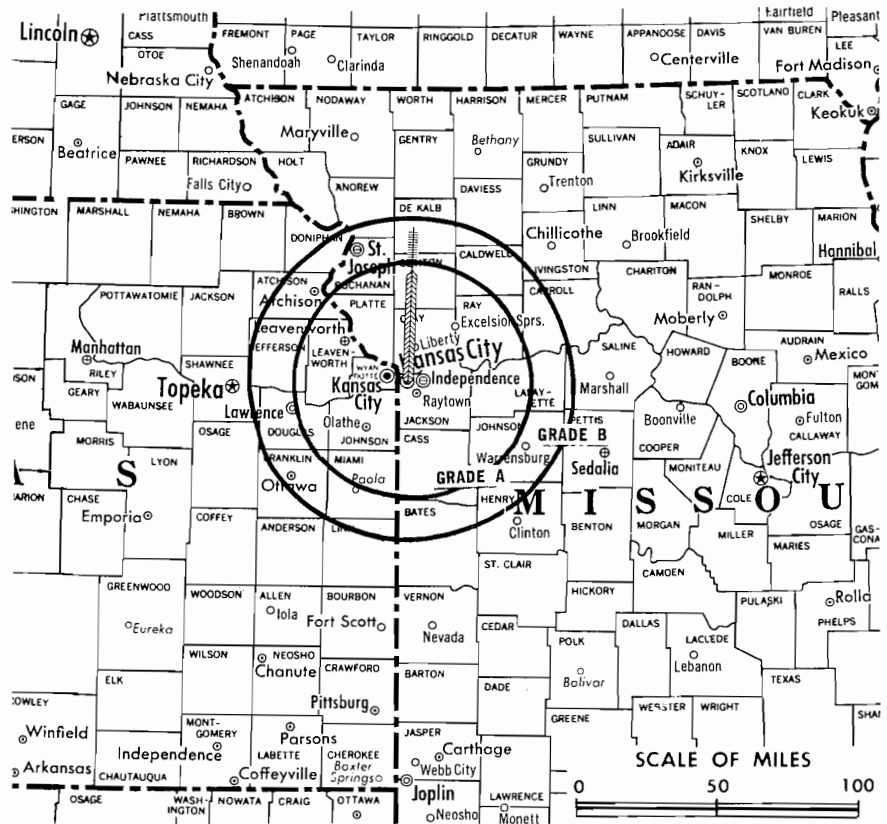
Latitude 39° 04' 57"  
Longitude 94° 28' 46"

Transmitter: 23rd St. & Stark Ave., Blue Summit, Mo.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

ARB Data: Not available.



KCIT-TV Ref: FCC File No. BPCT-3564 Granted 4/14/66

©American Map Co., Inc., N.Y., No. 14244

## KCIT-TV

Network Service: None, independent.

Grantee: Allied Broadcasting Co. Inc., 2100 Stark, Kansas City, Mo. (64126).

Studio: 23rd St. & Stark Ave., Blue Summit, Mo.

Telephone: 816-461-9200.

Ownership: James J. Ottman, pres.; Carl E. Bolte Sr., v.p.; Gerald B. Rowan Jr., treas.; David R. Hardy, secy., all 5% each; 16 others with 5% each.

Began Operation: Oct. 29, 1969.

Represented (sales) by Avco Radio-TV Sales.

Represented (legal) by Welch & Morgan.

Represented (engineering) by Cohen & Dippell.

Personnel:

BILL WORMINGTON, general manager.

WIN JOHNSTON, general sales manager.

BILL LADESH, program manager.

BILL PARKER, chief engineer.

### DIGEST OF RATE CARD NO. 1 (Nov. 10, 1969)

30 Min. 15 Min. 10 Min. 5 Min. Min. 30 Sec. 10 Sec.

Class A—6-10 p.m., daily.

\$350.00 \$275.00 \$250.00 \$225.00 Graded rates apply\*

\*Highest rate: \$160.

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ATLANTA 1655 Peachtree Rd., N.E. (404) 873-5626

BEVERLY HILLS 9645 Wilshire Blvd. (213) 274-8151

# Missouri—Kansas City



**KCMO-TV**



Ch. 5

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 15-kw aural. Antenna: 1131-ft. above av. terrain, 1042-ft. above ground, 2049-ft. above sea level.

Latitude 39° 04' 14"  
Longitude 94° 34' 59"

Transmitter: 125 E. 31st St.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

News Film Service: CBS.

AM Affiliate: KCMO, 50-kw (10-kw night), 810 kHz (CBS).

FM Affiliate: KFMU, 100-kw, 94.9 MHz (No. 235), 850-ft. antenna height.

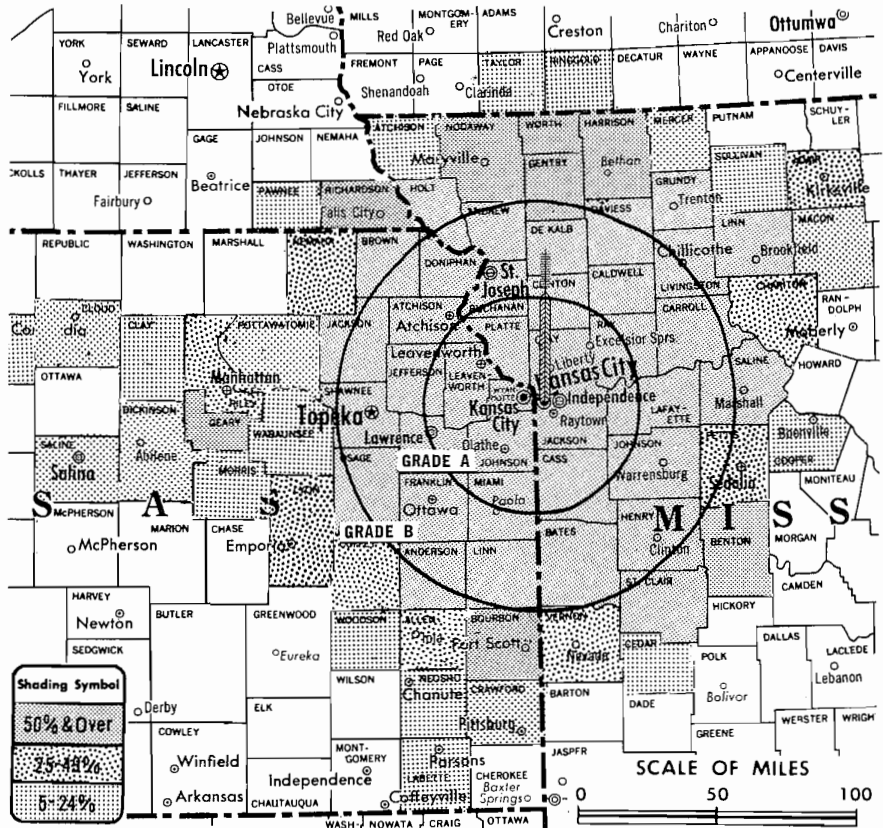
Total Households: © SRDS

Consumer Market Data as of 1/1/70.

TV Homes: TV% and Circulation

© 1969 American Research Bureau.

County coverage based on ARB study (see page 4-b).



KCMO-TV Ref: FCC File No. BMPT-2317 Granted 10/26/54

©American Map Co., Inc., N.Y., No. 14244

## KCMO-TV

Licensee: Meredith Corp., 125 E. 31st St., Kansas City, Mo. (64108).

Studio: 125 E. 31st St.

Telephone: 816-531-6789. TWX No.: 910-771-3112.

Ownership: Meredith Corp., Des Moines, Iowa. For Meredith Corp. executives, see Book & Periodical Publishing Ownership. Bcstg. Div., 1345 Ave. of the Americas (36th Floor), New York, N.Y. (10019). James Conley, corp. v.p. & gen. mgr. Same interests own KCMO & KFMU (FM), KCMO Business Music (Muzak), Audio Communications Inc. (closed circuit TV & commercial sound systems), Kansas City, Mo.; WHEN-TV & WHEN, Syracuse, N.Y.; WOW-TV, WOW & WOW-FM, Omaha, Neb.; KPHO-TV & KPHO, Phoenix, Ariz.; WNEM-TV, Bay City-Saginaw-Flint, Mich.

Began Operation: Sept. 27, 1953.

Represented (sales) by Blair Television.

Represented (legal) by Haley, Bader & Potts.

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

Personnel:

E. K. HARTENBOWER, v.p. & general manager.  
LEE MARTS, station manager.  
WILLIAM McREYNOLDS, sales manager.  
KARL TROEGLEN, technical director.  
MEL HOUSE, program director.  
F. C. STRAWN, promotion director.  
HAROLD MACK, news director.  
JIM MONROE, director, public affairs.  
GEORGE STEPHENS, agricultural director.

DIGEST OF RATE CARD NO. 17—(July 1, 1969)

Hour	30 Min.	15 Min.	30 Sec.	20 Sec.	10 Sec.	
Class A—6:30-10 p.m., daily.	\$1600.00	\$960.00	\$640.00	\$525.00	\$475.00	\$285.00
NETWORK BASE HOURLY RATE:	\$1550.					

For Color Set Penetration by Markets  
See Services Volume

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>KANSAS</b>				
	Anderson	3,100	2,900	94
	Atchison	6,000	5,700	97
	Bourbon	6,400	6,000	94
	Brown	6,100	5,700	94
	Doniphan	3,900	3,700	94
	Douglas	13,700	12,900	94
	Franklin	7,900	7,500	95
	Geary	6,800	6,500	96
	Jackson	2,900	2,700	93
	Jefferson	3,600	3,300	94
	Johnson	63,800	62,700	98
	Leavenworth	13,400	12,900	96
	Linn	2,300	2,100	94
	Miami	6,200	6,000	97
	Osage	4,300	4,100	94
	Shawnee	51,600	49,700	96
	Wyandotte	64,700	62,500	97
<b>MISSOURI</b>				
	Andrew	3,700	3,500	96
	Bates	5,000	4,600	92
	Benton	3,200	2,800	89
	Buchanan	31,300	29,900	95
	Caldwell	2,600	2,500	96
	Carroll	4,200	3,900	94
	Cass	14,100	13,600	96
	Clay	36,800	35,900	98
	Clinton	4,100	3,800	95
	Daviess	2,800	2,600	94
	De Kalb	1,900	1,700	93
	Gentry	2,200	2,100	92
	Grundy	4,100	3,800	92
	Harrison	3,400	3,200	93
	Henry	6,800	6,300	93
	Holt	1,900	1,700	91
	Jackson	231,100	221,100	96
	Johnson	10,700	10,200	95
	Lafayette	8,100	7,800	95
	Linn	6,000	5,600	93
	Livingston	5,400	5,000	93

50% & Over

(Continued on page 439-b)

Station Totals	907,300	864,400	95
Net Weekly Circulation (March 1969)			659,338
Average Daily Circulation (March 1969)			464,467

# Missouri—Kansas City



**KMBC-TV**

Ch. 9

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 316-kw visual, 47.4-kw aural. Antenna: 1070-ft. above av. terrain, 1023-ft. above ground, 1946-ft. above sea level.

Latitude 39° 05' 02"  
Longitude 94° 30' 57"

Transmitter: 23rd & Topping.

Studio: KMBC Bldg., 11th & Central.

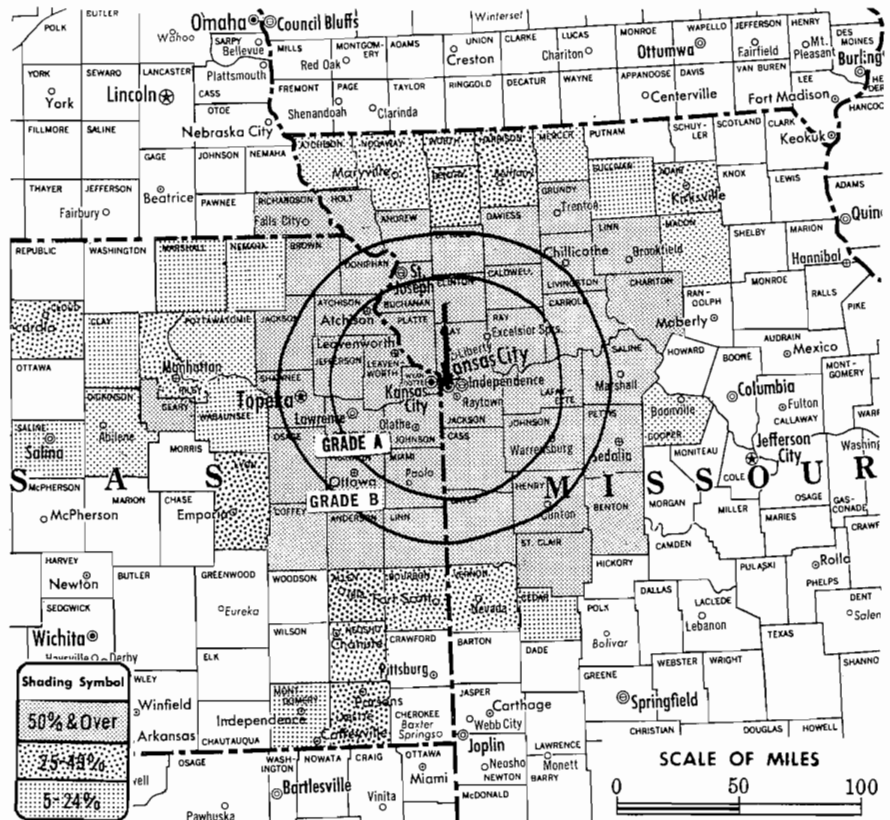
TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

News Film Service: ABC.

Facsimile Service: UPI.



KMBC-TV Ref: FCC File No. BPCT-292 Granted 6/24/53

©American Map Co., Inc., N.Y., No. 14244

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).

## KMBC-TV

Licensee: Metromedia Inc., KMBC Bldg., 11th & Central, Kansas City, Mo. (64105).

Telephone: 816-421-2650. TWX No.: 816-556-0470.

Ownership: Metromedia Inc. See WNEW-TV, New York, N.Y.

Began Operation: Aug. 1, 1953 as WHB-TV, sharing time with KMBC-TV, operated by Midland Bcstg. Co. On June 9, 1954 FCC approved sale whereby WHB Bcstg. Co. was changed to KMBC Bcstg. Co. and acquired KMBC-TV, KMBC & KFRM (radios later sold) and retained KMBC call (Television Digest, Vol. 10:17, 20, 24). Sale to Metropolitan Bcstg. (div. of Metromedia Inc.) approved July 26, 1961.

Represented (sales) by Metro TV Sales.

Represented (legal) by Metromedia Legal Dept., N.Y.

Represented (engineering) by M. M. Burlison, Metromedia, Washington.

### Personnel:

ALBERT P. KRIVIN, president, Metromedia Television.  
ELLIS SHOOK, vice president & general manager.  
JIM ADAMS, general sales manager.  
EDWIN L. DENNIS, vice president, local sales.  
RICHARD SILEY, program director.  
STEVE KARGMAN, sales service manager.  
GERALD GOLDEN, business manager.  
CLAUDE DORSEY, v.p. & dir., news & public affairs.  
PAUL OUGHTON, production manager.  
R. KEVIN BUCHTA, promotion manager.  
WALLY WURZ, chief engineer.  
JACKIE HIMMELSTEIN, traffic manager.

### DIGEST OF RATE CARD NO. 18—(Sept. 15, 1969)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.  
Class AA—6:30-10 p.m., daily.  
\$1600.00 \$1200.00 \$625.00 \$415.00 Graded rates apply\*

\*Highest rate: \$500.

NETWORK BASE HOURLY RATE: \$1550.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>KANSAS</b>				
	Anderson	3,100	2,900	94
	Atchison	6,000	5,700	97
	Brown	6,100	5,700	94
	Coffey	2,300	2,100	90
	Doniphan	3,900	3,700	94
	Douglas	13,700	12,900	94
	Franklin	7,900	7,500	95
	Geary	6,800	6,500	96
	Jackson	2,900	2,700	93
	Jefferson	3,600	3,300	94
	Johnson	63,800	62,700	98
	Leavenworth	13,400	12,900	96
	Linn	2,300	2,100	94
	Miami	6,200	6,000	97
	Osage	4,300	4,100	94
	Shawnee	51,600	49,700	96
	Wyandotte	64,700	62,500	97
<b>MISSOURI</b>				
<b>50% &amp; Over</b>				
	Andrew	3,700	3,500	96
	Bates	5,000	4,600	92
	Benton	3,200	2,800	89
	Buchanan	31,300	29,900	95
	Caldwell	2,600	2,500	96
	Carroll	4,200	3,900	94
	Cass	14,100	13,600	96
	Chariton	3,600	3,300	91
	Clay	36,800	35,900	98
	Clinton	4,100	3,800	95
	Daviess	2,800	2,600	94
	De Kalb	1,900	1,700	93
	Grundy	4,100	3,800	92
	Henry	6,800	6,300	93
	Holt	1,900	1,700	91
	Jackson	231,100	221,100	96
	Johnson	10,700	10,200	95
	Lafayette	8,100	7,800	95
	Linn	6,000	5,600	93
	Livingston	5,400	5,000	93
(Continued on page 439-b)				
Station Totals		897,500	855,300	95
Net Weekly Circulation (March 1969)				640,951
Average Daily Circulation (March 1969)				405,211

# Missouri—Kansas City



**WDAF-TV**



Ch. 4

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1130-ft. above av. terrain, 1163-ft. above ground, 2049-ft. above sea level.

Latitude 39° 04' 20"  
Longitude 94° 35' 45"

Transmitter: Signal Hill.

Studio: Signal Hill.

TV tape: Recording facilities.

AM Affiliate: WDAF, 5-kw, 610 kHz.

FM Affiliate: WDAF-FM, 31-kw, 102.1 MHz (No. 271), 940-ft.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

News Film Service: N3C.

Facsimile Service: AP.

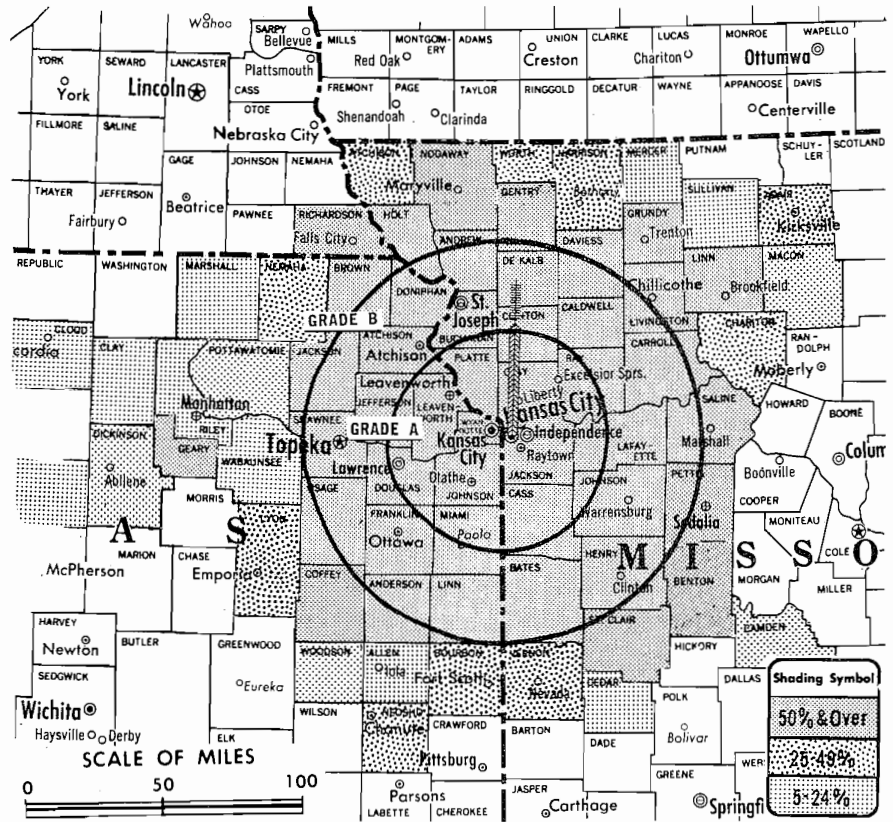
Total Households: © SRDS

Consumer Market Data as of 1/1/70.

TV Homes: TV% and Circulation

© 1969 American Research Bureau.

County coverage based on ARB study (see page 4-b).



WDAF-TV Ref: FCC File No. BMPCT-8552 Granted 7/7/67

©American Map Co., Inc., N.Y., No. 14244

## WDAF-TV

Licensee: Taft Broadcasting Co., Signal Hill (64108).

Telephone: 816-753-4567. TWX No.: 910-771-2047.

Ownership: See WKRC-TV, Cincinnati, Ohio.

Began Operation: Oct. 16, 1949. Sale to present owner by Transcontinent Television Corp. approved Feb. 19, 1964 by FCC (Television Digest, Vols. 3:15-16, 31, 4:8). Sale to Transcontinent by National-Missouri T.V. Inc. (wholly-owned by National Theatres & Television Inc.) approved July 13, 1960 by FCC, Vol. 16:29). Sale to National Missouri T.V. Inc. by founding Kansas City Star in compliance with govt. anti-trust consent decree approved April 23, 1958 by FCC (Vol. 13:47, 48; 14:17).

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Koteen & Burt.

Personnel:

LAWRENCE ROGERS, president.  
JACK REMINGTON, general manager.  
EARL BEALL, general sales manager.  
JERRY A. HELLARD, operations manager.  
HAROLD GLAZER, production manager.  
JAMES SCHMIDT, chief engineer.  
MARVIN ARTH, news director.

DIGEST OF RATE CARD NO. A29—(Feb. 2, 1970)

Hour	30 Min.	15 Min.	Min.	20 Sec.	10 Sec.
Class A—6:30-10 p.m., daily.	\$1400.00	\$900.00	\$600.00	Graded rates apply*	

\*Highest rate: \$810.

NETWORK BASE HOURLY RATE: \$1543.

Net Weekly Circulation	State County	Total Households	TV Homes	Homes %
<b>50% &amp; Over</b>	KANSAS			
	Anderson	3,100	2,900	94
	Atchison	6,000	5,700	97
	Brown	6,100	5,700	94
	Coffey	2,300	2,100	90

Net Weekly Circulation	State County	Total Households	TV Homes	Homes %
KANSAS—(Continued)				
	Doniphan	3,900	3,700	94
	Douglas	13,700	12,900	94
	Franklin	7,900	7,500	95
	Geary	6,800	6,500	96
	Jackson	2,900	2,700	93
	Jefferson	3,600	3,300	94
	Johnson	63,800	62,700	98
	Leavenworth	13,400	12,900	96
	Linn	2,300	2,100	94
	Miami	6,200	6,000	97
	Osage	4,300	4,100	94
	Shawnee	51,600	49,700	96
	Wyandotte	64,700	62,500	97
MISSOURI				
	Andrew	3,700	3,500	96
	Bates	5,000	4,600	92
	Benton	3,200	2,800	89
	Buchanan	31,300	29,900	95
	Caldwell	2,600	2,500	96
	Carroll	4,200	3,900	94
	Cass	14,100	13,600	96
	Clay	36,800	35,900	98
	Clinton	4,100	3,800	95
	Daviess	2,800	2,600	94
	De Kalb	1,900	1,700	93
	Gentry	2,200	2,100	92
	Grundy	4,100	3,800	92
	Henry	6,800	6,300	93
	Holt	1,900	1,700	91
	Jackson	231,100	221,100	96
	Johnson	10,700	10,200	95
	Lafayette	8,100	7,800	95
	Linn	6,000	5,600	93
	Livingston	5,400	5,000	93
	Nodaway	6,300	5,900	94
	Pettis	13,100	12,300	94
	Platte	9,400	9,100	97
	Ray	5,500	5,200	95

50% & Over

(Continued on page 439-b)

Station Totals	889,300	847,400	95
Net Weekly Circulation (March 1969)			643,881
Average Daily Circulation (March 1969)			409,833

# Missouri—Kirksville-Ottumwa, Ia.



Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 14.3-kw aural. Antenna: 1082-ft. above av. terrain, 1101-ft. above ground, 2014-ft. above sea level.

Latitude 40° 31' 41"  
Longitude 92° 26' 33"

Transmitter: U.S. Hwy. 136, near Lancaster, Mo.

Studios: Broadcast Center, Ottumwa, Ia.; Lancaster, Mo.

Telephone: 515-682-4535, Ottumwa.

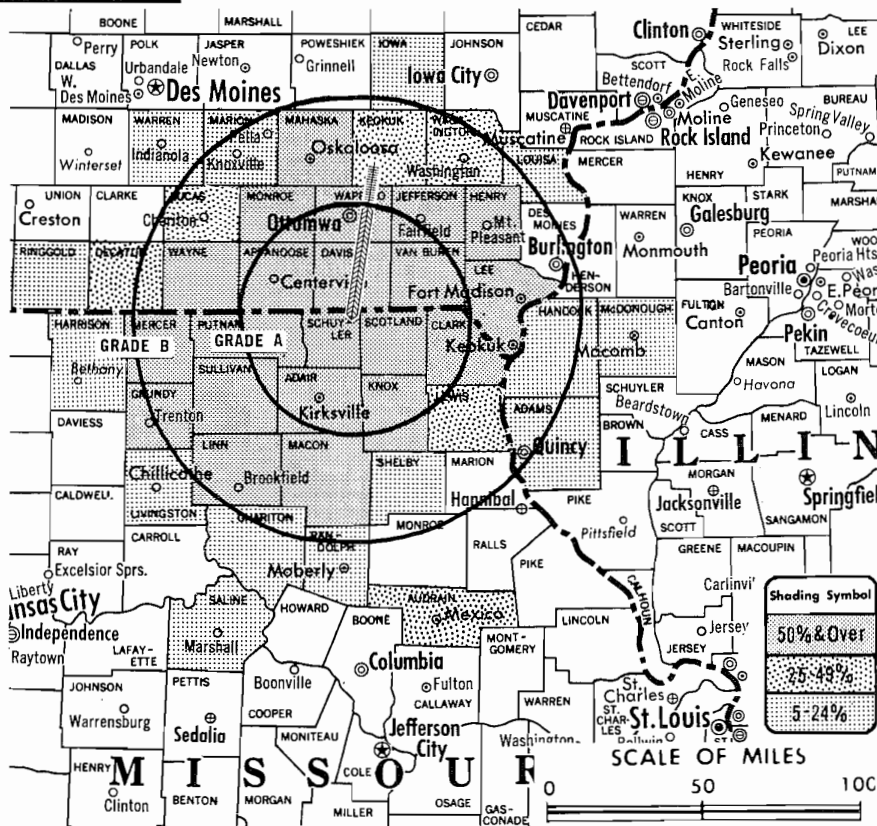
TWX No.: 515-681-5292.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Represented (engineering) by Cohen & Dippell.

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).



KTVO Ref: FCC File No. BMPCT-2074 Granted 6/16/54

©American Map Co., Inc., N.Y., No. 14244

## KTVO

Network Service: ABC; also NBC & CBS.

Licensee: KTVO Inc., Broadcast Center, Ottumwa, Ia. (52501).

Ownership: Post Corp., Appleton, Wis. 100%. (see WEAU-TV, Eau Claire, Wis.). V. I. Minahan, pres.; David L. Nelson, v.p. & treas. in charge of broadcast div.; John B. Torinus, v.p.; Elmo Reed, dir. of engineering.

Began Operation: Nov. 21, 1955. Sale to present owner by James J. Conroy & Raymond E. Russell approved Jan. 6, 1964 by FCC (Television Digest, Vol. 4:2).

Represented (legal) by Chadbourne, Parke, Whiteside & Wolff.

Represented (sales) by H-R Television.

### Personnel:

- ALVINA BRITZ, general manager.
- JACK PARIS, station manager.
- GARY CUNNINGHAM, film buyer.
- GERALD F. DREGER, chief engineer.
- TOM GAGNON, sales manager.

### DIGEST OF RATE CARD NO. 5—(Sept. 1, 1969)

Hour 30 Min. 15 Min. 10 Min. Min. 20 Sec. 8 Sec.  
Class AA—5:59-10 p.m., daily.

\$350.00 \$210.00 \$150.00 \$120.00 \$100.00 \$70.00 \$40.00

NETWORK BASE HOURLY RATE: \$500.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	IOWA			
	Appanoose	5,100	4,700	94
	Davis	2,700	2,500	95
	Henry	5,100	4,700	93
	Jefferson	4,900	4,600	95
	Lee	13,500	13,000	96
	Mahaska	7,200	6,800	95
Monroe	2,700	2,600	95	

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	IOWA—(Continued)			
	Van Buren	2,900	2,700	94
	Wapello	14,600	14,100	96
	Wayne	2,600	2,400	93
	MISSOURI			
	Adair	6,900	6,600	95
	Clark	2,900	2,700	94
	Grundy	4,100	3,800	92
	Knox	2,000	1,900	95
	Linn	6,000	5,600	93
	Macon	5,200	4,900	94
	Mercer	1,700	1,500	91
Putnam	1,800	1,700	97	
Schuyler	1,400	1,300	90	
Scotland	1,900	1,800	95	
Sullivan	3,000	2,800	94	
<b>Between 25-49%</b>	IOWA			
	Decatur	2,500	2,300	91
	Keokuk	4,700	4,400	94
	Lucas	3,100	2,800	93
Washington	5,900	5,500	94	
MISSOURI				
Audrain	8,900	8,600	96	
Lewis	3,800	3,500	94	
<b>Between 5-24%</b>	ILLINOIS			
	Adams	23,100	22,300	96
	Hancock	7,400	7,100	96
	Mc Donough	9,400	9,000	96
	IOWA			
	Louisa	2,600	2,500	95
	Marion	7,600	7,300	96
	Ringgold	2,000	1,900	96
	MISSOURI			
	Chariton	3,600	3,300	91
	Harrison	3,400	3,200	93
Livingston	5,400	5,000	93	
Randolph	7,600	7,200	94	
Shelby	2,900	2,700	94	
Station Totals		240,300	227,900	94
Net Weekly Circulation (March 1969)				98,060
Average Daily Circulation (March 1969)				61,349



**KCMO-TV, Kansas City**  
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
	MISSOURI—(Continued)			
<b>50% &amp; Over</b>	Nodaway	6,300	5,900	94
	Platte	9,400	9,100	97
	Ray	5,500	5,200	95
	St Clair	2,900	2,600	90
	Saline	7,500	7,000	94
	Worth	1,000	1,000	96
	NEBRASKA			
	Richardson	3,800	3,600	94
	KANSAS			
<b>Between 25-49%</b>	Allen	6,000	5,500	92
	Coffey	2,300	2,100	90
	Lyon	8,800	8,100	92
	Nemaha	4,600	4,400	95
	Riley	11,600	10,800	93
	MISSOURI			
	Adair	6,900	6,600	95
	Chariton	3,600	3,300	91
	Pettis	13,100	12,300	94
	Vernon	5,900	5,400	92
	IOWA			
	Ringgold	2,000	1,900	96
	Taylor	2,500	2,300	92
	KANSAS			
<b>Between 5-24%</b>	Clay	3,800	3,500	90
	Cloud	5,600	5,100	91
	Crawford	14,400	13,700	95
	Dickinson	7,300	6,900	94
	Ellis	6,300	6,100	96
	Labette	8,200	7,800	94
	Mitchell	2,300	2,100	91
	Morris	1,900	1,800	92
	Neosho	6,800	6,400	95
	Pawnee	2,800	2,600	95
	Pottawatomie	3,500	3,200	94
	Russell	2,900	2,700	94
	Saline	18,300	17,400	95
	Wabaunsee	2,600	2,400	92
	Woodson	1,200	1,100	91
	MISSOURI			
	Atchison	2,400	2,200	95
	Cedar	2,700	2,500	92
	Cooper	4,700	4,400	94
	Macon	5,200	4,900	94
	Mercer	1,700	1,500	91
	Sullivan	3,000	2,800	94
	NEBRASKA			
	Pawnee	1,100	1,000	91

**WDAF-TV, Kansas City**  
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
	MISSOURI—(Continued)			
<b>50% &amp; Over</b>	St Clair	2,900	2,600	90
	Saline	7,500	7,000	94
	NEBRASKA			
	Richardson	3,800	3,600	94
	KANSAS			
<b>Between 25-49%</b>	Bourbon	6,400	6,000	94
	Lyon	8,800	8,100	92
	Nemaha	4,600	4,400	95
	Neosho	6,800	6,400	95
	MISSOURI			
	Adair	6,900	6,600	95
	Atchison	2,400	2,200	95
	Chariton	3,600	3,300	91
	Harrison	3,400	3,200	93
	Vernon	5,900	5,400	92
	Worth	1,000	1,000	96

**Missouri**

**WDAF-TV—(Continued)**  
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
	KANSAS			
<b>Between 5-24%</b>	Allen	6,000	5,500	92
	Clay	3,800	3,500	90
	Cloud	5,600	5,100	91
	Dickinson	7,300	6,900	94
	Ellis	6,300	6,100	96
	Marshall	4,400	4,100	92
	Mitchell	2,300	2,100	91
	Pawnee	2,800	2,600	95
	Pottawatomie	3,500	3,200	94
	Riley	11,600	10,800	93
	Russell	2,900	2,700	94
	Saline	18,300	17,400	95
	Wabaunsee	2,600	2,400	92
	Woodson	1,200	1,100	91
		MISSOURI		
	Camden	3,800	3,500	91
	Cedar	2,700	2,500	92
	Macon	5,200	4,900	94
	Mercer	1,700	1,500	91
	Sullivan	3,000	2,800	94

**KMBC-TV, Kansas City**  
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%	
	MISSOURI—(Continued)				
<b>50% &amp; Over</b>	Pettis	13,100	12,300	94	
	Platte	9,400	9,100	97	
	Ray	5,500	5,200	95	
	St Clair	2,900	2,600	90	
	Saline	7,500	7,000	94	
	NEBRASKA				
	Richardson	3,800	3,600	94	
	KANSAS				
<b>Between 25-49%</b>	Allen	6,000	5,500	92	
	Bourbon	6,400	6,000	94	
	Cloud	5,600	5,100	91	
	Labette	8,200	7,800	94	
	Lyon	8,800	8,100	92	
	Neosho	6,800	6,400	95	
	Riley	11,600	10,800	93	
	MISSOURI				
		Adair	6,900	6,600	95
		Gentry	2,200	2,100	92
		Harrison	3,400	3,200	93
		Nodaway	6,300	5,900	94
		Vernon	5,900	5,400	92
		Worth	1,000	1,000	96
		KANSAS			
<b>Between 5-24%</b>	Barton	10,600	10,300	97	
	Clay	3,800	3,500	90	
	Dickinson	7,300	6,900	94	
	Ellis	6,300	6,100	96	
	Marshall	4,400	4,100	92	
	Montgomery	16,200	15,100	93	
	Nemaha	4,600	4,400	95	
	Pawnee	2,800	2,600	95	
	Pottawatomie	3,500	3,200	94	
	Russell	2,900	2,700	94	
	Saline	18,300	17,400	95	
	Wabaunsee	2,600	2,400	92	
	MISSOURI				
		Atchison	2,400	2,200	95
		Cedar	2,700	2,500	92
	Cooper	4,700	4,400	94	
	Macon	5,200	4,900	94	
	Mercer	1,700	1,500	91	
	Sullivan	3,000	2,800	94	

# Missouri—Poplar Bluff



**KPOB-TV**

Ch. 15

[Satellite of WSIL-TV,  
Harrisburg, Ill.]

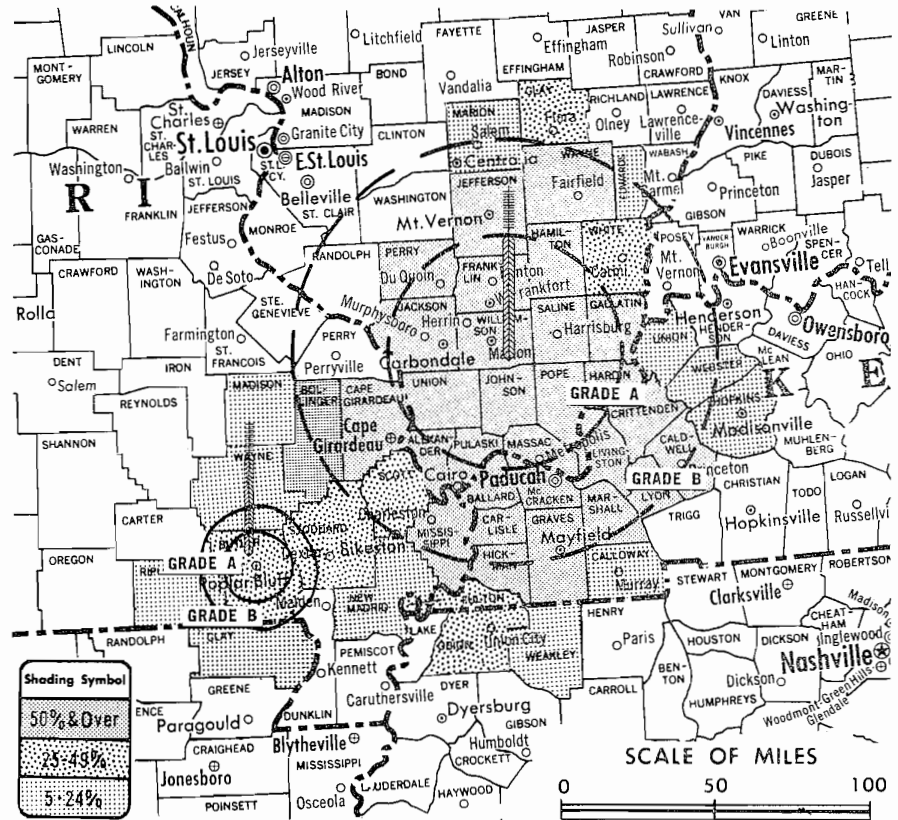
Technical Facilities: Channel No. 15  
(476-482 MHz). Authorized power:  
15.1-kw visual, 1.58-kw aural.  
Antenna: 620-ft. above av. terrain,  
546-ft. above ground, 1046-ft.  
above sea level.

Latitude 36° 48' 02"  
Longitude 90° 27' 03"

Transmitter: Oak Grove Community,  
U.S. Rte. 67.

Color: Network, live, film, slide &  
tape.

News Wire Service: UPI.



County coverage based on ARB study (see  
page 4-b).

KPOB-TV Ref: FCC File No. BMPCT-5570 Granted 7/10/61

American Map Co., Inc., N.Y., No. 14244

## KPOB-TV

Network Service: ABC, same as WSIL-TV, Harrisburg, Ill.

Licensee: Turner-Farrar Association, 21½ W. Poplar St., Harrisburg, Ill.

Studio: Oak Grove Community, U.S. Rte. 67.

Ownership: See WSIL-TV, Harrisburg, Ill.

Began Operation: Sept. 2, 1961. Left air Sept. 21, 1966, returned to air Oct. 13, 1967.

Represented (sales) by Jack Masla Co.

Represented (legal) by McKenna & Wilkinson.

Represented (engineering) by Raymond Rohrer & Associates.

Rates: Sold in combination with WSIL-TV, Harrisburg, Ill.

ARB Data for this station included with Parent  
WSIL-TV, Harrisburg, Ill.

## La Rue Media Brokers Inc. Radio Television CATV

### Completed Sales

Radio: Palm Beach, Florida \$400,000

Radio: St. Louis, Missouri \$3,500,000

116 Central Park South  
New York, N.Y. 10019

President

Area Code 212

Hugh Ben LaRue

265-3430

# Missouri—St. Joseph

**abc NBC KQTV**

Ch. 2

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 810-ft. above av. terrain, 750-ft. above ground, 1770-ft. above sea level.

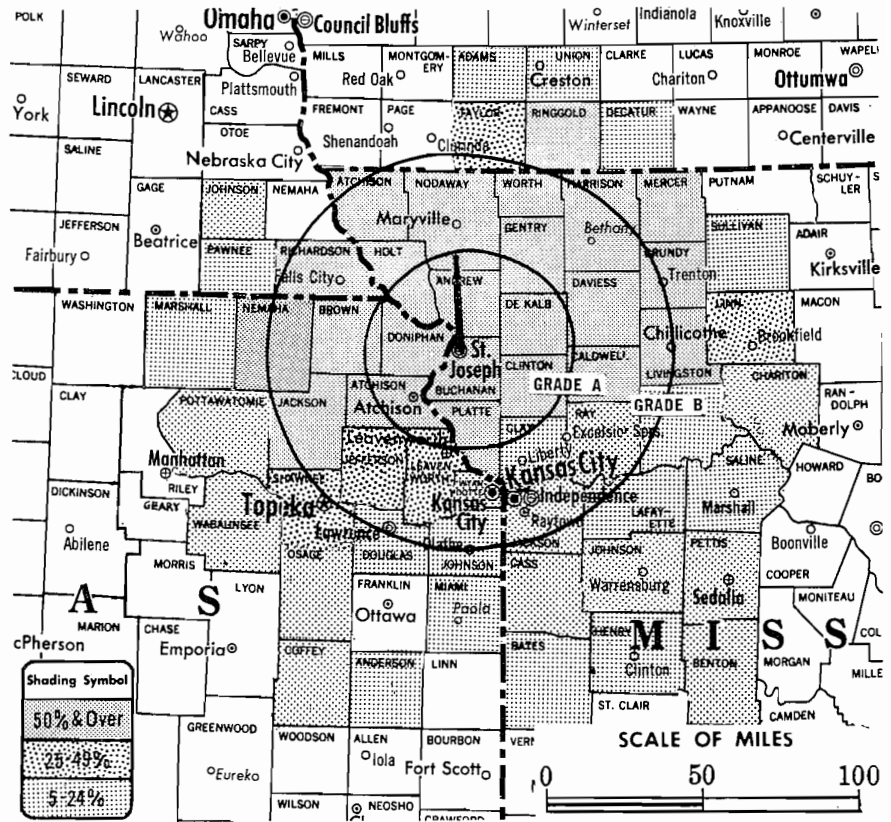
Latitude 39° 46' 12"  
Longitude 94° 47' 53"

Transmitter: 40th & Faraon Sts.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

TV tape: Recording facilities.



Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).

KQTV Ref: FCC File No. BPC7-2219 Granted 12/4/56

©American Map Co., Inc., N.Y., No. 14244

## KQTV

Network Service: ABC, NBC.

Licensee: Intermedia Inc.

Studio: 40th & Faraon Sts. (64506).

Telephone: 816-233-2528.

Ownership: ISC Industries, 100%. Intermedia officers: Paul Hamilton Jr., chmn.; Mark Wodlinger, pres.; Clayton Norris, exec. v.p.; A. J. Blasco, sr. v.p.; Paul R. Stewart, v.p. & secy.; Tom Matthews, v.p. & gen. mgr.; J. T. Nestor, treas.; Howard Strickland, controller; Angela R. Hoedl, asst. secy.

Began Operation: Sept. 13, 1953. Sale to present owners by Panax Corp. approved by FCC July 2, 1969 (Television Digest, Vol. 8:49; 9:27). Previous sale by Jesse D. Fine family was approved Aug. 30, 1963 by FCC (Vol. 3:12). Sale to Fine family by Kenyon Brown-Bing Crosby group approved Sept. 19, 1957 by FCC (Vol. 13:34, 38). Their purchase of station from Barton Pitts was approved Dec. 31, 1955 (Vol. 11:34, 47, 52).

Represented (sales) by Avery-Knodel.

Represented (legal) by Arthur Stambler.

Personnel:

MARK WODLINGER, president.  
TOM MATTHEWS, vice president & general manager.  
CARLETON SCHIRMER, station & sales manager.  
LARRY BEAUCHAMP, program director.  
KENNY LUX, chief engineer.  
JERRY CONDRA, news director.

DIGEST OF RATE CARD NO. 12B  
(Sept. 22, 1969)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. 10 Sec.  
Class A—6-10:30 p.m., Mon.-Fri.; 6-10:15 p.m., Sat.-Sun.  
\$450.00 \$270.00 \$180.00 \$113.00 \$80.00 \$55.00 \$35.00  
NETWORK BASE HOURLY RATE: \$450.

Not Weekly Circulation	State County	Total Households	TV Homes	%
	IOWA			
	Ringgold	2,000	1,900	96
	KANSAS			
	Atchison	6,000	5,700	97
	Brown	6,100	5,700	94
	Doniphan	3,900	3,700	94
	Jackson	2,900	2,700	93
	Nemaha	4,600	4,400	95
	MISSOURI			
	Andrew	3,700	3,500	96
	Atchison	2,400	2,200	95
	Buchanan	31,300	29,900	95
	Caldwell	2,600	2,500	96
	Clinton	4,100	3,800	95
	Daviess	2,800	2,600	94
	De Kalb	1,900	1,700	93
	Gentry	2,200	2,100	92
	Grundy	4,100	3,800	92
	Harrison	3,400	3,200	93
	Holt	1,900	1,700	91
	Livingston	5,400	5,000	93
	Mercer	1,700	1,500	91
	Nodaway	6,300	5,900	94
	Platte	9,400	9,100	97
	Worth	1,000	1,000	96
	NEBRASKA			
	Richardson	3,800	3,600	94
	IOWA			
	Taylor	2,500	2,300	92
	KANSAS			
	Jefferson	3,600	3,300	94
	Leavenworth	13,400	12,900	96
	Shawnee	51,600	49,700	96
	MISSOURI			
	Linn	6,000	5,600	93
	(Continued on page 452-b)			
Station Totals		780,300	744,700	95
Net Weekly Circulation (March 1969)				165,166
Average Daily Circulation (March 1969)				76,214

# Missouri—St. Louis

## KDNL-TV

Ch. 30

Technical Facilities: Channel No. 30 (566-572 MHz). Authorized power: 1190-kw max. & 1060-kw horizontal visual, 218-kw max. & 212-kw horizontal aural. Antenna: 1135-ft. above av. terrain, 1155-ft. above ground, 1649-ft. above sea level.

Latitude 38° 34' 48"  
Longitude 90° 19' 43"

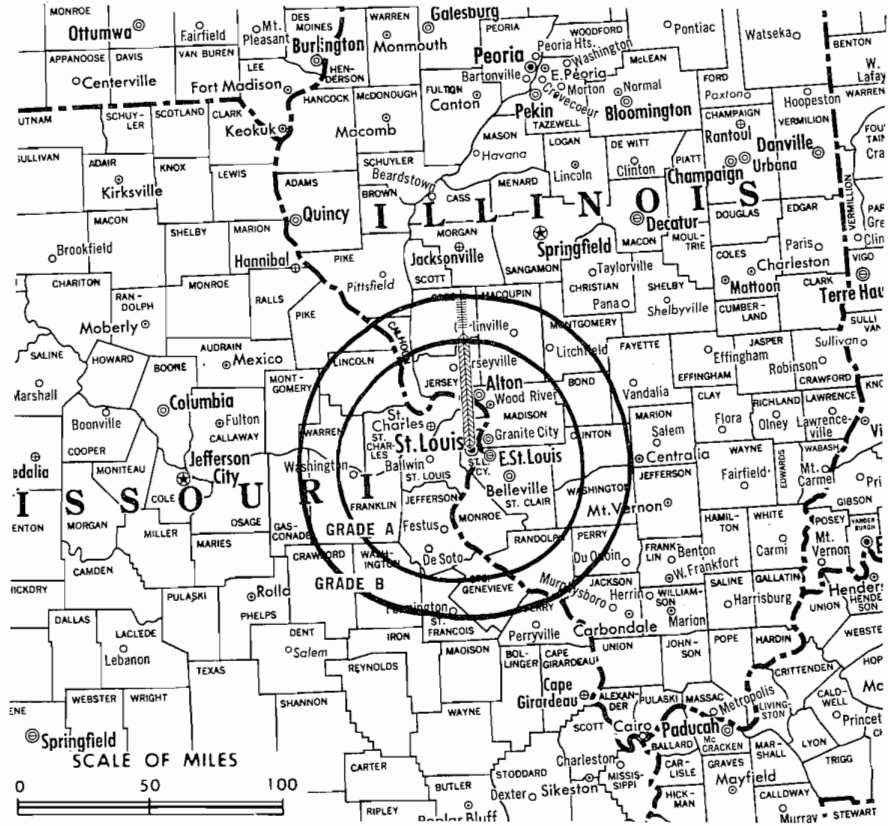
Transmitter: Kenrick Seminary Ground, Shrewsbury, Mo.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: UPI, Reuters.

ARB Data: Not available.



KDNL-TV Ref: FCC File No. BMPCT-6024 Granted 11/1/68

©American Map Co., Inc., N.Y., No. 14244

## KDNL-TV

Grantee: Evans Broadcasting Corp., 300 Park Ave., New York, N.Y.

Studio: 1215 Cole St., St. Louis, Mo. (63106).

Telephone: 314-436-3030.

Ownership: Thomas N. Evans, 100%; Edward P. Evans, pres., Thomas E. Carroll, exc. v.p. Evans Bcstg. of Texas owns KMEC-TV, Dallas-Fort Worth & has application pending to buy CFS for WUHF-TV, Hartford, Conn. & WENS, Pittsburgh, Pa.

Began Operation: June 8, 1969.

Represented (sales) by Edward Petry & Co. Inc.

Represented (legal) by Arnold & Porter.

Represented (engineering) by Kear & Kennedy.

Personnel:

JACK PETRIK, vice president & general manager.

THOMAS KOON, general sales manager.

W. E. ANDERSON, chief engineer.

JACK FANSHER, production manager.

CLIFF HALL, promotion manager.

DOROTHY GLASS, business manager.

### DIGEST OF RATE CARD NO. 1

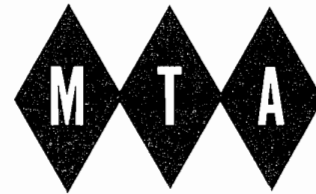
(June 8, 1969)

Hour 30 Min. 15 Min. 10 Min. 5 Min. Min. 30 Sec. 10 Sec.

Class A—3-11 p.m., daily.

\$500.00 \$275.00 \$190.00 \$160.00 \$110.00 Graded rates apply\*

\*Highest rate: \$120.



MALARKEY, TAYLOR and ASSOCIATES

CATV

BROKERS / CONSULTANTS / ENGINEERS

1225 Connecticut Ave. N.W. • Washington, D.C. • Phone (202) 223-2345

# Missouri—St. Louis



**KMOX-TV**



Ch. 4

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 15-kw aural. Antenna: 1110-ft. above av. terrain, 1214-ft. above ground, 1649-ft. above sea level.

Latitude 38° 31' 47"  
Longitude 90° 17' 58"

Transmitter: 1900 Ave. H (Reavis Barracks Rd.), Lemay, Mo.

TV tape: Recording facilities.

AM Affiliate: KMOX, 50-kw, 1120 kHz (CBS).

FM Affiliate: KMOX-FM, 47-kw, 103.3 MHz (No. 277), 900-ft.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.

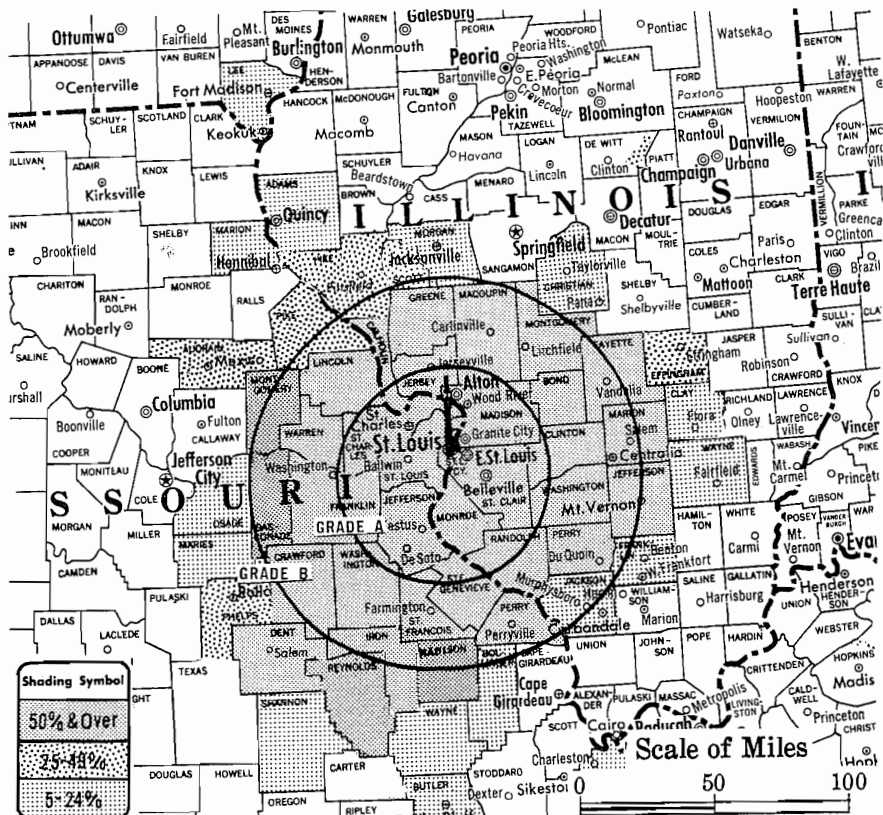
Total Households: © SRDS

Consumer Market Data as of 1/1/70.

TV Homes: TV% and Circulation

© 1969 American Research Bureau.

County coverage based on ARB study (see page 4-b).



KMOX-TV Ref: FCC File No. BMPCT-4779 Granted 8/19/57

©American Map Co., Inc., N.Y., No. 14244

## KMOX-TV

Licensee: Columbia Broadcasting System Inc., One Memorial Dr., St. Louis, Mo. (63102).

Studio: One Memorial Dr.

Telephone: 314-621-2345.

TWX No.: 314-556-0254.

Ownership: CBS. For other interests, see WCBS-TV, New York.

Began Operation: July 8, 1954 as KWK-TV. Sale to present owner by group which included Robert T. Convey, Globe-Democrat Publishing Co. (Newhouse) and KSTP Inc. approved Oct. 30, 1957 by FCC, but did not begin operation as KMOX-TV until March 16, 1958 (Television Digest, Vol. 13:36, 43-44, 48; 14:1-2, 9).

Represented (sales) by CBS Television Stations National Sales.

### Personnel:

- GORDON L. FRENCH, vice president & general manager.
- NORMAN BACON, director of business affairs.
- SPENCER ALLEN, editorial director.
- DON MARKLEY, program director & film buyer.
- JOHN McKAY, general sales manager.
- THOREN SCHROECK, national sales manager.
- WILLIAM F. MILLER, retail sales manager.
- JAMES D. JOHNSON, director, information services.
- HUGH WOOLSEY, production manager.
- FRED HEYWOOD, manager, publicity & public relations.
- AL MANN, news director.
- MARK RUSSELL, manager, community relations.
- WALLY WESLEY, technical operations director.

### DIGEST OF RATE CARD NO. 16 (Oct. 13, 1969)

Hour	30 Min.	15 Min.	5 Min.	30 Sec.	20 Sec.	ID
Prime Time—7-10 p.m., daily.	\$2200.00	\$1335.00	\$975.00	\$810.00		Graded rates apply*

\*Highest rate: \$1265.

NETWORK BASE HOURLY RATE: \$2200.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>ILLINOIS</b>				
	Bond	4,500	4,200	92
	Calhoun	1,500	1,400	94
	Clinton	7,200	6,900	96
	Fayette	5,700	5,300	93
	Greene	5,000	4,800	96
	Jefferson	9,400	8,700	92
	Jersey	5,300	5,000	95
	Macoupin	13,900	13,300	95
	Madison	77,100	74,700	97
	Marion	12,000	11,400	95
	Monroe	5,100	4,800	95
	Montgomery	9,800	9,200	94
	Perry	5,300	4,900	93
	Randolph	8,100	7,700	95
	St. Clair	86,600	83,000	96
	Washington	3,900	3,600	92
<b>50% &amp; Over MISSOURI</b>				
	Crawford	4,800	4,200	88
	Dent	3,500	3,000	85
	Franklin	16,300	15,700	96
	Gasconade	4,100	3,700	91
	Iron	1,900	1,700	90
	Jefferson	26,700	25,900	97
	Lincoln	5,600	5,200	94
	Madison	3,000	2,700	91
	Montgomery	3,800	3,600	94
	Perry	4,400	4,100	92
	Reynolds	2,000	1,700	85
	St. Charles	23,200	22,500	97
	St. Francois	11,600	11,000	95
	St. Louis	515,400	495,300	96
	Ste. Genevieve	3,500	3,400	95
	Warren	3,300	3,000	93
	Washington	4,000	3,700	92

(Continued on page 447-b)

Station Totals	1,194,000	1,137,300	95
Net Weekly Circulation (March 1969)			867,812
Average Daily Circulation (March 1969)			642,687

# Missouri—St. Louis

**KPLR-TV**



Ch. 11

**Technical Facilities:** Channel No. 11 (198-204 MHz). Authorized power: 316-kw visual, 55-kw aural. Antenna: 1007-ft. above av. terrain, 1214-ft. above ground, 1506-ft. above sea level.

Latitude 38° 31' 47"  
Longitude 90° 17' 58"

**Transmitter:** Reavis Barracks Rd. & Ave. H, Lemay, Mo.

**Studio:** 4935 Lindell Blvd., St. Louis (63108).

**Telephone:** 314-367-7211.

**Telex No.:** 044-840.

**TV tape:** Recording facilities.

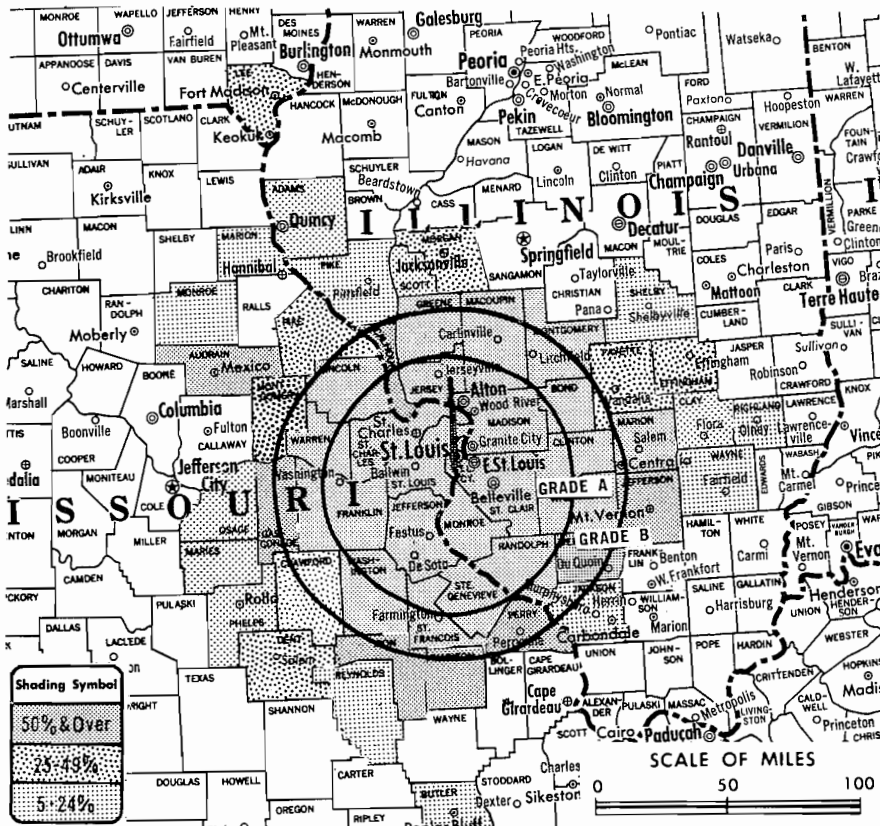
**Color:** Network, live, film, slide & tape.

**News Wire Service:** AP, UPI.

**Facsimile Service:** UPI.

**Represented (engineering) by** Cohen & Dippell.

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).



KPLR-TV Ref: FCC File No. BMPCT-5230 Granted 1/21/59

©American Map Co., Inc., N.Y., No. 14244

## KPLR-TV

**Network Service:** None, independent.

**Licensee:** 220 Television Inc., 200 N. Kingshighway Blvd.

**Business Office:** 4935 Lindell Blvd. (63108).

**Ownership:** 220 North Kingshighway Inc., 100%, which has following owners: estate of Sam Koplar, 5%; Harold Koplar, pres., 45%; Jeanette (Mrs. Sam) Koplar, treas., 10%; Lillian Koplar Shenker, secy., 20%; Betty Koplar Bennett, 20%. Following are officers and voting trustees of 220 Television Inc.: Harold Koplar, pres. (votes 64.30%); executors of estate of Sam Koplar, (votes 14.3%); Lillian Koplar Shenker, secy. (votes 21.4%); Jeanne E. Dunway, treas.

**Began Operation:** April 28, 1959.

**Represented (sales) by** Metro TV Sales.

**Represented (legal) by** Koteen & Burt.

**Personnel:**

JAMES R. HERD, vice president & general manager.  
JOHN A. McELFRESH, general sales manager.  
JAMES WRIGHT, production manager.  
JAMES CORNO, traffic & operations manager.  
TOM COHAN, comptroller.  
JAMES R. ANIANS, film director.  
ROY MAY, director of information services.  
DICK BENEDICT, news director.

DIGEST OF RATE CARD NO. 11—(Sept. 1, 1969)

Hour	30 Min.	15 Min.	5 Min.	Min.	30 or 20 Sec.	8 Sec.
Class A—5-10:30 p.m., daily.	\$1500.00	\$900.00	\$600.00	\$450.00	\$300.00	\$180.00 \$150.00

For Color Set Penetration by Markets

See Services Volume

Net Weekly Circulation	State County	Total Households	TV Homes	%
	<b>ILLINOIS</b>			
	Bond	4,500	4,200	92
	Calhoun	1,500	1,400	94
	Clinton	7,200	6,900	96
	Greene	5,000	4,800	96
	Jefferson	9,400	8,700	92
	Jersey	5,300	5,000	95
	Macoupin	13,900	13,300	95
	Madison	77,100	74,700	97
	Marion	12,000	11,400	95
	Monroe	5,100	4,800	95
	Montgomery	9,800	9,200	94
	Perry	5,300	4,900	93
	Randolph	8,100	7,700	95
	St Clair	86,600	83,000	96
	Washington	3,900	3,600	92
<b>50% &amp; Over</b>	<b>MISSOURI</b>			
	Audrain	8,900	8,600	96
	Franklin	16,300	15,700	96
	Gasconade	4,100	3,700	91
	Iron	1,900	1,700	90
	Jefferson	26,700	25,900	97
	Lincoln	5,600	5,200	94
	Madison	3,000	2,700	91
	Perry	4,400	4,100	92
	St Charles	23,200	22,500	97
	St Francois	11,600	11,000	95
	St Louis	515,400	495,300	96
	Ste Genevieve	3,500	3,400	95
	Warren	3,300	3,000	93
	Washington	4,000	3,700	92
	<b>ILLINOIS</b>			
	Effingham	7,200	6,500	91
	Fayette	5,700	5,300	93
	Morgan	10,800	10,100	93
<b>Between 25-49%</b>	<b>IOWA</b>			
	Lee	13,500	13,000	96

(Continued on page 447-b)

Station Totals	1,109,800	1,057,900	95
Net Weekly Circulation (March 1969)			689,888
Average Daily Circulation (March 1969)			352,371

# Missouri—St. Louis



**KSD-TV**



Ch. 5

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 15-kw aural. Antenna: 1090-ft. above av. terrain, 1159-ft. above ground, 1649-ft. above sea level.

Latitude 38° 34' 05"  
Longitude 90° 19' 55"

Transmitter: 6871 Heege Rd., St. Louis County, Mo.

Studio: 1111 Olive St. (63101).

TV tape: Recording facilities.

AM Affiliate: KSD, 5-kw, 550 kHz (NBC).

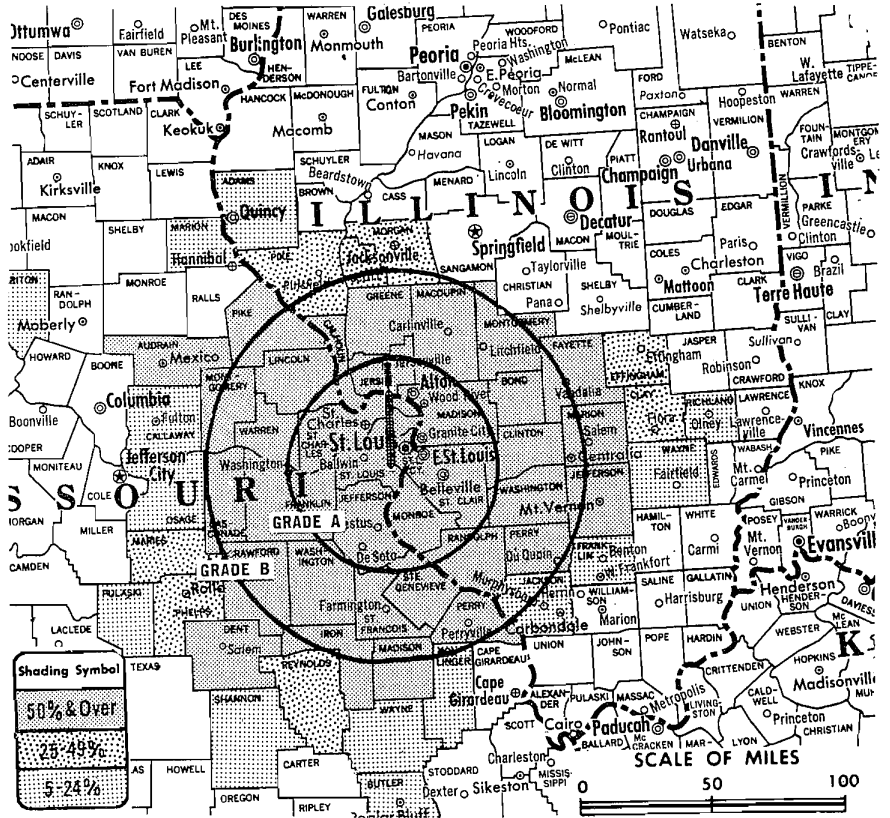
Color: Network, live, film, slide & tape.

News Wire Service: AP.

Facsimile Service: UPI.

News Film Service: NBC.

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV % and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).



KSD-TV Ref: FCC File No. BPCT-2132 Granted 6/21/56

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## KSD-TV

Licensee: The Pulitzer Publishing Co., 1111 Olive St. (63101).

Telephone: 314-621-1111. TWX No.: 910-761-1037.

Ownership: Same as St. Louis Post-Dispatch, Joseph Pulitzer Jr., pres. Pulitzer Publishing also owns KVOA-TV, Tucson, Ariz. and KOAT-TV, Albuquerque, N.M.

Began Operation: Feb. 8, 1947.

Represented (sales) by Blair Television.

Represented (legal) by Robert A. Marmet.

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

Personnel:

- HAROLD GRAMS, vice president, broadcasting.
- RAY KARPOWICZ, general manager.
- KEITH GUNTHER, program manager.
- ANTHONY E. BELLO, sales manager.
- DON S. SCHOMBURG, office manager.
- FRED J. MUELLER, corporate & sales promotion manager.
- HARRY HONIG, audience promotion manager.
- AUSTIN BRIDGMAN, news editor.
- ED RISK, chief engineer.

### DIGEST OF RATE CARD NO. 22A—(June 16, 1969)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. ID  
Class AAA—7-10:30 p.m., daily.  
\$2500.00 \$1580.00 \$920.00 \$850.00 . . . . . \$550.00 \$300.00  
NETWORK BASE HOURLY RATE: \$2200.

Net Weekly Circulation	State County	Total Hcuseholds	TV Homes	%
<b>50% &amp; Over</b>	ILLINOIS			
	Bond	4,500	4,200	92
	Calhoun	1,500	1,400	94
	Clinton	7,200	6,900	96
	Fayette	5,700	5,300	93
	Greene	5,000	4,800	96
	Jefferson	9,400	8,700	92
	Jersey	5,300	5,000	95
	Macoupin	13,900	13,300	95

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	ILLINOIS—(Continued)			
	Madison	77,100	74,700	97
	Marion	12,000	11,400	95
	Monroe	5,100	4,800	95
	Montgomery	9,800	9,200	94
	Perry	5,300	4,900	93
	Randolph	8,100	7,700	95
	St Clair	86,600	83,000	96
	Washington	3,900	3,600	92
	MISSOURI			
Audrain	8,900	8,600	96	
Crawford	4,800	4,200	88	
Dent	3,500	3,000	85	
Franklin	16,300	15,700	96	
Gasconade	4,100	3,700	91	
Iron	1,900	1,700	90	
Jefferson	26,700	25,900	97	
Lincoln	5,600	5,200	94	
Madison	3,000	2,700	91	
Montgomery	3,800	3,600	94	
Perry	4,400	4,100	92	
Pike	5,700	5,300	93	
St Charles	23,200	22,500	97	
St Francois	11,600	11,000	95	
St Louis	515,400	495,300	96	
Ste Genevieve	3,500	3,400	95	
Warren	3,300	3,000	93	
Washington	4,000	3,700	92	
<b>Between 25-49%</b>	ILLINOIS			
	Clay	4,500	4,100	90
	Effingham	7,200	6,500	91
	Morgan	10,800	10,100	93
	Pike	6,200	5,800	94
Scott	1,500	1,400	97	
MISSOURI				
Maries	2,200	2,000	91	
Phelps	8,600	7,800	90	
Reynolds	2,000	1,700	85	
(Continued on page 447-b)				
Station Totals		1,246,500	1,187,000	95
Net Weekly Circulation (March 1969)			872,038	
Average Daily Circulation (March 1969)			629,542	

# Missouri—St. Louis



**KTVI**



Ch. 2

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1085-ft. above av. terrain, 1049-ft. above ground, 1649-ft. above sea level.

Latitude 38° 32' 07"  
Longitude 90° 22' 23"

Transmitter: Gravois & Emil Aves., Sappington, Mo.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

News Film Service: ABC.

Facsimile Service: UPI.

Represented (engineering) by Lohnes & Culver.

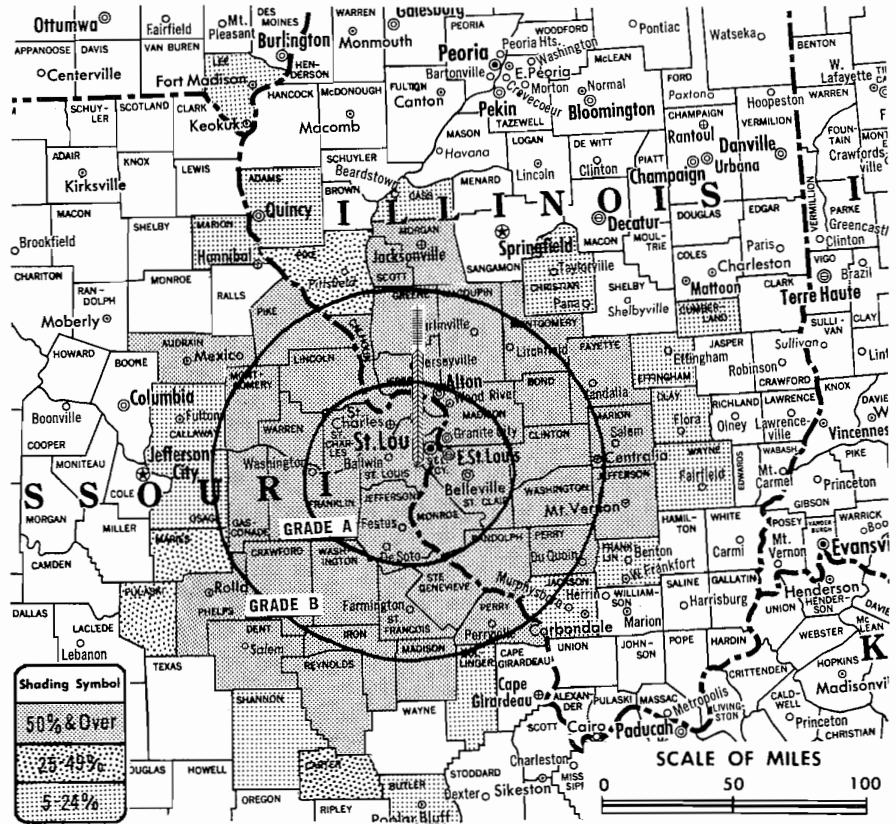
Total Households: © SRDS

Consumer Market Data as of 1/1/70.

TV Homes: TV% and Circulation

© 1969 American Research Bureau.

County coverage based on ARB study (see page 4-b).



KTVI Ref: FCC File No. BMPCT—4615 Granted 4/2/58

©American Map Co., Inc., N.Y., No. 14244

## KTVI

Licensee: Newhouse Broadcasting Corp., 5915 Berthold Ave., St. Louis, Mo. (63110).

Studio: 5915 Berthold Ave.

Telephone: 314-647-7777. TWX No.: 314-556-0082.

Ownership: Newhouse Broadcasting Corp., 100%. Newhouse also owns St. Louis Globe Democrat. For other Newhouse interests, see WSYR-TV, Syracuse, N.Y.

Began Operation: Aug. 10, 1953 as WTVI, Belleville, Ill.-St. Louis (Ch. 54); on April 9, 1955 shifted facilities to Ch. 36, acquired from KSTM-TV, off-air (Television Digest, Vol. 11:16); March 20, 1957, it left air temporarily for changeover to Ch. 2, and resumed operation April 15, 1957. (Vol. 14:6, 12). Sale of 74% by Harry Tenenbaum, Paul E. Peltasen and associates to Newhouse Bcstg., which thereby increased its holdings to 100% was approved June 10, 1964 by FCC.

Represented (sales) by Harrington, Righter & Parsons Inc.; Andy McDermott Sales Ltd. (Canada).

Represented (legal) by Surrey, Karasik, Gould & Greene.

Personnel:

- RALPH HANSEN, general manager.
- MANNE RUSSO, general sales manager.
- JACK FENTRESS, program manager.
- CLARK GRANT, promotion manager.
- GLENN WILSON, news director.
- RICHARD J. TROMPETER, chief engineer.

### DIGEST OF RATE CARD NO. 15 (Sept. 15, 1969)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 8 Sec.  
Class AA—6:30-10:30 p.m., daily.

\$1950.00 \$1170.00 \$800.00 \$488.00 Graded rates apply\*

\*Highest rate: \$1000.

NETWORK BASE HOURLY RATE: \$1750.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>ILLINOIS</b>				
	Bond	4,500	4,200	92
	Calhoun	1,500	1,400	94
	Clinton	7,200	6,900	96
	Fayette	5,700	5,300	93
	Greene	5,000	4,800	96
	Jefferson	9,400	8,700	92
	Jersey	5,300	5,000	95
	Macoupin	13,900	13,300	95
	Madison	77,100	74,700	97
	Marion	12,000	11,400	95
	Monroe	5,100	4,800	95
	Montgomery	9,800	9,200	94
	Morgan	10,800	10,100	93
	Perry	5,300	4,900	93
	Randolph	8,100	7,700	95
	St Clair	86,600	83,000	96
	Scott	1,500	1,400	97
	Washington	3,900	3,600	92
<b>50% &amp; Over</b>	<b>MISSOURI</b>			
	Audrain	8,900	8,600	96
	Crawford	4,800	4,200	88
	Dent	3,500	3,000	85
	Franklin	16,300	15,700	96
	Gasconade	4,100	3,700	91
	Iron	1,900	1,700	90
	Jefferson	26,700	25,900	97
	Lincoln	5,600	5,200	94
	Madison	3,000	2,700	91
	Montgomery	3,800	3,600	94
	Perry	4,400	4,100	92
	Phelps	8,600	7,800	90
	Pike	5,700	5,300	93
	Reynolds	2,000	1,700	85
	St Charles	23,200	22,500	97
	St Francois	11,600	11,000	95
	St Louis	515,400	495,300	96
	Ste Genevieve	3,500	3,400	95

(Continued on page 447-b)

Station Totals	1,426,100	1,358,600	95
Net Weekly Circulation (March 1969)			846,634
Average Daily Circulation (March 1969)			504,146

For Color Set Penetration by Markets  
See Services Volume



**KMOX-TV, St. Louis**  
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>Between 25-49 %</b>	ILLINOIS			
	Effingham	7,200	6,500	91
	Pike	6,200	5,800	94
	Scott	1,500	1,400	97
	MISSOURI			
Audrain	8,900	8,600	96	
Phelps	8,600	7,800	90	
Pike	5,700	5,300	93	
<b>Between 5-24 %</b>	ILLINOIS			
	Adams	23,100	22,300	96
	Christian	11,300	10,800	95
	Clay	4,500	4,100	90
	Franklin	11,100	10,300	93
	Jackson	14,200	13,100	93
	Morgan	10,800	10,100	93
	Wayne	5,400	4,800	89
	IOWA			
	Lee	13,500	13,000	96
	MISSOURI			
	Bollinger	2,200	2,000	90
	Butler	10,100	9,100	90
	Maries	2,200	2,000	91
	Marion	8,700	8,300	96
Mississippi	5,000	4,600	94	
Osage	3,200	2,800	90	
Shannon	2,300	1,900	80	
Wayne	2,300	2,100	89	

**KPLR-TV, St. Louis**  
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>Between 25-49 %</b>	MISSOURI			
	Crawford	4,800	4,200	88
	Dent	3,500	3,000	85
	Montgomery	3,800	3,600	94
Pike	5,700	5,300	93	
<b>Between 5-24 %</b>	ILLINOIS			
	Adams	23,100	22,300	96
	Clay	4,500	4,100	90
	Jackson	14,200	13,100	93
	Pike	6,200	5,800	94
	Richland	5,000	4,600	92
	Scott	1,500	1,400	97
	Shelby	6,900	6,400	93
	Wayne	5,400	4,800	89
	MISSOURI			
	Butler	10,100	9,100	90
	Maries	2,200	2,000	91
	Marion	8,700	8,300	96
	Monroe	3,700	3,500	95
	Osage	3,200	2,800	90
Phelps	8,600	7,800	90	
Reynolds	2,000	1,700	85	

**KHQA-TV, Hannibal**  
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>Between 5-24 %</b>	IOWA			
	Davis	2,700	2,500	95
	Des Moines	15,100	14,600	96
	Henry	5,100	4,700	93
	MISSOURI			
	Lincoln	5,600	5,200	94
	Montgomery	3,800	3,600	94
Putnam	1,800	1,700	97	
Randolph	7,600	7,200	94	

**Missouri**

**KSD-TV, St. Louis**  
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>Between 5-24 %</b>	ILLINOIS			
	Adams	23,100	22,300	96
	Franklin	11,100	10,300	93
	Jackson	14,200	13,100	93
	Richland	5,000	4,600	92
	Wayne	5,400	4,800	89
	MISSOURI			
	Bollinger	2,200	2,000	90
	Butler	10,100	9,100	90
	Callaway	6,700	6,300	95
Chariton	3,600	3,300	91	
Marion	8,700	8,300	96	
Osage	3,200	2,800	90	
Pulaski	8,400	7,800	93	
Shannon	2,300	1,900	80	
Wayne	2,300	2,100	89	

**KTVI, St. Louis**  
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>50% &amp; Over</b>	MISSOURI—(Continued)			
	Warren	3,300	3,000	93
	Washington	4,000	3,700	92
<b>Between 25-49 %</b>	ILLINOIS			
	Pike	6,200	5,800	94
	MISSOURI			
	Carter	1,000	800	80
Maries	2,200	2,000	91	
Pulaski	8,400	7,800	93	
<b>Between 5-24 %</b>	ILLINOIS			
	Adams	23,100	22,300	96
	Cass	4,200	4,000	94
	Christian	11,300	10,800	95
	Clay	4,500	4,100	90
	Cumberland	3,200	3,000	93
	Effingham	7,200	6,500	91
	Franklin	11,100	10,300	93
	Jackson	14,200	13,100	93
	Wayne	5,400	4,800	89
IOWA				
Lee	13,500	13,000	96	
MISSOURI				
Bollinger	2,200	2,000	90	
Butler	10,100	9,100	90	
Marion	8,700	8,300	96	
Osage	3,200	2,800	90	
Shannon	2,300	1,900	80	

**When audience estimates will help TOMORROW,  
Call for ARB Overnights TODAY!**

# Missouri—Sedalia



**KMOS-TV**



Ch. 6

[Satellite of KRCG,  
Jefferson City, Mo.]

Technical Facilities: Channel No. 6  
(82-88 MHz). Authorized power:  
16.4-kw visual, 3.28-kw aural.  
Antenna: 360-ft. above av. terrain,  
321-ft. above ground, 1211-ft.  
above sea level.

Latitude 38° 42' 20"  
Longitude 93° 15' 13"

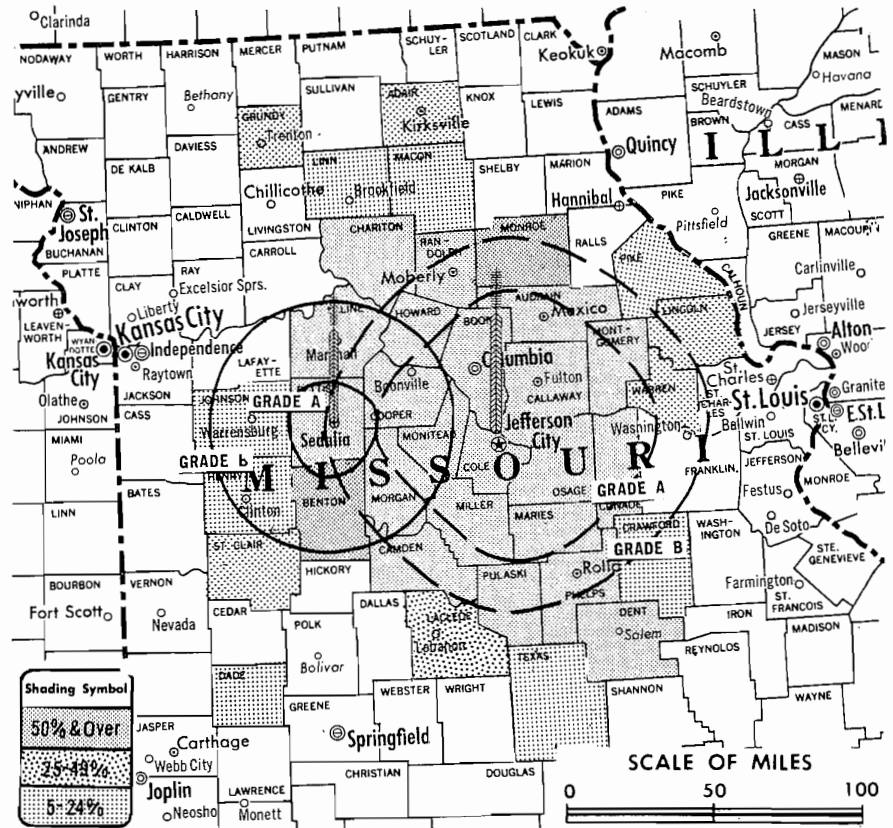
Transmitter: 2100 W. Broadway.

Color: Network.

News Wire Service: AP.

Studio: 2100 W. Broadway.

Represented (legal) by Dow, Lohnes  
& Albertson.



County coverage based on ARB study (see  
page 4-b).

KMOS-TV Ref: FCC File No. BMPCT-1210 Granted 7/8/53

American Map Co., Inc., N.Y., No. 14244

## KMOS-TV

Licensee: Mid-America TV Co., 114 W. 11th St., Kansas City, Mo.  
Telephone: 816-816-1651.

Ownership: See KRCG, Jefferson City, Mo.

Began Operation: July 8, 1954. Sale to Jefferson Television Co.  
(KRCG, Jefferson City) approved by FCC July 26, 1961. Sale  
to Cook Paint & Varnish Co. by Milton J. Hinlein and associates  
approved by FCC Dec. 23, 1958 (Television Digest, Vol. 14:50).  
Note: For sale to present owner by Jefferson Television, see  
KRCG, Jefferson City, Mo.

Represented (sales) by Blair TV Assoc.; Eugene F. Gray Co. (Mis-  
souri, Kansas & Neb.).

Personnel:

EDWARD J. SCHUELEIN, general manager.  
STEWART GRESSLEY, manager.

Rates: Included with rates for KRCG, Jefferson City.

**ARB Data For This Station Included With Parent  
KRCG, Jefferson City, Mo. Above Map Shows Cov-  
erage For Both Parent & Satellite.**

## MORTON FLOM, P. Eng. Consulting Engineer

- CATV Proof of Performance
- Antenna Site/System — Testing, Analysis, Design
- FCC Briefs — CRTC Applications
- Radio Equipment Type Approval
- CSA Applications

*All Services Confidential*

514-484-4883

5814 Hudson Avenue  
Montreal 268.

# Missouri—Springfield

## KMTC

Ch. 27

Technical Facilities: Channel No. 27 (548-554 MHz). Authorized power: 1038-kw max. & 240-kw horizontal visual, 209-kw max. & 48-kw horizontal aural. Antenna: 1690-ft. above av. terrain, 1621-ft. above ground, 3176-ft. above sea level.

Latitude 37° 11' 40"  
Longitude 92° 56' 04"

Transmitter: R. R., Fordland, Mo.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP.



Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).

## KMTC

Grantee: Midland TV Corp., 2322 S. Cedarbrook, Springfield, Mo. (65804).

Studio: 3000 E. Cherry St. (65804).

Telephone: 417-862-7091.

Ownership: Kenneth E. Meyer, pres. & gen. mgr., 12.27%; Thomas A. Barneby, secy., 6.93%; Morris Burks, treas., 5.04%; Nick M. van Gelder, Julian R. Goodwin, H. C. Wattner, George W. Reed, Gerald F. Doran, J. T. Gahm, Dr. Inks Franklin, Steve W. Ball & W. E. Carter, 5.07% each; Alex Fellini, 5.04%; Kenneth W. Rhoden, 4.8%. Meyer owns 31% of KTXR(FM), Springfield, Barneby, 31%. Meyer, Barneby & Franklin own 33% each of KFAL, Fulton, Mo.

Began Operation: Oct. 2, 1968.

Represented (legal) by Wilner, Scheiner & Greeley.

Represented (engineering) by Melvin B. Caldwell.

Personnel:

KENNETH E. MEYER, president & general manager.  
WALLY SCHWENTSER, chief engineer.  
RAY MULLINS, public affairs.  
RON WILLIAMS, promotion manager.  
B. H. ALLEY, women's director.  
JOHN MADDEN, public relations.

### DIGEST OF RATE CARD NO. 1 (Sept. 1968)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AA—7-10 p.m., daily.	\$300.00	\$180.00	\$120.00	\$90.00	\$85.00	\$68.00
NETWORK BASE HOURLY RATE:	\$30 (ABC).					

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Between 25-49%</b>	ARKANSAS			
	Baxter	3,500	3,100	88
	Boone	6,900	6,100	89
	MISSOURI			
	Christian	4,200	3,900	94
	Douglas	2,100	1,900	92
	Greene	48,200	46,300	96
<b>Between 5-24%</b>	Laclede	6,200	5,700	93
	Polk	4,100	3,700	92
	Taney	3,600	3,400	94
	Webster	4,300	3,900	92
	MISSOURI			
	Barry	5,500	5,100	93
	Camden	3,800	3,500	91
<b>Between 5-24%</b>	Dallas	3,000	2,800	93
	Howell	6,800	5,800	85
	Ozark	2,200	1,900	89
	Stone	2,000	1,800	89
	Texas	5,700	5,000	87
Wright	4,100	3,700	89	
Station Totals		139,700	129,500	92
Net Weekly Circulation (March 1969)				31,994
Average Daily Circulation (March 1969)				14,027

For Missouri Market Rankings  
See page 427-b

# Missouri—Springfield



**KTTS-TV**



Ch. 10

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 316-kw maximum and 240-kw horizontal visual, 63.2-kw aural. Antenna: 710-ft. above av. terrain, 661-ft. above ground, 2049-ft. above sea level.

Latitude 37° 13' 24.61"  
Longitude 93° 14' 30.08"

Transmitter: 2650 E. Division St.

TV tape: Recording facilities.

AM Affiliate: KTTS, 1-kw (.25-kw N), 1400 kHz (CBS).

FM Affiliate: KTTS-FM, 10-kw, 94.7 MHz (No. 234), 660-ft. antenna height.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

News Film Service: CBS.

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).



KTTS-TV Ref: FCC File No. BMPCT-3293 Granted 8/18/55

© American Map Co., Inc., N.Y., No. 14244

## KTTS-TV

Licensee: Independent Broadcasting Co., Box 1716 S.S.S., Springfield (65805).

Studio: 2650 E. Division St. Telephone: 417-862-7474.

TWX No.: 417-889-0161.

Ownership: J. H. G. Cooper, pres., 54.87%; (owned jointly with sons John O. & James H. Cooper); George M. Thompson Sr., v.p.-treas., 1.97%; Irving W. Schwab, secy., 8.29%; G. Pearson Ward, v.p., 8.79%; others, none holding as much as 5%.

Began Operations: March 14, 1953.

Represented (sales) by H-R Television.

Represented (legal) by Dempsey & Koplovitz.

Represented (engineering) by James C. McNary.

Personnel:

G. PEARSON WARD, v.p., manager & film buyer.  
JERRY SWEANEY, assistant manager.  
WILLIAM F. CURRY, chief engineer.  
KEVIN McANDREWS, program director.  
JACK LLOYD, sales.

### DIGEST OF RATE CARD NO. 12—(Aug. 1, 1969)

Hour 30 Min. 15 Min. 5 Min. Min. 30 or 20 Sec. 10 Sec.

Class A—4-10:30 p.m., Sun.; 6-10:30 p.m., Mon.-Sat.  
\$475.00 \$285.00 \$190.00 \$145.00 Graded rates apply\*

\*Highest rate: \$200.

NETWORK BASE HOURLY RATE: \$425.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	ARKANSAS Boone	6,900	6,100	89
	Arkansas Carroll	4,500	4,000	90
	Arkansas Marion	1,400	1,200	90

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	MISSOURI Barry	5,500	5,100	93
	Missouri Camden	3,800	3,500	91
	Missouri Cedar	2,700	2,500	92
	Missouri Christian	4,200	3,900	94
	Missouri Dade	2,000	1,900	94
	Missouri Dallas	3,000	2,800	93
	Missouri Douglas	2,100	1,900	92
	Missouri Greene	48,200	46,300	96
	Missouri Hickory	1,200	1,100	91
	Missouri Laclede	6,200	5,700	93
	Missouri Lawrence	7,700	7,200	93
	Missouri Ozark	2,200	1,900	89
	Missouri Polk	4,100	3,700	92
	Missouri Pulaski	8,400	7,800	93
	Missouri Stone	2,000	1,800	89
Missouri Taney	3,600	3,400	94	
Missouri Texas	5,700	5,000	87	
Missouri Webster	4,300	3,900	92	
Missouri Wright	4,100	3,700	89	

<b>Between 25-49%</b>	ARKANSAS Baxter	3,500	3,100	88
	Arkansas Newton	1,200	900	79
<b>Between 5-24%</b>	MISSOURI St Clair	2,900	2,600	90
	Missouri Vernon	5,900	5,400	92

<b>Between 5-24%</b>	ARKANSAS Benton	14,800	13,300	90
	Arkansas Madison	2,500	2,000	81
<b>Between 5-24%</b>	KANSAS Woodson	1,200	1,100	91
	MISSOURI Barton	3,300	3,100	94
	Missouri Benton	3,200	2,800	89

(Continued on page 452-b)

Station Totals	284,500	262,400	92
Net Weekly Circulation (March 1969)			129,188
Average Daily Circulation (March 1969)			89,688

# Missouri—Springfield



**KYTV**



Ch. 3

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1645-ft. above av. terrain, 1609-ft. above ground, 3174-ft. above sea level.

Latitude 37° 10' 11"  
Longitude 92° 56' 30"

Transmitter: .7-mi. N of Fordland, Mo.

Telephone: 417-866-2766.

TWX No.: 910-775-4714.

TV tape: Recording facilities.

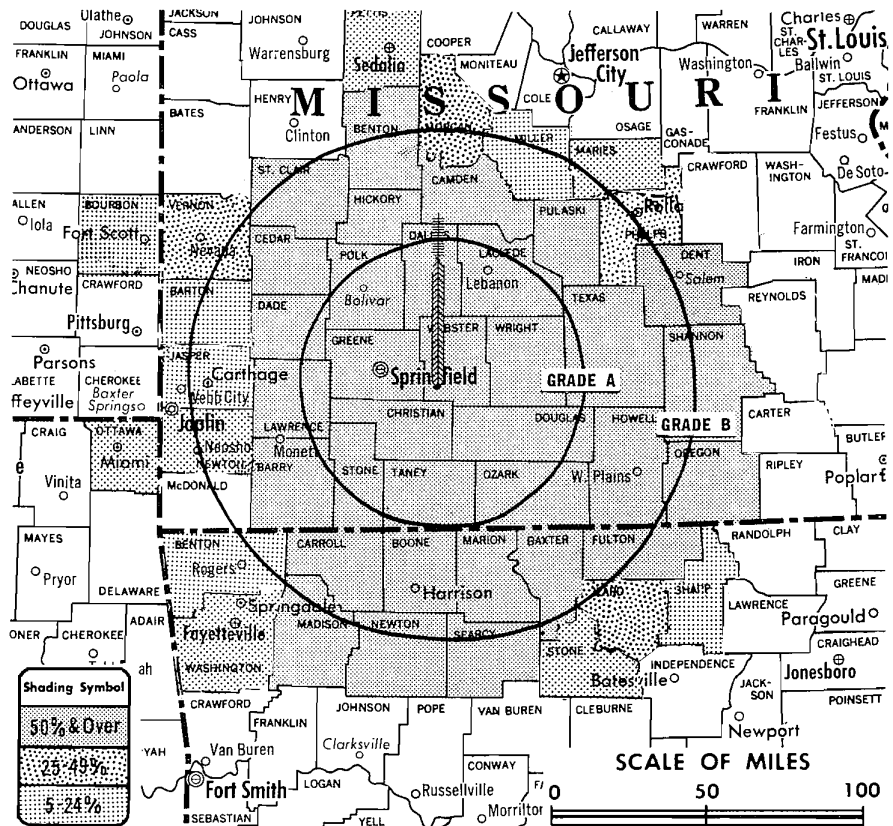
Color: Network, live, film, slide & tape.

News Wire Service: AP.

Represented (legal) by Fisher, Wayland, Duvall & Southmayd.

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

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).



KYTV Ref: FCC File No. BPCT-2841 Granted 4/21/61

©American Map Co., Inc., N.Y., No. 1424

## KYTV

Network Service: NBC.

Licensee: Springfield Television Inc., 999 W. Sunshine (65804).

Studio: 999 W. Sunshine.

Ownership: Grand Prairie Investment Co., 50%; Springfield Newspapers Inc., 49.866% (publishers of Springfield News and Leader & Press); also operates radio station KGBX, Springfield; purchase of KHMO, Hannibal, Mo. pending FCC approval. Lester L. Cox, pres.; Keith G. Wells, v.p., .033%; W. W. Weber, secy., .033%; Lynn E. Bussey, treas.; A. A. Watson, .033%; Tams Bixby III, .033% (gen. mgr., Springfield Newspapers). Prairie Investment is equally owned by Lester L. Cox (and wife) and Lynn E. Bussey (and wife). Lester L. Cox is chmn. of board of KOAM-TV & KOAM, Pittsburg, Kan.

Began Operation: Oct. 1, 1953.

Represented (sales) by Blair Television.

Personnel:

DONALD S. MOELLER, vice president & general manager.  
CARL FOX, vice president, programming & public affairs.  
THOMAS E. FLANAGAN, national sales & marketing manager.  
FRED RAINS, operations manager.  
CLARENCE MARTIN, promotion manager.  
BILL AVERY, news director.  
E. DENNIS WHITE, chief engineer.

### DIGEST OF RATE CARD NO. 11—(June 1, 1969)

Hour	30 Min.	Min.	30 or 20 Sec.	10 Sec.	
Class A—5:30-10 p.m., daily.	\$600.00	\$360.00	\$150.00	\$120.00*	\$70.00*

\*Class AA—6:30-10 p.m., daily.

NETWORK BASE HOURLY RATE: \$538 (NBC).

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	ARKANSAS			
	Baxter	3,500	3,100	88
	Boone	6,900	6,100	89
	Carroll	4,500	4,000	90
	Fulton	1,600	1,300	79
Madison	2,500	2,000	81	

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	ARKANSAS—(Continued)			
	Marion	1,400	1,200	90
	Newton	1,200	900	79
	Searcy	2,100	1,800	85
	MISSOURI			
	Barry	5,500	5,100	93
	Benton	3,200	2,800	89
	Camden	3,800	3,500	91
	Cedar	2,700	2,500	92
	Christian	4,200	3,900	94
	Dade	2,000	1,900	94
	Dallas	3,000	2,800	93
	Dent	3,500	3,000	85
	Douglas	2,100	1,900	92
	Greene	48,200	46,300	96
	Hickory	1,200	1,100	91
	Howell	6,800	5,800	85
Laclede	6,200	5,700	93	
Lawrence	7,700	7,200	93	
Oregon	2,600	2,100	80	
Ozark	2,200	1,900	89	
Polk	4,100	3,700	92	
Pulaski	8,400	7,800	93	
St Clair	2,900	2,600	90	
Shannon	2,300	1,900	80	
Stone	2,000	1,800	89	
Taney	3,600	3,400	94	
Texas	5,700	5,000	87	
Webster	4,300	3,900	92	
Wright	4,100	3,700	89	
<b>Between 25-49%</b>	ARKANSAS			
	Izard	1,600	1,300	81
	MISSOURI			
	Morgan	3,000	2,800	93
Phelps	8,600	7,800	90	
Vernon	5,900	5,400	92	

(Continued on next page)

Station Totals	388,700	358,200	92
Net Weekly Circulation (March 1969)			168,288
Average Daily Circulation (March 1969)			125,844

# Missouri

## KYTV, Springfield (ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>Between 5-24 %</b>	<b>ARKANSAS</b>			
	Benton	14,800	13,300	90
	Sharp	3,400	2,800	80
	Stone	2,400	2,000	85
	Washington	24,000	21,500	89
	<b>KANSAS</b>			
	Bourbon	6,400	6,000	94
	<b>MISSOURI</b>			
	Barton	3,300	3,100	94
	Jasper	28,800	27,400	95
	Maries	2,200	2,000	91
	Miller	4,600	4,300	94
	Monroe	3,700	3,500	95
	Newton	10,200	9,700	96
	Pettis	13,100	12,300	94
	<b>OKLAHOMA</b>			
	Ottawa	9,300	8,900	95

## KODE-TV, Joplin (ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>Between 5-24 %</b>	<b>MISSOURI—(Continued)</b>			
	Greene	48,200	46,300	96
	Polk	4,100	3,700	92
	St Clair	2,900	2,600	90
	Stone	2,000	1,800	89
	<b>OKLAHOMA</b>			
	Nowata	3,200	3,100	95

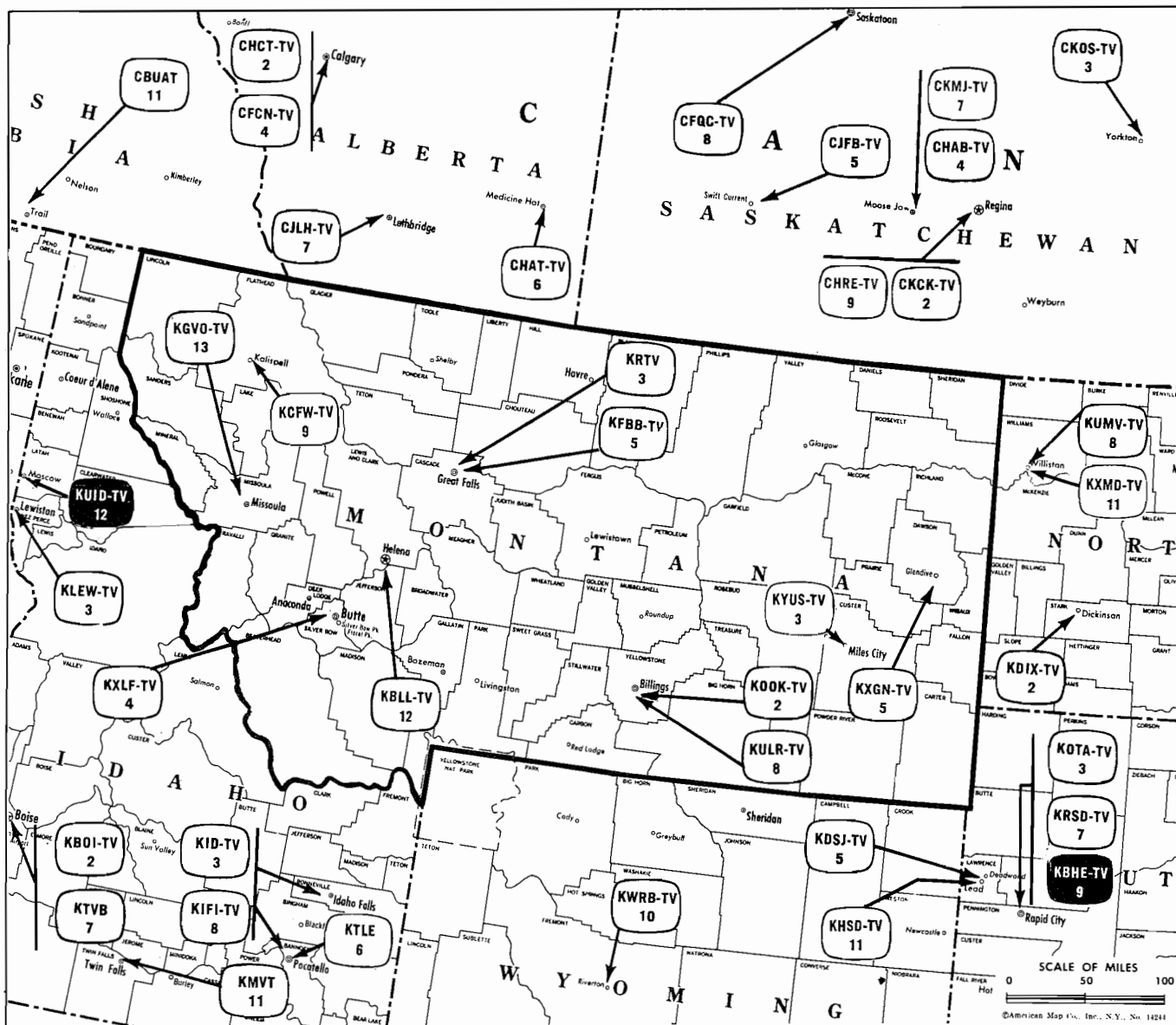
*Hogan-Feldmann, Inc.*  
 MEDIA BROKERS · CONSULTANTS  
 4404 Riverside Drive, Box 1545  
 Burbank, California 91505  
 Area Code 213 849-3201

## KQTV, St. Joseph (ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>Between 5-24 %</b>	<b>IOWA</b>			
	Adams	1,900	1,800	93
	Decatur	2,500	2,300	91
	Union	3,800	3,600	95
	<b>KANSAS</b>			
	Anderson	3,100	2,900	94
	Coffey	2,300	2,100	90
	Douglas	13,700	12,900	94
	Johnson	63,800	62,700	98
	Marshall	4,400	4,100	92
	Miami	6,200	6,000	97
	Osage	4,300	4,100	94
	Pottawatomie	3,500	3,200	94
	Wabaunsee	2,600	2,400	92
	Wyandotte	64,700	62,500	97
	<b>MISSOURI</b>			
	Bates	5,000	4,600	92
	Benton	3,200	2,800	89
	Carroll	4,200	3,900	94
	Cass	14,100	13,600	96
	Chariton	3,600	3,300	91
	Clay	36,800	35,900	98
	Henry	6,800	6,300	93
	Jackson	231,100	221,100	96
	Johnson	10,700	10,200	95
	Lafayette	8,100	7,800	95
	Pettis	13,100	12,300	94
	Ray	5,500	5,200	95
Saline	7,500	7,000	94	
Sullivan	3,000	2,800	94	
<b>NEBRASKA</b>				
Johnson	1,700	1,600	95	
Pawnee	1,100	1,000	91	

## KTTS-TV, Springfield (ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>Between 5-24 %</b>	<b>MISSOURI—(Continued)</b>			
	Howell	6,800	5,800	85
	Jasper	28,800	27,400	95
	Newton	10,200	9,700	96
	Pettis	13,100	12,300	94
	Phelps	8,600	7,800	90
	<b>OKLAHOMA</b>			
Ottawa	9,300	8,900	95	



Market	ARB Net Weekly Circulation	Rank	ARB ADI TV Households	Rank
Billings	63,827	181	58,900	159
Great Falls	60,148	185	50,300	166
Butte	59,603	187	37,500	180
Missoula	54,617	191	32,300	185
Glendive	9,182	218	4,100	205
Helena	8,403	219	9,200	202

**Montana Station Status as of March 1, 1970**

	VHF	UHF	TOTAL
Commercial Television Stations	10	0	10
Educational Television Stations	0	0	0
			10

**HAMILTON-LANDIS & ASSOCIATES, INC.—NATIONWIDE MEDIA BROKERS**  
 THE OFFICE NEAREST YOU IS—111 SUTTER ST., SAN FRANCISCO, CAL. 94104 • (415) 392-5671

# Montana—Billings



Ch. 2

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 10.2-kw aural. Antenna: 670-ft. above av. terrain, 383-ft. above ground, 4183-ft. above sea level.

Latitude 45° 46' 00.2"  
Longitude 108° 27' 26.7"

Transmitter: 2-mi. ESE of Billings on Westergard Hill.

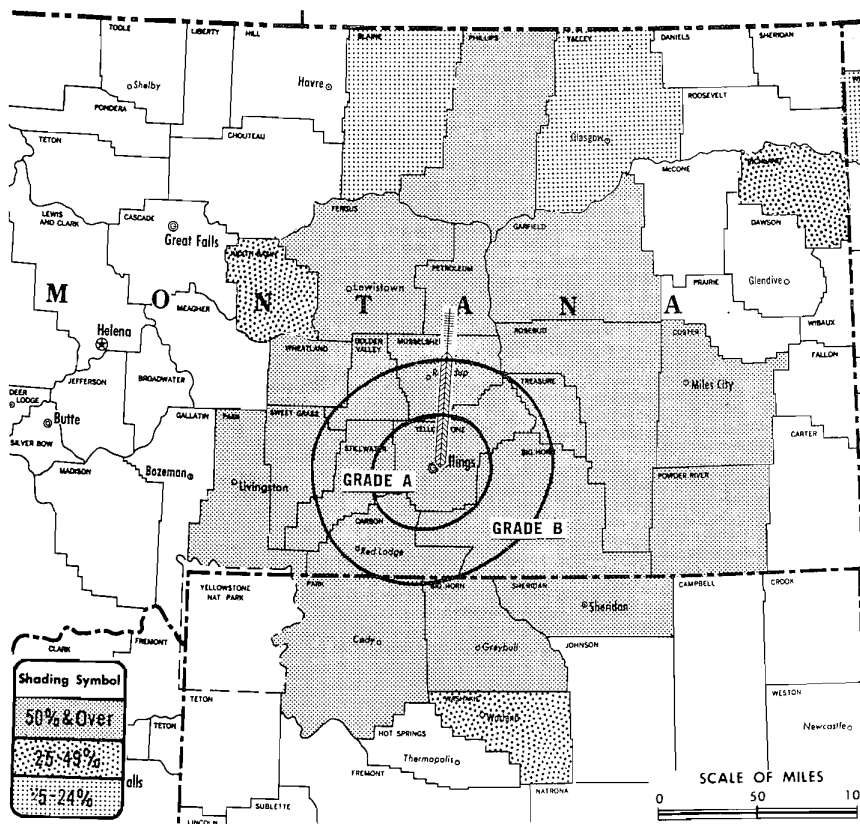
AM Affiliate: KOOK, 5-kw, 970 kHz.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

News Film Service: CBS.



Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).

KOOK-TV Ref: FCC File No. BMPCT-4001 Granted 8/20/56

©American Map Co., Inc., N.Y., No. 14244

## KOOK-TV

Network Service: CBS, NBC.

Licensee: The Montana Network, 3203 3rd Ave. N, Box 2557 (59103).

Studio: 3203 3rd Ave. N, Box 2557.

Telephone: 406-252-5611. TWX No.: 910-975-1030.

Ownership: J. S. Sample, pres.-treas., .14%; Harvey D. Backman, .14%; Jerome Anderson, secy., .14%; Garryowen Bcstg. System (voted by J. S. Sample), 99.58%. Same interests also own KXLF-TV & KXLF, Butte & KRTV, Great Falls, Mont.

Began Operation: Nov. 9, 1953.

Represented (sales) by Avery-Knodel Inc.; Montana Television Network; Art Moore & Assoc. (Seattle & Portland); Andy McDermott Sales Ltd. (Canada).

Represented (legal) by John H. Midlen.

Represented (engineering) by Silliman, Moffet & Kowalski.

Personnel:

VICTOR MILLER, general manager & national sales manager.  
BERNIE STYLES, local commercial manager.  
LEE LAREVA, program & operations director.  
J. R. MIDDLETON, chief engineer.  
BEVERLY MARTIN, merchandising director.  
JOSEPH S. SAMPLE, film buyer.

DIGEST OF RATE CARD NO. 14  
(Sept. 1, 1969)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	30 or 20 Sec.	ID
Class A—6:30-9:59 p.m., daily.	\$300.00	\$180.00	\$120.00	\$100.00	\$90.00	\$60.00	\$50.00 \$37.00

Note: For combination rates, Montana Television Network, Box 2557, Billings, Mont.

NETWORK BASE HOURLY RATE: \$350.

Net Weekly Circulation	State County	Total Households	TV Homes	%	
<b>50% &amp; Over</b>	<b>MONTANA</b>				
		Big Horn	3,000	2,600	87
		Carbon	2,800	2,600	92
		Custer	4,400	3,800	87
		Fergus	4,100	3,600	88
		Garfield	400	300	72
		Golden Valley	400	400	85
		Musselshell	1,000	900	88
		Park	4,100	3,800	91
		Petroleum	300	300	84
		Phillips	1,600	1,300	83
		Powder River	500	400	79
		Rosebud	1,500	1,300	86
		Stillwater	1,500	1,400	96
	Sweet Grass	900	700	84	
	Treasure	400	400	87	
	Wheatland	1,000	900	89	
	Yellowstone	28,700	27,600	96	
<b>Between 25-49%</b>	<b>WYOMING</b>				
		Big Horn	2,900	2,600	90
		Park	4,800	4,300	90
		Sheridan	5,600	5,000	88
<b>Between 5-24%</b>	<b>MONTANA</b>				
		Judith Basin	1,000	900	88
		Richland	2,900	2,700	92
	<b>NORTH DAKOTA</b>				
	Williams	8,100	7,700	95	
	<b>WYOMING</b>				
	Washakie	2,800	2,500	92	
<b>Station Totals</b>			109,900	101,200	92
	Net Weekly Circulation (March 1969)				63,827
	Average Daily Circulation (March 1969)				48,197



# Montana—Billings



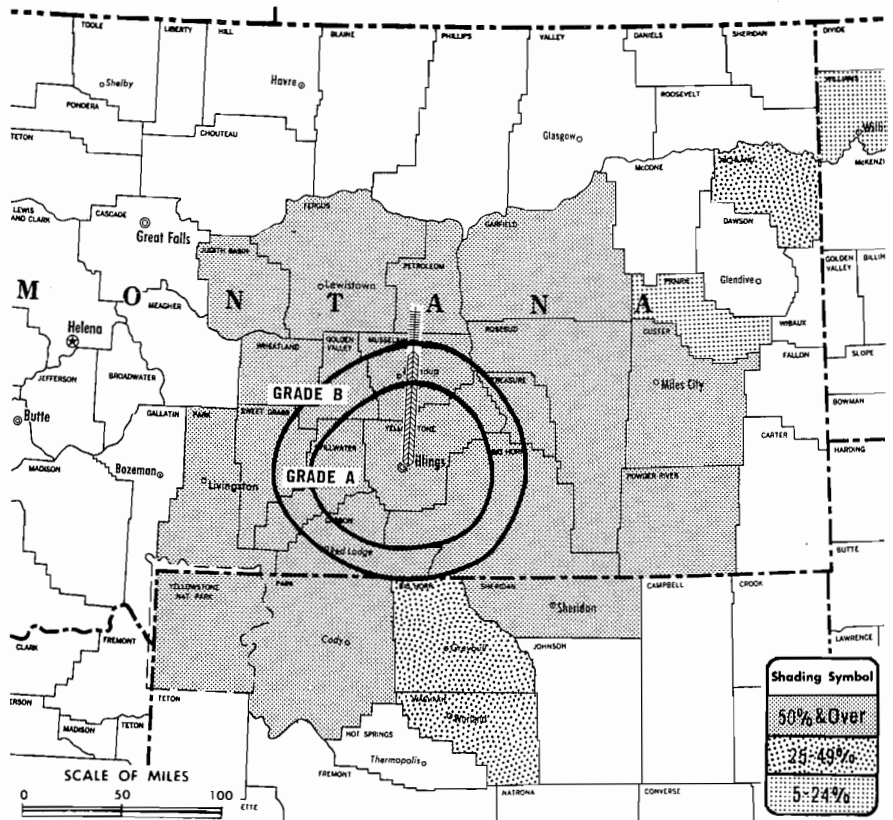
**KULR-TV**

Ch. 8

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 316-kw visual, 38.9-kw aural. Antenna: 750-ft. above av. terrain, 530-ft. above ground, 4249-ft. above sea level.

Latitude 45° 45' 35"  
Longitude 108° 27' 14"

Transmitter: 2.7-mi. E of Billings.  
TV tape: Recording facilities.  
Color: Network, live, film, slide & tape.  
News Wire Service: UPI.



Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).

KULR-TV Ref: FCC File No. BMPCT-4810 Granted 11/21/57

©American Map Co., Inc., N.Y., No. 14244

## KULR-TV

Licensee: HarriScope Broadcasting Corp., Box 2512, Billings, Mont. (59103).

Studio: 2.7-mi. E of Billings.

Telephone: 406-252-4676.

TWX No.: 910-975-1020.

Ownership: See KBAK-TV, Bakersfield, Cal.

Began Operation: March 15, 1958. Sale to present owner by Crain-Snyder TV (Rex Baker, Arthur Miller & Thor Myhre) approved March 8, 1967 by FCC (Television Digest, Vol. 6:46). Previous sale to Crain-Snyder Television Inc. by Midland Empire Bcstg. Co. approved by FCC Dec. 17, 1962 (Vol. 2:52).

Represented (sales) by The Meeker Co.; John McGuire & Assoc. (Mountain States); Cam Co. (Seattle & Portland).

Represented (legal) by Cohn & Marks.

Represented (engineering) by Hammett & Edison.

Personnel:

BURT I. HARRIS, president & film buyer (Los Angeles).  
RALPH H. DAVISON JR., vice president & general manager.  
DALE FAIRLEE, sales manager.  
HUGH BADER, program director.  
DEAN JANSMA, chief engineer.  
JON METROPOULOS, news director.

### DIGEST OF RATE CARD NO. 10 (July 1, 1969)

Hour	30 Min.	15 Min.	5 Min.	Min.	30 or 20 Sec.	10 Sec.
Class A—6:30-10 p.m., daily.	\$250.00	\$150.00	\$100.00	\$75.00	\$45.00	\$33.00

Combination Rates (Great West Group).

NETWORK BASE HOURLY RATE: \$425.

	Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	<b>MONTANA</b>				
		Big Horn	3,000	2,600	87
		Carbon	2,800	2,600	92
		Custer	4,400	3,800	87
		Fergus	4,100	3,600	88
		Garfield	400	300	72
		Golden Valley	400	400	85
		Judith Basin	1,000	900	88
		Musselshell	1,000	900	88
		Park	4,100	3,800	91
		Petroleum	300	300	84
		Powder River	500	400	79
		Rosebud	1,500	1,300	86
		Stillwater	1,500	1,400	96
	Sweet Grass	900	700	84	
	Treasure	400	400	87	
	Wheatland	1,000	900	89	
	Yellowstone	28,700	27,600	96	
	<b>WYOMING</b>				
		Park	4,800	4,300	90
		Sheridan	5,600	5,000	88
	Yellowstone				
	National Park	100	100	92	
<b>Between 25-49%</b>	<b>MONTANA</b>				
		Richland	2,900	2,700	92
	<b>WYOMING</b>				
	Big Horn	2,900	2,600	90	
	Washakie	2,800	2,500	92	
<b>Between 5-24%</b>	<b>MONTANA</b>				
		Prairie	800	600	80
<b>NORTH DAKOTA</b>					
	Williams	8,100	7,700	95	
Station Totals			86,200	79,400	92
Net Weekly Circulation (March 1969)					58,508
Average Daily Circulation (March 1969)					41,399

# Montana—Butte

**NB abc KTVM**

Ch. 6

[Satellite of KGVO-TV, Missoula, Mont.]

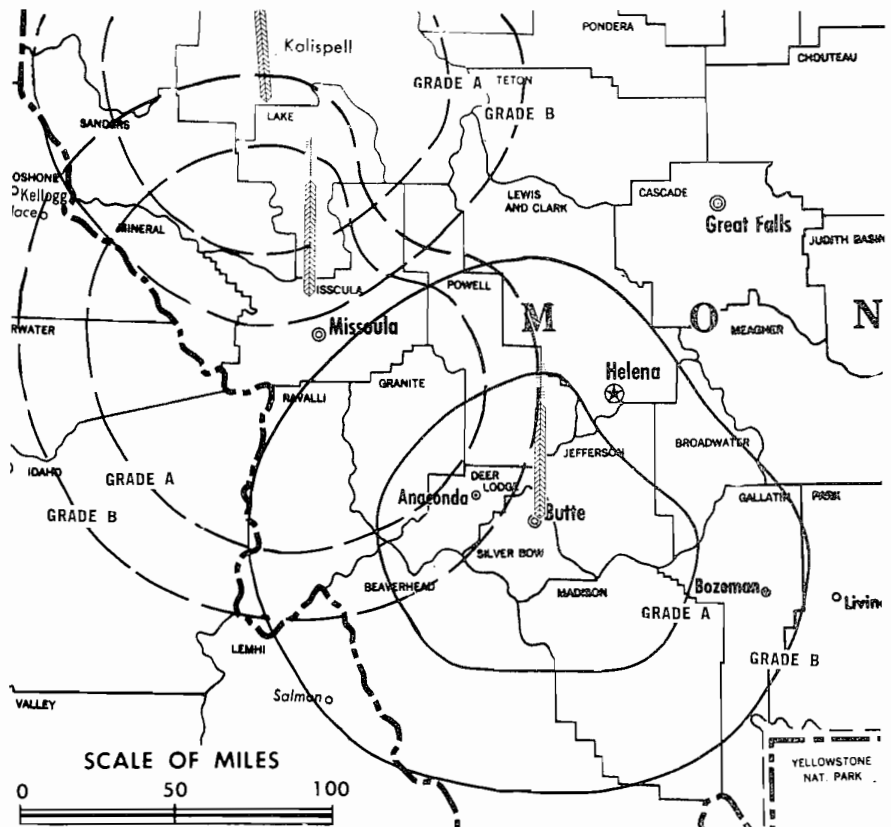
Due to Begin Operation in Spring

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 12.5-kw aural. Antenna: 1936-ft. above av. terrain, 213-ft. above ground, 8458-ft. above sea level.

Latitude 46° 00' 27"  
Longitude 112° 26' 30"

Transmitter: On mountain peak, 2.6-mi. E of Butte.

ARB Data: Not available.



## KTVM

Grantee: KMSO-TV Inc., 340 W. Main St., Missoula, Mont. (59801).

Studio: See KGVO-TV, Missoula.

Ownership: See KGVO-TV, Missoula.

Represented (sales) by The Meeker Co.

Represented (legal) by Fisher, Wayland, Duvall & Southmayd.

Represented (engineering) by Silliman, Moffet & Kowalski.

### Personnel:

DALE G. MOORE, president.  
EARL E. MORGENROTH, vice president.  
W. C. BLANCHETTE, national sales manager.  
JOHN HONEA, director of engineering.  
DON WESTON, news director.  
PAUL MEISSNER, operations director.

Rates: Sold in combination with KGVO-TV, Missoula.

## MORTON FLOM, P. Eng.

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- FCC Briefs — CRTC Applications
- Radio Equipment Type Approval
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5814 Hudson Avenue  
Montreal 268.

# Montana—Butte

**abc** **KXLF-TV**  
Ch. 4

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1892-ft. above av. terrain, 199-ft. above ground, 8450-ft. above sea level.

Latitude 46° 00' 27"  
Longitude 112° 26' 30"

Transmitter: 3-mi. E of Butte on XL Heights.

TV tape: Recording facilities.

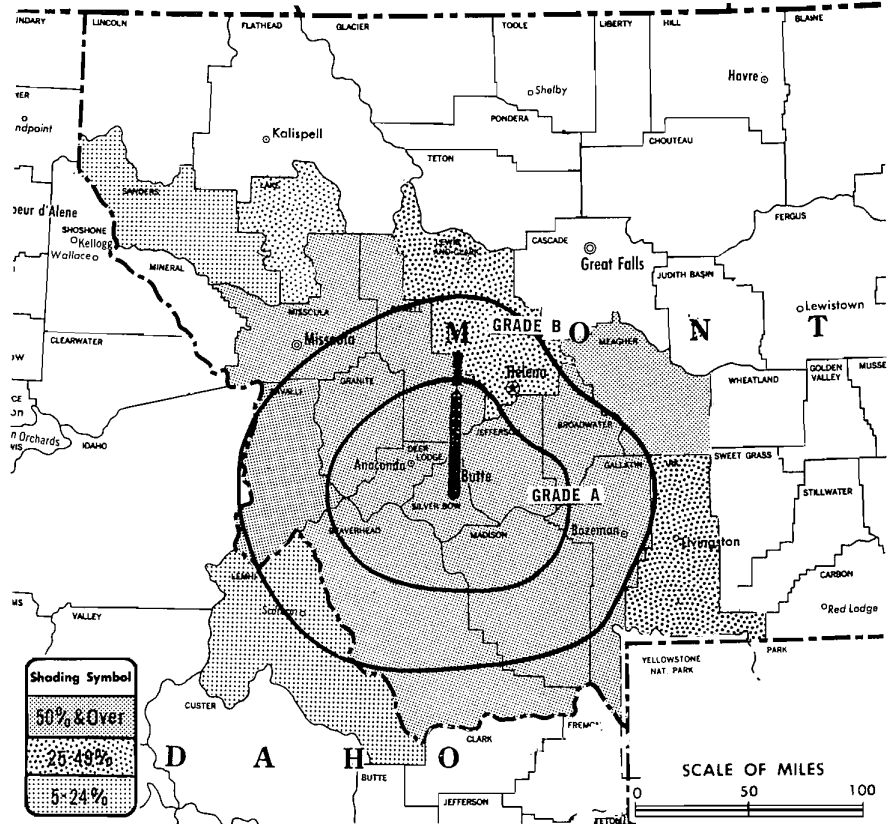
AM Affiliate: KXLF, 5-kw, 1370 kHz (NBC).

Color: Network, film, slide & tape.

News Wire Service: UPI.

News Film Service: CBS.

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).



KXLF-TV Ref: FCC File No. BPCT-3765 Granted 5/12/66

©American Map Co., Inc., N.Y., No. 14244

## KXLF-TV

Network Service: ABC & CBS.

Licensee: Garryowen Butte T.V. Inc., Box 3500 (59701).

Studio: 1003 S. Montana St.

Telephone: 406-792-9111.

Ownership: Joseph S. Sample, 99.96%; Harvey D. Backman, v.p., .02%; Jerome Anderson, secy., .02%. Some principals also own KOOK-TV, Billings & KRTV, Great Falls, Mont.

Began Operation Aug. 14, 1953. Sale to present owner by Ed Craney approved by FCC Jan. 18, 1961 (Television Digest, Vol. 16:42; 17:4).

Represented (sales) by Avery-Knodel Inc.; Art Moore & Assoc. (Seattle & Portland); Andy McDermott Sales Ltd. (Canada).

Represented (legal) by John H. Midlen.

Represented (engineering) by Silliman, Moffet & Kowalski.

### Personnel:

EDMUND L. PEISS, general manager.  
PAUL SIMITZES, operations director.  
WELDON PAULSEN, chief engineer.  
JOE SAMPLE, film buyer.

### DIGEST OF RATE CARD NO. 16

(Sept. 1, 1969)

Hour 30 Min. 15 Min. 10 Min. 5 Min. Min. 20 Sec. 8 Sec.  
Class A—6:30-10 p.m., daily.  
\$330.00 \$198.00 \$132.00 \$110.00 \$99.00 \$90.00 \$54.00 \$36.00

Note: For combination rates, Montana Television Network, Box 2557, Billings, Mont.

NETWORK BASE HOURLY RATE: \$350 (ABC & CBS).

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	<b>MONTANA</b>			
	Beaverhead	2,600	2,200	86
	Broadwater	900	800	89
	Deer Lodge	5,500	5,200	95
	Gallatin	9,000	8,300	92
	Granite	1,100	1,000	93
	Jefferson	1,100	1,000	90
	Madison	1,100	1,100	95
	Meagher	1,100	1,000	86
	Missoula	16,400	15,100	92
	Powell	2,100	1,900	91
Ravalli	3,500	3,200	92	
Silver Bow	16,900	16,000	95	
<b>Between 25-49%</b>	<b>MONTANA</b>			
	Lake	3,500	3,200	92
	Lewis & Clark Park	10,000	9,200	92
<b>Between 5-24%</b>	<b>IDAHO</b>			
	Lemhi	1,800	1,500	84
	<b>MONTANA</b>			
	Sanders	2,000	1,700	85
Station Totals		82,700	76,200	92
Net Weekly Circulation (March 1969)				59,603
Average Daily Circulation (March 1969)				46,098

For Montana CATV Systems

See Services Volume

# Montana—Glendive



**KXGN-TV**

Ch. 5

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 14.8-kw visual, 2.95-kw aural. Antenna: 500-ft. above av. terrain, 156-ft. above ground, 2456-ft. above sea level.

Latitude 47° 03' 15"  
Longitude 104° 40' 45"

Transmitter: 4-mi. SE of city.

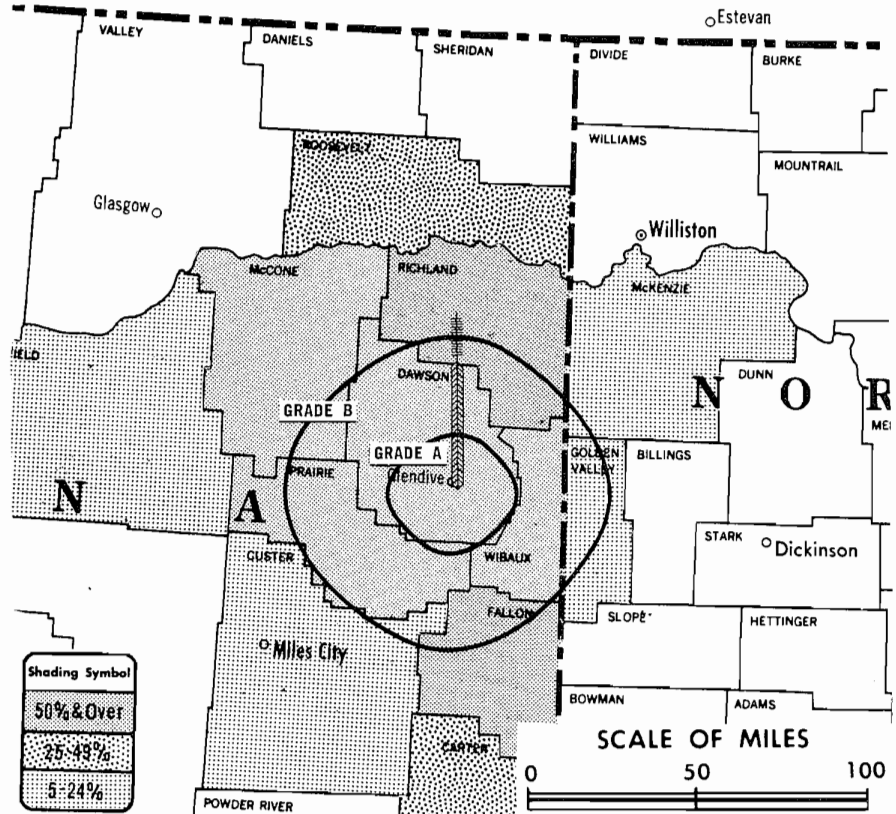
Studio: 210 S. Douglas St. (59330).

Telephone: 406-365-3377.

AM Affiliate: KXGN, .25-kw, 1400 kHz.

Color: Network.

News Wire Service: AP.



Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).

KXGN-TV Ref: FCC File No. BPCT-3003 Granted 3/24/63

©American Map Co., Inc., N.Y., No. 14244

## KXGN-TV

Network Service: CBS (EMP); ABC, NBC per program basis.

Licensee: Glendive Broadcasting Corp., Box 200, S. Douglas.

Ownership: Lewis W. Moore, pres., 99.8%; Elizabeth Kindsfater, v.p., .1%; Mary Louise Moore, secy.-treas., .1%. Moore also operates local theater.

Began Operation: Nov. 1, 1957.

Represented (sales) by The Devney Organization Inc. (New York); Bob Hix Co. (Denver); Hugh Feltis (Seattle).

Represented (legal) by Daly & Joyce.

Represented (engineering) by John H. Mullaney.

Personnel:

LEWIS W. MOORE, president & film buyer.  
ROBERT D. TOWE, general manager.  
DONALD J. POWERS, chief engineer.

### DIGEST OF RATE CARD—(Dec. 15, 1969)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class A—6-10:30 p.m., daily.	\$130.00	\$75.00	\$52.00	\$48.00	\$40.00	\$32.00
NETWORK BASE HOURLY RATE:	\$50.					

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	MONTANA			
	Dawson	3,800	3,500	91
	Fallon	1,200	1,000	89
	Mc Cone	1,000	900	88
	Prairie	800	600	80
	Richland	2,900	2,700	92
Wibaux	300	200	91	
<b>Between 25-49%</b>	MONTANA			
	Carter	500	400	83
	Roosevelt	3,500	3,300	93
<b>Between 5-24%</b>	MONTANA			
	Custer	4,400	3,800	87
	Garfield	400	300	72
	NORTH DAKOTA			
	Golden Valley	900	800	95
Mc Kenzie	2,100	2,000	95	
Station Totals		21,800	19,500	89
Net Weekly Circulation (March 1969)				9,182
Average Daily Circulation (March 1969)				6,479

# Montana—Great Falls

**abc** **KFBB-TV**  
Ch. 5

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 13.5-kw aural. Antenna: 240-ft. above av. terrain, 440-ft. above ground, 3770-ft. above sea level.

Latitude 47° 31' 19"  
Longitude 111° 23' 18"

Transmitter: 1-mi. W of city limits on U.S. Hwy. 89-91.

Studio: 2-mi. W of city limits on U.S. Hwy. 89-91.

Color: Network, live, film, slide & tape.

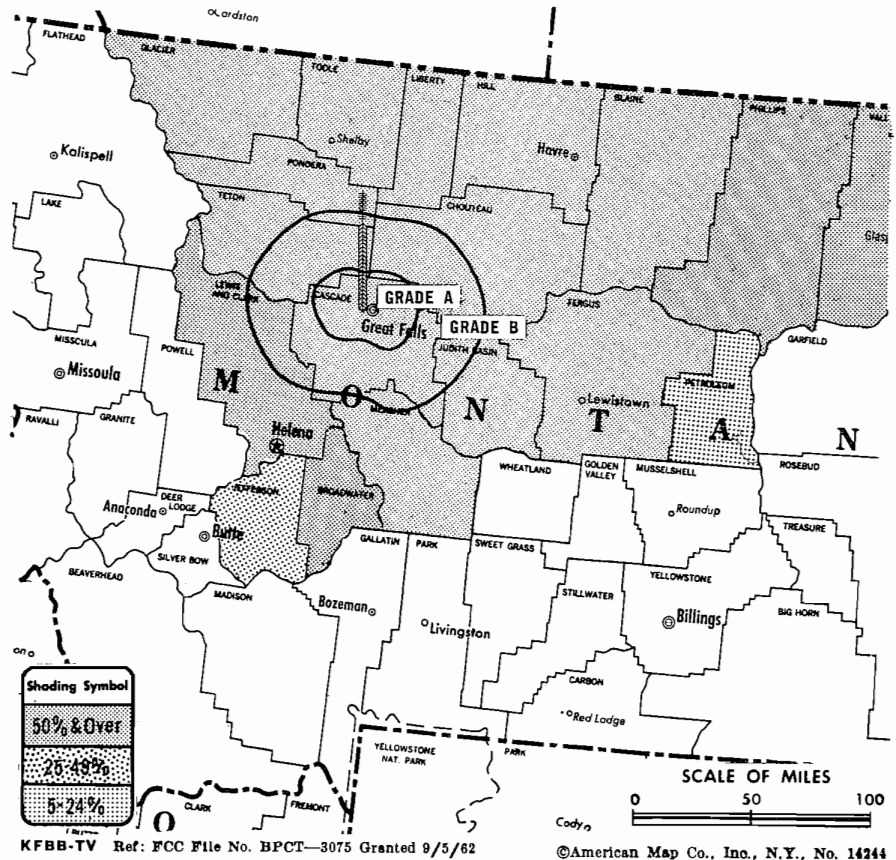
News Wire Service: UPI.

News Film Service: ABC.

Represented (legal) by Cohn & Marks.

Represented (engineering) by Hammett & Edison.

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).



## KFBB-TV

Network Service: ABC, CBS.

Licensee: Harriscop Broadcasting Corp., Box 1139 (59401).

Telephone: 406-453-4377. TWX No.: 406-761-1613.

Ownership: Harriscop Bcstg. Corp., 100%. For ownership and other interests, see KBAK-TV, Bakersfield, Cal.

Began Operation: March 21, 1954. Sale to present owner by David E. Bright, Ernest Scanlon and Daniel O'Shea approved by FCC May 23, 1962 (Television Digest, Vol. 2:11, 22). Sale to Bright, Scanlon and O'Shea by Joseph P. Wilkins and associates approved Jan. 27, 1960 (Vol. 16:3, 5).

Represented (sales) by The Meeker Co.; Cam Co. (Seattle-Portland); John L. McGuire (Denver).

### Personnel:

BURT I. HARRIS, president & film buyer (Los Angeles).  
DONALD McCLINTOCK, v.p. & general manager.  
JACK OLSEN, local sales manager.  
RICHARD MONACO, operations manager.  
EARL J. CROWDER, chief engineer.  
BONITA M. MERRICK, controller.

DIGEST OF RATE CARD NO. 12—(Aug. 1, 1967)

Hour 30 Min. 15 Min. 10 Min. 5 Min. Min. 20 Sec. ID

Class A—6:29-10:01 p.m., daily.  
\$300.00 \$180.00 \$120.00 \$100.00 \$90.00 \$45.00 \$40.00 \$25.00

NETWORK BASE HOURLY RATE: \$425 (ABC), \$250 (CBS).

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>				
<b>MONTANA</b>				
	Blaine	2,200	1,900	84
	Broadwater	900	800	89
	Cascade	28,600	27,400	96
	Chouteau	2,300	2,100	94
	Fergus	4,100	3,600	88
	Glacier	3,600	3,200	88
	Hill	5,400	5,000	93
	Judith Basin	1,000	900	88
	Lewis & Clark	10,000	9,200	92
	Liberty	1,000	900	93
	Meagher	1,100	1,000	86
	Phillips	1,600	1,300	83
	Pondera	2,500	2,400	93
	Teton	1,900	1,800	94
	Toole	2,500	2,400	94
	Valley	6,100	5,300	88
<b>Between 5-24%</b>				
<b>MONTANA</b>				
	Jefferson	1,100	1,000	90
	Petroleum	300	300	84
<b>Station Totals</b>		<b>98,100</b>	<b>91,000</b>	<b>92</b>
Net Weekly Circulation (March 1969)			60,148	
Average Daily Circulation (March 1969)			39,527	

For Group Ownership, See Services Volume

# Montana—Great Falls

**NBS** **KRTV**  
Ch. 3

Technical Facilities: Channel No. 3  
(60-66 MHz). Authorized power:  
30.5-kw visual, 6.1-kw aural. An-  
tenna: 452-ft. above av. terrain,  
358-ft. above ground, 3918-ft.  
above sea level.

Latitude 47° 31' 56"  
Longitude 111° 16' 45"

Transmitter: 15th St., 2-mi. N of  
Great Falls.

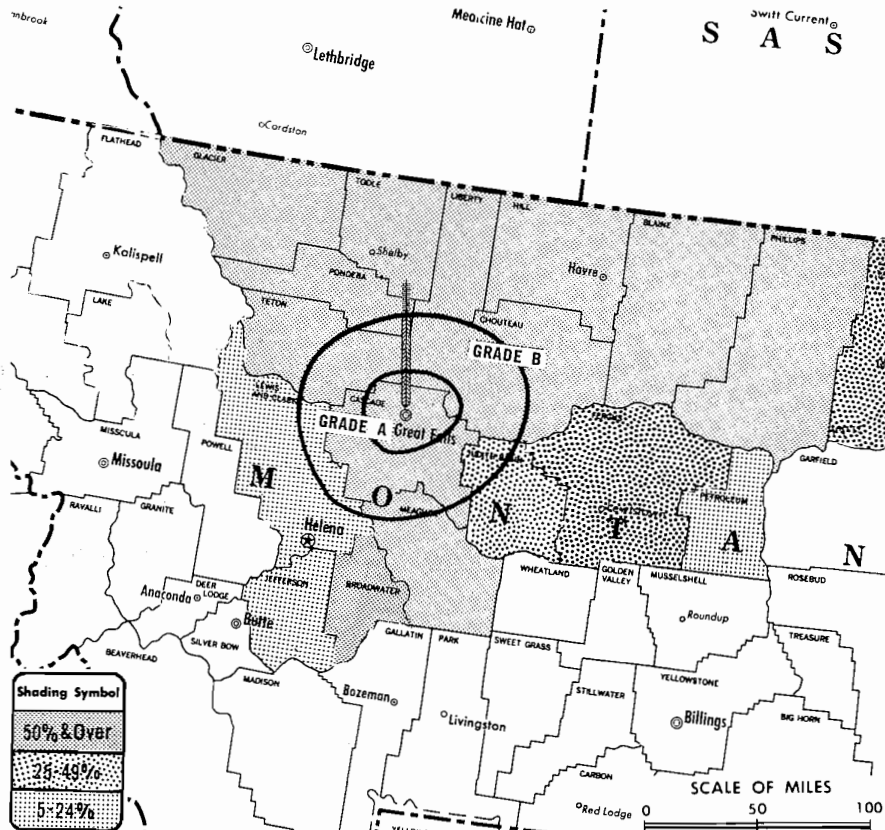
Color: Network, live, film, slide &  
tape.

News Wire Service: UPI.

Studio: 15th St., 2-mi. N of Great  
Falls.

Telephone: 406-453-2433.

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see  
page 4-b).



KRTV Ref: FCC File No. BMPCT-4495 Granted 4/28/58

©1960 American Research Bureau Inc.

## KRTV

Licensee: Garryowen-Cascade TV Inc., Box 1331, N. 15th St.,  
Great Falls, Mont. (59401).

Ownership: Garryowen Cascade TV Inc. Joseph S. Sample, pres-  
treas., .009%; Harvey D. Backman, v.p., .009%; Jerome An-  
derson, secy., .009%; Barryowen Bcstg. System, 35.98%; The  
Montana Network (KOOK-TV-AM), 34.27%; Garryowen Butte  
TV Inc. (KXLF-TV), 29.73%. Sample owns 99.96%, Backman  
& Anderson each own .02% of Garryowen Bcstg. System. Same  
principals also own KXLF-TV & KXLF, Butte and KOOK-TV &  
KOOK, Billings.

Began Operation: Oct. 5, 1958. Sale to present owner by Dan  
Snyder & Assoc. approved by FCC Feb. 28, 1969. Previous sale  
by Francis N. & Robert R. Laird approved Oct. 1, 1958 by  
FCC (Television Digest, Vol. 14:40).

Represented (sales) by Avery-Knodel Inc.; Art Moore & Assoc.  
(Seattle & Portland); Andy McDermott Sales Ltd. (Toronto &  
Montreal); Montana Television Network.

### Personnel:

CLIFF EWING, general manager & national sales manager.  
GLEN LOCKWOOD, operations director.  
KARL BLACK, chief engineer.  
JOSEPH S. SAMPLE, film buyer.

### DIGEST OF RATE CARD NO. 15A—(Feb. 1, 1970)

Hour 30 Min. 15 Min. 10 Min. 5 Min. Min. 20 Sec. 10 Sec.  
Class A—6:30-9:59 p.m., daily.  
\$300.00 \$180.00 \$120.00 \$100.00 \$90.00 \$85.00 \$51.00 \$34.00  
NETWORK BASE HOURLY RATE: \$275.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	MONTANA			
	Blaine	2,200	1,900	84
	Broadwater	900	800	89
	Cascade	28,600	27,400	96
	Chouteau	2,300	2,100	94
	Glacier	3,600	3,200	88
	Hill	5,400	5,000	93
	Liberty	1,000	900	93
	Meagher	1,100	1,000	86
	Phillips	1,600	1,300	83
	Pondera	2,500	2,400	93
Teton	1,900	1,800	94	
Toole	2,500	2,400	94	
<b>Between 25-49%</b>	MONTANA			
	Fergus	4,100	3,600	88
	Judith Basin	1,000	900	88
	Valley	6,100	5,300	88
<b>Between 5-24%</b>	MONTANA			
	Jefferson	1,100	1,000	90
	Lewis & Clark	10,000	9,200	92
	Petroleum	300	300	84
Station Totals		130,200	120,700	92
Net Weekly Circulation (March 1969)				53,378
Average Daily Circulation (March 1969)				43,920

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An ARB Overnight coincidental survey can give overnight results on what's happening . . .

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San Francisco . . . . .	(415) 391-1702
Dallas . . . . .	(214) 748-5595

*All ARB Audience Reports are estimates and are subject to limitations and possible errors. A description of the limitations and possible errors will be furnished upon request.*

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### **ARB (AMERICAN RESEARCH BUREAU), INC.**

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*A Subsidiary of Control Data Corporation*

# Montana—Helena

**abc KBLL-TV**

Ch. 12

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: .973-kw visual, .175-kw aural. Antenna: minus 150-ft. above av. terrain, 97-ft. above ground, 3992-ft. above sea level.

Latitude 46° 36' 33"  
Longitude 112° 01' 10"

Transmitter: 2433 N. Montana Ave.  
AM Affiliate: KBLT, 1-kw, 1240 kHz.

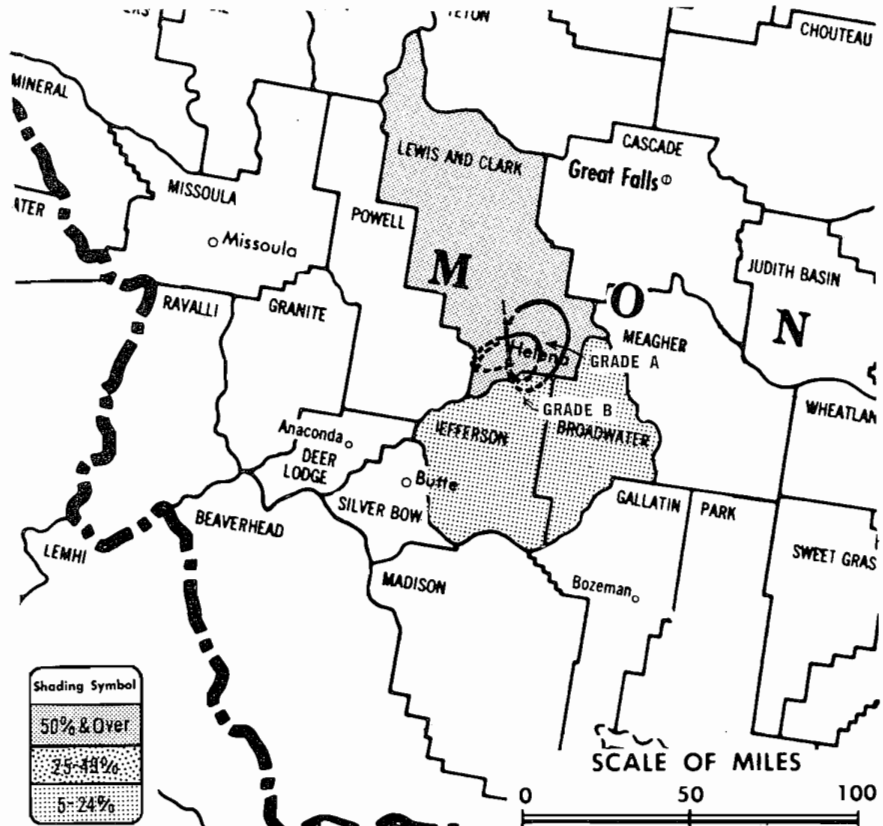
Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.

Represented (legal) by Wheeler & Wheeler.

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).



KBLL-TV Ref: FCC File No. BMPCT-4805 Granted 8/16/57

©American Map Co., Inc., N.Y., No. 14244

## KBLL-TV

Network Service: NBC, ABC.

Licensee: Capital City TV Inc., 2433 N. Montana Ave. (59601).

Studio: 2433 N. Montana Ave.

Telephone: 406-442-6620.

Ownership: Tim Babcock, 56 2/3%; Robert Magness, 43 1/3%. For Magness CATV holdings, see Group CATV Ownership. Capital City TV also owns CP for Ch. 2, Anaconda, Mont. satellite.

Began Operation: Jan. 1, 1958. Left air Feb. 5, 1959, but resumed operation Aug. 6, 1959 (Television Digest, Vol. 15:6, 33, 36). Sale to Helena TV Inc. by Joseph S. Sample, who took over all properties from Ed Craney was approved by FCC Jan. 18, 1961 (Vol. 16:42, 17:4). Sale by Helena TV Inc. approved by FCC June 5, 1963 (Vol. 3:23). Sale of control by Paul B. McAdam & A. W. Scribner approved by FCC Dec. 18, 1968.

Represented (sales) by Jack Masla & Co. Inc.; William L. Simpson & Associates (Wash.-Ore.); J. A. Lucas & Co. (West Coast).

Personnel:

DAVID R. GREENE, executive vice president.  
FRANK C. MONTIBELLER JR., station manager.  
LARS LITHANDER, program director.  
DON KOTERBA, director of engineering.

DIGEST OF RATE CARD NO. 8  
(Sept. 1, 1968)

Hour 30 Min. 15 Min. 10 Min. 5 Min. Min. 30 Sec. 10 Sec.  
Class AA—6:59-10:01 p.m., daily.  
\$136.00 \$81.50 \$55.00 \$48.00 \$41.00 \$34.00 \$20.40 \$17.00  
NETWORK BASE HOURLY RATE: \$100.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	MONTANA			
	Lewis & Clark	10,000	9,200	92
<b>Between 5-24%</b>	MONTANA			
	Broadwater	900	800	89
	Jefferson	1,100	1,000	90
Station Totals		51,700	48,600	94
Net Weekly Circulation (March 1969)				8,403
Average Daily Circulation (March 1969)				6,077

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ATLANTA 1655 Peachtree Rd., N.E. (404) 873-5626  
BEVERLY HILLS 9645 Wilshire Blvd. (213) 274-8151



# Montana—Kalispell

## KCFW-TV

Ch. 9

[Satellite of KGVO-TV, Missoula, Mont.]

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 26.5-kw visual, 5.3-kw aural. Antenna: 2794-ft. above av. terrain, 240-ft. above ground, 6898-ft. above sea level.

Latitude 48° 00' 48"  
Longitude 114° 21' 55"

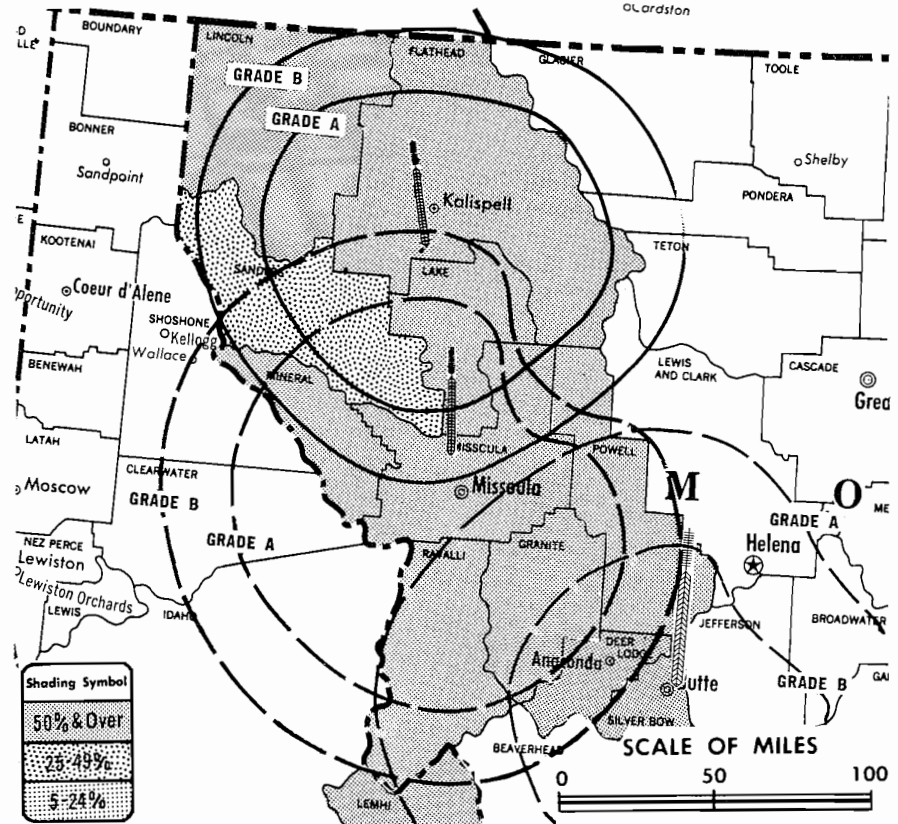
Transmitter: Blacktail Mtn., 6.5-mi. W of Lakeside, Mont.

Color: Network.

TV tape: Recording facilities.

News Wire Service: UPI.

ARB Data: Included with KGVO-TV, Missoula. Map reflects coverage of both.



County coverage based on ARB study (see page 4-b).

KCFW-TV Ref: FCC File No. BPCT-3985 Granted 12/20/67

©American Map Co., Inc., N.Y. No. 14244

## KCFW-TV

Grantee: KMSO-TV Inc., P.O. Box 1503, Missoula, Mont. (59801).

Studio: 401 First Ave. E., Kalispell (59901); P.O. Box 857.

Telephone: 406-756-9990.

Ownership: See KGVO-TV, Missoula, Mont.

Began Operation: June 10, 1968.

Represented (sales) by The Meeker Co.; CamCo Broadcast Sales (Northwest); Bob Hix & Co. (Denver).

Represented (legal) by Fisher, Wayland, Duvall & Southmayd.

Represented (engineering) by Silliman, Moffet & Kowalski.

Personnel:

DALE G. MOORE, president.  
EARL MORGENROTH, vice president.  
LYNN KOCH, general manager.  
W. C. BUD BLANCHETTE, national sales manager.  
WARREN DALE, program director.  
ORIN BLEKEN, news director.  
PHIL PARMELEE, chief engineer.  
SHIRLEY LOCKREM, traffic.

Rates: See KGVO-TV, Missoula, Mont.

NETWORK BASE HOURLY RATE: \$100

## La Rue Media Brokers Inc.

### Radio Television CATV

#### Completed Sales

TV: Portland, Maine \$4,800,000

Radio: Honolulu AM \$800,000

116 Central Park South

New York, N.Y. 10019

President

Area Code 212

Hugh Ben LaRue

265-3430

# Montana—Miles City

## KYUS-TV

Ch. 3

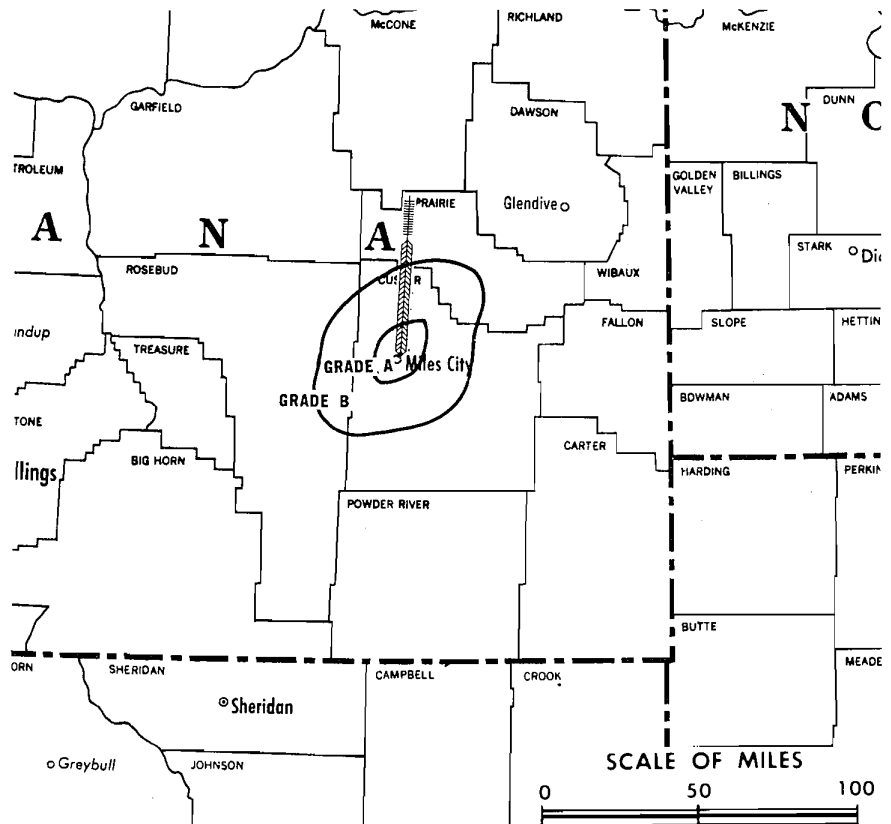
Technical Facilities: Channel No. 3  
(60-66 MHz). Authorized power:  
10.2-kw visual, 1.02-kw aural. An-  
tenna: 125-ft. above av. terrain,  
59-ft. above ground, 2664-ft.  
above sea level.

Latitude 46° 25' 56"  
Longitude 105° 51' 31"

Transmitter: 1-mi. NW of Miles City.

Color: Live, film, slide & tape.

TV tape: Recording facilities.



KYUS-TV Ref: FCC File No. BPCT-4020 Granted 1/8/69

©American Map Co., Inc., N.Y., No. 14244

## KYUS-TV

Grantee: Custer Bcstg. Corp., Box 760, Miles City (59301).

Studio: 1-mi. NW of Miles City.

Telephone: 406-232-3540.

Ownership: David G. Rivenes & L. B. Foster, 49.98% each.

Began Operation: Sept. 1, 1969.

Represented (sales) by Charles Bernard Co.; Bob Hix (Denver).

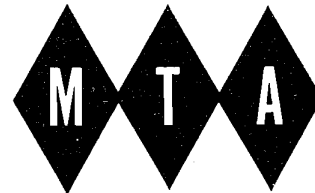
Represented (legal) by McKenna & Wilkinson.

### Personnel:

DAVID G. RIVENES, general manager.  
PETE G. SIELER, operations manager.  
GERALD GOSCHA, chief engineer.  
MARTY WILCOX, traffic manager.  
ELLA M. RIVENES, continuity.  
DOUGLAS B. PHAIR, film director.

### DIGEST OF RATE CARD NO. 1 (March 1970)

Hour	30 Min.	15 Min.	Min.	30 Sec.	20 Sec.	10 Sec.
Class A—6-10 p.m., daily.	\$120.00	\$72.00	\$48.00	\$30.00	\$27.50	\$25.00



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# Montana—Missoula

**KGVO-TV**

Ch. 13

[Operates satellites KCFW-TV, Kalispell & KTVM, Butte, Mont.]

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 229-kw visual, 22.4-kw aural. Antenna: 2000-ft. above av. terrain, 289-ft. above ground, 7060-ft. above sea level.

Latitude 47° 01' 05"  
Longitude 114° 00' 41"

Transmitter: 10-mi. N of Missoula, near Evaro, Mont.

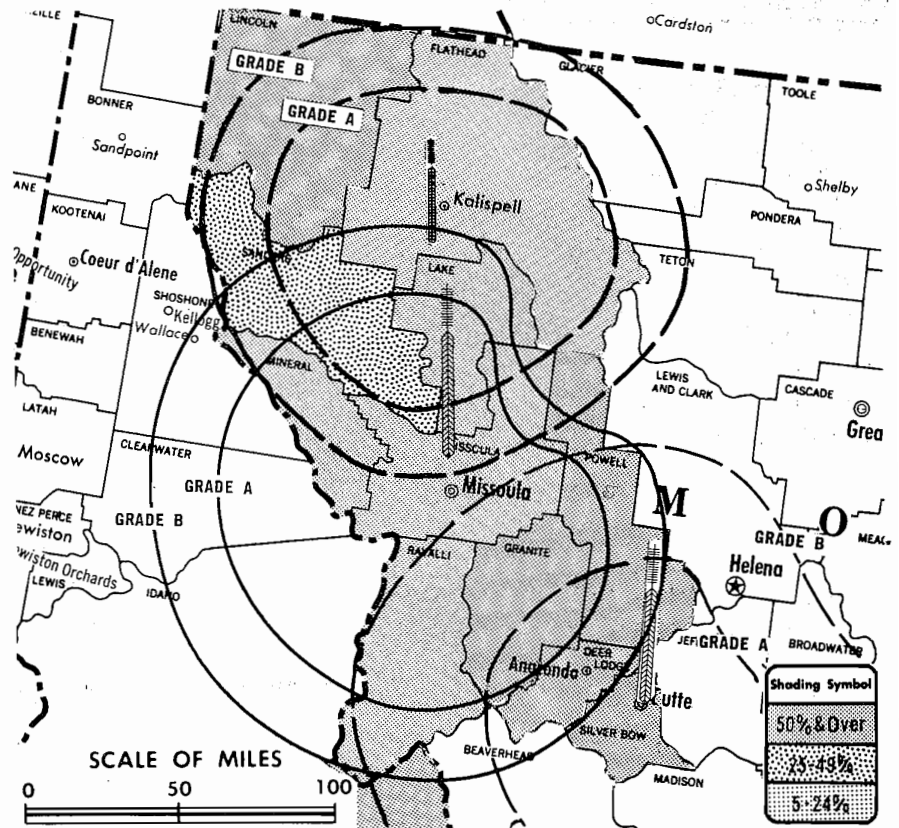
Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.

ARB Data: Figures include satellite KCFW-TV, Kalispell.

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).



KGVO-TV Ref: FCC File No. BPCT-3969 Granted 6/13/67

© American Map Co., Inc., N.Y., No. 14244

## KGVO-TV

Network Service: NBC; also ABC on per program basis.

Licensee: KMSO-TV Inc., TV Bldg., 340 W. Main St. (59801).

Studio: 340 W. Main St.

Telephone: 406-543-8313. TWX No.: 406-543-3521.

Ownership: Dale G. Moore, pres., 79.36%; Farviews Development Co., 20.63%; (controlled by A. J. Mosby), A. J. Mosby, v.p.; Earl E. Morgenroth, v.p. & gen. mgr.; Shirley Mae Moore, secy.-treas. The Moores control radios KGVO, Missoula; KCAP, Helena, Mont. & KTFI, Twin Falls, Ida. Dale G. Moore owns 50% of KCOY-TV, Santa Maria, Cal. KMSO-TV also owns KCFW-TV, Kalispell, Mont. & KTVM, Butte.

Began Operation: July 1, 1954. Sale by Mosby's Inc. to KMSO-TV Inc. approved Sept. 11, 1964 by FCC (Television Digest, Vol. 4:32, 38).

Represented (sales) by The Meeker Co.; Bob Hix (Denver); Camco (Seattle & Portland); Harry Hyett (Minneapolis); Radio-Television Representatives Ltd. (Toronto & Montreal).

Represented (legal) by Fisher, Wayland, Duvall & Southmayd.

### Personnel:

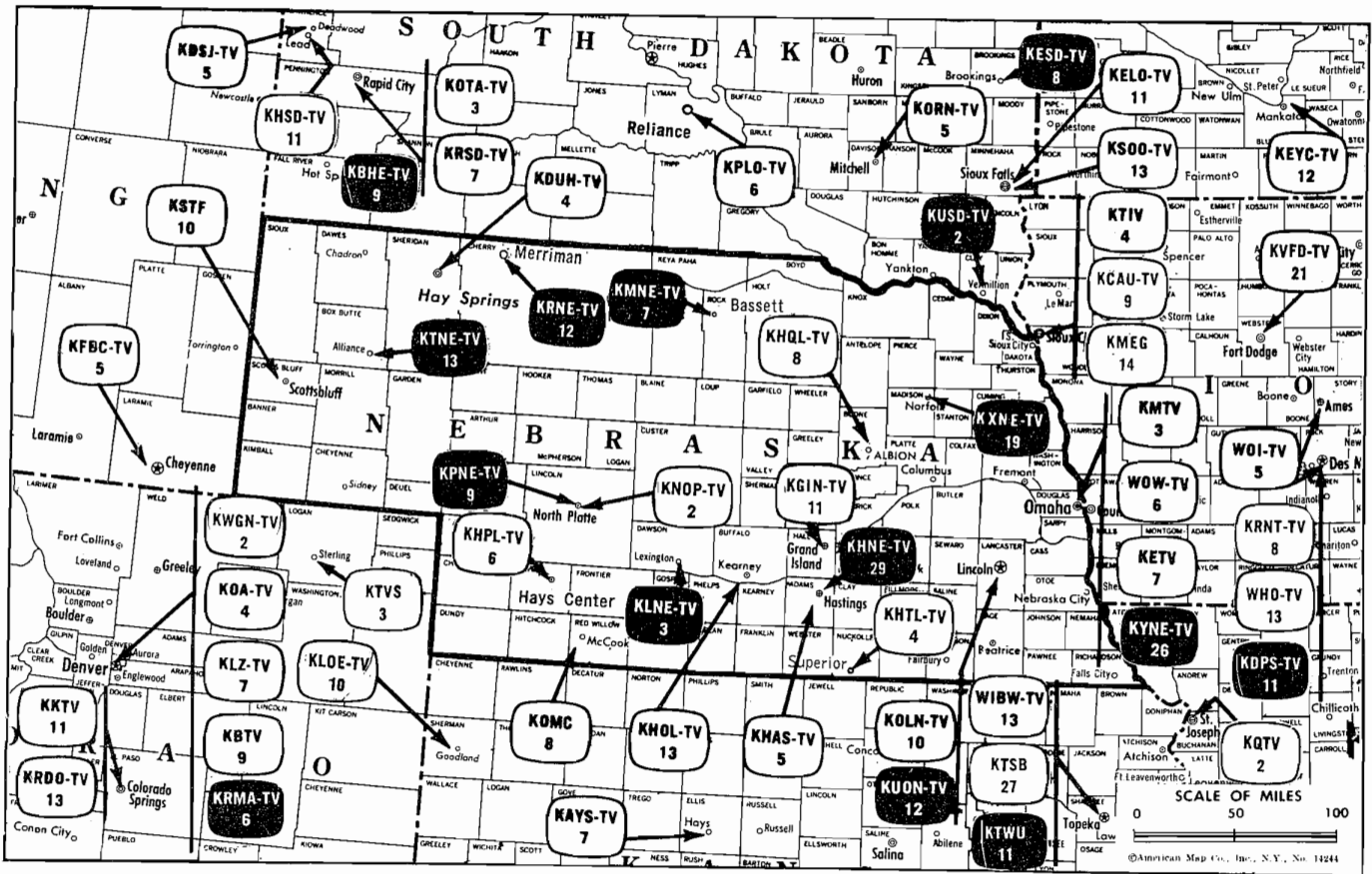
DALE G. MOORE, president.  
EARL E. MORGENROTH, general manager.  
W. C. (BUD) BLANCHETTE, national sales manager.  
DOUGLAS DRADER, chief engineer.  
PAUL MEISSNER, operations manager.  
DIANNE KATZENMOYER, traffic director.  
DON WESTON, news director.

### DIGEST OF RATE CARD NO. 13—(March 1, 1970)

Hour	30 Min.	15 Min.	5 Min.	Min.	30 or 20 Sec.	10 Sec.
Class A—6:30-10 p.m., daily.						
\$300.00	\$180.00	\$120.00	\$90.00	\$74.00	\$44.00	\$37.00
NETWORK BASE HOURLY RATE: \$250 (NBC), \$350 (ABC).						

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	IDAHO			
	Lemhi	1,800	1,500	84
	MONTANA			
	Deer Lodge	5,500	5,200	95
	Flathead	11,700	10,800	93
	Granite	1,100	1,000	93
	Lake	3,500	3,200	92
	Lincoln	4,600	4,200	90
	Mineral	1,100	1,000	93
	Missoula	16,400	15,100	92
Powell	2,100	1,900	91	
Ravalli	3,500	3,200	92	
Silver Bow	16,900	16,000	95	
<b>Between 25-49%</b>	MONTANA			
	Sanders	2,000	1,700	85
Station Totals		99,700	93,000	93
Net Weekly Circulation (March 1969)				54,617
Average Daily Circulation (March 1969)				39,711

# Nebraska



Market	ARB Net Weekly Circulation	Rank	ARB ADI TV Households	Rank
Omaha	341,311	59	261,500	64
Lincoln-Hastings-Kearney	220,544	94	186,800	81
North Platte	23,549	207	14,100	199

### Nebraska Station Status as of March 1, 1970

	VHF	UHF	TOTAL
Commercial Television Stations	14	0	14
Educational Television Stations	6	3	9
			23

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**State Educational Technical Facilities**  
(Complete Data in Educational Directory)

**KTNE-TV**

**Alliance**

Ch. 13

Non-Commercial Educational Station

Licensee: Nebraska Educational Television Commission, 16th & R Sts., Lincoln, Neb.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 288-kw visual, 57.5-kw aural. Antenna: 1553-ft. above av. terrain, 1499-ft. above ground, 5749-ft. above sea level.

Latitude	41°	50'	24"
Longitude	103°	03'	18"

**KMNE-TV**

**Bassett**

Ch. 7

Non-Commercial Educational Station

Licensee: Nebraska Educational Television Commission.

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 275-kw visual, 27.5-kw aural. Antenna: 1484-ft. above av. terrain, 1524-ft. above ground, 4049-ft. above sea level.

Latitude	42°	20'	17.4"
Longitude	99°	29'	17.7"

**KHNE-TV**

**Hastings**

Ch. 29

Non-Commercial Educational Station

Grantee: Nebraska Educational Television Commission.

Technical Facilities: Channel No. 29 (560-566 MHz). Authorized power: 383-kw visual, 76.6-kw aural. Antenna: 1216-ft. above av. terrain, 1238-ft. above ground, 3049-ft. above sea level.

Latitude	40°	46'	16.5"
Longitude	98°	05'	21.9"

**KLNE-TV**

**Lexington**

Ch. 3

Non-Commercial Educational Station

Licensee: Nebraska Educational Television Commission.

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 15-kw aural. Antenna: 1062-ft. above av. terrain, 1065-ft. above ground, 3449-ft. above sea level.

Latitude	40°	23'	05"
Longitude	99°	27'	30"

**KUON-TV**

**Lincoln**

Ch. 12

Non-Commercial Educational Station

Licensee: University of Nebraska, Lincoln, Nebraska (68508).

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 310-kw visual, 158-kw aural. Antenna: 830-ft. above av. terrain, 874-ft. above ground, 2049-ft. above sea level.

Latitude	41°	08'	18.1"
Longitude	96°	27'	19.2"

**Nebraska**

**KRNE-TV**

**Merriman**

Ch. 12

Non-Commercial Educational Station

Licensee: Nebraska Educational Television Commission.

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 169-kw visual, 16.9-kw aural. Antenna: 1066-ft. above av. terrain, 1029-ft. above ground, 4567-ft. above sea level.

Latitude	42°	40'	37.9"
Longitude	101°	42'	35.5"

**KXNE-TV**

**Norfolk**

Ch. 19

Non-Commercial Educational Station

Licensee: Nebraska Educational Television Commission.

Technical Facilities: Channel No. 19 (500-506 MHz). Authorized power: 1000-kw max. & 214-kw horizontal visual, 200-kw max. & 42.7-kw horizontal aural. Antenna: 1042-ft. above av. terrain, 1069-ft. above ground, 2849-ft. above sea level.

Latitude	42°	14'	15"
Longitude	97°	16'	41"

**KPNE-TV**

**North Platte**

Ch. 9

Non-Commercial Educational Station

Licensee: Nebraska Educational Television Commission.

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1020-ft. above av. terrain, 1006-ft. above ground, 4140-ft. above sea level.

Latitude	41°	01'	16"
Longitude	101°	09'	9.6"

**KYNE-TV**

**Omaha**

Ch. 26

Non-Commercial Educational Station

Licensee: Nebraska Educational Television Commission.

Technical Facilities: Channel No. 26 (542-548-MHz). Authorized power: 35.1-kw visual, 7-kw aural. Antenna: 431-ft. above av. terrain, 407-ft. above ground, 1559-ft. above sea level.

Latitude	41°	15'	28"
Longitude	96°	00'	32"

**State Cross Reference List**  
Communities That Receive Programs of  
Stations That Are Located Elsewhere

**KSTF**

**Gering**

(See Scottsbluff, Neb.)

**KHQL-TV**

**Columbus & Norfolk**

(See Albion, Neb.)

# Nebraska—Albion

**KHQL-TV**



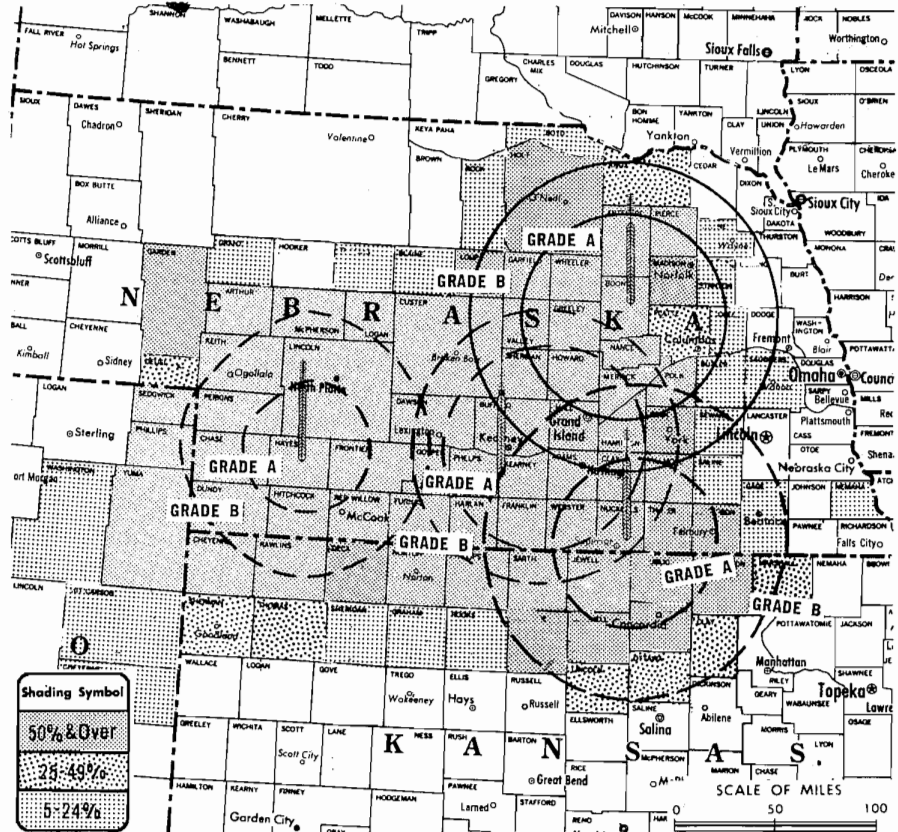
Ch. 8

[Semi-satellite of KHOL-TV, Kearney, Neb.]

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 316-kw visual, 63.2-kw aural. Antenna: 1140-ft. above av. terrain, 1134-ft. above ground, 3034-ft. above sea level.

Latitude 41° 40' 54"  
Longitude 97° 52' 38"

Transmitter: 6-mi. E of Albion, 1.2-mi. S of Rt. 91.



County coverage based on ARB study (see page 4-b).

KHQL-TV Ref: FCC File No. BPCT-3162 Granted 2/5/84

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## KHQL-TV

Licensee: Bi-States Co., c/o F. Wayne Brewster, 414 East Ave., Holdrege, Neb. (68949).

Telephone: 402-234-4411.

Ownership: See KHOL-TV, Kearney, Neb.

Began Operation: December 5, 1964.

Represented (sales) by Meeker Co.

Personnel:

F. WAYNE BREWSTER, president & general manager.

Rates: Sold in conjunction with KHOL-TV, Kearney, KHPL-TV, Hayes Center, Neb. & KHTL-TV, Superior, Neb.

ARB Data For This Station Included With Parent KHOL-TV, Kearney, Neb. Above Map Shows Coverage For Both Parent & Satellites.

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Radio: St. Louis, Missouri \$3,500,000

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President  
Hugh Ben LaRue

Area Code 212  
265-3430

# Nebraska—Grand Island



**KGIN-TV**



Ch. 11

[Satellite of KOLN-TV, Lincoln, Neb.]

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 278-kw visual, 55.5-kw aural. Antenna: 1009-ft. above av. terrain, 1066-ft. above ground, 3146-ft. above sea level.

Latitude 40° 35' 20"  
Longitude 98° 48' 10"

Transmitter: 10-mi. N.E. of Minden.

Color: Network, live, film, slide & tape.

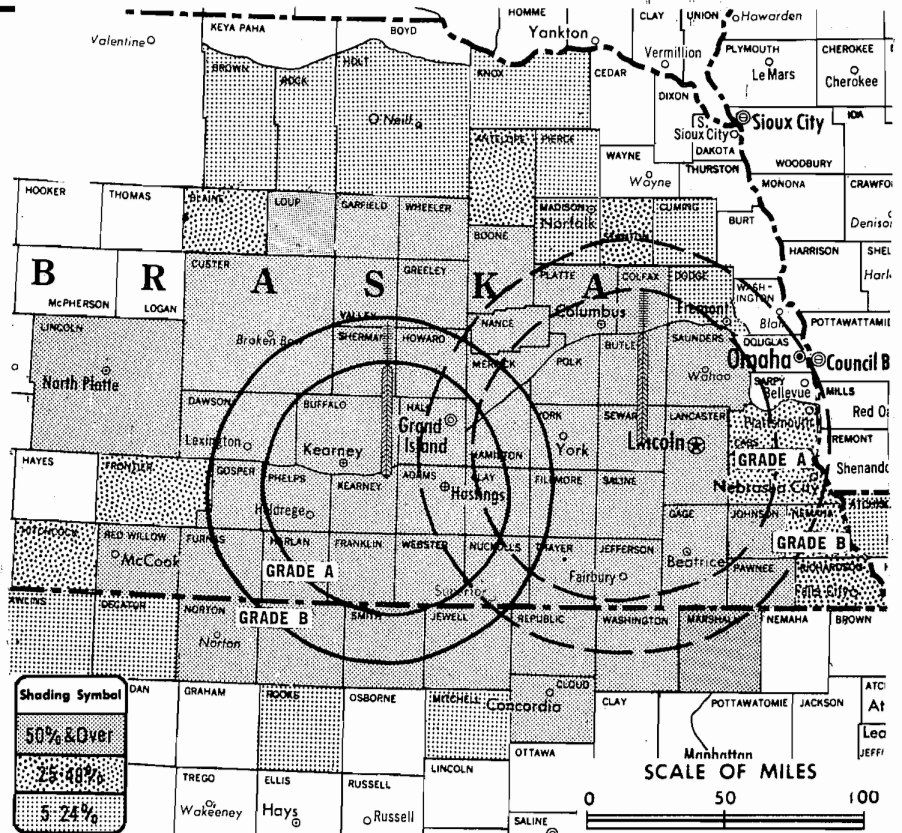
News Wire Service: AP, UPI.

Facsimile Service: UPI.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Lohnes & Culver.

County coverage based on ARB study (see page 4-b).



## KGIN-TV

Licensee: Cornhusker Television Corp., KOLN-TV, Lincoln, Neb.

Studio: 231 S. Locust St., Grand Island, Neb. (68801).

Telephone: 308-382-6100. TWX No.: 402-591-1544.

Ownership: See KOLN-TV, Lincoln.

Began Operation: October 1, 1961.

Personnel:

Same as KOLN-TV.  
BOB SCHNUELLE, operations mgr., Grand Island.

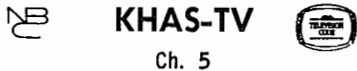
Rates: See KOLN-TV.

NETWORK BASE HOURLY RATE: Combination rate with KOLN-TV, Lincoln.

ARB Data For This Station Included With Parent KOLN-TV, Lincoln, Neb. Above Map Shows Coverage For Both Parent & Satellite.

**When audience estimates will help TOMORROW,  
Call for ARB Overnights TODAY!**

# Nebraska—Hastings



Technical Facilities: Channel No. 5  
100-kw visual, 16.2-kw aural. Antenna: 730-ft. above av. terrain, 767-ft. above ground, 2707-ft. above sea level.

Latitude 40° 39' 06"  
Longitude 98° 23' 04"

Transmitter: Hwy. 281, 3-mi. N of Hastings.

Studio: Hwy. 281, 3-mi. N of Hastings.

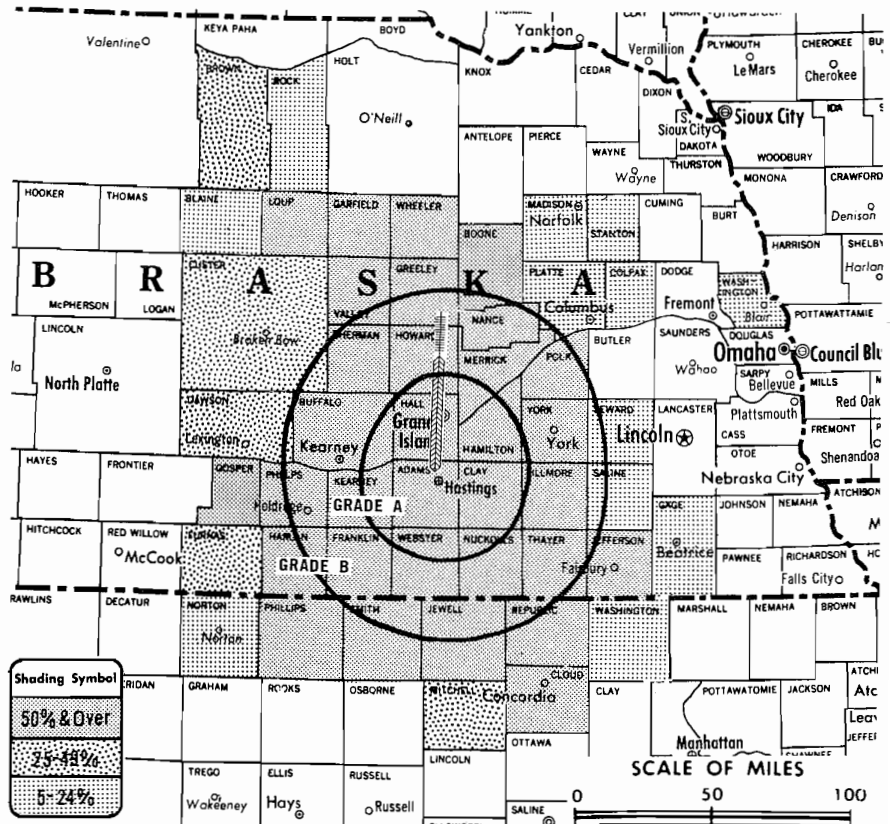
AM Affiliate: KHAS, 1-kw, 1230 kHz.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

Facsimile Service: AP.

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).



KHAS-TV Ref: FCC File No. BmPCT-3248 Granted 8/5/55 ©American Map Co., Inc., N.Y., No. 14244

## KHAS-TV

Licensee: Nebraska Television Corp., Box 578 (68901).  
Telephone: 402-463-1321. TWX No.: 402-596-1490.  
Ownership: Seaton Publishing Co., 52.7%; Morrison & Quirk Grain Corp., 3.6%; radio KHAS, Hastings, 3.6%; D. H. Meves, 3.6%; Duane L. Watts, 1.1%; over 100 other stockholders, none with as much as 1%. Officers: Fred A. Seaton, pres.; John Spady, v.p.; Lloyd P. Kissinger, secy.; Fred R. Irons, v.p. Seaton family owns Hastings Tribune, controls KHAS; KGGF, Coffeyville, Kan.; KMAN, Manhattan, Kan.; and publishes chain of Western newspapers. Meves owns KPLK, Dallas, Ore.  
Began Operation: Jan. 1, 1956.  
Represented (sales) by Adam Young Inc.  
Represented (legal) by Dow, Lohnes & Albertson.  
Personnel:  
DUANE L. WATTS, v.p., general manager & film buyer.  
BOB BOOE, assistant general manager.  
SCOTT BONHAM, traffic manager.  
DUANE B. ALLISON, chief engineer.  
CHUCK WARREN, news director.

### DIGEST OF RATE CARD NO. 5 (March 1, 1969)

Hour 30 Min. 15 Min. 10 Min. 5 Min. 30 Sec. 20 Sec. 10 Sec.  
Class AA—6:59-9:59 p.m., daily.  
\$300.00 \$180.00 \$120.00 \$105.00 \$75.00 \$90.00 \$80.00 \$45.00  
NETWORK BASE HOURLY RATE: \$350.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	KANSAS			
	Cloud	5,600	5,100	91
	Jewell	1,700	1,500	88
	Phillips	2,400	2,100	89
	Republic	2,800	2,600	92
	Smith	2,900	2,700	93

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	NEBRASKA			
	Adams	9,300	8,900	96
	Boone	2,300	2,200	95
	Buffalo	8,600	8,200	96
	Clay	2,800	2,700	99
	Fillmore	2,900	2,800	96
	Franklin	1,200	1,100	96
	Garfield	800	700	92
	Gosper	800	800	97
	Greeley	800	700	90
	Hall	12,800	12,300	96
	Hamilton	2,700	2,600	96
	Harlan	900	900	95
	Howard	1,600	1,500	94
	Jefferson	3,200	3,000	95
	Kearney	2,000	2,000	98
	Loup	400	300	93
	Merrick	2,600	2,400	95
	Nance	1,400	1,300	93
	Nuckolls	2,300	2,200	93
	Phelps	3,400	3,300	98
	Polk	1,800	1,700	98
	Sherman	1,400	1,300	93
	Thayer	2,600	2,400	95
	Valley	2,100	1,900	91
	Webster	1,400	1,300	96
	Wheeler	400	300	89
York	4,500	4,200	93	
<b>Between 25-49%</b>	KANSAS			
	Mitchell	2,300	2,100	91
	NEBRASKA			
	Brown	1,100	1,000	89
	Custer	4,300	4,000	92
Dawson	6,400	6,100	96	
Furnas	1,900	1,800	92	
<b>Between 5-24%</b>	KANSAS			
	Norton	2,400	2,200	94
Washington	4,200	3,800	91	

(Continued on page 477-b)

Station Totals	169,400	159,400	94
Net Weekly Circulation (March 1969)			87,413
Average Daily Circulation (March 1969)			57,433



# Nebraska—Hay Springs



**KDUH-TV**



Ch. 4

[Affiliate of KOTA-TV,  
Rapid City, S.D.]

Technical Facilities: Channel No. 4  
(66-72 MHz). Authorized power:  
100-kw visual, 15-kw aural. Antenna:  
650-ft. above av. terrain,  
585-ft. above ground, 4578-ft.  
above sea level.

Latitude 42° 38' 25"  
Longitude 102° 42' 04"

Holds CP for change to 20-kw  
aural, 2000-ft. above av. terrain,  
1961-ft. above ground, 6316-ft.  
above sea level, lat. 42° 10' 21",  
long. 103° 13' 57"; transmitter  
to 10.4-mi. S of Hwy. 2-87, 18.5-  
mi. NW of U.S. Hwy. 385, 13.1-  
mi. SW of Hemingford, Neb.

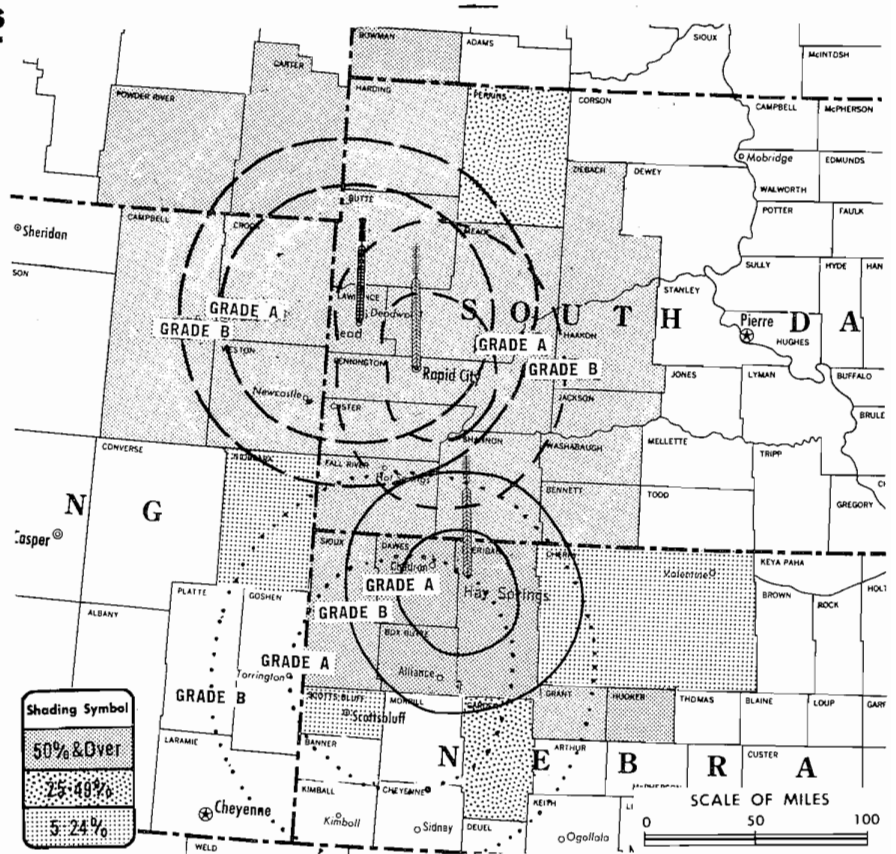
Transmitter: Hwy. 87.

Color: Network & tape.

News Wire Service: UPI.

Represented (engineering) by Com-  
mercial Radio Equipment Co.

County coverage based on ARB study (see  
page 4-b).



KDUH-TV Ref: FCC File No. BPCT-2350 Granted 8/1/57  
CP: BPCT-4269 Granted 11/25/69

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## KDUH-TV

Network Service: CBS & ABC, same as KOTA-TV, Rapid City.

Licensee: Duhamel Bcstg. Enterprises, Box 1752, Rapid City, S.D.  
(57702).

Studio: Hwy. 87.

Telephone: 605-638-2741.

Ownership: Same as KOTA-TV, Rapid City.

Began Operation: Feb. 20, 1958.

Represented (sales) by Adam Young Inc.; Wayne Evans &  
Associates (Minneapolis); The Soderlund Company (Omaha-Lin-  
coln).

Represented (legal) by Fisher, Wayland, Duvall & Southmayd.

### Personnel:

AL BRINKMAN, resident manager.  
EDWARD DAVENPORT, chief engineer.

Rates: Sold in combination with KOTA-TV.

NETWORK BASE HOURLY RATE: Bonus to KOTA-TV, Rapid City,  
S.D.

ARB Data For This Station Included With Parent  
KOTA-TV, Rapid City, S.D. Above Map Shows  
Coverage For Both Parent & Satellite.

# TAILORED RATE...

You can run YOUR full-page station ad facing YOUR station listing

## for as little as \$180

For Further Information - PLEASE USE HANDY POSTAGE PAID ORDER CARD #6, FOUND INSIDE THE BACK COVER OF THE STATIONS VOLUME

# Nebraska—Hayes Center

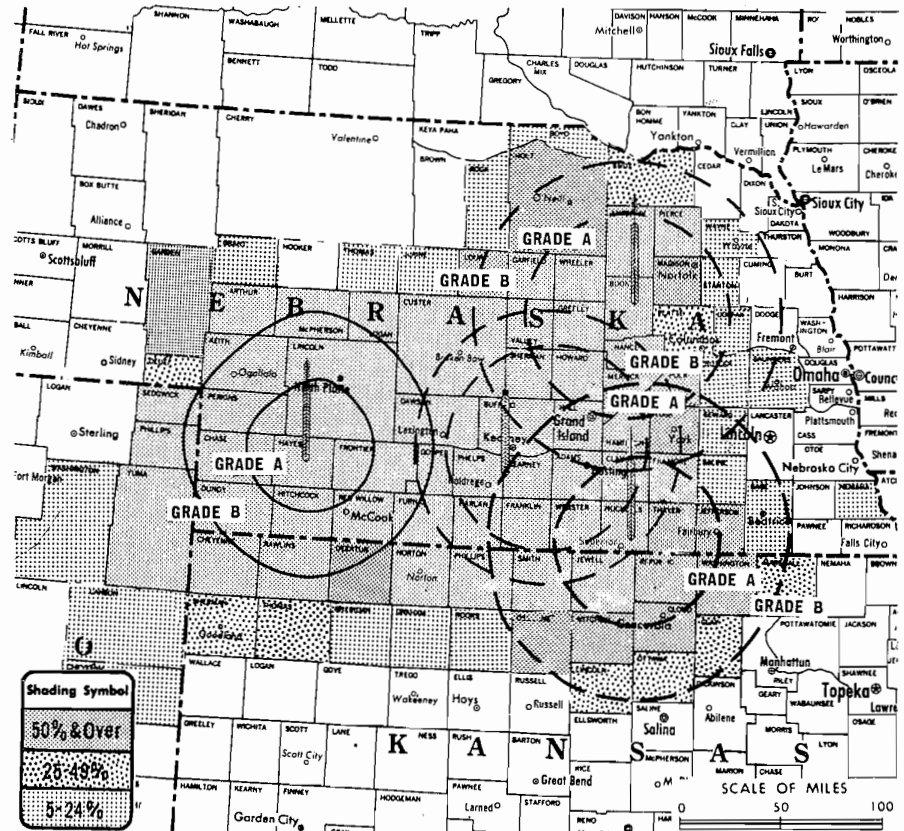
**KHPL-TV**



Ch. 6

[Satellite of KHOL-TV,  
Kearney, Neb.]

**Technical Facilities:** Channel No. 6  
(82-88 MHz). Authorized power:  
100-kw visual, 20-kw aural, 710-  
ft. above av. terrain, 586-ft. above  
ground, 3851-ft. above sea level.  
Latitude 40° 37' 29"  
Longitude 101° 01' 58"  
**Transmitter:** County Rd., 8-mi. N of  
Hayes Center.



KHPL-TV Ref: FCC File No. BPCT-2531 Granted 9/17/68

©American Map Co., Inc., N.Y., No. 14244

County coverage based on ARB study (see page 4-b).

## KHPL-TV

**Network Service:** ABC same as KHOL-TV.

**Grantee (STA):** Bi-States Co., 414 East Ave., Holdrege, Neb. (68949).

**Studio:** County Rd., 8-mi. N of Hayes Center.

**Telephone:** 308-995-5952, Holdrege, Neb.

**Ownership:** See KHOL-TV, Kearney, Neb.

**Began Operation:** Feb. 9, 1956.

**Represented (sales)** by The Meeker Co. Inc.

**Represented (legal)** by Fisher, Wayland, Duvall & Southmayd.

**Represented (engineering)** by Commercial Radio Equipment Co.

**Personnel:**

W. M. GREELY, director of engineering.

**RATES:** Sold in combination with KHOL-TV, Kearney, with rates applying to simultaneous telecasts on both stations.

**NETWORK BASE HOURLY RATE:** Bonus to KHOL-TV, Kearney-Holdrege.

ARB Data For This Station Included With Parent KHOL-TV, Kearney, Neb. Above Map Shows Coverage For Both Parent & Satellites.

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# Nebraska—Kearney-Holdrege



**KHOL-TV**



Ch. 13

[Also operates satellite KHPL-TV, Hayes Center, Neb.; semi-satellites KHQL-TV, Albion & KHTL-TV, Superior, Neb.]

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 316-kw visual, 63.2-kw aural. Antenna: 1110-ft. above av. terrain, 1173-ft. above ground, 3243-ft. above sea level.

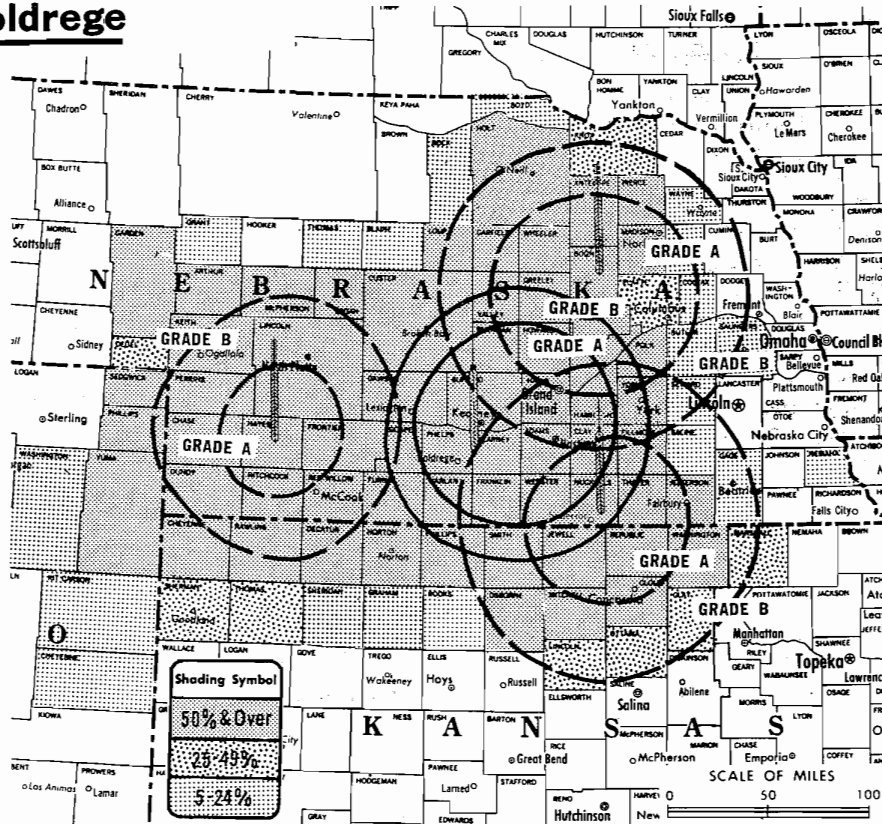
Latitude 40° 39' 27"  
Longitude 98° 51' 59"

Transmitter: 1.2 mi. NW of Lowell.  
Studio: 2.5-mi. E of Axtell, Neb.  
Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).



**KHOL-TV** Ref: FCC File No. BPCT-2718 Granted 8/1/82  
**KHPL-TV** Ref: FCC File No. BPCT-2531 Granted 9/17/58  
**KHQL-TV** Ref: FCC File No. BPCT-3162 Granted 2/5/64  
**KHTL-TV** Ref: FCC File No. BNPCT-6083 Granted 4/22/65

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## KHOL-TV

Licensee: Bi-States Co., 414 East Ave., Holdrege, Neb. (68949).

Telephones: 308-995-5952, Holdrege; 308-234-4411, Kearney.

TWX No.: 308-456-3741.

Ownership: F. Wayne Brewster, pres. 61.1%; C. S. Freas Jr., v.p. 13.9%; Willard F. Anderson, director, 11.1%; William S. Bivens, director, 2.8%; Donald E. Brewster, 11.1%. Bi-States also operates satellite KHPL-TV (Ch. 6), Hayes Center, Neb. and semi-satellites KHQL-TV (Ch. 8), Albion, Neb. and KHTL-TV (Ch. 4), Superior Neb.

Began Operation: Dec. 24, 1953.

Represented (sales) by the Meeker Co. Inc.

Represented (legal) by Fisher, Wayland, Duvall & Southmayd.

Represented (engineering) by Commercial Radio Equipment Co.

Personnel:

F. WAYNE BREWSTER, M.D., president & general manager.

HARRY PACKARD, manager.

W. M. GREELY, director of engineering.

DIGEST OF RATE CARD NO. 11—(Oct. 1, 1969)

Hour	30 Min.	Min.	30 or 20 Sec.	ID
Class AA—6:30-10 p.m., daily.				
\$594.00	\$369.00	\$112.00	\$92.00	\$56.00

NETWORK BASE HOURLY RATE: \$600.

ARB Data for this Station includes Satellites  
KHPL-TV, Hayes Center; KHQL-TV, Albion &  
KHTL-TV, Superior, Neb.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>COLORADO</b>				
	Phillips	1,400	1,300	96
	Sedgwick	700	700	93
	Yuma	2,300	2,100	91
<b>KANSAS</b>				
	Cheyenne	1,700	1,600	94
	Cloud	5,600	5,100	91
	Decatur	1,600	1,500	94
	Jewell	1,700	1,500	88
	Mitchell	2,300	2,100	91
	Norton	2,400	2,200	94
	Osborne	2,000	1,800	90
	Phillips	2,400	2,100	89
	Rawlins	1,300	1,200	93
	Republic	2,800	2,600	92
	Smith	2,900	2,700	93
	Washington	4,200	3,800	91
<b>NEBRASKA</b>				
	Adams	9,300	8,900	96
	Antelope	2,600	2,300	91
	Arthur	200	200	92
	Boone	2,300	2,200	95
	Buffalo	8,600	8,200	96
	Chase	1,100	1,000	96
	Clay	2,800	2,700	99
	Custer	4,300	4,000	92
	Dawson	6,400	6,100	96
	Dundy	800	800	93
	Fillmore	2,900	2,800	96
	Franklin	1,200	1,100	96
	Frontier	800	700	95
	Furnas	1,900	1,800	92
	Garden	800	700	87
	Garfield	800	700	92
	Gosper	800	800	97
	Greeley	800	700	90
	Hall	12,800	12,300	96
	Hamilton	2,700	2,600	96
	Harlan	900	900	95
	Hayes	600	600	94
(Continued on page 477-b)				
Station Totals		266,800	249,700	93
Net Weekly Circulation (March 1969)				151,990
Average Daily Circulation (March 1969)				91,618

# Nebraska—Lincoln



**KOLN-TV**



Ch. 10

[Also operates satellite KGIN-TV, Grand Island, Neb.]

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 316-kw visual, 60.3-kw aural. Antenna: 1490-ft. above av. terrain, 1497-ft. above ground, 3027-ft. above sea level.

Latitude 40° 48' 08"  
Longitude 97° 10' 46"

Transmitter: 6-mi. E of Beaver Crossing.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

News Film Service: CBS.

Facsimile Service: UPI.

Studio: 40th & W Sts.

Represented (engineering) by Lohnes & Culver.

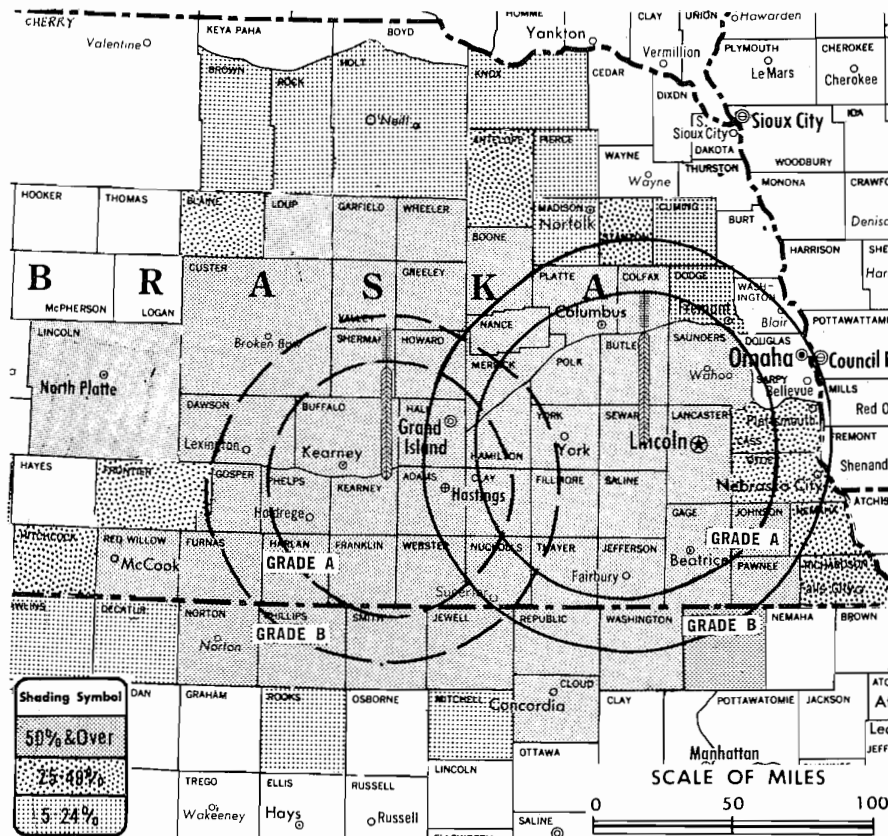
Total Households: © SRDS

Consumer Market Data as of 1/1/70.

TV Homes: TV% and Circulation

© 1969 American Research Bureau.

County coverage based on ARB study (see page 4-b).



KOLN-TV Ref: FCC File No. BPCT-3649 Granted 12/15/65

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## KOLN-TV

Licensee: Cornhusker Television Corp., 40th & W Sts. (68501).

Telephone: 402-434-8251.

TWX No.: 402-591-1544.

Ownership: John E. Fetzer; for other interests, see WKZO-TV, Kalamazoo, Mich. Cornhusker Television also owns satellite KGIN-TV, Grand Island, Neb.

Began Operation: Feb. 18, 1953. Sale to Fetzer Bcstg. Co. approved by FCC March 24, 1954; transfer to John Fetzer approved by FCC Nov. 15, 1955. (Television Digest, Vol. 9:30, 34, 10:9, 13, 20.)

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Personnel:

JOHN E. FETZER, president.  
A. JAMES EBEL, vice president & manager.  
PAUL JENSEN, assistant manager & program director.  
DUANE HOLMAN, sales manager.  
BOB TAYLOR, news director.  
BOB FURMAN, production director.  
RITA SHAW, public service director.  
LYNNE GRASZ, promotion director.  
LLOYD OLIVER, farm director.  
RAY TAYLOR, chief engineer.

### DIGEST OF RATE CARD NO. 17A—(July 1, 1969)\*

Hour	30 Min.	15 Min.	Min. or 40 Sec.	30 Sec.	20 Sec.	10 Sec.
Class AA—7-10 p.m., daily.	\$675.00	\$390.00	\$250.00	\$225.00	\$190.00	\$95.00

\* Includes KGIN-TV, Grand Island, Neb.

NETWORK BASE HOURLY RATE: \$775.00.

ARB Data: Figures include Satellite KGIN-TV, Grand Island, Neb.

Net Weekly Circulation	State County	Total Households	TV Homes	%
	<b>KANSAS</b>			
	Cloud	5,600	5,100	91
	Jewell	1,700	1,500	88
	Marshall	4,400	4,100	92
	Norton	2,400	2,200	94
	Phillips	2,400	2,100	89
	Republic	2,800	2,600	92
	Smith	2,900	2,700	93
	Washington	4,200	3,800	91
	<b>NEBRASKA</b>			
	Adams	9,300	8,900	96
	Boone	2,300	2,200	95
	Buffalo	8,600	8,200	96
	Butler	2,800	2,700	93
	Clay	2,800	2,700	99
	Colfax	3,100	2,900	93
	Custer	4,300	4,000	92
	Dawson	6,400	6,100	96
	Fillmore	2,900	2,800	96
	Franklin	1,200	1,100	96
	Furnas	1,900	1,800	92
	Gage	8,100	7,700	95
	Garfield	800	700	92
	Gosper	800	800	97
	Greeley	800	700	90
	Hall	12,800	12,300	96
	Hamilton	2,700	2,600	96
	Harlan	900	900	95
	Howard	1,600	1,500	94
	Jefferson	3,200	3,000	95
	Johnson	1,700	1,600	95
	Kearney	2,000	2,000	98
	Lancaster	58,100	56,100	97
	Lincoln	9,500	9,100	96
	Loup	400	300	93
	Merrick	2,600	2,400	95
	Nance	1,400	1,300	93
	Nuckolls	2,300	2,200	93
	Pawnee	1,100	1,000	91

50% & Over

(Continued on page 477-b)

Station Totals	485,600	462,900	95
Net Weekly Circulation (March 1969)			220,544
Average Daily Circulation (March 1969)			170,692

# You can't cover Nebraska without Lincoln-Hastings-Kearney

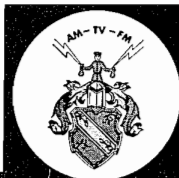
There are two television markets in Nebraska—and they're just about the same size. Omaha, with retail sales of \$1,380,756,000, is one. The other is Lincoln-Hastings-Kearney, where retail sales are a robust \$1,100,992,000.

# You can't cover Lincoln-Hastings-Kearney without KOLN-TV/KGIN-TV

In KOLN-TV/KGIN-TV's half of Nebraska, you get one of the largest audience shares in the nation. Total day audience share is 64%. Early evenings (4-6:30) we get 74%. We dominate with an 81% rating from 10-10:30 at night.

That's why you can't cover KOLN-TV/KGIN-TV's half of Nebraska from Omaha . . . unless you are willing to settle for a maximum of 10.3% prime time coverage.

*Data source: ARB, Nov. 1969. Rating projections are estimates only, subject to any defects and limitations of source material and methods, and may or may not be accurate measurements of true audience.*



### The Felzer Stations

**RADIO**  
 WKZO KALAMAZOO-BATTLE CREEK  
 WJEF GRAND RAPIDS  
 WJEM GRAND RAPIDS-KALAMAZOO  
 WWAM/WWTV-FM CADILLAC

**TELEVISION**  
 WKZO-TV GRAND RAPIDS-KALAMAZOO  
 WWTV / CADILLAC TRAVERSE CITY  
 WWJ-TV SALT LICK, MICHIGAN  
 KOLN-TV / LINCOLN, NEBRASKA  
 KGIN-TV GRAND ISLAND, NEB.  
 KMEG-TV SIOUX CITY, IOWA

## KOLN-TV / KGIN-TV

LINCOLN, NEBRASKA  
1500 FT. TOWER

GRAND ISLAND, NEBRASKA  
1069 FT. TOWER

Avery-Knodel, Inc., Exclusive National Representative

# Nebraska—McCook-Oberlin



**KOMC**



Ch. 8

[Satellite of KARD-TV, Wichita, Kan.]

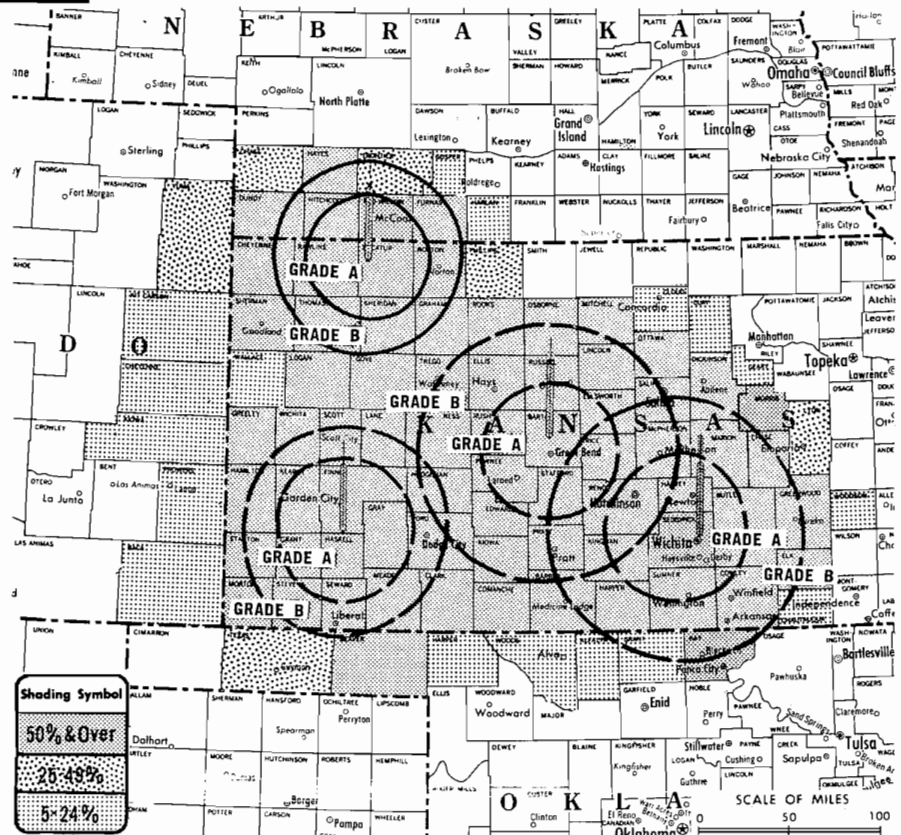
Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 710-ft. above av. terrain, 677-ft. above ground, 3537-ft. above sea level.

Latitude 39° 49' 48"  
Longitude 100° 42' 04"

Transmitter: U.S. Hwy. 36, 9-mi. W of Oberlin, Kan.

Color: Network, live, film, slide & tape.

News Wire Service: AP.



County coverage based on ARB study (see page 4-b).

KOMC Ref: FCC File No. BMPCT-5393 Granted 10/15/59

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## KOMC

Network Service: NBC, same as KARD-TV.

Licensee: Kansas State Network Inc., P.O. Box 333, Wichita, Kan. (67201).

Studio: U.S. Hwy. 36, 9-mi. W of Oberlin, Kan.

Telephone: 913-475-2248.

Ownership: See KARD-TV, Wichita, Kan.

Began Operation: Oct. 16, 1959.

Represented (sales) by Tele-Rep.

Represented (legal) by Koteen & Burt.

### Personnel:

ROBERT BERKHEIMER, station manager.

CHET ALLAN, news director.

DELMER COSS, chief engineer.

Rates: Offered as a bonus with KARD-TV, Wichita, Kan. & satellites (Kansas State Network) KGLD, Garden City, Kan. & KCKT, Great Bend, Kan.

NETWORK BASE HOURLY RATE: Bonus to KCKT, Great Bend, Kan.

ARB Data For This Station Included With Parent KARD-TV, Wichita, Kan. Above Map Shows Coverage For Both Parent & Satellites.

## KHOL-TV, Kearney (ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
	NEBRASKA—(Continued)			
	Hitchcock	1,100	1,100	96
	Holt	3,900	3,400	87
	Howard	1,600	1,500	94
	Jefferson	3,200	3,000	95
	Kearney	2,000	2,000	98
	Keith	2,400	2,300	97
	Lincoln	9,500	9,100	96
	Logan	400	300	88
	Loup	400	300	93
	Mc Pherson	200	200	87
	Madison	8,500	7,900	93
<b>50% &amp; Over</b>	Merrick	2,600	2,400	95
	Nance	1,400	1,300	93
	Nuckolls	2,300	2,200	93
	Perkins	1,000	1,000	98
	Phelps	3,400	3,300	98
	Pierce	2,500	2,400	95
	Polk	1,800	1,700	98
	Red Willow	4,400	4,200	96
	Sherman	1,400	1,300	93
	Thayer	2,600	2,400	95
	Valley	2,100	1,900	91
	Webster	1,400	1,300	96
	Wheeler	400	300	89
	York	4,500	4,200	93
	KANSAS			
	Clay	3,800	3,500	90
	Lincoln	1,300	1,200	90
	Marshall	4,400	4,100	92
	Ottawa	2,200	1,900	90
	Sherman	3,400	3,200	95
<b>Between 25-49%</b>	Thomas	2,400	2,100	91
	NEBRASKA			
	Deuel	1,000	900	95
	Knox	3,800	3,400	90
	Platte	8,000	7,700	96
	COLORADO			
	Cheyenne	600	500	87
	Kit Carson	1,700	1,500	87
	Washington	1,700	1,500	90
	KANSAS			
	Graham	1,800	1,700	95
	Rooks	3,100	2,900	95
	Sheridan	1,200	1,100	93
	NEBRASKA			
	Blaine	300	300	82
	Boyd	1,300	1,200	92
	Butler	2,800	2,700	93
	Colfax	3,100	2,900	93
	Gage	8,100	7,700	95
	Grant	400	300	84
	Nemaha	2,300	2,100	94
	Rock	800	800	92
	Saline	4,100	3,900	95
	Saunders	5,700	5,500	96
	Seward	4,400	4,100	93
	Stanton	1,700	1,600	93
	Thomas	400	300	83
	Wayne	2,900	2,900	98

## KHAS-TV, Hastings (ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
	NEBRASKA			
	Blaine	300	300	82
	Colfax	3,100	2,900	93
	Gage	8,100	7,700	95
	Madison	8,500	7,900	93
<b>Between 5-24%</b>	Platte	8,000	7,700	96
	Rock	800	800	92
	Saline	4,100	3,900	95
	Seward	4,400	4,100	93
	Stanton	1,700	1,600	93

1970-71 Edition

## Nebraska

## KOLN-TV, Lincoln (ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
	NEBRASKA—(Continued)			
	Phelps	3,400	3,300	98
	Platte	8,000	7,700	96
	Polk	1,800	1,700	98
	Red Willow	4,400	4,200	96
	Saline	4,100	3,900	95
	Saunders	5,700	5,500	96
<b>50% &amp; Over</b>	Seward	4,400	4,100	93
	Sherman	1,400	1,300	93
	Thayer	2,600	2,400	95
	Valley	2,100	1,900	91
	Webster	1,400	1,300	96
	Wheeler	400	300	89
	York	4,500	4,200	93
	NEBRASKA			
	Antelope	2,600	2,300	91
	Blaine	300	300	82
	Cass	5,900	5,700	97
	Frontier	800	700	95
	Hitchcock	1,100	1,100	96
	Nemaha	2,300	2,100	94
	Otoe	5,400	5,200	96
	Richardson	3,800	3,600	94
	Stanton	1,700	1,600	93
	KANSAS			
	Decatur	1,600	1,500	94
	Mitchell	2,300	2,100	91
	Rawlins	1,300	1,200	93
	Rooks	3,100	2,900	95
	NEBRASKA			
	Brown	1,100	1,000	89
	Chase	1,100	1,000	96
	Cuming	3,700	3,500	95
	Dodge	12,200	11,800	97
	Holt	3,900	3,400	87
	Knox	3,800	3,400	90
	Madison	8,500	7,900	93
	Pierce	2,500	2,400	95
	Rock	800	800	92

## MORTON FLOM, P. Eng.

*Consulting Engineer*

- CATV Proof of Performance
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*All Services Confidential*

514-484-4883

5814 Hudson Avenue  
Montreal 268.

477-b

# Nebraska—North Platte



**KNOP-TV**

Ch. 2

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 57-kw visual, 11.2-kw aural. Antenna: 630-ft. above av. terrain, 609-ft. above ground, 3621-ft. above sea level.

Latitude 41° 12' 13"

Longitude 100° 43' 58"

Transmitter: 4.7-mi. NNE of center of town.

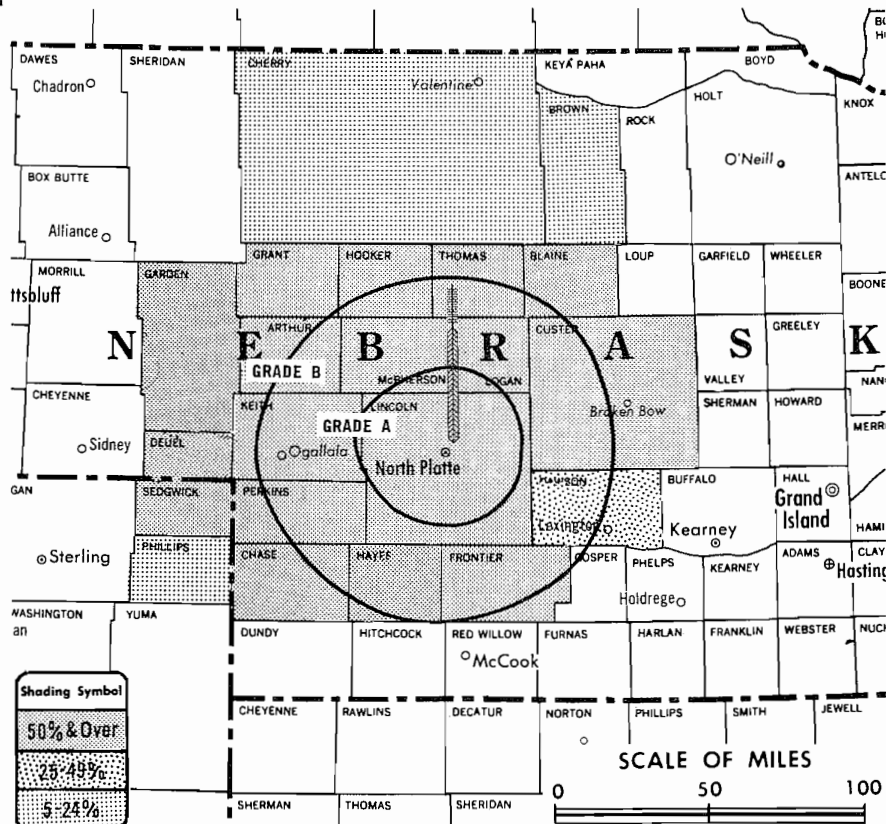
Color: Network.

News Wire Service: AP.

AM Affiliate: KNOP, 1-kw, 1410 kHz.

Studio: 4.7-mi. NNE of center of town.

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).



KNOP-TV Ref: FCC File No. BMPCT-5042 Granted 5/2/58

©American Map Co., Inc., N.Y., No. 14244

## KNOP-TV

Licensee: North Platte Television Inc., Box 749 (69101).

Telephone: 308-532-2222.

Ownership: Fer-Rich Broadcasting Co. Inc., 92.7%. Fer-Rich officers & owners: Ferris E. Traylor, chairman-treas., 83.33%; Richard E. Shively, pres., 16.67%; John E. Early, secy. Traylor & Shively also own Telesis Corp. which controls CATV systems (see CATV Group Ownership). Shively owns RJN Bcstg. Inc., WLF1-TV, Lafayette, Ind.

Began Operation: Dec. 15, 1958. Sale to present owners by group headed by Fred E. Shrake & Mac Smock approved June 16, 1967 by FCC.

Represented (sales) by Jack Masla Co.

Represented (legal) by Wilner, Scheiner & Greeley.

Represented (engineering) by Jules Cohen & Associates.

Personnel:

ULYSSES A. CARLINI, general manager.

MIKE BARRETT, traffic director.

DIGEST OF RATE CARD NO. 4  
(March 1, 1964)

Hour	30 Min.	15 Min.	10 Min.	Min. or 40 Sec.	20 Sec.	10 Sec.
Class A—6:59-10:31 p.m., daily.	\$150.00	\$90.00	\$60.00	\$55.00	\$36.00	\$28.00
NETWORK BASE HOURLY RATE:	\$100.					

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	COLORADO			
	Sedgwick	700	700	93
	NEBRASKA			
	Arthur	200	200	92
	Blaine	300	300	82
	Chase	1,100	1,000	96
	Custer	4,300	4,000	92
	Deuel	1,000	900	95
	Frontier	800	700	95
	Garden	800	700	87
	Grant	400	300	84
	Hayes	600	600	94
	Hooker	400	400	98
	Keith	2,400	2,300	97
Lincoln	9,500	9,100	96	
Logan	400	300	88	
Mc Pherson	200	200	87	
Perkins	1,000	1,000	98	
Thomas	400	300	83	
<b>Between 25-49%</b>	NEBRASKA			
Dawson	6,400	6,100	96	
<b>Between 5-24%</b>	COLORADO			
Phillips	1,400	1,300	96	
NEBRASKA				
Brown	1,100	1,000	89	
Cherry	2,400	2,200	93	
Nemaha	2,300	2,100	94	
Station Totals		52,700	49,400	94
Net Weekly Circulation (March 1969)				23,549
Average Daily Circulation (March 1969)				18,508



# Nebraska—Omaha



**KETV**



Ch. 7

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 60.3-kw aural. Antenna: 1360-ft. above av. terrain, 1362.5-ft. above ground, 2549-ft. above sea level.

Latitude 41° 18' 32"  
Longitude 96° 01' 37"

Transmitter: 5600 N. 72nd St.

Studio: 27th & Douglas Sts.

Telephone: 402-345-7777.

TWX No.: 910-622-0710.

Color: Network, live, film, slide & tape.

News Wire Service: AP

Facsimile Service: AP.

Represented (legal) by Kirkland, Ellis, Hodson, Chaffetz, Masters & Rowe.

Represented (engineering) by Kear & Kennedy.

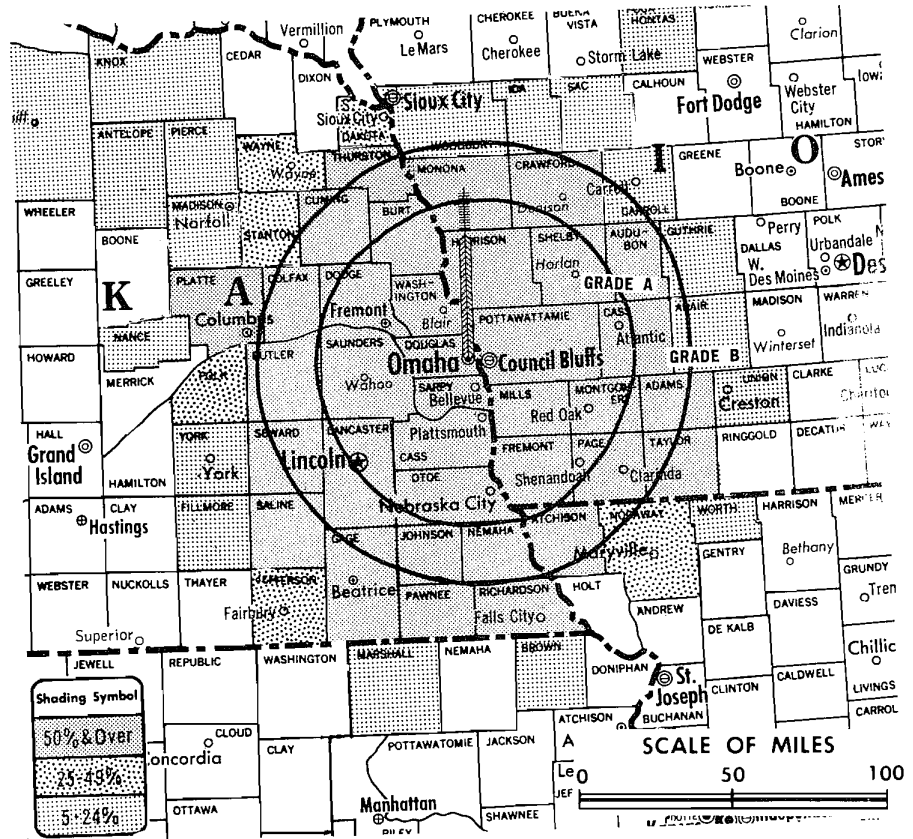
Total Households: © SRDS

Consumer Market Data as of 1/1/70.

TV Homes: TV% and Circulation

© 1969 American Research Bureau.

County coverage based on ARB study (see page 4-b).



KETV Ref: FCC File No. BPCT-3701 Granted 4/25/66

©American Map Co., Inc., N.Y., No. 14244

## KETV

Licensee: Herald Corp., 27th & Douglas Sts., Omaha (68131).

Ownership: Herald Corp. (Ben H. Cowdery, pres.; Peter Kiewit, v.p.; Kenneth H. James, v.p.; Donald E. Baker, treas.). Herald Corp. is a wholly-owned subsidiary of Peter Kiewit Sons' Inc.

Began Operation: Sept. 17, 1957. Sale of newspaper and TV station began with transfer of newspaper and 45% of KETV in 1962 and was completed the following year when transfer of the remaining 55% of KETV was approved June 11, 1963 by FCC (Television Digest, Vol. 2:45; 3:23).

Represented (sales) by Peters, Griffin, Woodward Inc.

### Personnel:

- BEN H. COWDERY, president.
- KENNETH H. JAMES, v.p., general manager & film buyer.
- JAMES S. DUGAN, general sales manager.
- AL DULLNIG, program & public service manager.
- RUTH GARBER, promotion manager.
- LEE TERRY, managing editor of news division.
- RUSSELL V. GOYETTE, chief engineer.

### DIGEST OF RATE CARD NO. 18—(Oct. 14, 1969)

Hour	30 Min.	15 Min.	30 Sec.	20 Sec.	ID
Class AA—7-10 p.m., daily.	\$1000.00	\$600.00	\$380.00*	\$250.00*	\$175.00*

\*Class A1.

NETWORK BASE HOURLY RATE: \$1050.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	IOWA			
	Adams	1,900	1,800	93
	Audubon	2,900	2,800	97
	Cass	5,800	5,600	96
	Crawford	5,500	5,300	97
Fremont	2,500	2,400	97	

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	IOWA—(Continued)			
	Harrison	4,600	4,400	96
	Mills	3,300	3,200	97
	Monona	3,500	3,400	96
	Montgomery	4,200	4,000	96
	Page	5,700	5,400	95
	Pottawattamie	27,900	26,900	97
	Shelby	4,300	4,200	97
	Taylor	2,500	2,300	92
	MISSOURI			
	Atchison	2,400	2,200	95
	NEBRASKA			
	Burt	2,700	2,600	97
	Butler	2,800	2,700	93
Cass	5,900	5,700	97	
Colfax	3,100	2,900	93	
Cuming	3,700	3,500	95	
Dodge	12,200	11,800	97	
Douglas	124,200	120,100	97	
Gage	8,100	7,700	95	
Johnson	1,700	1,600	95	
Lancaster	58,100	56,100	97	
Nemaha	2,300	2,100	94	
Otoe	5,400	5,200	96	
Pawnee	1,100	1,000	91	
Platte	8,000	7,700	96	
Richardson	3,800	3,600	94	
Saline	4,100	3,900	95	
Sarpy	14,000	13,800	99	
Saunders	5,700	5,500	96	
Seward	4,400	4,100	93	
Thurston	1,400	1,400	94	
Washington	4,000	3,900	98	
MISSOURI				
Nodaway	6,300	5,900	94	
NEBRASKA				
Dakota	4,100	4,000	98	
(Continued on page 483-b)				
Station Totals		588,400	563,600	95
Net Weekly Circulation (March 1969)			340,672	
Average Daily Circulation (March 1969)			218,578	

# Nebraska—Omaha



**KMTV**



Ch. 3

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1370-ft. above av. terrain, 1345-ft. above ground, 2549-ft. above sea level.

Latitude 41° 18' 25"  
Longitude 96° 01' 37"

Transmitter: 5400 N. 72nd St.

TV tape: Recording facilities.

AM Affiliate: KFAB, 50-kw, 1110 kHz (NBC).

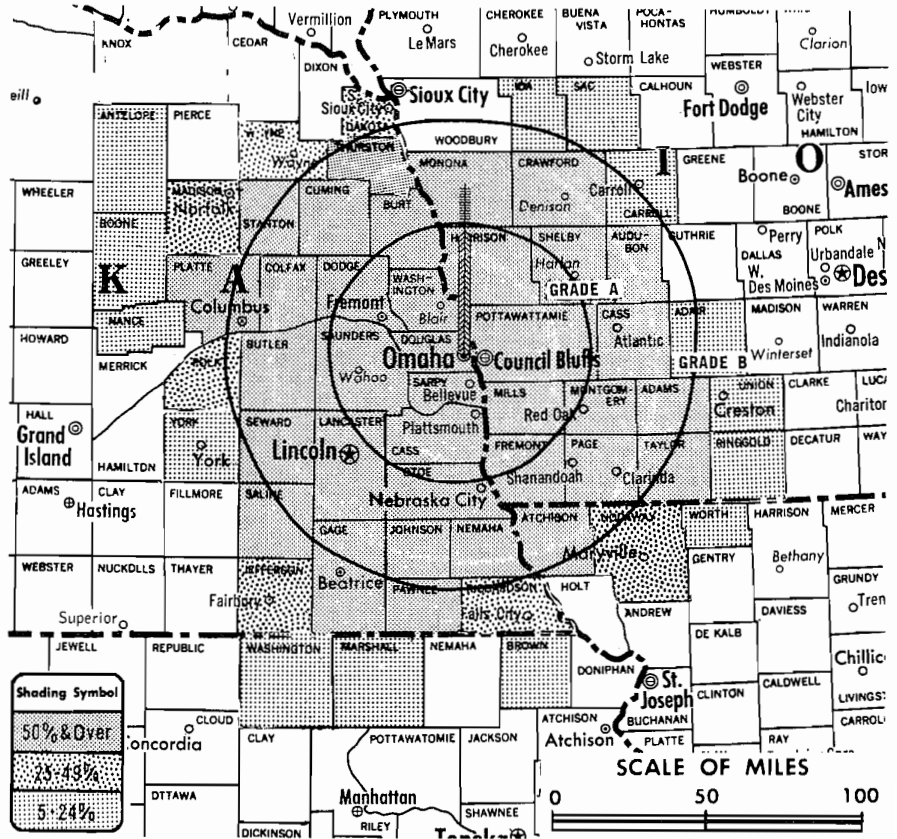
FM Affiliate: KFAB-FM, 115-kw 99.9 MHz (No. 260), 500-ft.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

Facsimile Service: UPI.

News Film Service: NBC.



Shading Symbol
50% & Over
25-49%
5-24%

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).

KMTV Ref: FCC File BPCT-3288 Granted 4/28/66

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## KMTV

Licensee: May Broadcasting Co., 2615 Farnam St., Omaha (68131).

Studio: 2615 Farnam St.

Telephone: 402-345-3333. TWX No.: 402-348-1109.

Ownership: May Broadcasting Co., 100% (licensee of radio station KMA, Shenandoah, Ia.). May Bcstg. also owns KGUN-TV, Tucson, Ariz. & 48.86% of KFAB, Omaha. Officers of May Bcstg. Co.: Edward W. May, pres.; Owen L. Saddler, exec. v.p.; Arden E. Swisher, v.p. for sales; Raymond J. Schroeder, v.p., engineering; James B. Shaum, secy.-treas.; and the following directors: Gert-rude W. May, Edward W. May, James B. Shaum, Mrs. Frances May Rankin, Mrs. Eleanor Jean May, J. D. Rankin Jr., Raymond J. Schroeder and O. L. Saddler.

Began Operation: Sept. 1, 1949.

Represented (sales) by Edward Petry & Co. Inc.

Represented (legal) by McKenna & Wilkinson.

Represented (engineering) by Silliman, Moffet & Kowalski.

Personnel:

- EDWARD W. MAY, president.
- OWEN SADDLER, executive v.p. & general manager.
- ARDEN SWISHER, v.p. for sales.
- JOE BAKER, general sales manager.
- ARTHUR JACOBSON, program operations director.
- ARTHUR JANTZ, program production director.
- JACK KATZ, program film buyer.
- AMOS E. EASTRIDGE, director, marketing & research.
- KENNETH MICHELSON, film director.
- R. J. SCHROEDER, v.p., engineering.
- GALE TOTTEN, chief engineer.

### DIGEST OF RATE CARD NO. 16

(Sept. 15, 1968)

Hour 30 Min. 15 Min. 10 Min. Min. 30 Sec. 10 Sec.  
Class AA—7-10 p.m., daily.  
\$1000.00 \$580.00 \$395.00 ..... Graded rates apply\*.

\*Highest rate: \$471.

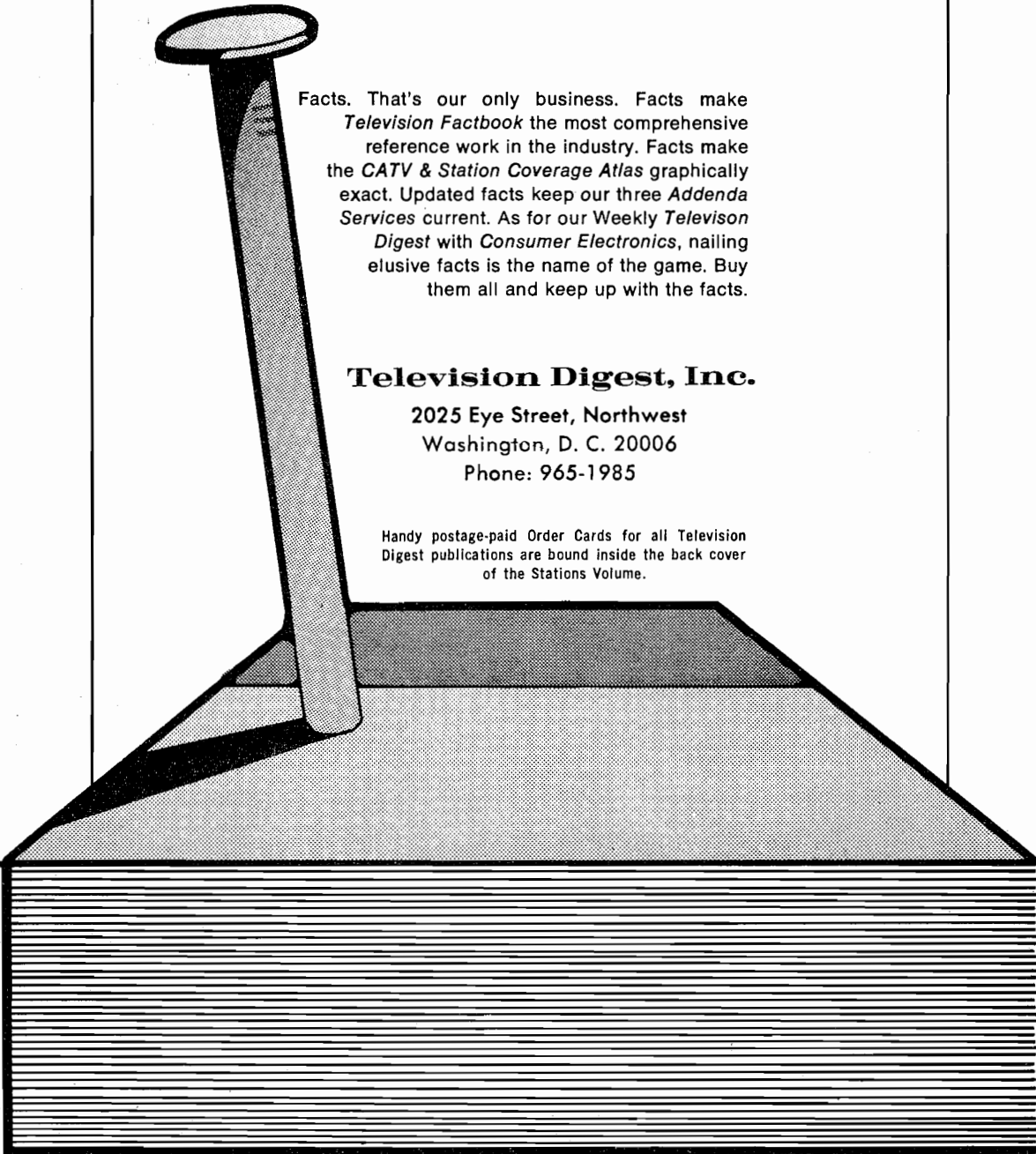
NETWORK BASE HOURLY RATE: \$1050.

480-b

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>IOWA</b>				
	Adams	1,900	1,800	93
	Audubon	2,900	2,800	97
	Cass	5,800	5,600	96
	Crawford	5,500	5,300	97
	Fremont	2,500	2,400	97
	Harrison	4,600	4,400	96
	Mills	3,300	3,200	97
	Monona	3,500	3,400	96
	Montgomery	4,200	4,000	96
	Page	5,700	5,400	95
	Pottawattamie	27,900	26,900	97
	Shelby	4,300	4,200	97
	Taylor	2,500	2,300	92
<b>MISSOURI</b>				
	Atchison	2,400	2,200	95
<b>NEBRASKA</b>				
	Burt	2,700	2,600	97
	Butler	2,800	2,700	93
<b>50% &amp; Over</b>	Cass	5,900	5,700	97
	Colfax	3,100	2,900	93
	Cuming	3,700	3,500	95
	Dodge	12,200	11,800	97
	Douglas	124,200	120,100	97
	Gage	8,100	7,700	95
	Johnson	1,700	1,600	95
	Lancaster	58,100	56,100	97
	Nemaha	2,300	2,100	94
	Otoe	5,400	5,200	96
	Pawnee	1,100	1,000	91
	Platte	8,000	7,700	96
	Saline	4,100	3,900	95
	Sarpy	14,000	13,800	99
	Saunders	5,700	5,500	96
	Seward	4,400	4,100	93
	Stanton	1,700	1,600	93
	Thurston	1,400	1,400	94
	Washington	4,000	3,900	98
(Continued on page 483-b)				

Station Totals	490,400	470,600	96
Net Weekly Circulation (March 1969)			341,311
Average Daily Circulation (March 1969)			241,391

# nail the facts



Facts. That's our only business. Facts make *Television Factbook* the most comprehensive reference work in the industry. Facts make the *CATV & Station Coverage Atlas* graphically exact. Updated facts keep our three *Addenda Services* current. As for our *Weekly Television Digest* with *Consumer Electronics*, nailing elusive facts is the name of the game. Buy them all and keep up with the facts.

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# Nebraska—Omaha



**WOW-TV**



Ch. 6

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1380-ft. above av. terrain, 1358-ft. above ground, 2549-ft. above sea level.

Latitude 41° 18' 40"  
Longitude 96° 01' 37"

Transmitter: 72nd & Crown Point Ave.

TV tape: Recording facilities.

AM Affiliate: WOW, 50-kw, 590 kHz (CBS).

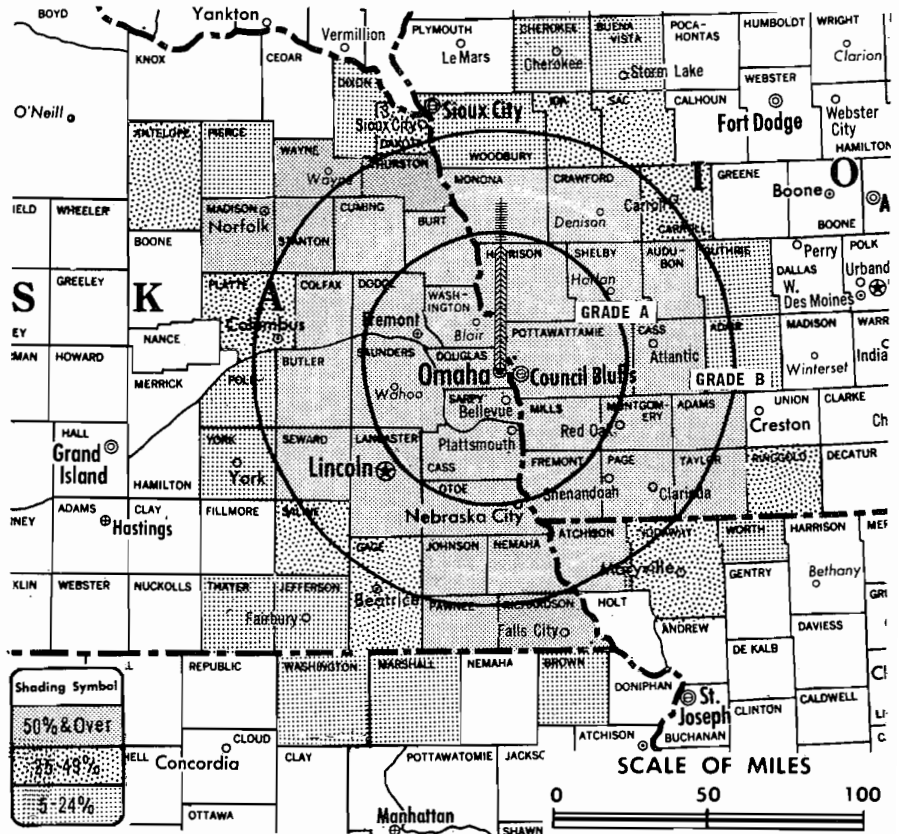
FM Affiliate: WOW-FM, 40-kw, 92.3 MHz (No. 222), 480-ft.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.

News Film Service: CBS.



Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).

WOW-TV Ref: FCC File No. BPCT-3671 Granted 4/25/66

© American Map Co., Inc., N.Y., No. 14244

## WOW-TV

Licensee: Meredith Corp., 3501 Farnam St., Omaha, Neb. (68131).

Studio: 3501 Farnam St.

Telephone: 402-346-3400. TWX No.: 910-622-0488.

Ownership: Meredith Corp., Des Moines, Iowa. For Meredith Corp executives see Book & Periodical Publishers Ownership. Bcstg. Div., James Conley, corp. v.p. & gen. mgr., 1345 Ave. of the Americas, New York, N.Y. (10019). Same interests own WOW & WOW-FM, Omaha; WHEN-TV & WHEN, Syracuse, N.Y.; KCMO-TV, KCMO & KFMU (FM), Kansas City, Mo.; KPHO-TV & KPHO, Phoenix, Ariz. & WNEM-TV, Bay City-Saginaw-Flint, Mich.

Began Operation: Aug. 29, 1949. Sold to present owner Sept. 1951 (Television Digest, Vol. 7:32, 39).

Represented (sales) by Katz Television.

Represented (legal) by Haley, Bader & Potts.

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

### Personnel:

- HOWARD L. STALNAKER, v.p. & general manager.
- BILL McNAMARA, local sales manager.
- HOWARD GREGORY, program director.
- GLENN FLYNN, director of engineering.
- MIKE BYRNE, director of promotion & merchandising.
- RUTH WILLIAMS, continuity director.
- ARNOLD PETERSON, farm director.
- JAMES McGAFFIN, director, public affairs.
- THOMAS MURRAY, news director.
- MIKE ROACH, sales service director.
- WILLIAM F. TEMPLIN, accounting & office manager.

DIGEST OF RATE CARD NO. A22

(June 1, 1969)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. 10 Sec.

Class AA—7-10 p.m., daily.

\$1000.00 \$575.00 \$390.00 \$292.50 ..... \$300.00 \$150.00

NETWORK BASE HOURLY RATE: \$950.

482-b

Net Weekly Circulation	State County	Total Households	TV Homes	%
	IOWA			
	Adams	1,900	1,800	93
	Audubon	2,900	2,800	97
	Cass	5,800	5,600	96
	Crawford	5,500	5,300	97
	Fremont	2,500	2,400	97
	Harrison	4,600	4,400	96
	Mills	3,300	3,200	97
	Monona	3,500	3,400	96
	Montgomery	4,200	4,000	96
	Page	5,700	5,400	95
	Pottawattamie	27,900	26,900	97
	Shelby	4,300	4,200	97
	Taylor	2,500	2,300	92
	MISSOURI			
	Atchison	2,400	2,200	95
	NEBRASKA			
	Burt	2,700	2,600	97
	Butler	2,800	2,700	93
<b>50% &amp; Over</b>	Cass	5,900	5,700	97
	Colfax	3,100	2,900	93
	Cuming	3,700	3,500	95
	Dodge	12,200	11,800	97
	Douglas	124,200	120,100	97
	Johnson	1,700	1,600	95
	Lancaster	58,100	56,100	97
	Madison	8,500	7,900	93
	Nemaha	2,300	2,100	94
	Otoe	5,400	5,200	96
	Pawnee	1,100	1,000	91
	Richardson	3,800	3,600	94
	Sarpy	14,000	13,800	99
	Saunders	5,700	5,500	96
	Seward	4,400	4,100	93
	Stanton	1,700	1,600	93
	Thurston	1,400	1,400	94
	Washington	4,000	3,900	98
	Wayne	2,900	2,900	98

(Continued on page 483-b)

Station Totals	575,600	552,200	95
Net Weekly Circulation (March 1969)			335,013
Average Daily Circulation (March 1969)			226,820

**KETV**  
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%	
NEBRASKA—(Continued)					
<b>Between 25-49 %</b>	Jefferson	3,200	3,000	95	
	Polk	1,800	1,700	98	
	Stanton	1,700	1,600	93	
	Wayne	2,900	2,900	98	
IOWA					
<b>Between 5-24 %</b>	Adair	2,800	2,700	97	
	Carroll	6,800	6,700	97	
	Guthrie	3,700	3,600	96	
	Ida	2,800	2,700	96	
	Pocahontas	3,600	3,400	95	
	Sac	5,200	4,900	95	
	Union	3,800	3,600	95	
	Woodbury	35,300	34,200	97	
	KANSAS				
	Brown	6,100	5,700	94	
	Marshall	4,400	4,100	92	
	MISSOURI				
	Worth	1,000	1,000	96	
	NEBRASKA				
Antelope	2,600	2,300	91		
Custer	4,300	4,000	92		
Dawes	2,800	2,500	91		
Fillmore	2,900	2,800	96		
Holt	3,900	3,400	87		
Knox	3,800	3,400	90		
Madison	8,500	7,900	93		
Nance	1,400	1,300	93		
Pierce	2,500	2,400	95		
Valley	2,100	1,900	91		
York	4,500	4,200	93		

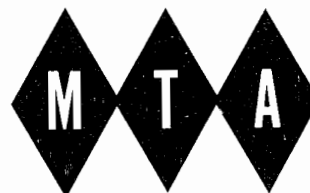
**KMTV**  
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%	
<b>Between 25-49 %</b>	MISSOURI				
	Nodaway	6,300	5,900	94	
	NEBRASKA				
	Dakota	4,100	4,000	98	
	Jefferson	3,200	3,000	95	
	Madison	8,500	7,900	93	
	Polk	1,800	1,700	98	
Richardson	3,800	3,600	94		
Wayne	2,900	2,900	98		
IOWA					
<b>Between 5-24 %</b>	Adair	2,800	2,700	97	
	Carroll	6,800	6,700	97	
	Ida	2,800	2,700	96	
	Ringgold	2,000	1,900	96	
	Sac	5,200	4,900	95	
	Union	3,800	3,600	95	
	KANSAS				
	Brown	6,100	5,700	94	
	Marshall	4,400	4,100	92	
	Washington	4,200	3,800	91	
	MISSOURI				
	Worth	1,000	1,000	96	
	NEBRASKA				
	Antelope	2,600	2,300	91	
Boone	2,300	2,200	95		
Nance	1,400	1,300	93		
York	4,500	4,200	93		

**Nebraska—Omaha**

**WOW-TV**  
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>Between 25-49 %</b>	IOWA			
	Carroll	6,800	6,700	97
	Ida	2,800	2,700	96
	Ringgold	2,000	1,900	96
	Sac	5,200	4,900	95
	MISSOURI			
	Nodaway	6,300	5,900	94
	NEBRASKA			
	Antelope	2,600	2,300	91
	Dakota	4,100	4,000	98
Gage	8,100	7,700	95	
Platte	8,000	7,700	96	
Saline	4,100	3,900	95	
IOWA				
<b>Between 5-24 %</b>	Adair	2,800	2,700	97
	Buena Vista	6,500	6,300	96
	Cherokee	5,200	5,000	96
	Guthrie	3,700	3,600	96
	Palo Alto	3,600	3,300	93
	Woodbury	35,300	34,200	97
	KANSAS			
	Brown	6,100	5,700	94
	Marshall	4,400	4,100	92
	Washington	4,200	3,800	91
	MISSOURI			
	Worth	1,000	1,000	96
	NEBRASKA			
	Dixon	2,000	1,900	97
Jefferson	3,200	3,000	95	
Pierce	2,500	2,400	95	
Polk	1,800	1,700	98	
Thayer	2,600	2,400	95	
York	4,500	4,200	93	



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# Nebraska—Scottsbluff-Gering



**KSTF**  
Ch. 10



[Satellite of KFBC-TV,  
Cheyenne, Wyo.]

**Technical Facilities:** Channel No. 10 (192-198 MHz). Authorized power: 240-kw visual, 24-kw aural. Antenna: 840-ft. above av. terrain, 674-ft. above ground, 5141-ft. above sea level.

Latitude 41° 59' 58"  
Longitude 103° 39' 55"

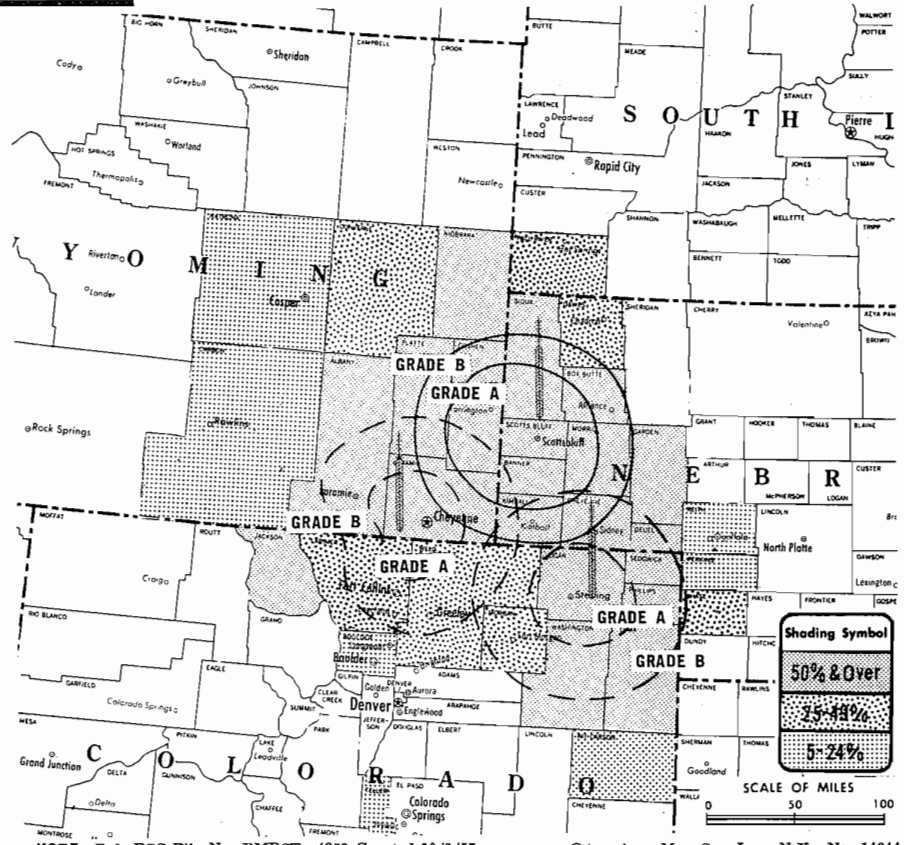
**Transmitter:** 9.5-mi. N of center of Scottsbluff.

**Color:** Network, live, film, slide & tape.

**Facsimile Service:** UPI.

**News Film Service:** CBS.

**News Wire Service:** UPI.



County coverage based on ARB study (see page 4-b).

KSTF Ref: FCC File No. BMPCT-4858 Granted 10/9/57

©American Map Co., Inc., N.Y., No. 14244

## KSTF

**Network Service:** ABC, CBS & NBC, same as KFBC-TV, Cheyenne.

**Licensee:** Frontier Bcstg. Co., 2923 E. Lincolnway, Cheyenne, Wyo.

**Studio:** 2923 E. Lincolnway, Cheyenne, Wyo. (82001).

**Telephone:** 307-634-4461, Cheyenne.

**Ownership:** See KFBC-TV, Cheyenne.

**Began Operation:** Aug. 7, 1955.

**Represented (sales)** by H-R Television; Bob Hix (Denver); Soderlund Co. (Omaha).

**Represented (legal)** by Koteen & Burt.

### Personnel:

WILLIAM G. WALTER, resident manager.

WILLIAM C. GROVE, exec. vice president.

DEAN SUHR, resident engineer.

**Rates:** Sold in combination with KFBC-TV, Cheyenne, with rates applying to simultaneous telecasts on both stations.

**NETWORK BASE HOURLY RATE:** Bonus to KFBC-TV, Cheyenne, Wyo.

**ARB Data For This Station Included With Report of Parent KFBC-TV, Cheyenne, Wyo. Above Map Shows Coverage For Both Parent & Satellite.**

# Nebraska—Superior



**KHTL-TV**



Ch. 4

[Semi-satellite of KHOL-TV, Kearney, Neb.]

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1130-ft. above av. terrain, 1083-ft. above ground, 2834-ft. above sea level.

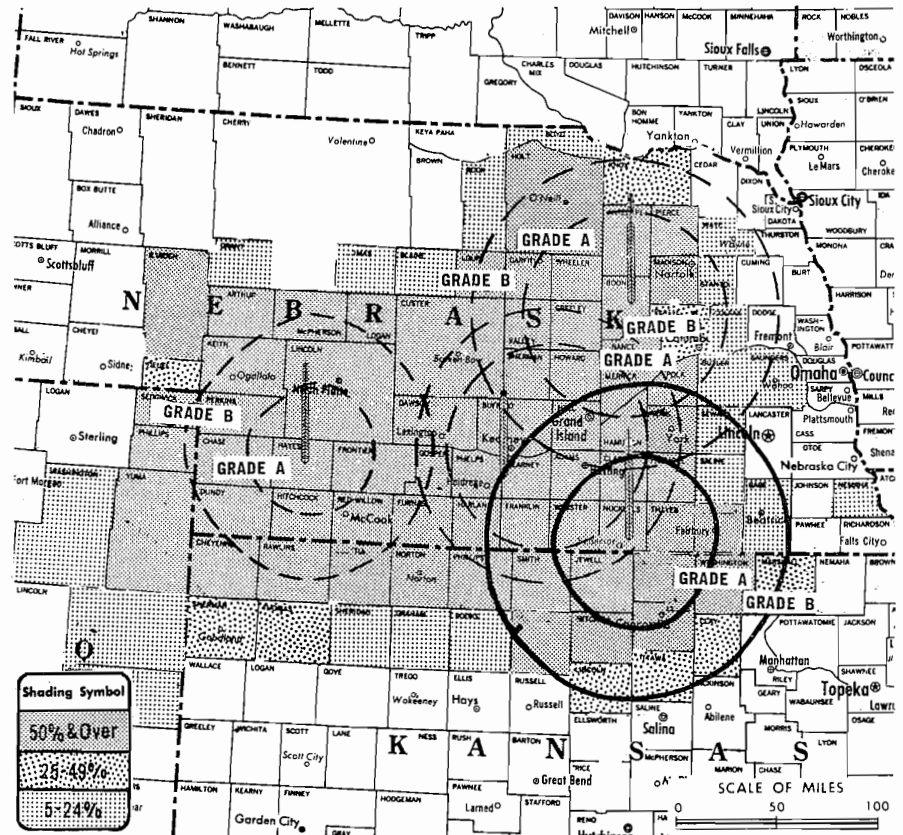
Latitude 40° 05' 13"  
Longitude 97° 55' 12"

Transmitter: 4.7-mi. SW of Ruskin.

Color: Network, film & slide.

News Wire Service: UPI.

Facsimile Service: UPI.



County coverage based on ARB study (see page 4-b).

KHTL-TV Ref: FCC File No. BMPCT-6399 Granted 3/14/67

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## KHTL-TV

Licensee: Bi-States Co., 414 East Ave., Holdrege, Neb. (68949).

Telephone: 402-234-4411.

Ownership: See KHOL-TV.

Began Operation: Oct. 1, 1965.

Represented (sales) by Meeker Co.

Represented (legal) by Fisher, Wayland, Duvall & Southmayd.

Represented (engineering) by Commercial Radio Equipment Co.

Personnel:

F. WAYNE BREWSTER, president & general manager.

Rates: Sold in conjunction with KHOL-TV, Kearney-Holdrege; KHQL-TV, Albion, and KHPL-TV, Hayes Center, all Neb.

ARB Data For This Station Included with Parent

KHOL-TV, Kearney.

The Above Map Reflects Coverage of Parent

KHOL-TV, Kearney, Neb. & Its Satellites.

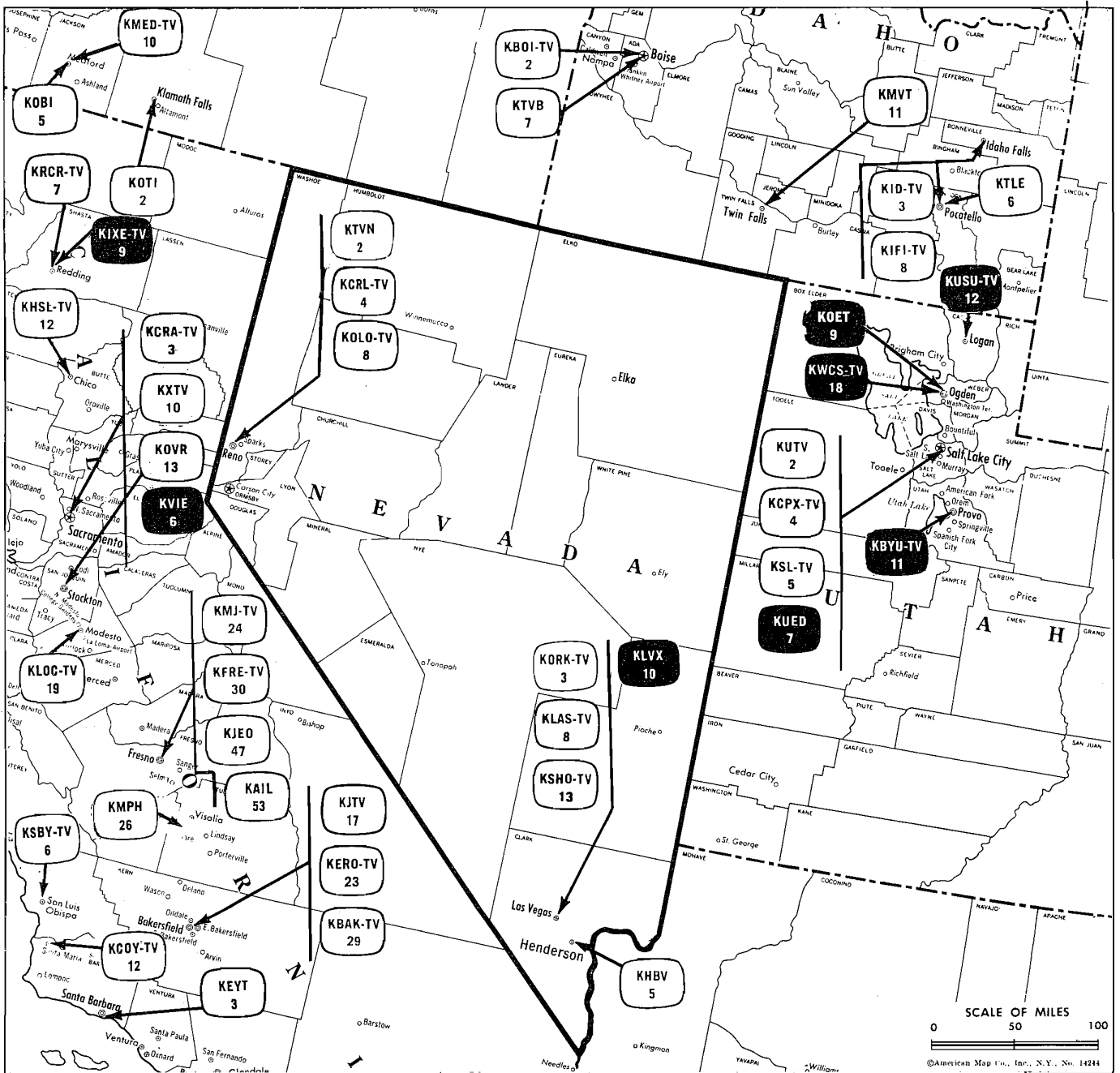
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Burbank, California 91505

Area Code 213 849-3201

# Nevada



Market	ARB Net Weekly Circulation	Rank	ARB ADI TV Households	Rank
Las Vegas	90,494	167	88,700	145
Reno	70,337	175	64,600	155

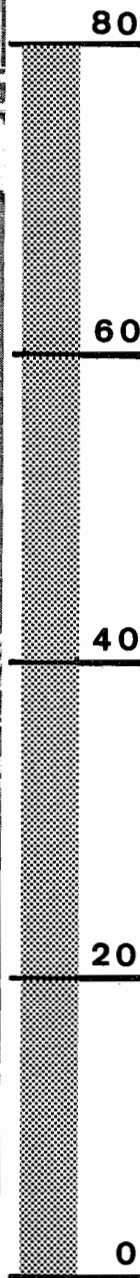
### Nevada Station Status as of March 1, 1970

- Commercial Television Stations
- Educational Television Stations

VHF	UHF	TOTAL
7	0	7
1	0	1
		8

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**KUHL**  
**SPARKS**

A DIVISION OF H & B AMERICAN CABLEVISION

*Represented Nationally by John A. Potter Co., Inc.*

# Nevada—Las Vegas



**KLAS-TV**

Ch. 8



Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 200-kw visual, 20-kw aural. Antenna: 140-ft. above av. terrain, 238-ft. above ground, 2310-ft. above sea level.

Latitude 36° 07' 49"

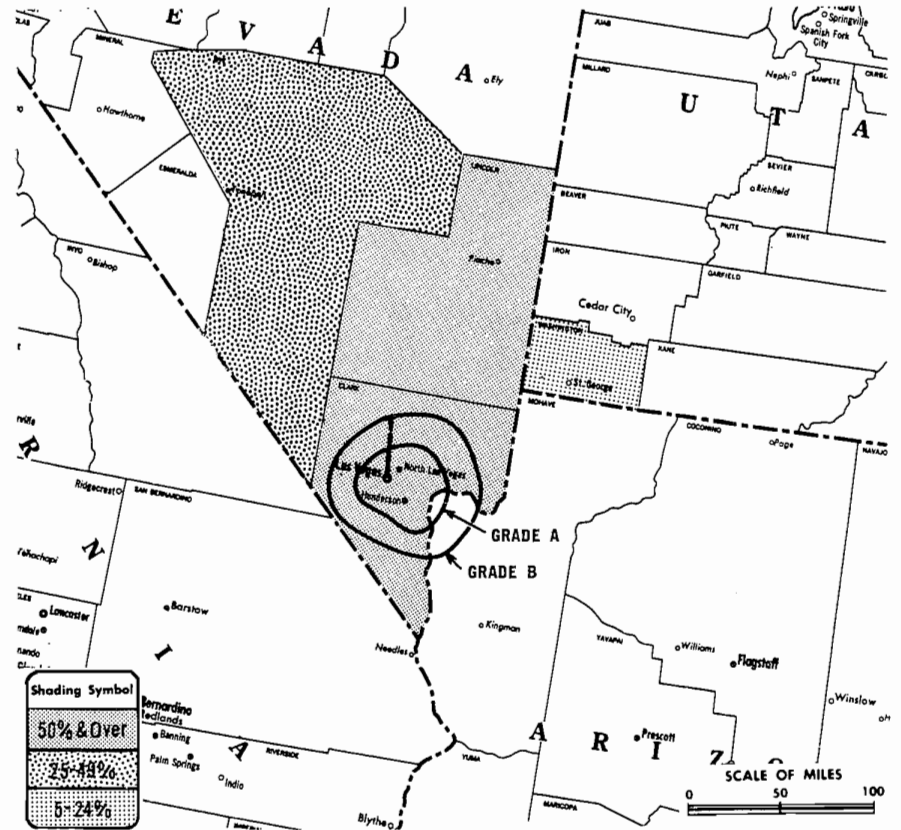
Longitude 115° 09' 52"

Transmitter: 250 East Desert Inn Road.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.



Total Households: © SRDS  
 Consumer Market Data as of 1/1/70.  
 TV Homes: TV% and Circulation  
 © 1969 American Research Bureau.  
 County coverage based on ARB study (see page 4-b).

KLAS-TV Ref: FCC File No. BPCT-3785 Granted 6/28/66

©American Map Co., Inc., N.Y., No. 14244

## KLAS-TV

Network Service: CBS.

Licensee: Las Vegas Television Inc.

Studio: 250 East Desert Inn Road, Las Vegas (89109).

Telephone: 702-735-7511.

Ownership: Hughes Tool Co., Howard R. Hughes, 100%. Raymond M. Holliday, exec. v.p.-secy.; Frank W. Gay & Maynard E. Montrore, sr. v.p.'s; Calvin J. Collier Jr., v.p.-treas.-asst. secy.

Began Operation: July 8, 1953. Sale to Hughes Tool Co. by H. M. Greenspun and Las Vegas Sun approved by FCC Feb. 14, 1968 (Television Digest, Vol. 8:8,9).

Represented (sales) by Edward Petry & Co.

Represented (legal) by Welch & Morgan.

Personnel:

- MARK SMITH, general manager.
- NORMAN L. WHITE, sales manager.
- JACK REYNOLDS, director of programming & operations.
- JEANNE PRICE, business office manager.
- BILL HAUGHT, chief engineer.

### DIGEST OF RATE CARD NO. S-9 (Sept. 1, 1969)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AA—7:30-10:30 p.m., daily.	\$600.00	\$350.00	\$250.00	\$150.00	\$135.00	\$100.00
NETWORK BASE HOURLY RATE:	\$250.					

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	NEVADA Clark	92,400	88,500	96
	Lincoln	200	200	88
<b>Between 5-24%</b>	NEVADA Nye	2,100	1,700	81
	Station Totals	98,000	93,300	95
Net Weekly Circulation (March 1969)				85,187
Average Daily Circulation (March 1969)				62,377

**State Educational Technical Facilities**  
(Complete Data in Educational Directory)

## KLVX Las Vegas Ch. 10

Non-Commercial Educational Station

Licensee: Clark County School District, 2832 E. Flamingo Rd., Las Vegas.

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 294-kw visual, 35.5-kw aural. Antenna: 1220-ft. above av. terrain, 176-ft. above ground, 3526-ft. above sea level.

Latitude 36° 00' 28"  
 Longitude 115° 00' 22"

# Nevada—Las Vegas



**KORK-TV**

Ch. 3

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 17.4-kw aural. Antenna: 272-ft. above av. terrain, 510-ft. above ground, 2320-ft. above sea level.

Latitude 36° 07' 50"  
Longitude 115° 05' 06"

Transmitter: 4850 E. Fremont.

AM Affiliate: KORK, 10-kw, 920 kHz (NBC).

FM Affiliate: KORK-FM, 27-kw, 97.1 MHz (No. 246), 195-ft.

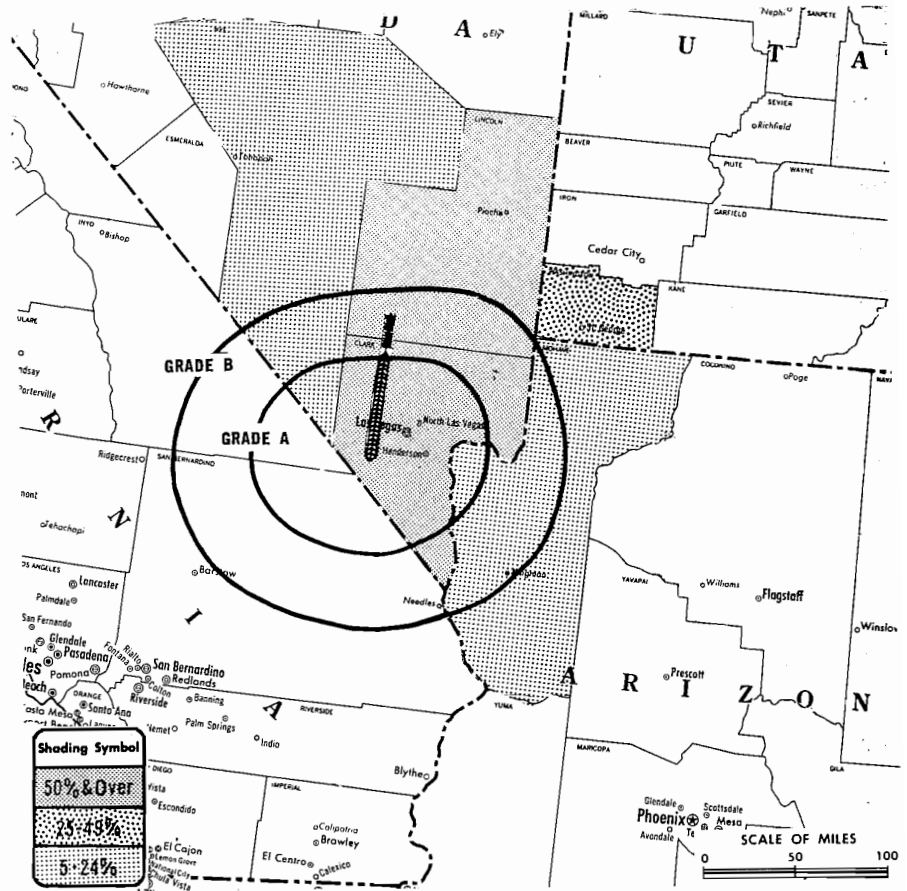
Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation

© 1969 American Research Bureau.

County coverage based on ARB study (see page 4-b).



KORK-TV Ref: FCC File No. BMPT-2582 Granted 12/6/54

© American Map Co., Inc., N.Y., No. 14244

## KORK-TV

Licensee: Western Communications Inc., Box 550, Las Vegas, Nev. (89109).

Studio: 4850 E. Fremont.

Telephone: 702-737-3916.

TWX No.: 910-397-6997.

Ownership: Donald W. Reynolds, pres., 100%; Reynolds also controls KOLQ-TV, Reno (KOLQ); KGNS-TV, Laredo, Tex.; KFSA-TV, Fort Smith (KFSA); radio KBRS, Springdale, Ark.; Review Journal and other newspapers in Arkansas, Nevada, Oklahoma and Mississippi.

Began Operation: Jan. 23, 1955.

Represented (sales) by Peters, Griffin, Woodward Inc.

Represented (legal) by Koteen & Burt.

Represented (engineering) by Hammett & Edison.

Personnel:

DONALD W. REYNOLDS, president.  
EDWARD R. TABOR, v.p. & general manager.  
JIM HERZIG, local sales manager.

### DIGEST OF RATE CARD NO. 11—(Feb. 3, 1969)

Hour 30 Min. 15 Min. 5 Min. Min. 30 Sec. 20 Sec.  
Class AA—7:30-11 p.m., daily.  
\$600.00 \$350.00 \$250.00 \$150.00 \$125.00\* \$125.00\* \$100.00\*

\*Class AA—7:30-10:59 p.m., daily.

NETWORK BASE HOURLY RATE: \$350.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	NEVADA Clark	92,400	88,500	96
	Lincoln	200	200	88
<b>Between 25-49%</b>	UTAH Washington	3,300	2,900	87
	ARIZONA Mohave	10,400	9,200	89
<b>Between 5-24%</b>	NEVADA Nye	2,100	1,700	81
	<b>Station Totals</b>	<b>108,400</b>	<b>102,500</b>	<b>94</b>
Net Weekly Circulation (March 1969)			<b>90,494</b>	
Average Daily Circulation (March 1969)			<b>73,932</b>	

# Nevada—Las Vegas



## KSHO-TV

Ch. 13

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 204-kw visual, 40.7-kw aural. Antenna: 290-ft. above av. terrain, 437-ft. above ground, 2593-ft. above sea level.

Latitude 36° 07' 44"  
Longitude 115° 11' 21"

Transmitter: 3349 S. Valley View.

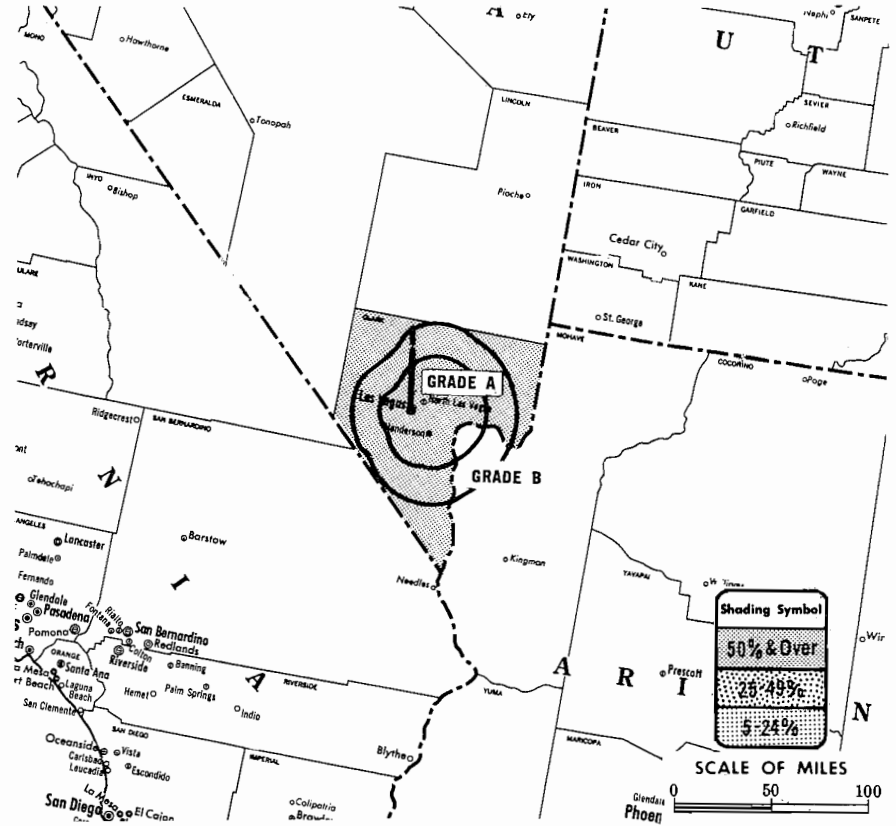
TV tape: Recording facilities.

Color: Network, Live, film, slide & tape.

News Wire Service: UPI.

News Film Service: ABC.

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).



KSHO-TV Ref: FCC File No. BPCT—3973 Granted 4/16/69

©American Map Co., Inc., N.Y., No. 14244

## KSHO-TV

Grantee: Ch. 13 of Las Vegas Inc.

Studio: 3349 S. Valley View, Las Vegas, Nev. (89102).

Telephone: 702-870-2020. TWX No.: 910-397-6984.

Ownership: John Ettlinger, 25.4%; Alan K. Abner, 18%; William M. Laub & William R. Morse, 10.5% each; C. R. Pat Clark & Robb C. Johnson, 10% each; John M. Laxalt, 8%; Richard Kent Oram, 4.6%; Frank E. Feder & William D. Stiles, 1.5% each.

Began Operation: May 4, 1956. Interim authorization granted Aug. 9, 1967 to Ch. 13 of Las Vegas Inc. CP granted to Talmac Inc. (now Ch. 13 of Las Vegas) April 16, 1969 (Television Digest, Vol. 9:15). Previously, sale to Nevada Bcstrs. Fund Inc. by Mervyn L. & Nathan Adelson and Irwin A. Molasky approved Nov. 5, 1959 by FCC (Vol. 15:42, 45). Sale to Adelson group by Albert Zugsmith interests approved Nov. 20, 1957 by FCC (Vol. 13:34, 42, 47); Zugsmith groups' purchase of KSHO-TV with radio KBMI, Henderson, Nev. approved Nov. 28, 1956 by FCC (Vol. 12:48)

Represented (sales) by H-R Television Inc.

Represented (legal) by Mullin & Connor.

Personnel:

ROBERT M. FISHER, vice president & station manager.  
STUART L. LESLIE, general sales manager.  
KENT HARMAN, operations manager.  
BOB CLEVELAND, chief engineer.  
MARILYN KNOP, traffic manager.  
JOHN A. ETTLINGER, film buyer.

### DIGEST OF RATE CARD NO. 5

(Feb. 1, 1969)

Hour	30 Min.	15 Min.	5 Min.	Min.	30 or 20 Sec.	10 Sec.
Class A—6:30-10 p.m., daily.						
\$425.00	\$250.00	\$160.00	\$125.00	\$100.00	\$75.00	\$50.00
NETWORK BASE HOURLY RATE: \$165.						

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	NEVADA Clark	92,400	88,500	96
Station Totals		121,800	116,900	96
Net Weekly Circulation (March 1969)				79,569
Average Daily Circulation (March 1969)				44,789

**When audience estimates will help TOMORROW,**

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# Nevada—Henderson-Las Vegas

**KHBV**

Ch. 5

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 64.6-kw visual, 12.9-kw aural. Antenna: 1190-ft. above av. terrain, 139-ft. above ground, 3499-ft. above sea level.

Latitude 36° 00' 26"

Longitude 115° 00' 23"

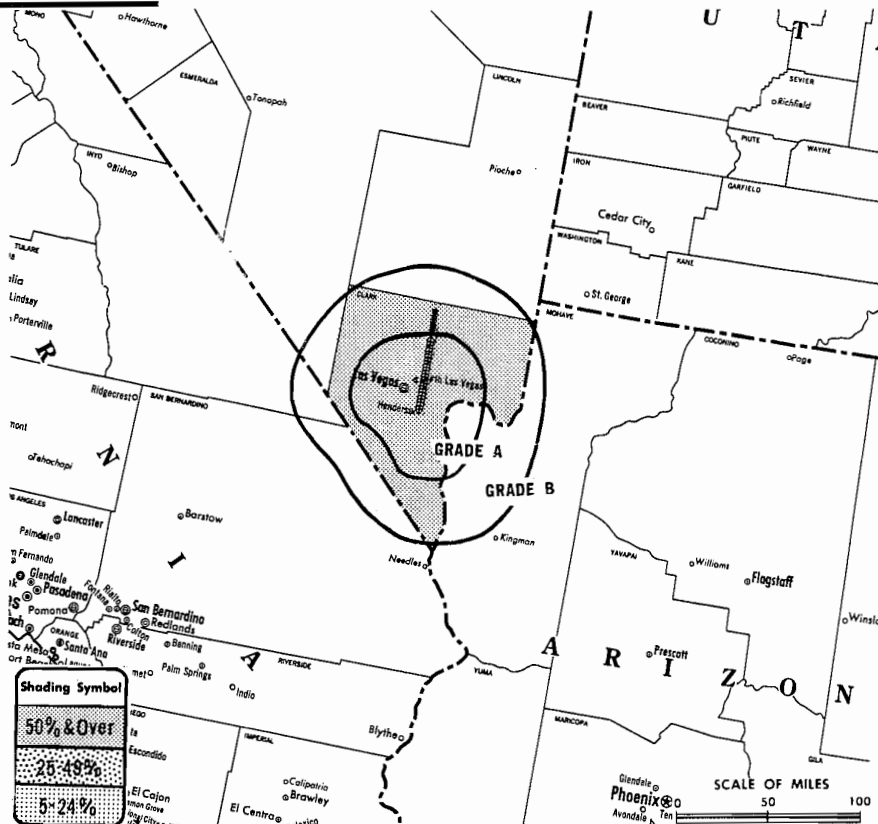
Transmitter: 2-mi. SW of Henderson.

TV tape: Recording facilities.

Color: Live, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.



Total Households: © SRDS  
 Consumer Market Data as of 1/1/70.  
 TV Homes: TV% and Circulation  
 © 1969 American Research Bureau.  
 County coverage based on ARB study (see page 4-b).

KHBV Ref:FCC File No. BPCT-3315 Granted 7/27/66

© American Map Co., Inc., N.Y., No. 14244

## KHBV

Network Service: None, independent.

Grantee: Levin-Townsend Enterprises Inc., 1800 Boulder Hwy., Henderson, Nev. (89015).

Studio: 1800 Boulder Highway, Henderson, Nev.

Telephone: 702-565-9755.

Ownership: Levin-Townsend Computer Corp., 93.4%; Howard S. Levin, pres., 3.3%; James E. Townsend, exec. v.p., 3.3%; Frank B. McShane, secy.; Elliot M. Wiener, controller; Carol N. Park, treas.-asst. secy.; Jules J. Ringer, asst. secy.

Began Operation: Sept. 10, 1967. Sale to present owner by Charles Vanda approved by FCC May 1, 1969 (Television Digest, Vol. 9:18).

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

Represented (engineering) by Commercial Radio Equipment Co.

Represented (sales) by Devney Inc.

Personnel:

WARD BLEDSOE, station manager.  
 BILL DiMEDLO, sales manager.  
 ALLAN HENDERSON, operations manager.  
 CHARLES MOORE, chief engineer.  
 JOE STEWART, news director.  
 SAL DURANTE, film manager.

## DIGEST OF RATE CARD NO. 6

(Oct. 1, 1969)

Hour	30 Min.	15 Min.	5 Min.	Min.	30 or 20 Sec.	ID
Class AA—7-10 p.m., daily.	\$250.00	\$250.00	\$150.00	\$100.00	\$60.00	\$45.00 \$30.00

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	NEVADA Clark	92,400	88,500	96
Station Totals		139,700	132,800	95
Net Weekly Circulation (March 1969)				52,445
Average Daily Circulation (March 1969)				18,891

**For Sales & Transfers**  
**See Services Volume**

# Nevada—Reno



**KCRL-TV**



Ch. 4

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 17.4-kw visual, 3.44-kw aural. Antenna: 420-ft. above av. terrain, 92-ft. above ground, 5539-ft. above sea level.

Latitude 39° 35' 03"  
Longitude 119° 48' 06"

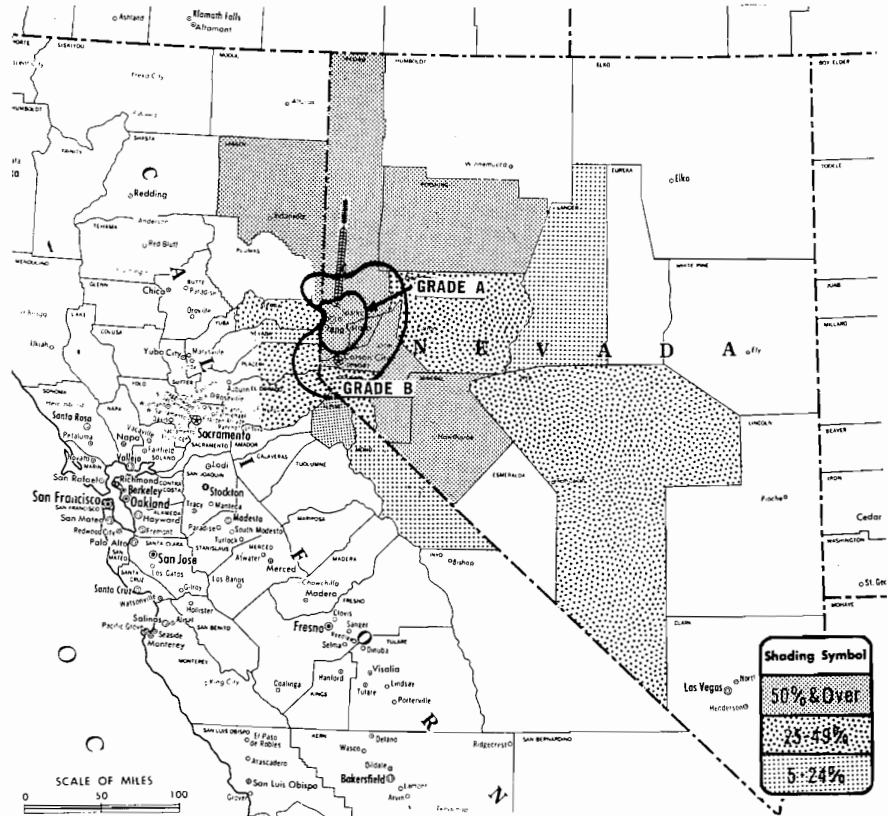
Transmitter: 4-mi. N of Reno Post Office.

TV tape: Recording facilities.

Color: Network, film, slide & tape.

News Wire Service: UPI.

Total Households: © NRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV % and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).



KCRL-TV Ref: FCC File No. BPCT-2656 Granted 6/15/61

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## KCRL-TV

Licensee: Circle L Inc.  
Studio: 1790 Vassar St. (89502).  
Telephone: 702-322-9145.  
TWX No.: 910-395-7080.  
Ownership: Circle L Inc., 100%.  
Began Operation: Sept. 30, 1962.  
Represented (sales) by Avery-Knodel Inc.  
Represented (engineering) by Bond & Oakley.  
Personnel:  
CHARLES E. CORD, pres. & general manager.  
ROGER O. VAN DUZER, station manager.  
RON OAKLEY, chief engineer.  
DICK DeWITT, news director.

### DIGEST OF RATE CARD NO. 3 (Oct. 15, 1969)

Hour	30 Min.	15 Min.	Min.	20 Sec.	ID
Class AA—7:30-11 p.m., daily.					
\$400.00	\$275.00		\$130.00	\$78.00	\$52.00

NETWORK BASE HOURLY RATE: \$275 (NBC).

For Station Owned & Operated Translators  
See Services Volume

	Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	<b>CALIFORNIA</b>				
		Alpine	100	100	80
		Lassen	2,900	2,600	90
	<b>NEVADA</b>				
		Lyon	2,500	2,300	90
		Mineral	1,900	1,800	93
		Ormsby	3,600	3,400	94
<b>Between 25-49%</b>		Pershing	1,100	1,000	92
		Storey	200	200	86
		Washoe	45,200	42,600	94
	<b>CALIFORNIA</b>				
		El Dorado East	4,500	43,00	94
<b>Between 5-24%</b>		Placer East	1,500	1,400	94
		Sierra	800	700	89
	<b>NEVADA</b>				
		Churchill	3,900	3,700	96
	Douglas	1,700	1,500	91	
	Nye	2,100	1,700	81	
<b>Between 5-24%</b>	<b>CALIFORNIA</b>				
		Mono	2,000	1,600	79
		Nevada East	1,000	900	91
	<b>NEVADA</b>				
	Lander	500	400	83	
<b>Station Totals</b>			<b>79,900</b>	<b>74,100</b>	<b>92</b>
<b>Net Weekly Circulation (March 1969)</b>					<b>56,046</b>
<b>Average Daily Circulation (March 1969)</b>					<b>41,544</b>



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# Nevada—Reno



**KOLO-TV**

Ch. 8

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 151-kw visual, 30.2-kw aural. Antenna: 2930-ft. above av. terrain, 120-ft. above ground, 9789-ft. above sea level.

Latitude 39° 18' 49"

Longitude 119° 53' 00"

Transmitter: Slide Mt., Washoe County.

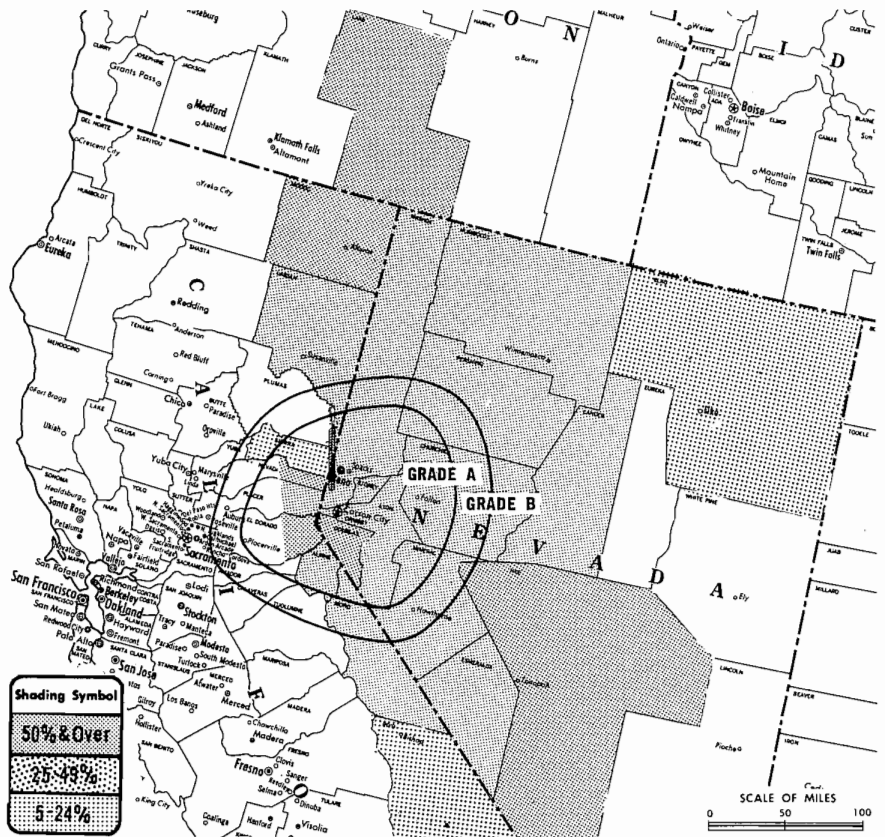
TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

Facsimile Service: UPI.

AM Affiliate: KOLO, 5-kw, 920 kHz.



Total Households: © SRDS  
 Consumer Market Data as of 1/1/70.  
 TV Homes: TV% and Circulation  
 © 1969 American Research Bureau.  
 County coverage based on ARB study (see page 4-b).

KOLO-TV Ref: FCC File No. BPCT-3473 Granted 5/6/65

©American Map Co., Inc., N.Y., No. 14244

## KOLO-TV

Network Service: CBS.

Licensee: Nevada Radio-Television Inc., Box 2610 (89505).

Studio: 770 E. 5th St. (89502).

Telephone: 702-786-8880.

TWX No.: 910-395-7051.

Ownership: Donald W. Reynolds, 50%; Southwestern Publishing Co., 50%. Mr. Reynolds also controls KORK-TV, Las Vegas and KFOY-TV, Hot Springs, Ark. For Reynolds' other holdings see KORK-TV, Las Vegas.

Began Operation: Sept. 26, 1953.

Represented (sales) by Peters, Griffin, Woodward Inc.

Represented (legal) by Haley, Bader & Potts.

Represented (engineering) by Hammett & Edison.

Personnel:

- DONALD W. REYNOLDS, president.
- JOSEPH W. McMURRAY, vice president & general manager.
- HERMIE LOPEZ, general sales manager.
- SANDY SAMUELSON, program service manager.
- LEE PEER, operations manager.
- JIM BULL, chief engineer.
- JIM DRENNAN, news director.

DIGEST OF RATE CARD NO. 16  
(June 1, 1969)

Hour	30 Min.	15 Min.	5 Min.	Min.	30 Sec.	20 Sec.
Class AA—6:31-10:59 p.m., daily.	\$400.00	\$240.00	.....	.....	\$100.00	\$90.00 \$90.00
NETWORK BASE HOURLY RATE:	\$250 (CBS).					

Net Weekly Circulation	State County	Total Households	TV Homes	%	
<b>50% &amp; Over</b>	<b>CALIFORNIA</b>				
		Alpine	100	100	80
		El Dorado East	4,500	4,300	94
		Lassen	2,900	2,600	90
		Modoc	2,500	2,200	89
		Mono	2,000	1,600	79
		Nevada East	1,000	900	91
		Placer East	1,500	1,400	94
		<b>NEVADA</b>			
		Churchill	3,900	3,700	96
	Douglas	1,700	1,500	91	
	Esmeralda	100	100	72	
	Humboldt	2,000	1,800	92	
	Lander	500	400	83	
	Lyon	2,500	2,300	90	
	Mineral	1,900	1,800	93	
	Nye	2,100	1,700	81	
	Ormsby	3,600	3,400	94	
	Pershing	1,100	1,000	92	
	Storey	200	200	86	
	Washoe	45,200	42,600	94	
	<b>OREGON</b>				
	Lake	1,800	1,600	89	
<b>Between 5-24%</b>	<b>CALIFORNIA</b>				
		Inyo	6,700	5,600	84
		Sierra	800	700	89
	<b>NEVADA</b>				
	Elko	4,100	3,400	84	
Station Totals		317,000	299,400	94	
Net Weekly Circulation (March 1969)				70,337	
Average Daily Circulation (March 1969)				51,607	



# Nevada—Reno



**KTVN**

Ch. 2

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 34.7-kw visual, 6.92-kw aural. Antenna: 490-ft. above av. terrain, 140-ft. above ground, 5580-ft. above sea level.

Latitude 39° 35' 00.5"

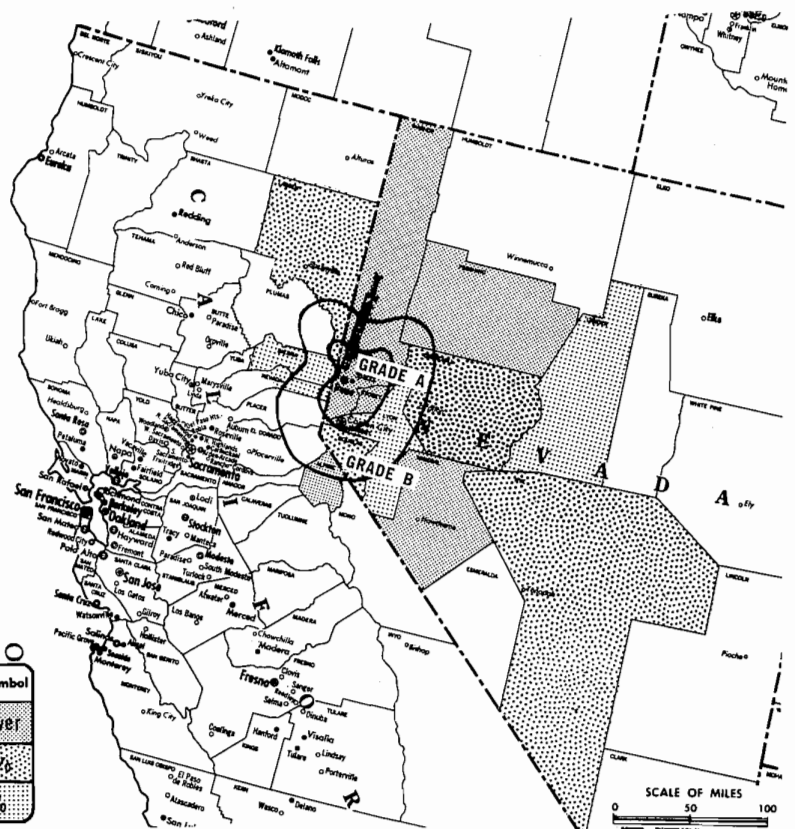
Longitude 119° 47' 52"

Transmitter: 4-mi. N of Reno Post Office.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP.



KTVN Ref: FCC File No. BPCT-3686 Granted 7/27/66

©American Map Co., Inc., N. Y., No. 14244

Total Households: © SRDS

Consumer Market Data as of 1/1/70.

TV Homes: TV% and Circulation

© 1969 American Research Bureau.

County coverage based on ARB study (see page 4-b).

## KTVN

Network Service: ABC.

Licensee: Washoe Empire, 300 S. Virginia St. (89505).

Studio: 10 Pine St., Reno (89505). Telephone: 702-786-2212.

Ownership: Lee D. Hirshland, pres., 24%; Robert A. Paisley, v.p., 16%; Robert L. Stoker, secy.-treas., 8%; H. G. Wells, 16%; David McKay, 16%; Robert L. Stoddard, 8%; Frank N. Bender, 4%; Link Plazzo, 4%; Dr. John S. Palmer, 4%. Stoddard owns KBET, Reno. Washoe Empire is Ch. 10 permittee for Elko, Nev.

Began Operation: June 4, 1967.

Represented (sales) by H-R Television.

Represented (legal) by Cohn & Marks.

Represented (engineering) by Kear & Kennedy.

Personnel:

LEE D. HIRSHLAND, president & general manager.

BOB CARROLL, operations manager.

AL RICHARDS, chief engineer.

RICK HEANEY, local sales manager.

MURRAY WESTGATE, news editor.

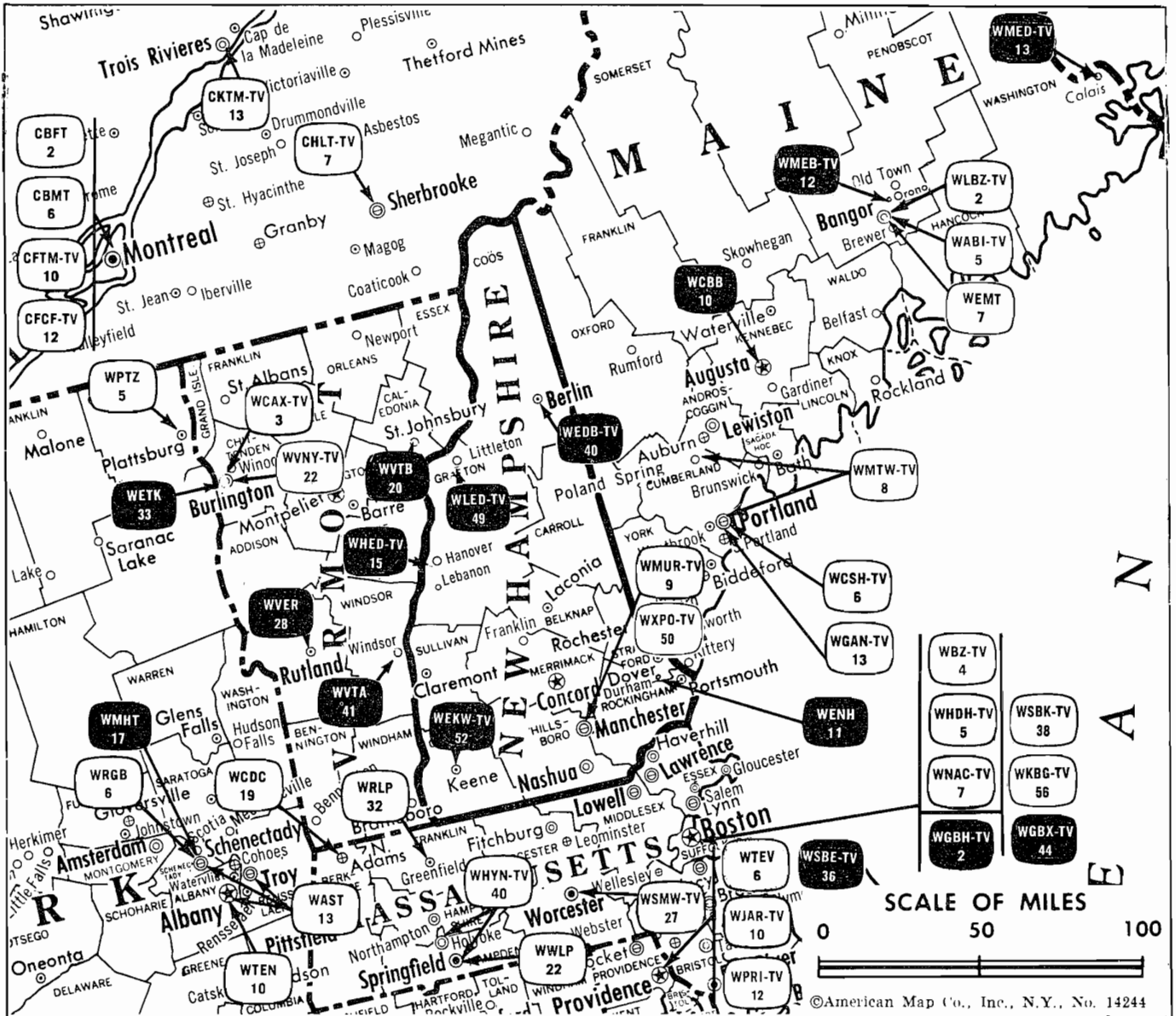
DIGEST OF RATE CARD NO. 2—(Oct. 10, 1969)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	8 Sec.
	Available on request			\$80.00	\$65.00	\$40.00

NETWORK BASE HOURLY RATE: \$200.

	Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>		CALIFORNIA			
		Alpine	100	100	80
		NEVADA			
		Mineral	1,900	1,800	93
		Ormsby	3,600	3,400	94
		Pershing	1,100	1,000	92
<b>Between 25-49%</b>		Storey	200	200	86
		Washoe	45,200	42,600	94
		CALIFORNIA			
		Lassen	2,900	2,600	90
		NEVADA			
	Churchill	3,900	3,700	96	
	Douglas	1,700	1,500	91	
	Nye	2,100	1,700	81	
<b>Between 5-24%</b>		CALIFORNIA			
		Nevada East	1,000	900	91
		Sierra	800	700	89
		NEVADA			
		Lander	500	400	83
	Lyon	2,500	2,300	90	
<b>Station Totals</b>			<b>76,400</b>	<b>71,100</b>	<b>93</b>
Net Weekly Circulation (March 1969)					<b>48,605</b>
Average Daily Circulation (March 1969)					<b>28,824</b>

# New Hampshire



Market	ARB Net Weekly Circulation	Rank	ARB ADI TV Households	Rank
Manchester	310,223	67	*	*

New Hampshire Station Status as of March 1, 1970			
	VHF	UHF	TOTAL
Commercial Television Stations	1	1	2
Educational Television Stations	1	4	5
			7

State Cross Reference List—Communities That Receive Programs of Stations That Are Located Elsewhere

**WRLP, Keene**  
(See Greenfield, Mass.)

**WMTW-TV, Mt. Washington**  
(See Poland Spring, Me.)

**HAMILTON-LANDIS & ASSOCIATES, INC.—NATIONWIDE MEDIA BROKERS**  
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# State Educational Technical Facilities

(Complete Data in Educational Directory)

## WEDB-TV

**Berlin**

Ch. 40

Non-Commercial Educational Station

Grantee: U. of New Hampshire, Box Z, Durham, N.H. (03824).

Technical Facilities: Channel No. 40 (626-632 MHz). Authorized power: 10.5-kw visual, 2.09-kw aural. Antenna: 300-ft. above av. terrain, 177-ft. above ground, 2437-ft. above sea level.

Latitude	44°	22'	16"
Longitude	71°	12'	53"

## WENH

**Durham**

Ch. 11

Non-Commercial Educational Station

Licensee: U. of New Hampshire, Durham.

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 316-kw visual, 63.1-kw aural. Antenna: 980-ft. above av. terrain, 436-ft. above ground, 1536-ft. above sea level.

Latitude	43°	10'	34"
Longitude	71°	12'	24"

## WHED-TV

**Hanover**

Ch. 15

Non-Commercial Educational Station

Licensee: U. of New Hampshire, Durham, N.H. (03824).

Technical Facilities: Channel No. 15 (476-482 MHz). Authorized power: 37.2-kw max. & 24.5-kw horizontal visual, 7.44-kw max. & 4.9-kw horizontal aural. Antenna: 1300-ft. above av. terrain, 448-ft. above ground, 2338-ft. above sea level.

Latitude	43°	42'	30"
Longitude	72°	09'	16"

## WEKW-TV

**Keene**

Ch. 52

Non-Commercial Educational Station

Licensee: U. of New Hampshire, Durham, N.H. (03824).

Technical Facilities: Channel No. 52 (698-704 MHz). Authorized power: 37.5-kw max. & 24-kw horizontal visual, 7.5-kw max. & 4.8-kw horizontal aural. Antenna: 1800-ft. above av. terrain, 500-ft. above ground, 2017-ft. above sea level.

Latitude	43°	02'	00"
Longitude	72°	22'	04"

## WLED-TV

**Littleton**

Ch. 49

Non-Commercial Educational Station

Licensee: U. of New Hampshire, Durham, N.H. (03824).

Technical Facilities: Channel No. 49 (680-686 MHz). Authorized power: 36.7-kw max. & 29.5-kw horizontal visual, 7.35-kw max. & 6.03-kw horizontal aural. Antenna: 1280-ft. above av. terrain, 443-ft. above ground, 2426-ft. above sea level.

Latitude	44°	21'	14"
Longitude	71°	44'	23"

For Educational Television

Networks, see Services

Volume

# TAILORED RATE...

You can run YOUR full-page station ad facing YOUR station listing

## for as little as \$180

For Further Information - PLEASE USE HANDBY POSTAGE-PAID ORDER CARD #6 BOUND INSIDE THE BACK COVER OF THE STATIONS VOLUME

# New Hampshire—Manchester



**WMUR-TV**

Ch. 9

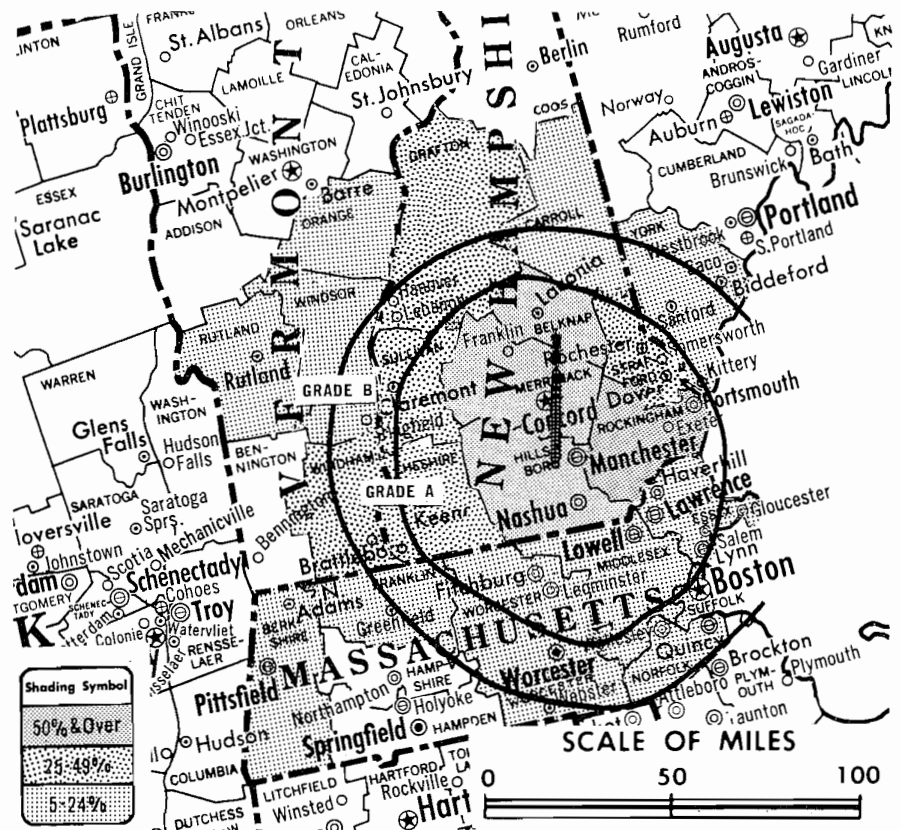
Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 282-kw visual, 33.5-kw aural. Antenna: 1030-ft. above av. terrain, 227-ft. above ground, 1513-ft. above sea level.

Latitude 42° 58' 59"  
Longitude 71° 35' 19"

Transmitter: Goffstown, N.H.

Color: Network, film, slide & tape.

News Wire Service: AP.



Total Households: © SBDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).

©American Map Co., Inc., N.Y., No. 14244

## WMUR-TV

Licensee: United Television Co. of New Hampshire, 1819 N. Elm St., Manchester, N.H. (03104).

Studio: WMUR-TV Bldg. (03105).

Telephone: 603-623-8061.

Ownership: Richard Eaton, 100%. For other interests see WFAN-TV, Washington, D.C.

Begin Operation: March 28, 1954. Transfer to present owner from estate of Francis P. Murphy approved Feb. 3, 1959 by FCC (Television Digest, Vols. 14:15; 15:2, 6).

Represented (sales) by UBC Sales; Andy McDermott Sales Ltd. (Canada); Eckels & Queen (Boston).

Represented (legal) by Cohn & Marks.

Personnel:

RICHARD EATON, president & film buyer.  
SAM PHILLIPS, v.p. & general manager.  
RAY HARRIS, program manager.

### DIGEST OF RATE CARD NO. 8 (Nov. 1, 1964)

	8 or				
Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.
Class AA—7:29-10:30 p.m., daily.					
				\$120.00	\$84.00
					\$60.00

NETWORK BASE HOURLY RATE: \$300.

For Translator Stations  
See Services Volume

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	<b>NEW HAMPSHIRE</b>			
	Belknap	10,100	9,800	97
	Hillsborough	65,800	63,900	97
	Merrimack	23,300	22,300	96
	Rockingham	37,500	36,400	97
<b>Between 25-49%</b>	<b>NEW HAMPSHIRE</b>			
	Cheshire	16,100	15,200	94
	Grafton	16,200	15,100	93
	Strafford	21,400	20,600	96
	Sullivan	10,000	9,300	93
<b>Between 5-24%</b>	<b>VERMONT</b>			
	Windham	10,200	9,100	90
	<b>MAINE</b>			
	York	31,500	30,600	97
	<b>MASSACHUSETTS</b>			
	Berkshire	45,500	43,800	96
	Essex	198,000	193,200	98
Franklin	19,300	18,100	94	
Middlesex	389,300	379,600	98	
Norfolk	170,500	167,000	98	
Suffolk	222,200	211,100	95	
Worcester	186,200	180,600	97	
	<b>NEW HAMPSHIRE</b>			
	Carroll	5,700	5,400	96
	<b>VERMONT</b>			
	Orange	4,700	4,400	94
	Rutland	15,000	14,200	95
	Windsor	14,100	13,200	94
<b>Station Totals</b>		2,043,100	1,977,500	97
<b>Net Weekly Circulation (March 1969)</b>				310,223
<b>Average Daily Circulation (March 1969)</b>				108,781

# New Hampshire—Manchester

## WXPO-TV

Ch. 50

Technical Facilities: Channel No. 50 (686-692 MHz). Authorized power: 1135-kw visual, 113.5-kw aural. Antenna: 615-ft. above av. terrain, 500-ft. above ground, 895-ft. above sea level.

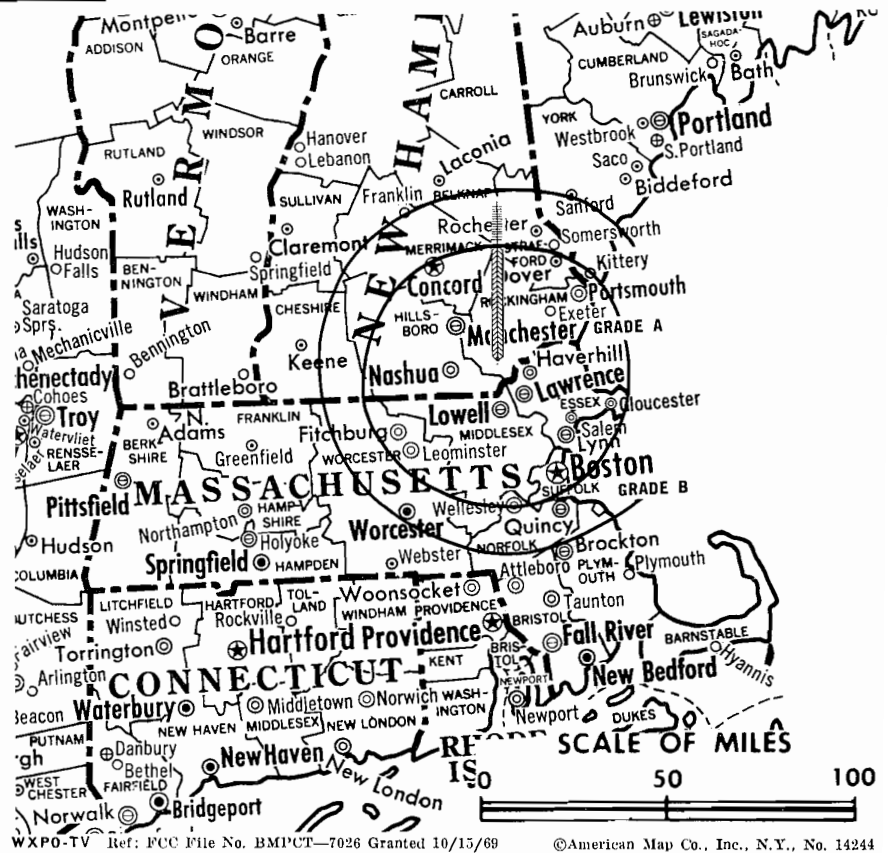
Latitude 42° 49' 01"  
Longitude 71° 16' 12"

Transmitter: Corner of Morrison & Gov. Dinsmore Rds., Windham, N.H.

TV tape: Recording facilities.

Color:

ARB Data: Not available.



## WXPO-TV

Grantee: Merrimack Valley Communications, c/o Neal Cortell, Canterbury Forest, Plaistow, N.H.

Studios: Morrison & Gov. Dinsmore Rds., Windham, N.H. & 167 Dutton St., Lowell, Mass.

Telephone: 617-459-0501 (Lowell).

Ownership: Neal Cortell, pres., 20%; Aaron Shinberg, 20%; Paul Kazarosian, 20%; Edward Katz, 3%; others, none with as much as 3%. Cortell & Shinberg have 20% each of Ch. 68 applicant in Newark, N.J.

Began Operation: Nov. 5, 1969.

Represented (sales) by

Represented (legal) by Finkelstein & Firestone.

Represented (engineering) by George R. Townsend.

Personnel:

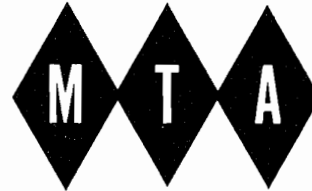
NEAL B. CORTELL, president & general manager.

DAVID GREGORY, sales manager.

HOWARD FROST, chief engineer.

ANDREW S. BATON, operations manager.

ADDITIONAL INFORMATION NOT AVAILABLE



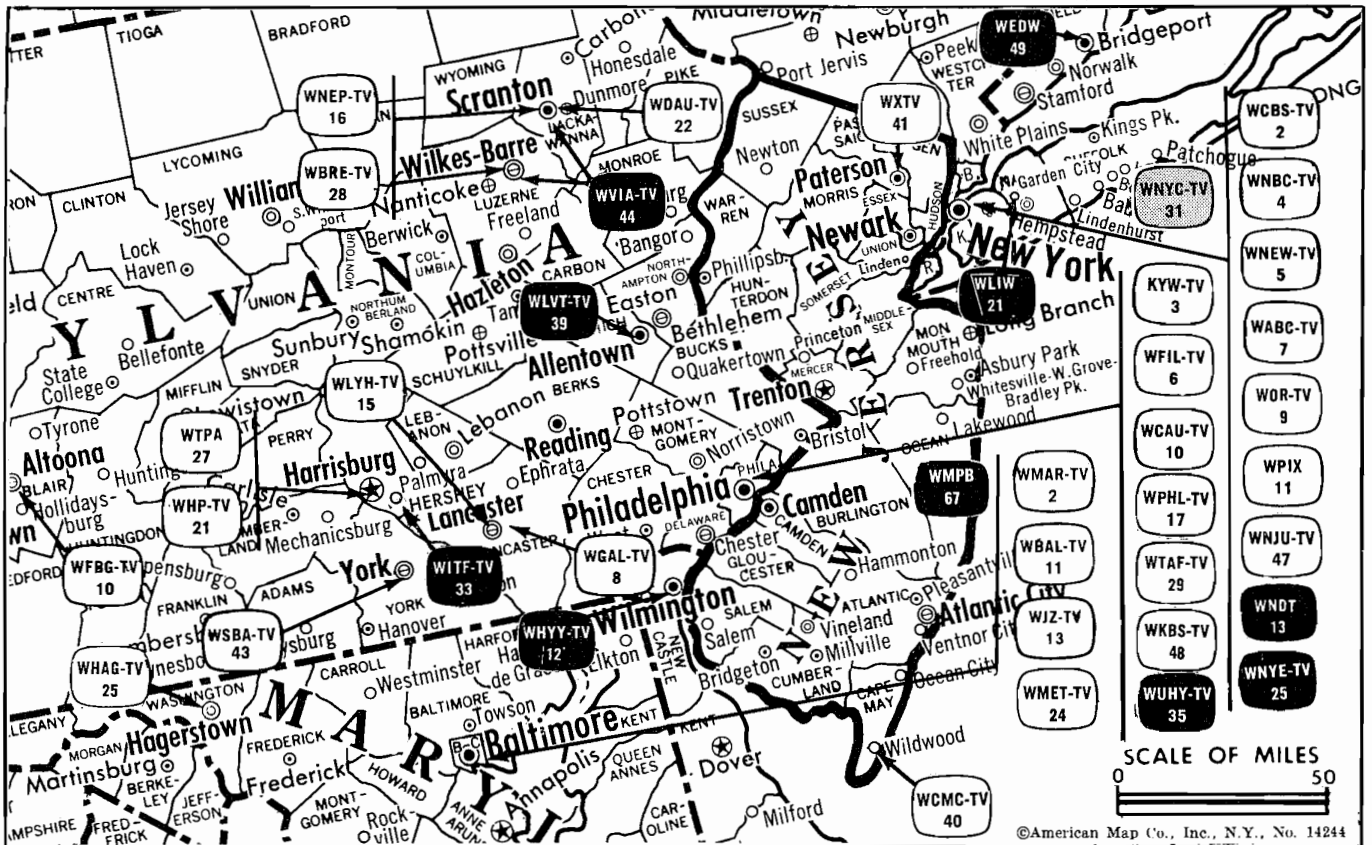
MALARKEY, TAYLOR and ASSOCIATES

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# New Jersey



Market	ARB Net Weekly Circulation	Rank	ARB ADI TV Households	Rank
Wildwood	6,129	221	*	*

### New Jersey Station Status as of March 1, 1970

	VHF	UHF	TOTAL
Commercial Television Stations	0	1	1
Educational Television Stations	0	0	0
			1

### State Cross Reference List—Communities That Receive Programs of Stations That Are Located Elsewhere

**WNJU-TV**  
Linden (Newark)  
(See New York, N.Y.)

**WXTV**  
Paterson  
(See New York, N.Y.)

**HAMILTON-LANDIS & ASSOCIATES, INC.—NATIONWIDE MEDIA BROKERS**  
THE OFFICE NEAREST YOU IS—1100 CONNECTICUT AVE., N.W. WASHINGTON, D. C. 20036 • (202) 393-3456

# New Jersey—Wildwood



**WCMC-TV**

Ch. 40

Technical Facilities: Channel No. 40 (626-632 MHz). Authorized power: 14-kw visual, 2.5-kw aural. Antenna: 200-ft. above av. terrain, 220-ft. above ground, 228-ft. above sea level.

Latitude 38° 59' 33"  
Longitude 74° 48' 48"

Transmitter: 3010 New Jersey Ave.

Color: Network only.

News Wire Service: AP.

AM Affiliate: WCMC, 1-kw (.25-kw night), 1230 kHz.

FM Affiliate: WCMC-FM, 3.5-kw, 100.7 MHz (No. 264), 98-ft. antenna height.

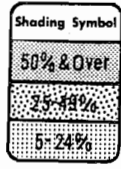
Total Households: © SRDS

Consumer Market Data as of 1/1/70.

TV Homes: TV% and Circulation

© 1969 American Research Bureau.

County coverage based on ARB study (see page 4-b).



WCMC-TV Ref: FCC File No. BPCT-3216 Granted 3/11/64

© American Map Co., Inc., N.Y. No. 14244

## WCMC-TV

Network Service: NBC.

Grantee: Jersey Cape Broadcasting Corp., 3010 New Jersey Ave.

Studio: 3010 New Jersey Ave. (08260).

Telephone: 609-522-1416.

Ownership: William C. Wotring Jr., pres., 33.3%; Carlton S. Owen, v.p., 33.3%; Frank W. Strohm, secy.-treas., 33.3%; Francis J. Matrangola, 0.1%.

Began Operation: January 25, 1966.

Represented (sales) by AAA Representatives; Dome-Messervy Co. Inc. (Philadelphia).

Represented (legal) by Harry J. Daly.

Personnel:

WILLIAM C. WOTRING JR., president & general manager.

FRANK STROHM, sales manager.

JACK WEIGAND, program director.

CARLTON S. OWEN, operations manager.

### DIGEST OF RATE CARD NO. 1 (Oct. 1, 1964)

Hour	30 Min.	15 Min.	5 Min.	Min.	10 Sec.	
Class A—7:30-10:30 p.m., daily.	\$125.00	\$75.00	\$50.00	\$30.00	\$25.00	\$12.00

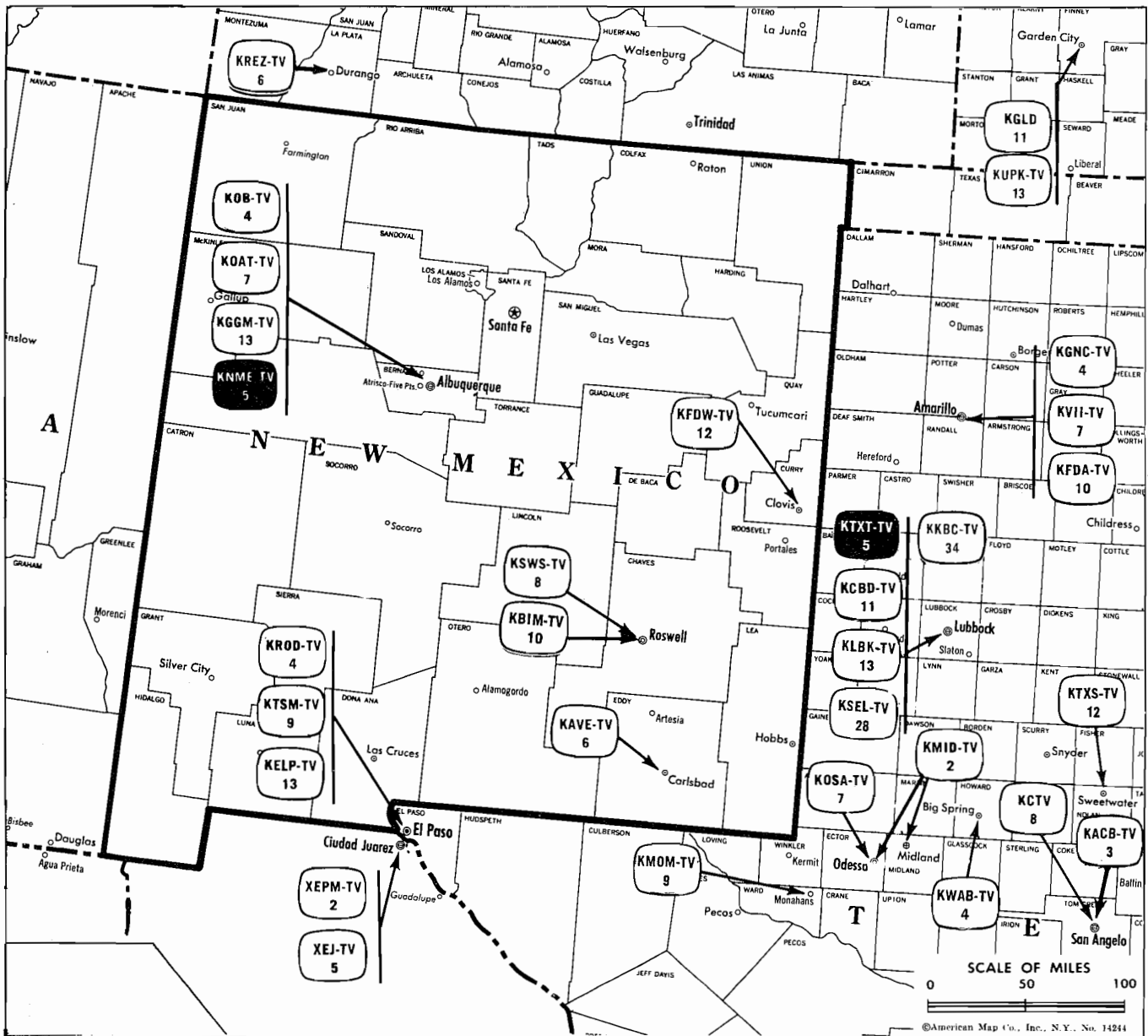
Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Between 5-24%</b>	NEW JERSEY Atlantic	61,900	59,000	95
	Cape May	19,300	18,500	96
Station Totals		105,400	100,200	95
Net Weekly Circulation (March 1969)				6,129
Average Daily Circulation (March 1969)				1,418

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CHICAGO	333 N. Michigan Ave.	(312) 346-6460
ATLANTA	1655 Peachtree Rd., N.E.	(404) 873-5626
BEVERLY HILLS	9645 Wilshire Blvd.	(213) 274-8151

# New Mexico



Market	ARB Net Weekly Circulation	Rank	ARB ADI TV Households	Rank
Albuquerque	195,321	103	181,500	83
Roswell	59,782	186	38,200	179

### New Mexico Station Status as of March 1, 1970 VHF UHF TOTAL

Commercial Television Stations	7	0	7
Educational Television Stations	1	0	1
			8

For State Educational Technical Facilities, See page 506-b

**HAMILTON-LANDIS & ASSOCIATES, INC.—NATIONWIDE MEDIA BROKERS**  
 THE OFFICE NEAREST YOU IS—1511 BRYAN ST., DALLAS, TEX. 75201 • (214) 748-0345



# New Mexico—Albuquerque



**KGGM-TV**



Ch. 13

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 89.1-kw visual, 8.98-kw aural. Antenna: 4180-ft. above av. terrain, 143-ft. above ground, 10,791-ft. above sea level.

Latitude 35° 12' 40"  
Longitude 106° 26' 57"

Transmitter: Sandia Crest.

Studio: 14th & Coal SW.

AM Affiliate: KGGM, 5-kw, 610 kc (CBS).

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

Facsimile Service: AP.

News Film Service: CBS.

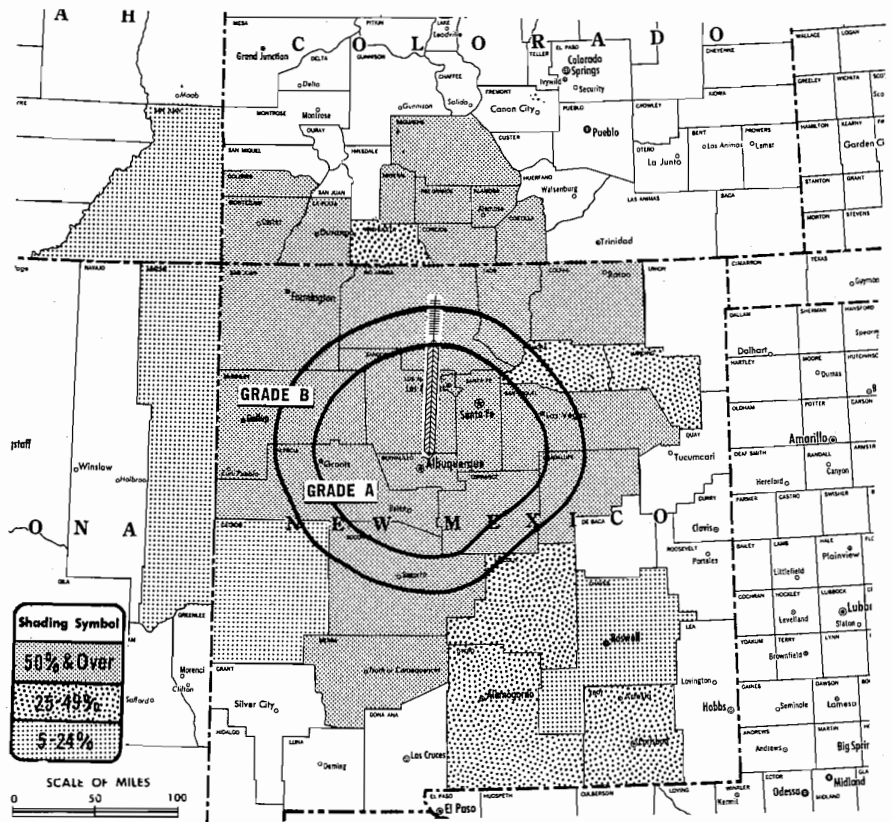
Total Households: © SRDS

Consumer Market Data as of 1/1/70.

TV Homes: TV% and Circulation

© 1969 American Research Bureau.

County coverage based on ARB study (see page 4-b).



## KGGM-TV

Licensee: New Mexico Bcstg. Co. Inc., Box 1294 (87103).

Telephone: 505-243-2285. TWX No.: 910-989-1676.

Ownership: Goldie Hebenstreit, executrix of the estate of A. R. Hebenstreit, 52%; Bruce Hebenstreit, pres.; Mrs. A. R. Hebenstreit, v.p.; N. M. Switzer, secy.; Lucretia Douglas, treas.; Margaret Liberman, executrix of the estate of Maurice Liberman, 5%; Harriscope Bcstg. Corp., 28%; 10 others, none with as much as 5%. Also owns KVSF, Santa Fe. For other Harriscope interests, see KBAK-TV, Bakersfield, Cal.

Began Operation: Oct. 4, 1953.

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Dempsey & Koplovitz.

Represented (engineering) by A. Earl Cullum Jr. Consulting Engineers.

Personnel:

BRUCE HEBENSTREIT, president.  
R. D. WILLIAMS, general manager.  
W. O. EDHOLM, general sales manager.  
ROBERT VAN DRIEL, program director.  
BILL GODFREY, promotion director.  
FRED WUENSCHL, chief engineer.

### DIGEST OF RATE CARD NO. A19a—(Nov. 15, 1969)

Hour	30 Min.	Min.	30 Sec.	20 Sec.
Class AA—6:30-10 p.m., daily.				
\$600.00	\$330.00			Graded rates apply*

\*Highest rate: \$270.

NETWORK BASE HOURLY RATE: \$525.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	COLORADO			
	Alamosa	3,000	2,700	89
	Conejos	2,000	1,700	87
	Costilla	1,000	800	76
	Dolores	700	500	75
La Plata	3,900	3,500	89	

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	COLORADO—(Continued)			
	Mineral	400	300	79
	Montezuma	3,600	3,200	90
	Rio Grande	3,800	3,300	87
	Saguache	700	600	85
	NEW MEXICO			
	Bernalillo	97,800	94,100	96
	Colfax	3,400	2,900	87
	Guadalupe	1,200	1,000	85
	Los Alamos	4,100	3,900	96
	Mc Kinley	9,100	7,500	83
	Rio Arriba	5,200	4,400	84
	Sandoval	3,100	2,700	86
San Juan	14,900	12,900	86	
San Miguel	4,300	3,600	83	
Santa Fe	14,200	13,200	93	
Sierra	2,500	2,100	86	
Socorro	2,600	2,400	93	
Taos	4,000	3,200	80	
Torrance	1,400	1,300	89	
Valencia	10,300	10,000	97	
<b>Between 25-49%</b>	COLORADO			
	Archuleta	800	600	83
	NEW MEXICO			
	Eddy	15,500	14,700	95
	Harding	400	300	79
	Lincoln	2,300	2,100	90
Mora	700	500	72	
Otero	11,700	11,000	94	
<b>Between 5-24%</b>	ARIZONA			
	Apache	9,100	6,800	74
	NEW MEXICO			
	Catron	500	400	76
	Chaves	19,900	19,000	95
UTAH				
San Juan	3,100	2,500	82	
<b>Station Totals</b>		272,600	250,400	91
Net Weekly Circulation (March 1969)				184,573
Average Daily Circulation (March 1969)				129,306

# New Mexico—Albuquerque



**KOAT-TV**



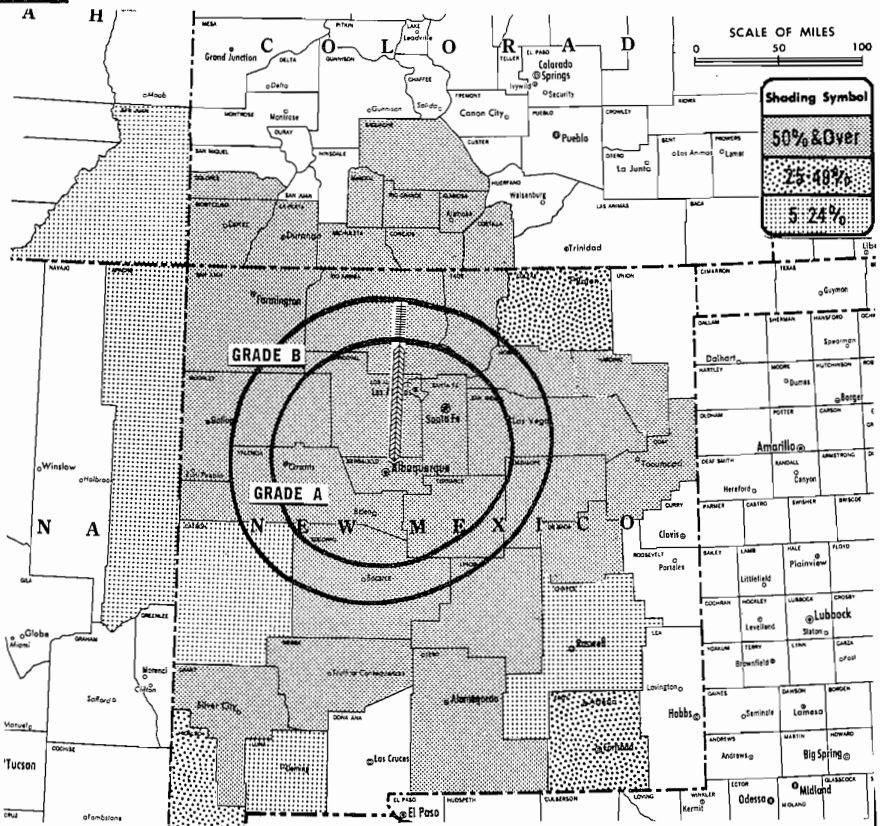
Ch. 7

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 73.5-kw visual, 14.65-kw aural. Antenna: 4240-ft. above av. terrain, 257-ft. above ground, 10,852-ft. above sea level.

Latitude 35° 12' 53"  
Longitude 106° 27' 1.3"

Transmitter: Sandia Crest.  
Studio: 1377 University Blvd., N.E.  
Telephone: 505-247-0101.  
TWX No.: 505-243-8364.  
TV tape: Recording facilities.  
Color: Network, live, film, slide & tape.  
News Wire Service: UPI.  
News Film Service: ABC.  
Represented (legal) by Hogan & Hartson.

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1989 American Research Bureau.  
County coverage based on ARB study (see page 4-b).



KOAT-TV Ref: FCC File No. BMPCT-3777 Granted 5/3/56

©American Map Co., Inc., N.Y., No. 14244

## KOAT-TV

Licensee: KOAT TV Inc., 1377 University Blvd., N.E. (87106).  
Ownership: Pulitzer Publishing Co. For other interests, see KSD-TV, St. Louis.

Began Operation: Sept. 28, 1953. Sale to present owner by WGAL Television Inc. approved by FCC May 7, 1969 (Television Digest, Vol. 9:19). Previous sale by Alvarado Television Co. Inc., approved by FCC Jan. 23, 1963 (BALCT-196). Merger with KVOA-TV, Tucson, approved Sept. 30, 1959 by FCC (Vol. 15:34, 40). Sale to Clinton McKinnon by A. M. Caldwell, Walter Stiles and associates approved Feb. 6, 1957. (Vols. 12:51, 13:6).

Represented (sales) by Blair Television.  
Represented (engineering) by James C. McNary.  
Personnel:

MAX SKLOWER, general manager.  
ELVIN SMITH, operations manager & film buyer.  
JOE WILLIAMS, promotion manager.  
RICHARD KNIPFING, news director.  
JAMES SHARMAN, chief engineer  
PETER STRASCINA, production manager.

### DIGEST OF RATE CARD NO. 17—(July 1, 1969)

Hour 30 Min. 15 Min. Min. 30 Sec. 20 Sec. 10 Sec.  
Prime Time—5:59-10:30 p.m., daily.  
\$420.00 \$252.00 \$168.00 ..... \$135.00\* \$115.00\* \$70.00\*

\*Class AA—6:30-10 p.m., Mon.-Fri.; 6-10 p.m., Sat.-Sun.

NETWORK BASE HOURLY RATE: \$475.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	COLORADO			
	Alamosa	3,000	2,700	89
	Archuleta	800	600	83
	Conejos	2,000	1,700	87
	Costilla	1,000	800	76
	Dolores	700	500	75
	La Plata	3,900	3,500	89

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	COLORADO—(Continued)			
	Mineral	400	300	79
	Montezuma	3,600	3,200	90
	Rio Grande	3,800	3,300	87
	Saguache	700	600	85
	NEW MEXICO			
	Bernalillo	97,800	94,100	96
	De Baca	600	600	91
	Grant	5,000	4,400	88
	Guadalupe	1,200	1,000	85
	Harding	400	300	79
	Lincoln	2,300	2,100	90
	Los Alamos	4,100	3,900	96
	Mc Kinley	9,100	7,500	83
	Mora	700	500	72
	Otero	11,700	11,000	94
	Quay	2,700	2,400	89
	Rio Arriba	5,200	4,400	84
	Sandoval	3,100	2,700	86
	San Juan	14,900	12,900	86
San Miguel	4,300	3,600	83	
Santa Fe	14,200	13,200	93	
Sierra	2,500	2,100	86	
Socorro	2,600	2,400	93	
Taos	4,000	3,200	80	
Torrance	1,400	1,300	89	
Valencia	10,300	10,000	97	
<b>Between 25-49%</b>	NEW MEXICO			
	Colfax	3,400	2,900	87
	Eddy	15,500	14,700	95
	Hidalgo	1,300	1,100	86
<b>Between 5-24%</b>	ARIZONA			
	Apache	9,100	6,800	74
	NEW MEXICO			
	Catron	500	400	76
	Chaves	19,900	19,000	95
	Luna	3,000	2,700	91
UTAH				
	San Juan	3,100	2,500	82
Station Totals		273,800	250,900	91
Net Weekly Circulation (March 1969)			195,321	
Average Daily Circulation (March 1969)			128,303	

# New Mexico—Albuquerque



**KOB-TV**



Ch. 4

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 27-kw visual, 5.37-kw aural. Antenna: 4200-ft. above av. terrain, 183-ft. above ground, 10,833-ft. above sea level, using 1° electrical beam tilt.

Latitude 35° 12' 42"

Longitude 106° 26' 57"

Transmitter: Sandia Crest.

TV tape: Recording facilities.

AM Affiliate: KOB, 50-kw (25-kw night), 770 kHz (NBC).

FM Affiliate: KOB-FM, 8.2-kw, 93.3 MHz (No. 227), 4150-ft. antenna height.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

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

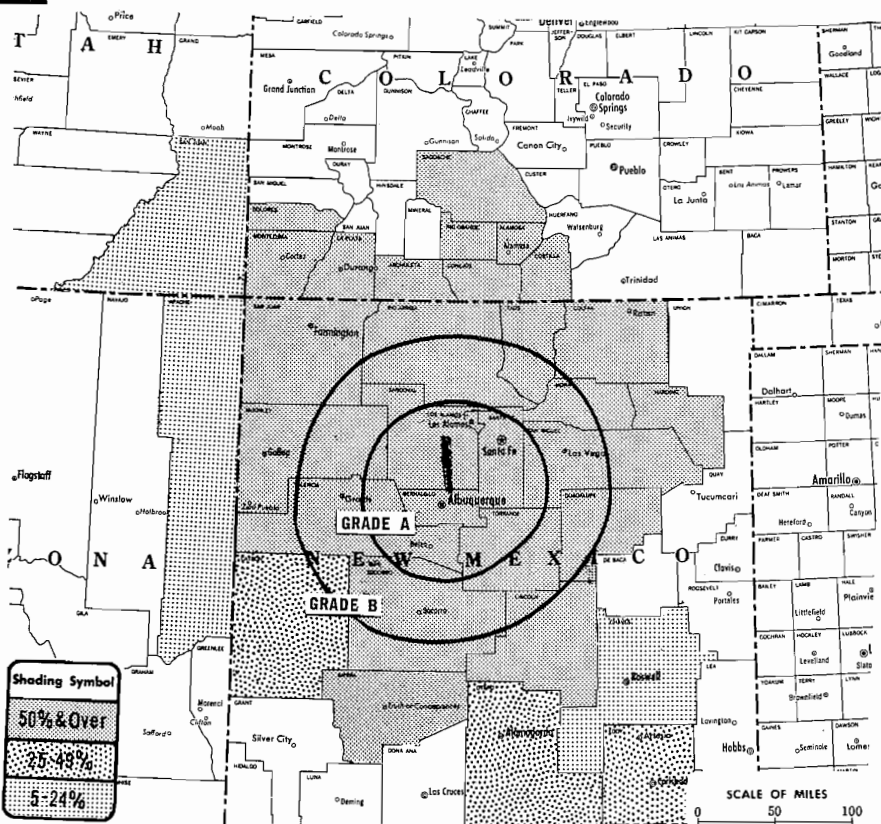
Total Households: © SRDS

Consumer Market Data as of 1/1/70.

TV Homes: TV% and Circulation

© 1969 American Research Bureau.

County coverage based on ARB study (see page 4-b).



KOB-TV Ref: FCC File No. BPCT-1693 Granted 6/2/53

©American Map Co., Inc., N.Y. No. 14244

## KOB-TV

Licensee: Hubbard Broadcasting Inc.

Studio: 1430 Coal Ave., S.W. (87104).

Telephone: 505-243-4411. TWX No.: 910-989-1682.

Ownership: See KSTP-TV, St. Paul-Minneapolis, Minn.

Began Operation: Nov. 29, 1948. Sale to present owner by Wayne Coy and Time Inc., who previously acquired TV-radio from T. H. Pepperday, was approved March 13, 1957 (Television Digest, Vol. 13:2, 11; for sale by Pepperday, see Vol. 8:9, 16, 17, 22).

Represented (sales) by Edward Petry & Co. Inc.

Represented (legal) by Fletcher, Heald, Rowell, Kenehan & Hildreth.

Personnel:

STANLEY S. HUBBARD, president.  
STANLEY E. HUBBARD, chairman of the board.  
JERRY DANZIGER, general manager.  
DAVE HERMAN, sales manager.  
DAVE WILKINS, production manager.  
DONA KANIN, promotion & merchandising director.  
FERN BIBEAU, technical operations.

DIGEST OF RATE CARD NO. 3—(Sept. 4, 1969)

Hour 30 Min. 15 Min. 5 Min. Min.-20 Sec. 10 Sec.

Class AA—6:30-10 p.m., daily.

\$540.00 \$325.00 \$200.00 \$133.00 Graded rates apply\*

\*Highest rate: \$230.

NETWORK BASE HOURLY RATE: \$450.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	COLORADO			
	Alamosa	3,000	2,700	89
	Archuleta	800	600	83
	Conejos	2,000	1,700	87
	Costilla	1,000	800	76

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>				
NEW MEXICO				
	Bernalillo	97,800	94,100	96
	Colfax	3,400	2,900	87
	Guadalupe	1,200	1,000	85
	Harding	400	300	79
	Lincoln	2,300	2,100	90
	Los Alamos	4,100	3,900	96
	Mc Kinley	9,100	7,500	83
	Mora	700	500	72
	Rio Arriba	5,200	4,400	84
	Sandoval	3,100	2,700	86
	San Juan	14,900	12,900	86
	San Miguel	4,300	3,600	83
	Santa Fe	14,200	13,200	93
	Sierra	2,500	2,100	86
	Socorro	2,600	2,400	93
	Taos	4,000	3,200	80
	Torrance	1,400	1,300	89
	Valencia	10,300	10,000	97
NEW MEXICO				
<b>Between 25-49%</b>	Catron	500	400	76
	Eddy	15,500	14,700	95
	Otero	11,700	11,000	94
ARIZONA				
<b>Between 5-24%</b>	Apache	9,100	6,800	74
NEW MEXICO				
	Chaves	19,900	19,000	95
UTAH				
	San Juan	3,100	2,500	82
Station Totals		265,900	244,300	91
Net Weekly Circulation (March 1969)				190,720
Average Daily Circulation (March 1969)				139,036

# New Mexico—Carlsbad



## KAVE-TV

Ch. 6

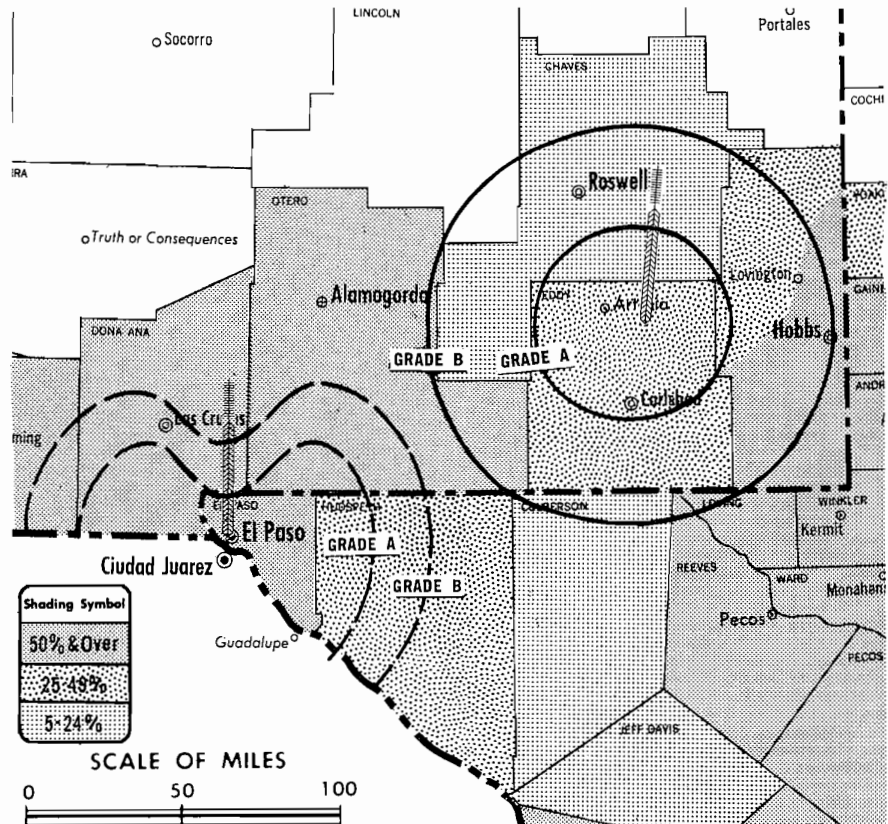
[Satellite of KELP-TV, El Paso, Tex.]

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 26.3-kw visual, 5.3-kw aural. Antenna: 1198-ft. above av. terrain, 1043-ft. above ground, 4754-ft. above sea level.

Latitude 32° 47' 39"  
Longitude 104° 12' 27"

Transmitter: 12-mi. E of Artesia on Rt. 83.

Color: Network.



County coverage based on ARB study (see page 4-b).

KAVE-TV Ref: FCC File No. BMPCT-7038 Granted 12/17/69

©American Map Co., Inc., N.Y., No. 14244

## KAVE-TV

Network Service: ABC.

Licensee: John B. Walton Jr., Box 12277, El Paso, Tex. (79912).

Ownership: See KELP-TV, El Paso, Tex.

Began Operation: Aug. 24, 1956. Sale to present owner by John Deme approved Sept. 7, 1966 by FCC (Television Digest, Vol. 6:22, 37). Sale to Deme (Voice of the Caverns Inc.) by Edward P. Talbott and associates approved June 19, 1963 by FCC (Vol. 3:9, 25). Sale of control by Mrs. Nancy H. Battison to Talbott group approved Feb. 20, 1958 by FCC (Vol. 14:2, 8).

Represented (sales) by Jack Masla & Co.

Represented (legal) by Cohn & Marks.

Personnel:

JOHN B. WALTON JR., owner.  
JERRY WRIGHT, general manager.  
MIKE GAGLIO, chief engineer.

Rates: On request. In combination with KELP-TV, El Paso.

NETWORK BASE HOURLY RATE: \$100.

ARB Data: Not available. The above map reflects coverage of parent KELP-TV, El Paso.

### State Educational Technical Facilities (Complete Data in Educational Directory)

## KNME-TV Albuquerque

Ch. 5

Non-Commercial Educational Station

Licensee: Regents of University of New Mexico and Board of Education of the City of Albuquerque, 1801 Roma N.E. (87106).

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 28-kw visual, 14-kw aural. Antenna: 4124-ft. above av. terrain, 123-ft. above ground, 10,776-ft. above sea level.

Latitude 35° 12' 44"  
Longitude 106° 26' 58"

*Hogan-Feldmann, Inc.*  
MEDIA BROKERS · CONSULTANTS

4404 Riverside Drive, Box 1545

Burbank, California 91505

Area Code 213 849-3201

# New Mexico—Clovis



**KFDW-TV**

Ch. 12



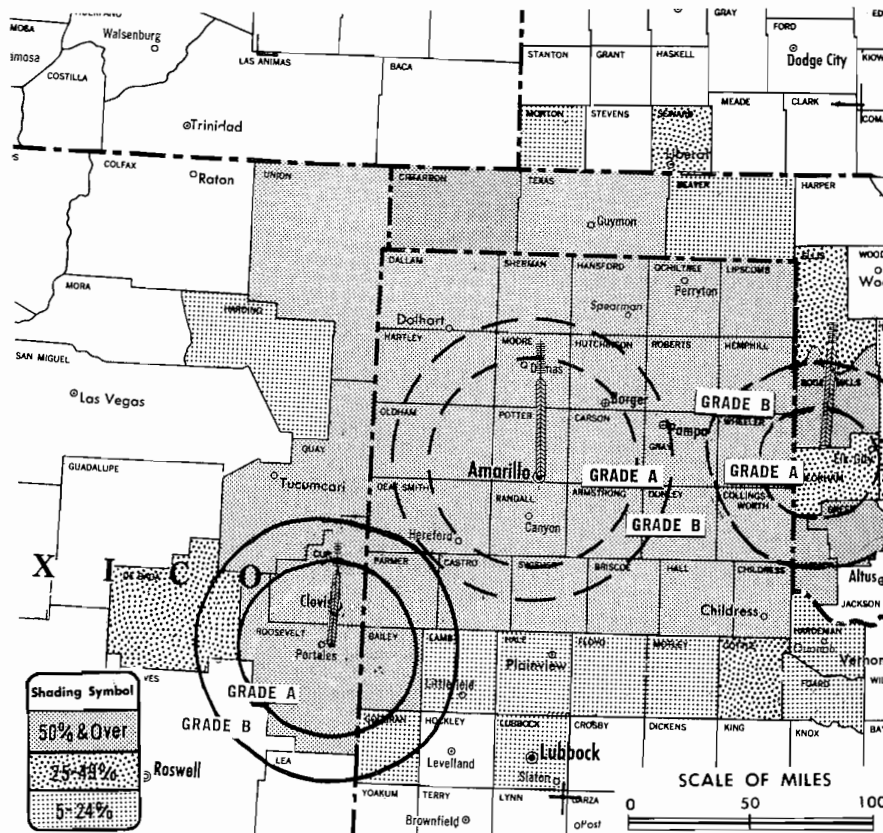
[Satellite of KFDA-TV,  
Amarillo, Tex.]

Technical Facilities: Channel No. 12  
(204-210 MHz). Authorized power:  
178-kw visual, 35.5-kw aural.  
Antenna: 670-ft. above av. terrain,  
719-ft. above ground, 4749-ft.  
above sea level.

Latitude 34° 11' 34"  
Longitude 103° 16' 44"

Transmitter: 3.4-mi. ENE of center  
of Portales, .55-mi. NE of State  
Rt. 88, near Portales, N.M.

Color: Network, film, slide & tape.



County coverage based on ARB study (see  
page 4-b).

KFDW-TV Ref: FCC File No. BMPCT-0454 Granted 6/7/67

©American Map Co., Inc., N.Y., No. 14244

## KFDW-TV

Network Service: CBS.

Licensee: Bass Broadcasting Co., Box 1400, Amarillo, Tex. (79105).

Telephone: 505-276-8444.

Ownership: See KFDA-TV, Amarillo, Texas.

Began Operation: Dec. 2, 1956. Sale to present owner by Marshall Enterprises Inc. approved Jan. 22, 1964 by FCC (Addenda 33-YY). Sale to Marshall Enterprises by Texas-New Mexico Bcstg. Co. approved Nov. 15, 1961. Sale to Texas-New Mexico Bcstg. Co. by Frank Lesley & Mae Strauss approved Oct. 22, 1959 by FCC (Television Digest, Vol. 15:38, 43).

Represented (sales) by Blair Television Associates Inc.

Represented (legal) by Miller, Schroeder & Bankson.

Represented (engineering) by Commercial Radio Equipment Co.

Personnel:

JERRY FISHER, resident-engineering supervisor.

Rates: See KFDA-TV, Amarillo, Tex.

NETWORK BASE HOURLY RATE: Bonus to KFDA-TV, Amarillo, Tex.

ARB Data For This Station Included With Parent  
KFDA-TV, Amarillo, Tex. Above Map Shows  
Coverage For Both Parent & Satellite.

## La Rue Media Brokers Inc.

### Radio Television CATV

#### Completed Sales

Radio/TV: El Paso, Texas \$2,300,000  
CATV: Sebring, Fla. \$600,000

116 Central Park South  
New York, N.Y. 10019

President  
Hugh Ben LaRue

Area Code 212  
265-3430

# New Mexico—Roswell



**KBIM-TV**

Ch. 10

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 316-kw visual, 40.7-kw aural. Antenna: 2000-ft. above av. terrain, 1839-ft. above ground, 6263-ft. above sea level.

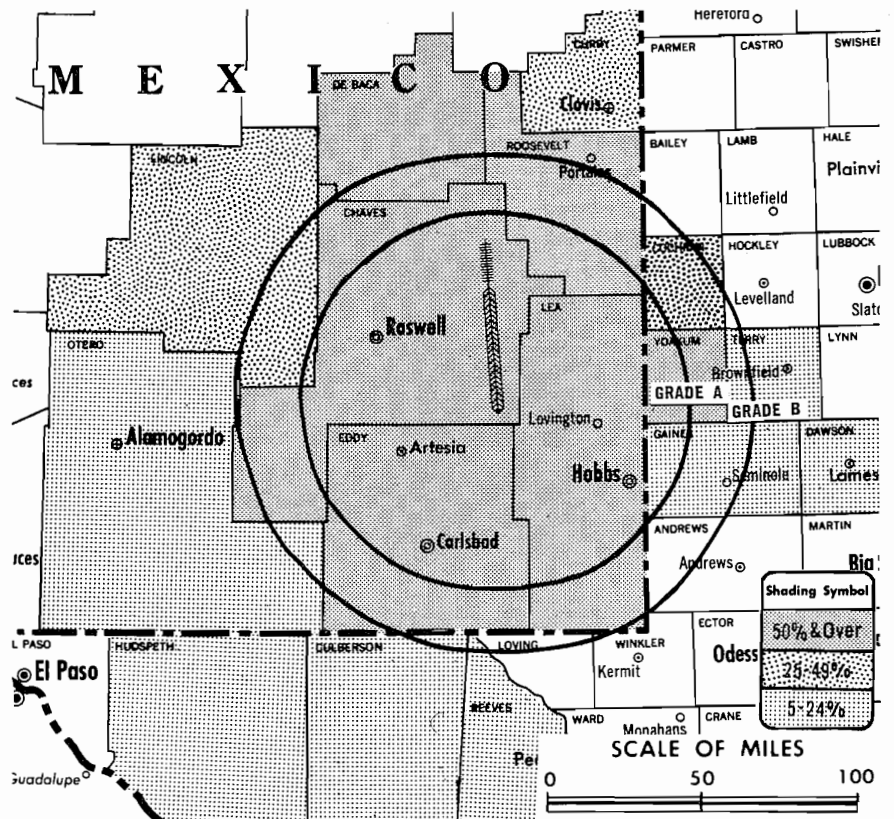
Latitude 33° 03' 20"  
Longitude 103° 49' 12"

Transmitter: 29½-mi. E of Hagerman, N.M.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.



Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).

KBIM-TV Ref: FCC File No. BMPCT-6098 Granted 7/14/65

© American Map Co., Inc., N.Y., No. 14244

## KBIM-TV

Licensee: Holsum Inc., Box 910, Roswell, N.M. (88201).

Studio: 308 North Main.

Telephone: 505-622-2120.

Ownership: Gene Reischman, 47.72%; J. Kenneth Smith, 26.42%; W. C. Taylor, 14.48%; Betty Taylor King, 5.89%; Homer F. Glover & J. Raymond Harris, 2.42%, each; John Hugh King, 0.65%. All also have interest in radio KBIM & FM.

Began Operation: Feb. 23, 1966.

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by Rhyne & Rhyne.

Represented (engineering) by Guy C. Hutcheson.

Personnel:

W. C. TAYLOR, executive vice president.  
JOE CARRIERE, vice president & sales manager.  
J. H. KING, v.p., operations & programming manager.  
W. H. BAILEY, mgr., news dept. & film buyer.  
E. C. RADER, chief engineer.

DIGEST OF RATE CARD NO. 3  
(Sept. 1, 1969)

Hour 30 Min. 15 Min. 10 Min. 5 Min. 30 Sec. 20 Sec. 10 Sec.  
Class AA—5:30-10 p.m., daily.

\$250.00 \$150.00 \$100.00 \$87.50 \$75.00 \$45.00 \$35.00 \$23.00

NETWORK BASE HOURLY RATE: \$200.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	NEW MEXICO			
	Chaves	19,900	19,000	95
	De Baca	600	600	91
	Eddy	15,500	14,700	95
	Lea North	4,700	4,500	94
	Lea South	12,100	11,400	94
	Roosevelt	4,900	4,500	93
<b>Between 25-49%</b>	TEXAS			
	Yoakum	2,400	2,400	97
	NEW MEXICO			
	Curry	11,400	10,700	94
<b>Between 5-24%</b>	LINCOLN	2,300	2,100	90
	TEXAS			
	Cochran	1,800	1,700	94
	NEW MEXICO			
	Otero	11,700	11,000	94
	TEXAS			
	Culberson	900	800	88
	Dawson	5,900	5,500	93
Station Totals	Gaines	4,400	4,200	96
	Hudspeth	400	400	83
	Presidio	1,600	1,300	79
	Reeves	3,700	3,400	92
	Terry	5,800	5,400	94
	Station Totals	110,400	103,900	94
	Net Weekly Circulation (March 1969)			59,782
Average Daily Circulation (March 1969)			44,099	

# New Mexico—Roswell



**KSWs-TV**

Ch. 8

[Satellite of KCBD-TV, Lubbock, Tex.]

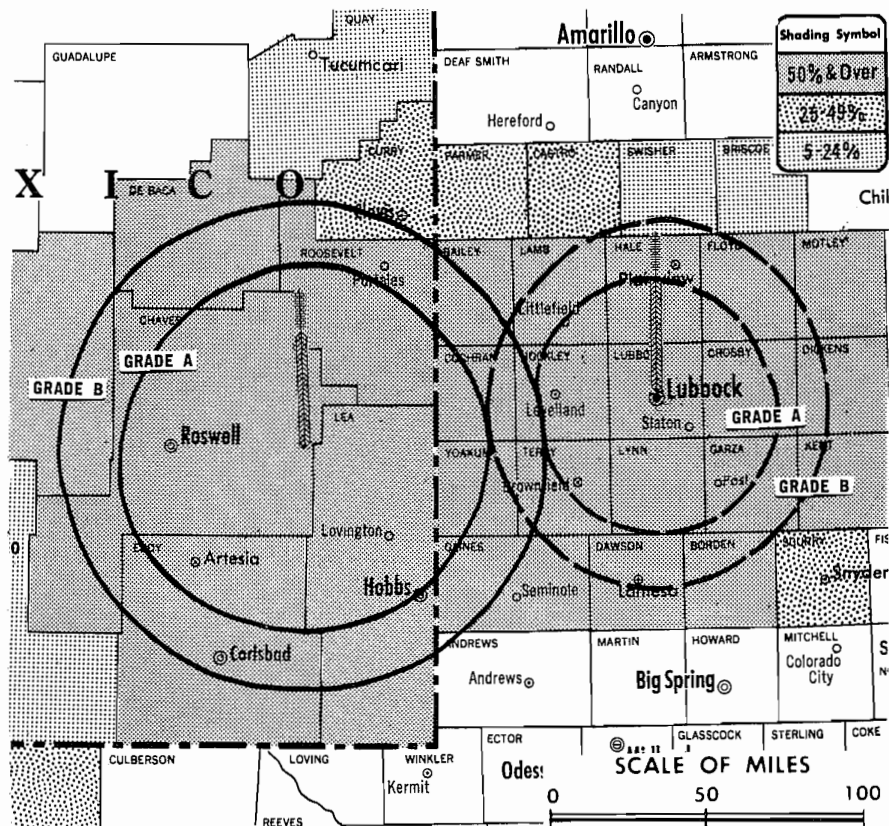
Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 316-kw visual, 52.5-kw aural. Antenna: 1760-ft. above av. terrain, 1610-ft. above ground, 6086-ft. above sea level.

Latitude 33° 22' 32"  
Longitude 103° 46' 05"

Transmitter: 2.5-mi. S of U.S. Hwy. 380 near Caprock.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.



County coverage based on ARB study (see page 4-b).

KSWs-TV-TV Ref: FCC File No. BPCT-3130 Granted 3/19/63

©American Map Co., Inc., N.Y., No. 14244

## KSWs-TV

Network Service: NBC.

Licensee: Bryant Radio & TV Inc., Box 2190, Lubbock, Tex. (79408).

Studio: 5600 Ave. A, Lubbock, Tex.

Telephone: 806-744-1414. TWX No.: 806-747-3893.

Ownership: See KCBD-TV, Lubbock.

Began Operation: June 24, 1953. Sale to present owner by John A. Barnett estate approved by FCC March 3, 1968.

Represented (sales) by Blair Television.

Represented (legal) by Welch & Morgan.

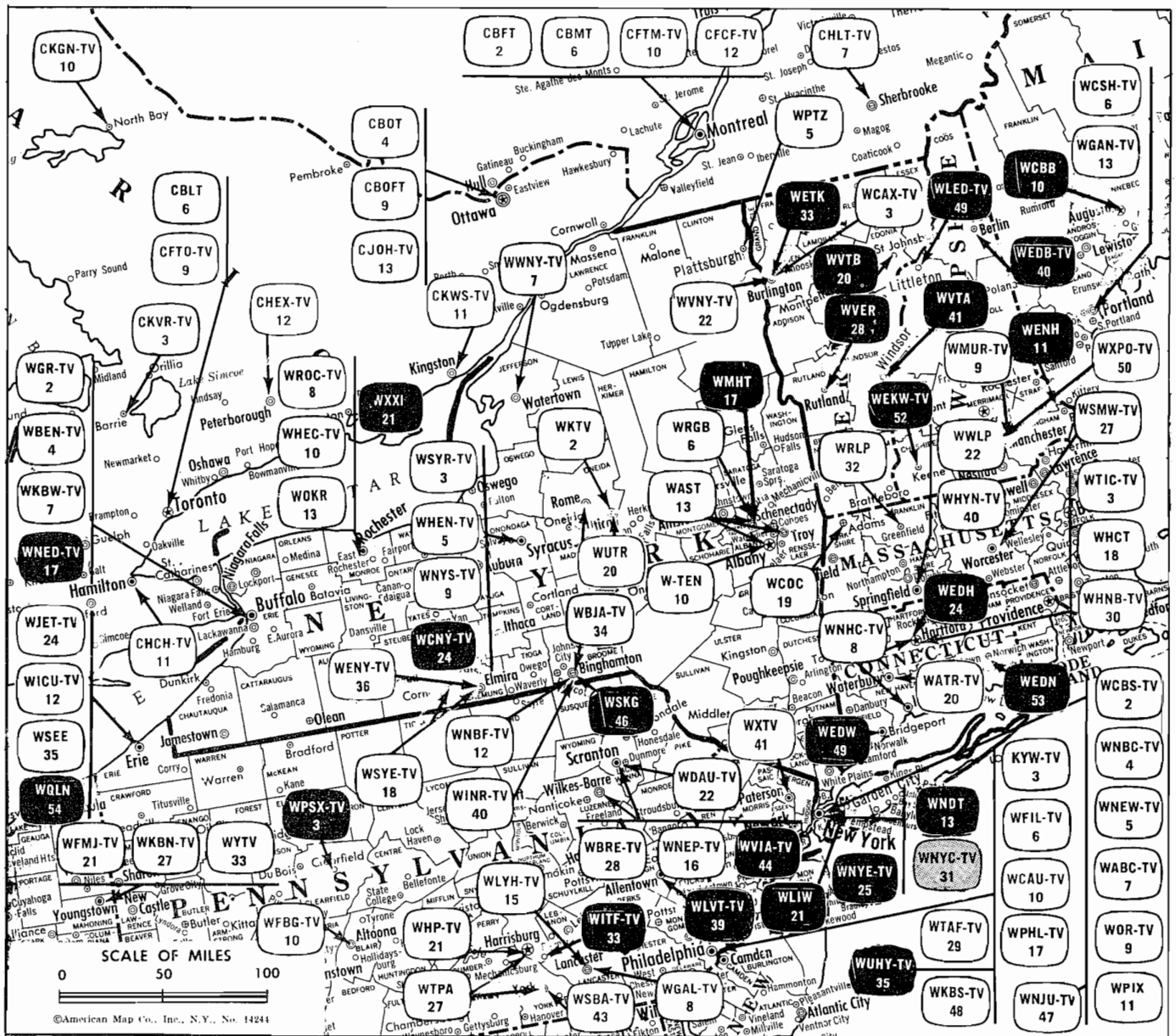
Personnel: See KCBD-TV, Lubbock.

Rates: See KCBD-TV, Lubbock.

NETWORK BASE HOURLY RATE: \$325.

ARB Data: Figures are included with parent KCBD-TV, Lubbock, Tex. The map reflects the coverage of both.

# New York



©American Map Co., Inc., N.Y., No. 14241

Market	ARB Net Weekly Circulation	Rank	ARB ADI TV Households	Rank
New York City	5,839,609	1	5,791,700	1
Buffalo	583,717	27	560,300	22
Syracuse	486,766	39	369,300	44
Albany-Schenectady-Troy	446,252	45	396,400	37
Rochester	311,135	66	266,700	61
Binghamton	223,563	93	135,500	103
Burlington-Plattsburgh	167,505	116	129,000	114
Utica	146,892	130	98,500	137
Watertown-Carthage	68,783	177	67,300	154

**HAMILTON-LANDIS & ASSOCIATES, INC.—NATIONWIDE MEDIA BROKERS**  
 THE OFFICE NEAREST YOU IS—1100 CONNECTICUT AVE., N.W. WASHINGTON, D. C. 20036 • (202) 393-3456



# State Educational Technical Facilities

(Complete Data in Educational Directory)

## WSKG

**Binghamton**

Ch. 46

Non-Commercial Educational Station

Licensee: Southern Tier ETV Assn., Box 954, Binghamton.

Technical Facilities: Channel No. 46 (662-668 MHz). Authorized power: 603-kw max. & 500-kw horizontal visual, 121-kw max. & 100-kw horizontal aural. Antenna: 1230-ft. above av. terrain, 924-ft. above ground, 2545-ft. above sea level.

Latitude	42°	03'	22"
Longitude	75°	56'	39"

## WNED-TV

**Buffalo**

Ch. 17

Non-Commercial Educational Station

Licensee: Western New York Educational TV Association Inc., Lafayette Hotel, Buffalo, N.Y. (14203).

Technical Facilities: Channel No. 17 (488-494 MHz). Authorized power: 1160-kw max. & 910-kw horizontal visual, 116-kw max. & 91-kw horizontal aural. Antenna: 720-ft. above av. terrain, 738-ft. above ground, 1345-ft. above sea level.

Latitude	42°	57'	14"
Longitude	78°	52'	37"

## WLIW

**Garden City**

Ch. 21

Non-Commercial Educational Station

Licensee: Long Island ETV Council Inc., Ellington Ave., W. Garden City, N.Y. (11530).

Technical Facilities: Channel No. 21 (512-518 MHz). Authorized power: 708-kw max. & 661-kw horizontal visual, 132-kw max. & 126-kw horizontal aural. Antenna: 380-ft. above av. terrain, 403-ft. above ground, 495-ft. above sea level.

Latitude	40°	43'	55.0"
Longitude	73°	36'	12.4"

## WNDT

**New York-Newark**

Ch. 13

Non-Commercial Educational Station

Licensee: Educational Bcstg. Corp., 304 West 58th St., New York (10019).

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 176-kw visual, 5.37-kw aural. Antenna: 1190-ft. above av. terrain, 1200-ft. above ground, 1251-ft. above sea level.

Latitude	40°	44'	54"
Longitude	73°	59'	10"

## WNYE-TV

**New York**

Ch. 25

Non-Commercial Educational Station

Licensee: Board of Education of City of New York, 110 Livingston St., Brooklyn, N.Y.

Technical Facilities: Channel No. 25 (536-542 MHz). Authorized power: 661-kw max. and 589-kw horizontal visual, 131-kw max. and 117-kw horizontal aural. Antenna: 577-ft. above av. terrain, 597-ft. above ground, 649-ft. above sea level.

Latitude	40°	41'	21"
Longitude	73°	58'	37"

## WXXI

**Rochester**

Ch. 21

Non-Commercial Educational Station

Licensee: Rochester Area ETV Association Inc., 410 Alexander St., Rochester (14607).

Technical Facilities: Channel No. 21 (512-518 MHz). Authorized power: 1480-kw visual, 295-kw aural. Antenna: 435-ft. above av. terrain, 343-ft. above ground, 1026-ft. above sea level.

Latitude	43°	08'	07"
Longitude	77°	35'	02"

## WMHT

**Schenectady-Albany-Troy**

Ch. 17

Non-Commercial Educational Station

Licensee: Mohawk-Hudson Council on Educational TV Inc., Box 17, Schenectady, N.Y. (12301).

Technical Facilities: Channel No. 17 (488-494 MHz). Authorized power: 214-kw max. & 191-kw horizontal visual, 42.7-kw max. and 38-kw horizontal aural. Antenna: 923-ft. above av. terrain, 216-ft. above ground, 1868-ft. above sea level.

Latitude	42°	38'	12"
Longitude	73°	59'	45"

## WCNY-TV

**Syracuse**

Ch. 24

Non-Commercial Educational Station

Licensee: ETV Council of Central N.Y. Inc., Old Liverpool Rd., Liverpool, N.Y. (13088).

Technical Facilities: Channel No. 24 (530-536 MHz). Authorized power: 347-kw horizontal visual, 69.2-kw horizontal aural. Antenna: 1380-ft. above av. terrain, 850-ft. above ground, 1111-ft. above sea level.

Latitude	42°	56'	42"
Longitude	76°	01'	28"

# New York

New York Station Status as of March 1, 1970

	VHF	UHF	TOTAL
○ Commercial Television Stations	22	6	28
● Educational Television Stations	1	7	8
◐ Non-commercial TV Stations	0	1	1
			37

## WNYC-TV

New York

Ch. 31

Non-Commercial Station

Licensee: City of New York Municipal Bcstg. System, Municipal Bldg., New York (10007).

Studio: Municipal Bldg. Transmitter: Empire State Bldg.

Telephone: 566-2115.

Technical Facilities: Channel No. 31 (572-578 MHz). Authorized power: 890-kw visual, 433-kw aural. Antenna: 1294-ft. above av. terrain, 1380-ft. above ground, 1330-ft. above sea level.

Latitude 40° 44' 54"  
Longitude 73° 59' 10"

TV tape: Recording facilities.

Color: Live, film, slide & tape.

News Wire Service: AP, UPI.

AM Affiliate: WNYC (830 kHz). FM Affiliate: WNYC-FM (93.9 MHz).

Ownership: City of New York Municipal Bcstg. System.

Began Operation: November 1, 1962.

Represented (legal) by Rhyne & Rhyne.

Represented (engineering) by Ron Culver.

Personnel:

SEYMOUR N. SIEGEL, director & general manager.  
JOHN DePROSPPO, executive officer.  
BERNARD BUCK, TV program manager.  
FRANK ROSA, film manager.  
MORRIS K. KUNINS, chief engineer.

## State Cross Reference List

Communities That Receive Programs of  
Stations That Are Located Elsewhere

### WWNY-TV

Carthage

(See Watertown, N.Y.)

### WCAX-TV

Plattsburgh

(See Burlington, Vt.)

### WAST, WRGB & WTEN

Schenectady

(See Albany, N.Y.)

### WUTR

Rome

(See Utica, N.Y.)

## WTEN, Albany

(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>Between 25-49 %</b>	VERMONT Windham	10,200	9,100	90
	MASSACHUSETTS Franklin	19,300	18,100	94
	Cheshire	16,100	15,200	94
<b>Between 5-24 %</b>	NEW YORK Delaware	13,800	12,700	92
	Dutchess	60,600	57,700	95
	Oneida East	62,600	60,400	96
	Otsego	17,200	16,100	94
	VERMONT Addison	5,800	5,500	94

## WABC-TV, New York

(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>Between 25-49 %</b>	NEW JERSEY Warren	22,300	21,400	96
	PENNSYLVANIA Monroe	14,000	13,400	96
	Wayne	7,800	7,100	92
<b>Between 5-24 %</b>	CONNECTICUT Litchfield	43,100	41,400	96
	Middlesex	32,400	31,200	96
	NEW JERSEY Burlington	80,200	78,400	98
	PENNSYLVANIA Bucks	108,000	105,600	98
	Lehigh	80,300	77,500	97
	Northampton	66,400	63,800	96

## WCBS-TV, New York

(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>Between 25-49 %</b>	NEW JERSEY Mercer	90,600	87,400	96
	Warren	22,300	21,400	96
	PENNSYLVANIA Wayne	7,800	7,100	92
<b>Between 5-24 %</b>	CONNECTICUT Middlesex	32,400	31,200	96
	NEW JERSEY Burlington	80,200	78,400	98
	NEW YORK Delaware	13,800	12,700	92
	Greene	11,200	10,700	96
	PENNSYLVANIA Carbon	16,900	16,200	96
	Lehigh	80,300	77,500	97
	Luzerne	113,300	109,600	97
	Montour	4,300	4,000	93
	Northampton	66,400	63,800	96
	Northumberland	29,000	27,100	93

## WNBC-TV, New York

(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>Between 5-24 %</b>	CONNECTICUT Middlesex	32,400	31,200	96
	MASSACHUSETTS Berkshire	45,500	43,800	96
	NEW YORK Delaware	13,800	12,700	92
	Greene	11,200	10,700	96
	PENNSYLVANIA Bucks	108,000	105,600	98
	Luzerne	113,300	109,600	97
	Northampton	66,400	63,800	96

# New York—Albany-Troy-Schenectady



**WAST**

Ch. 13

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 170-kw visual, 17-kw aural. Antenna: 1199-ft. above av. terrain, 765-ft. above ground, 1715-ft. above sea level.

Latitude 42° 47' 08"  
Longitude 73° 37' 44"

Transmitter: Bald Mt., Brunswick, N.Y.

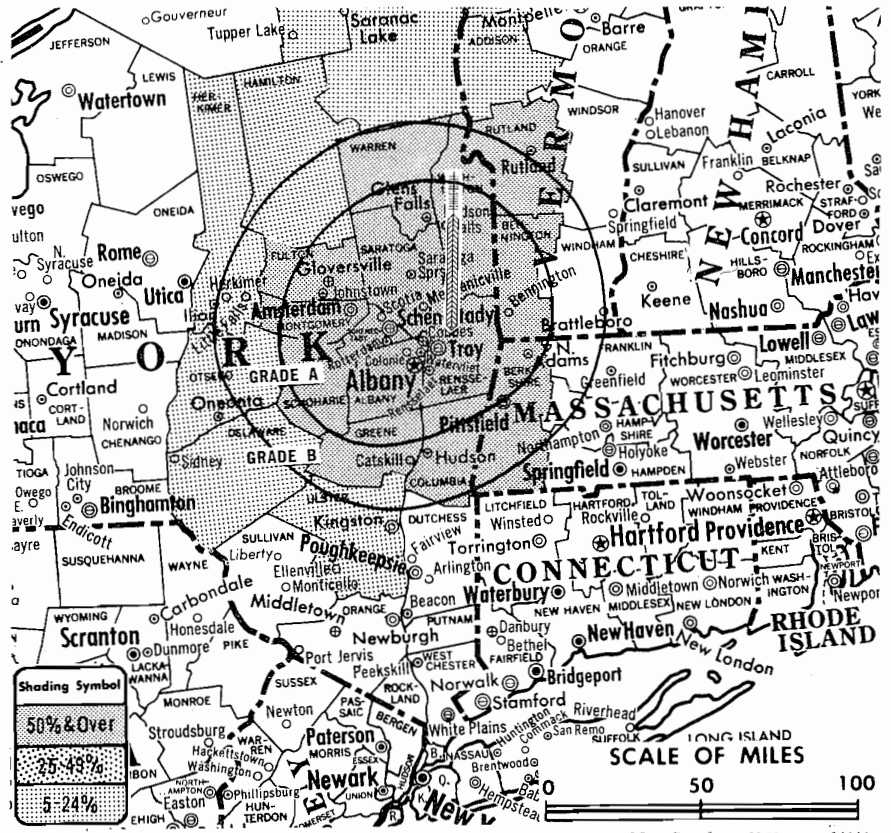
Studio: 15 N. Pearl St., Menands, Albany.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

News Film Service: ABC.



Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).

## WAST

Licensee: Van Curler Broadcasting Corp., Box 4035, Albany (12204).

Studio: 15 N. Pearl St., Menands, N.Y. (12204).

Telephone: 518-436-4791. TWX No.: 710-441-8282.

Ownership: Sonderling Bcstg. Corp. For other interests, see WLKY-TV, Louisville, Ky.

Began Operation: Feb. 19, 1954, but quit air Jan. 31, 1955. Resumed operation June 15, 1956, Stanley Warner Corp. having acquired 100% control by buying out Col. Harry Wilder group (Television Digest, Vol. 12:24). Transfer of control to Glen Alden Corp. approved Dec. 22, 1967. Purchased by Sonderling Bcstg. Corp. Jan. 1, 1969.

Represented (sales) by Peters, Griffin, Woodward Inc.

Represented (legal) by Fly, Shuebruk, Blume & Gaguine.

Represented (engineering) by Lohnes & Culver.

Personnel:

JULIAN KANTER, executive vice president & general manager.  
ROBERT B. TAYLOR, station manager.  
JOHN J. MURPHY JR., vice president, sales.  
CARL (SKIP) BRODHUN, promotion manager.  
WILLIAM KRAEMER, chief engineer.  
ROY STARKS, news director.

DIGEST OF RATE CARD 12D—(Dec. 22, 1969)

Hour	30 Min.	15 Min.	5 Min.	30 Sec.	20 Sec.	10 Sec.
Class AA—7:30-10:30 p.m., daily.	\$1000.00	\$600.00	\$400.00	\$250.00	\$300.00	\$150.00

NETWORK BASE HOURLY RATE: \$1050.

Net Weekly Circulation	State County	Total Households	TV Homes	%	
50% & Over	<b>MASSACHUSETTS</b>				
		Berkshire	45,500	43,800	96
	<b>NEW YORK</b>				
		Albany	99,100	95,200	96
		Columbia	16,800	16,000	95
		Fulton	18,500	17,700	96
		Greene	11,200	10,700	96
		Montgomery	19,400	18,400	95
		Rensselaer	50,200	48,000	96
		Saratoga	32,600	31,600	97
		Schenectady	56,700	54,800	97
		Schoharie	7,100	6,700	94
		Warren	15,900	15,100	95
	Washington	15,300	14,700	96	
Between 5-24%	<b>VERMONT</b>				
		Bennington	8,600	8,100	95
		Rutland	15,000	14,200	95
	<b>NEW YORK</b>				
		Delaware	13,800	12,700	92
		Franklin	13,200	12,400	94
		Hamilton	1,500	1,400	93
		Herkimer	23,000	22,000	96
		Otsego	17,200	16,100	94
		Ulster	45,300	42,400	93
	<b>VERMONT</b>				
		Addison	5,800	5,500	94
	Chittenden	23,800	23,000	97	
<b>Station Totals</b>		<b>778,400</b>	<b>743,500</b>	<b>95</b>	
Net Weekly Circulation (March 1969)				<b>359,541</b>	
Average Daily Circulation (March 1969)				<b>213,566</b>	

# New York—Albany-Schenectady-Troy



**WRGB**



Ch. 6

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 93-kw visual, 11-kw aural. Antenna: 1020-ft. above av. terrain, 314-ft. above ground, 1830-ft. above sea level.

Latitude 42° 38' 12"  
Longitude 73° 59' 45"

Transmitter: New Scotland, N.Y.

TV tape: Recording facilities.

AM Affiliate: WGY, 50-kw, 810 kHz (NBC).

FM Affiliate: WGFM, 6-kw, 99.5 MHz (No. 258), 805-ft. antenna height.

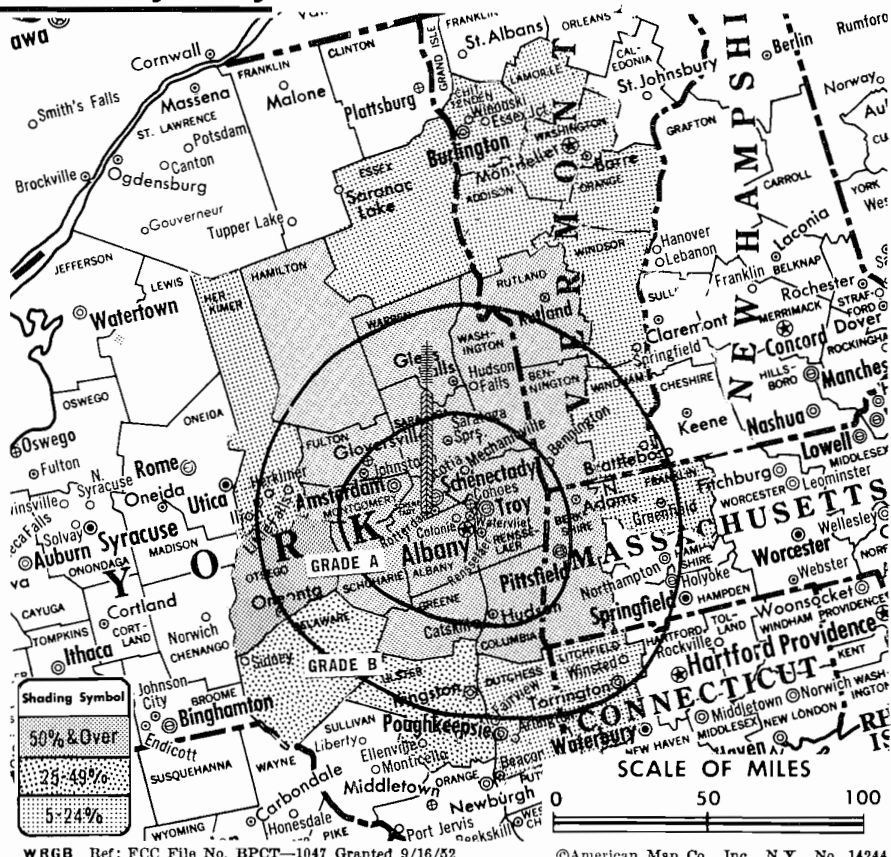
Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

Facsimile Service: AP, UPI.

Represented (legal) by McKenna & Wilkinson.

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).



## WRGB

Licensee: General Electric Broadcasting Co. Inc., 1400 Balltown Rd. (12309).

Studio: 1400 Balltown Rd., Schenectady (12309).

Telephone: 518-377-2261. TWX No.: 518-556-2092.

Ownership: Subsidiary of General Electric Co. Officers: Donald D. Scarff, chairman; Donald E. Perry, pres.; Reid L. Shaw, v.p. & gen. mgr.; William G. Russell, treas.; L. Mason Harter, v.p. & gen. counsel. Parent corp. is manufacturer of TV-radio household appliances, heavy duty electrical equipment, etc. Also owns WSIX-TV, Nashville, WSIX & FM and KOA-TV, KOA & FM, Denver, Colo.

Began Operation: Dec. 1, 1947 (on air since Nov. 6, 1939).

Represented (sales) by Harrington, Righter & Parsons.

Personnel:

- ROBERT L. GILBERTSON, v.p. & general manager.
- GEORGE F. SPRING, general sales manager.
- ARTHUR R. GARLAND, manager, programs.
- CHARLES B. KING, manager, operations.
- REED R. GORDON, manager, sales.
- DONALD J. DECKER, manager, news.
- GORDON PEIL, manager, promotion & publicity.

### DIGEST OF RATE CARD NO. 31 (Sept. 15, 1969)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.

Class AAA—7:30-10:30 p.m., daily.

\$1300.00 ..... \* ..... \* ..... \* Graded rates apply\*\*

\*On request.

\*\*Highest rate: \$500.

NETWORK BASE HOURLY RATE: \$1625.

See Parent Corporate Listing Under  
TV Set Manufacturers in Services Volume

Net Weekly Circulation	State County	Total Households	TV Homes	%	
50% & Over	<b>MASSACHUSETTS</b>				
		Berkshire	45,500	43,800	96
	<b>NEW YORK</b>				
		Albany	99,100	95,200	96
		Columbia	16,800	16,000	95
		Fulton	18,500	17,700	96
		Greene	11,200	10,700	96
		Hamilton	1,500	1,400	93
		Montgomery	19,400	18,400	95
		Otsego	17,200	16,100	94
		Rensselaer	50,200	48,000	96
		Saratoga	32,600	31,600	97
		Schenectady	56,700	54,800	97
		Schoharie	7,100	6,700	94
	Warren	15,900	15,100	95	
	Washington	15,300	14,700	96	
	<b>VERMONT</b>				
		Bennington	8,600	8,100	95
		Rutland	15,000	14,200	95
Between 25-49%	<b>NEW YORK</b>				
		Delaware	13,800	12,700	92
	Ulster	45,300	42,400	93	
Between 5-24%	<b>CONNECTICUT</b>				
		Litchfield	43,100	41,400	96
	<b>MASSACHUSETTS</b>				
		Franklin	19,300	18,100	94
	<b>NEW YORK</b>				
		Dutchess	60,600	57,700	95
		Essex	11,100	10,600	96
		Herkimer	23,000	22,000	96
	<b>VERMONT</b>				
		Addison	5,800	5,500	94
		Chittenden	23,800	23,000	97
	Lamoille	3,300	3,100	96	
	Orange	4,700	4,400	94	
	Washington	13,400	12,900	96	
	Windham	10,200	9,100	90	
	Windsor	14,100	13,200	94	
Station Totals		1,442,400	1,385,200	96	
Net Weekly Circulation (March 1969)			446,252		
Average Daily Circulation (March 1969)			334,314		

# New York—Albany



**W-TEN**

Ch. 10



[Also operates satellite WCDC, Adams, Mass.]

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 200-kw visual, 30-kw aural. Antenna: 1000-ft. above av. terrain, 275-ft. above ground, 1805-ft. above sea level.

Latitude 42° 38' 15"  
Longitude 73° 59' 54"

Transmitter: Beaver Dam Rd., Held-erberg Mt., New Scotland.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

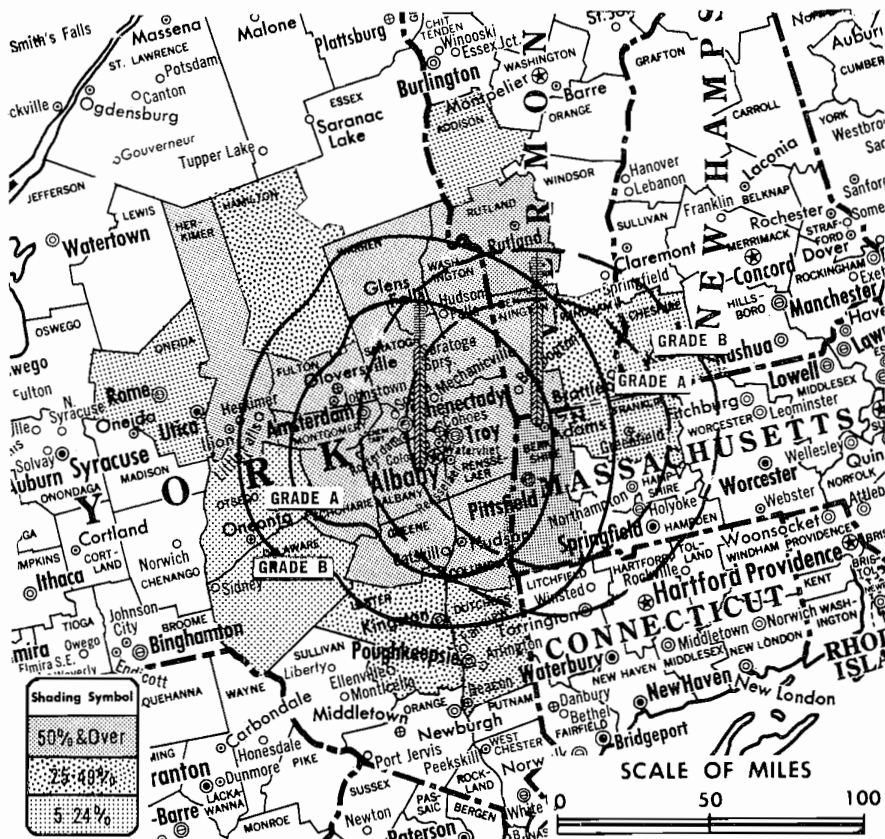
News Wire Service: AP, UPI. Facsimile Service: UPI. News Film Service: CBS.

AM Affiliate: WROW, 5-kw (1-kw night), 590 kHz (CBS).

ARB Data: Includes Satellite, WCDC, Adams, Mass.

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation

© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).



W-TEN Ref: FCC File No. BMPCT—5867—Granted 6/14/63.  
WCDC Ref: FCC File No. BMPCT—5087 Granted 9/10/58

©American Map Co., Inc., N.Y., No. 14214

## W-TEN

Grantee (STA): Capital Cities Bcstg. Corp., Box 10, Albany (12201).

Studio: 341 Northern Blvd., Albany.

Telephone: 518-436-4841.

TWX No.: 710-441-8203.

Ownership: Thomas S. Murphy, chairman & chief exec. officer, 10.97%; William J. Casey, v.p., 3.67%; Harmon L. Duncan, v.p., 2.10% (additional 1.90% held by wife Virginia); J. Floyd Fletcher, v.p., 3.32% (additional 1.75% held by wife Mildred); G. Dickler, secy., 1.55%; Robert I. Lipton, asst. secy.-treas., .19%; Lowell J. Thomas, director, 14.61%; John P. McGrath, director, 3.31%; Wm. S. Lasdon, director, 1.63%; Carl C. Council, director, .10% (pres. of radio WDNC, Durham, N.C., which owns 1.44%). Following are not officers: Dean P. Taylor, 2.17%; Josephine S. Sutland, 2.71%. Over 1000 stockholders. Capital Cities also operates uhf satellite WCDC, Adams, Mass. and is licensee of WTVD, Durham-Raleigh; WPRO & FM, Providence, R.I.; WKBW-TV & WKBW, Buffalo; WPAT (AM), Paterson, N.J.; WSAZ-TV & WSAZ, Huntington, W. Va.; KTRK-TV, Houston, Tex.; WJR & FM, Detroit, Mich.; KPOL & FM, Los Angeles.

Began Operation: Oct. 14, 1953. Sale of 83.4% to Lowell Thomas group approved Nov. 3, 1954 by FCC (Television Digest, Vol. 10:42, 45). Station switched from Ch. 41 and changed WCDA call letters Dec. 1, 1957 (Vol. 13:49).

Represented (sales) by Blair-TV.

Represented (legal) by Wilmer, Cutler & Pickering.

Represented (engineering) by Kear & Kennedy.

Personnel:

THOMAS S. MURPHY, chairman & chief executive officer.  
PETER K. ORNE, v.p. & general manager.  
GENE COLLINS, promotion manager.  
JAMES MASUCCI, program director.  
ALLEN ATHEARN, business manager.  
WILLIAM ORR, engineering manager.

## DIGEST OF RATE CARD NO. 22

(Aug. 25, 1969)

Hour 30 Min. 15 Min. Min. 30 Sec. 20 Sec. ID  
Class A—6:30-11:30 p.m., daily.  
\$1350.00 \$750.00 \$450.00 \$500.00\* \$450.00\* \$400.00\* \$250.00\*

\*Class A—6:30-11 p.m., Mon.-Sat.; 7:30-11 p.m., Sun. Rates include WCDC, Adams, Mass.

NETWORK BASE HOURLY RATE: \$1150.

Net Weekly Circulation	State County	Total Households	TV Homes	%	
50% & Over	MASSACHUSETTS				
		Berkshire	45,500	43,800	96
	NEW YORK				
		Albany	99,100	95,200	96
		Columbia	16,800	16,000	75
		Fulton	18,500	17,700	96
		Greene	11,200	10,700	96
		Herkimer	23,000	22,000	96
		Montgomery	19,400	18,400	95
		Rensselaer	50,200	48,000	96
		Saratoga	32,600	31,600	97
		Schenectady	56,700	54,800	97
		Schoharie	7,100	6,700	94
		Warren	15,900	15,100	95
	Washington	15,300	14,700	96	
VERMONT					
	Bennington	8,600	8,100	95	
	Rutland	15,000	14,200	95	
NEW YORK					
Between 25-49%		Hamilton	1,500	1,400	93
		Ulster	45,300	42,400	93

(Continued on page 512-b)

Station Totals 1,372,000 1,315,500 95  
Net Weekly Circulation (March 1969) 430,333  
Average Daily Circulation (March 1969) 308,486

# New York—Binghamton



**WBJA-TV**

Ch. 34

Technical Facilities: Channel No. 34 (590-596 MHz). Authorized power: 204-kw visual, 39.8-kw aural. Antenna: 900-ft. above av. terrain, 545-ft. above ground, 2215-ft. above sea level.

Latitude 42° 03' 38"  
Longitude 75° 56' 33"

Transmitter: 3.2-mi. SSW of Binghamton, W side of Ingraham Hill Rd.

Color: Network.

News Wire Service: AP.



Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1989 American Research Bureau.  
County coverage based on ARB study (see page 4-b).

WBJA-TV Ref: FCC File No. Doc. 14274—Effective 1/22/62

©American Map Co., Inc. N.Y., No. 14244

## WBJA-TV

Licensee: WBJA-TV Inc., Box 813, Binghamton, N.Y. (13902).

Studio: Ingraham Hill Rd., Binghamton, N.Y. (13902).

Telephone: 607-772-1122.

Ownership: Empire TV & Radio Inc., 100%. Owners of Empire are: Gerald T. Arthur, 21.2%; J. J. L. Hessen, 21.2%; Oliver Lazare, 21.2%; Small Business Investment Co. of N.Y. Inc., 36.5%. Same interests also own WEPA-TV, Erie, Pa. (CP). Arthur, Hessen and Lazare own WOVE-TV, Ch. 45, Albany, N.Y. (CP); WEEE, Rensselaer, N.Y. and WKIP & WSPK, Poughkeepsie, N.Y.

Began Operation: Nov. 24, 1962. Sale of control to Arthur, Hessen and Lazare by Alfred E. Anscombe (53.13%) and James E. Greeley (10.4%) approved August 17, 1966 by FCC (Television Digest, Vol. 6:34).

Represented (sales) by The Devney Organization Inc.

Represented (engineering) by Paul Godley & Associates.

Personnel:

RALPH FABRIZIO, vice president & general manager.  
ROBERT FORKAN, sales manager.  
ROBERT ROE, program director.

### DIGEST OF RATE CARD NO. 6 (Sept. 1, 1968)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	ID
Class AA—7:30-11 p.m., daily.	\$300.00	\$180.00	\$120.00	\$75.00	\$60.00	\$30.00 \$20.00
NETWORK BASE HOURLY RATE: \$175.						

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	NEW YORK			
	Broome	71,400	69,000	97
	NEW YORK			
<b>Between 25-49%</b>	Chenango	14,600	13,900	95
	Tioga	13,800	13,200	96
	PENNSYLVANIA			
<b>Between 5-24%</b>	Bradford	16,200	15,400	95
	Susquehanna	10,000	9,600	95
	NEW YORK			
	Cortland	13,900	13,300	96
	Delaware	13,800	12,700	92
	Otsego	17,200	16,100	94
	Steuben	32,900	31,100	95
Tompkins	22,200	19,800	89	
PENNSYLVANIA				
Sullivan	1,800	1,700	94	
Tioga	11,200	10,400	92	
Station Totals		391,500	373,000	95
Net Weekly Circulation (March 1969)				95,745
Average Daily Circulation (March 1969)				44,396

For Color Set Penetration by Market  
See Services Volume

# New York—Binghamton



**WINR-TV**



Ch. 40

Technical Facilities: Channel No. 40 (626-632 MHz). Authorized power: 537-kw max. & 288-kw horizontal visual, 63.5-kw horizontal aural. Antenna: Directional, 628-ft. above av. terrain, 509-ft. above ground, 1949-ft. above sea level.

Latitude 42° 06' 47"  
Longitude 75° 51' 15"

Transmitter: Hiner Rd.

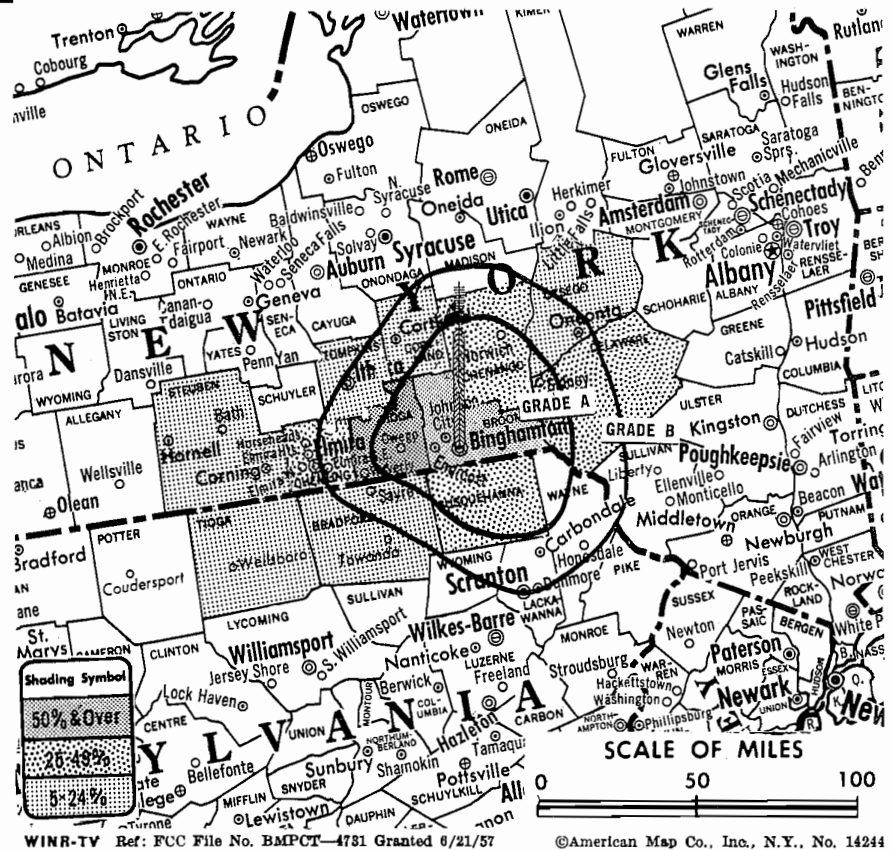
AM Affiliate: WINR, 1-kw (.5-kw night), 680 kHz (NBC).

Color: Network.

News Wire Service: AP.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Lohnes & Culver.



Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).

WINR-TV Ref: FCC File No. BMPCT-4781 Granted 6/21/57 ©American Map Co., Inc., N.Y., No. 14244

## WINR-TV

Licensee: Binghamton Press Co. Inc., 70 Henry St. (13901).

Studio: 70 Henry St.

Telephone: 607-723-8251. TWX No.: 607-772-0240.

Ownership: Same as Binghamton Press (Gannett). For other interests, see WHEC-TV, Rochester, N.Y.

Began Operation: Nov. 1, 1957.

Represented (sales) by H-R Television.

Personnel:

- EDWARD M. SCALA, general manager & film buyer.
- RODERIC REEDER, local sales manager.
- FRED DeRADO, production director.
- GINO RICCIARDELLI, technical director.

### DIGEST OF RATE CARD NO. 4—(Sept. 1, 1969)

Hour	30 Min.	Min.	30 Sec.	20 Sec.	10 Sec.	
Class AA—7:30-10:30 p.m., daily.	\$400.00	\$240.00	\$120.00	\$66.00	\$60.00	\$33.00
NETWORK BASE HOURLY RATE: \$260.						

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	NEW YORK			
	Broome	71,400	69,000	97
	Tioga	13,800	13,200	96
<b>Between 25-49%</b>	NEW YORK			
	Chemung	34,400	32,700	95
	Chenango	14,600	13,900	95
Delaware	13,800	12,700	92	
<b>Between 5-24%</b>	PENNSYLVANIA			
	Susquehanna	10,000	9,600	95
	NEW YORK			
Cortland	13,900	13,300	96	
Otsego	17,200	16,100	94	
Steuben	32,900	31,100	95	
Tompkins	22,200	19,800	89	
PENNSYLVANIA				
Bradford	16,200	15,400	95	
Tioga	11,200	10,400	92	
<b>Station Totals</b>		<b>271,600</b>	<b>257,200</b>	<b>94</b>
Net Weekly Circulation (March 1969)			101,143	
Average Daily Circulation (March 1969)			57,056	

# New York—Binghamton



**WBFB-TV**



Ch. 12

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 166-kw visual, 18-kw aural. Antenna: 1205-ft. above av. terrain, 785-ft. above ground, 2546-ft. above sea level.

Latitude 42° 03' 33.5"  
Longitude 75° 57' 06"

Transmitter: Ingraham Hill Rd.

AM Affiliate: WBFB, 5-kw, 1290 kHz.

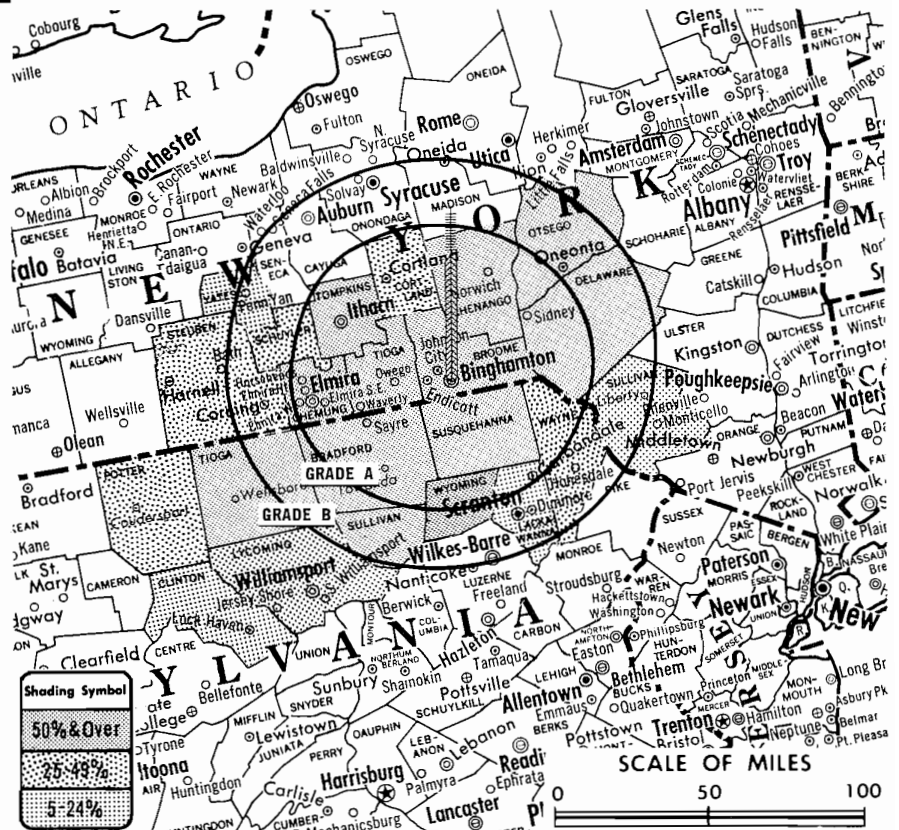
FM Affiliate: WBFB-FM, 10-kw, 98.1 MHz (No. 251), 950-ft.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.



Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).

WBFB-TV Ref: FCC File No. BNPCT-3731 Granted 2/24/66 ©American Map Co., Inc., N.Y., No. 14244

## WBFB-TV

Network Service: CBS.

Licensee: Triangle Publications, Inc. (Radio & TV Div.), 4100 City Line Ave., Philadelphia, Pa. (19131).

Studio: Sheraton-Inn, Binghamton (13902).

Telephone: 607-723-7311. TWX No.: 510-252-1991.

Ownership: Triangle Publications, Inc., see WFIL-TV, Philadelphia.

Began Operation: Dec. 1, 1949. Sale to present owners by John C. Clark interests approved by FCC May 4, 1955 (Television Digest, Vol. 11:11, 19).

Represented (sales) by Blair-TV.

Represented (legal) by Wilner, Scheiner & Greeley.

Represented (engineering) by Kear & Kennedy.

Personnel:

GEORGE DUNHAM, general manager.  
LE ROY BERTIN, TV sales manager.  
ROBERT W. HARKNESS, local sales manager.  
CAROL SHOYER, merchandising & promotion director.  
E. W. FARNETI, business manager.  
LAMAR COX, chief engineer.  
DONALD F. SNYDER, program director.  
BERNARD J. FIONTE, news director.

### DIGEST OF RATE CARD NO. 18B—(Aug. 3, 1969)

Hour	30 Min.	Min.	20 Sec.	ID
Class AAA—7:30-11 p.m., daily.				
\$1500.00	\$900.00	.....	\$250.00	\$140.00
NETWORK BASE HOURLY RATE: \$1100 (CBS).				

	Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	<b>NEW YORK</b>				
		Broome	71,400	69,000	97
		Chemung	34,400	32,700	95
		Chenango	14,600	13,900	95
		Delaware	13,800	12,700	92
		Otsego	17,200	16,100	94
		Tioga	13,800	13,200	96
		Tompkins	22,200	19,800	89
	<b>PENNSYLVANIA</b>				
		Bradford	16,200	15,400	95
	Sullivan	1,800	1,700	94	
	Susquehanna	10,000	9,600	95	
	Tioga	11,200	10,400	92	
	Wyoming	4,800	4,500	94	
<b>Between 25-49%</b>	<b>NEW YORK</b>				
		Cortland	13,900	13,300	96
		Schuyler	5,100	4,700	93
		Steuben	32,900	31,100	95
	<b>PENNSYLVANIA</b>				
		Potter	4,800	4,500	93
	Wayne	7,800	7,100	92	
<b>Between 5-24%</b>	<b>NEW YORK</b>				
		Sullivan	16,400	15,200	93
		Yates	6,300	6,000	94
	<b>PENNSYLVANIA</b>				
		Clinton	11,100	10,600	96
		Lackawanna	68,600	66,500	97
	Lycoming	36,700	34,000	93	
<b>Station Totals</b>			<b>771,700</b>	<b>735,900</b>	<b>95</b>
<b>Net Weekly Circulation (March 1969)</b>					<b>223,563</b>
<b>Average Daily Circulation (March 1969)</b>					<b>157,097</b>



# New York—Buffalo



**WBEN-TV**



Ch. 4

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1200-ft. above av. terrain, 1059-ft. above ground, 2700-ft. above sea level.

Latitude 42° 39' 33"  
Longitude 78° 37' 38"

Transmitter: Colden, N.Y.

TV tape: Recording facilities.

AM Affiliate: WBEN, 5-kw, 930 kHz (CBS).

FM Affiliate: WBEN-FM, 110-kw, 102.5 MHz (No. 273), 1200-ft.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

Facsimile Service: UPI.

News Film Service: CBS.

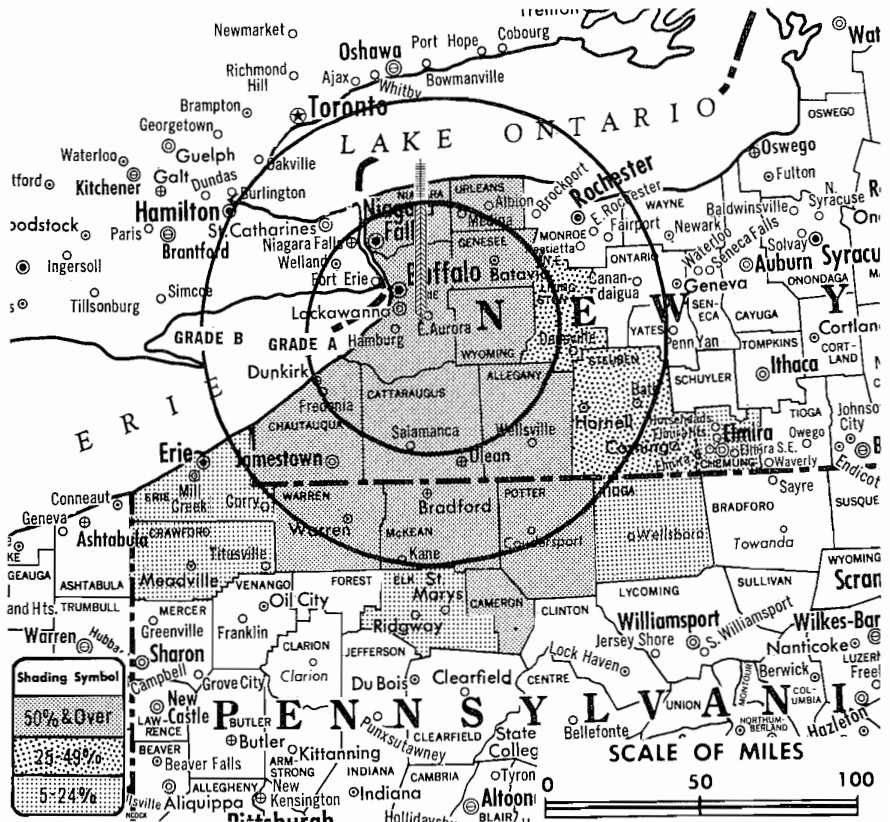
Total Households: © SRDS

Consumer Market Data as of 1/1/70.

TV Homes: TV% and Circulation

© 1969 American Research Bureau.

County coverage based on ARB study (see page 4-b).



WBEN-TV Ref: FCC File No. BPC-2075 Granted 2/18/54

©American Map Co., Inc., N.Y., No. 14244

## WBEN-TV

Licensee: WBEN Inc., 2077 Elmwood Ave., Buffalo, N.Y. (14207).

Studio: 2077 Elmwood Ave.

Telephone: 716-876-0930. TWX No.: 710-522-1719.

Ownership: Same as Buffalo Evening News. Mrs. E. H. Butler, pres.

Began Operation: May 14, 1948.

Represented (sales) by Harrington, Righter & Parsons Inc.; Stephens & Towndrow Co. Ltd. (Canada).

Represented (legal) by Fletcher, Heald, Rowell, Kenehan & Hildreth.

Represented (engineering) by A. Earl Cullum Jr. Consulting Engineers.

### Personnel:

- MRS. E. H. BUTLER, president.
- LESLIE G. ARRIES JR., vice president & general manager.
- JAMES H. RIGHTER, treasurer & secretary.
- C. ROBERT THOMPSON, vice president.
- GEORGE R. TORGE, station manager.
- GEORGE D. LILLY, television sales manager.
- FRANK A. MASER, director of engineering.
- WILLIAM PETERS, program director.
- JOSEPH A. HAEFFNER, promotion manager.
- JOSEPH W. KORAL, news director.
- QUINTIN E. RENNER, film director.

### DIGEST OF RATE CARD NO. 22 Rev.—(Feb. 16, 1970)

Hour	30 Min.	Min.	30 Sec.	20 Sec.	8 Sec.
Class AA—8-11 p.m., daily.					
\$1800.00	\$970.00		\$725.00	\$675.00	\$350.00

NETWORK BASE HOURLY RATE: \$1800.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	<b>NEW YORK</b>			
	Allegany	13,700	12,800	94
	Cattaraugus	26,400	25,100	95
	Chautauqua	51,000	48,900	96
	Erie	342,900	333,400	97
	Genesee	18,000	17,400	97
	Niagara	70,200	68,200	97
	Orleans	12,100	11,600	96
Wyoming	11,000	10,700	97	
<b>PENNSYLVANIA</b>	Cameron	2,300	2,200	97
	McKean	16,100	15,200	94
	Potter	4,800	4,500	93
	Warren	13,600	12,500	92
<b>Between 25-49%</b>	<b>NEW YORK</b>			
	Livingston	14,100	13,500	96
	Steuben	32,900	31,100	95
<b>Between 5-24%</b>	<b>NEW YORK</b>			
	Chemung	34,400	32,700	95
	<b>PENNSYLVANIA</b>			
	Crawford	22,500	21,200	94
	Elk	10,900	10,400	95
Erie	80,200	77,700	97	
Tioga	11,200	10,400	92	
<b>Station Totals</b>		<b>1,182,400</b>	<b>1,139,000</b>	<b>96</b>
<b>Net Weekly Circulation (March 1969)</b>				<b>583,717</b>
<b>Average Daily Circulation (March 1969)</b>				<b>451,104</b>

(Station also received in Canadian markets)

# New York—Buffalo



**WGR-TV**



Ch. 2

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1000-ft above av. terrain, 958-ft. above ground, 2310-ft. above sea level.

Latitude 42° 43' 06"  
Longitude 78° 33' 48"

Transmitter: Warner Hill Rd., South Wales, N.Y.

TV tape: Recording facilities.

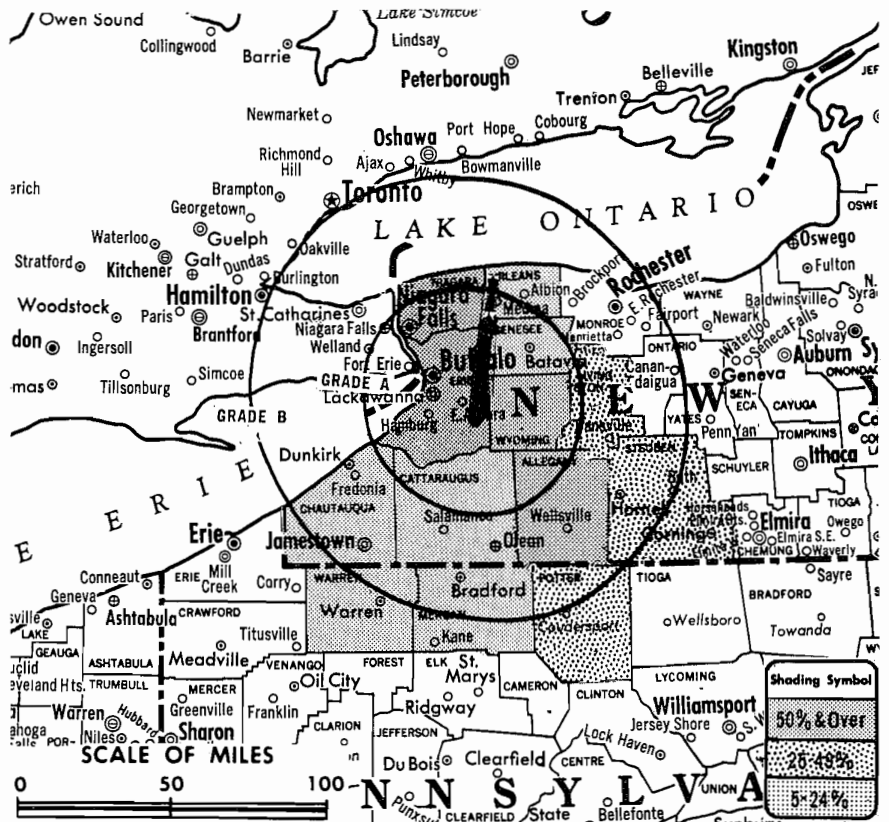
AM Affiliate: WGR, 5-kw, 550 kHz (NBC).

FM Affiliate: WGR-FM, 16-kw, 96.9 MHz (No. 245), 628-ft. antenna.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).



WGR-TV Ref: FCC File No. BPCT-3826 Granted 12/13/66

©American Map Co., Inc., N.Y., No. 14244

## WGR-TV

Licensee: Taft Broadcasting Co., 184 Barton St., Buffalo (14213).

Studio: 184 Barton St.

Telephone: 716-881-2222. TWX No.: 710-522-1729.

Ownership: See WKRC-TV, Cincinnati, Ohio.

Began Operation: August 14, 1954. Sale to Taft by Transcontinent Television Corp. approved Feb. 19, 1964 by FCC (Television Digest, Vols. 3:15-16, 31, 4:8).

Represented (sales) by The Katz Agency; Andy McDermott (Canada).

Represented (legal) by Koteen & Burt.

Personnel:

EUGENE C. D'ANGELO, vice president & general manager.  
DONALD L. CHAPIN, vice president, sales.  
FRANK C. GERVAN, general sales manager.  
DONALD ANGLIM, program manager.  
GENE R. KIRSHENSTEIN, business manager.  
RICHARD NORSWORTHY, manager, promotion & sales service.  
HENRY HIRSCH, local sales manager.  
HAROLD A. HIGGINS, manager of engineering.  
ALBERT M. BENZ, operations manager.  
SID HAYMAN, news director.

DIGEST OF RATE CARD NO. A16—(June 1, 1968)

Hour	30 Min.	15 Min.	5 Min.	30 Sec.	20 Sec.	10 Sec.
Class AA—7:30-11 p.m., daily.						
\$2000.00	\$1200.00					Graded rates apply*

\*Highest rate: \$1025.

NETWORK BASE HOURLY RATE: \$1800.

	Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	<b>NEW YORK</b>				
		Allegany	13,700	12,800	94
		Cattaraugus	26,400	25,100	95
		Chautauqua	51,000	48,900	96
		Erie	342,900	333,400	97
		Genesee	18,000	17,400	97
		Niagara	70,200	68,200	97
		Orleans	12,100	11,600	96
	Wyoming	11,000	10,700	97	
<b>Between 25-49%</b>	<b>PENNSYLVANIA</b>				
		Mc Kean	16,100	15,200	94
		Warren	13,600	12,500	92
<b>Between 25-49%</b>	<b>NEW YORK</b>				
		Livingston	14,100	13,500	96
<b>Between 25-49%</b>	<b>PENNSYLVANIA</b>				
		Potter	4,800	4,500	93
Station Totals			1,021,800	985,800	96
Net Weekly Circulation (March 1969)					538,790
Average Daily Circulation (March 1969)					368,584

(Station also received in Canadian markets)

For BBM Coverage Data  
See Canadian Directory

# New York—Buffalo



**WKBW-TV**



Ch. 7

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 91.2-kw visual, 18.2-kw aural. Antenna: 1420-ft. above av. terrain, 1076-ft. above ground, 2808-ft. above sea level.

Latitude 42° 38' 15"  
Longitude 78° 37' 12"

Transmitter: E. of Center St., Colden, N.Y.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.

AM Affiliate: WKBW, 50-kw, 1520 kHz.

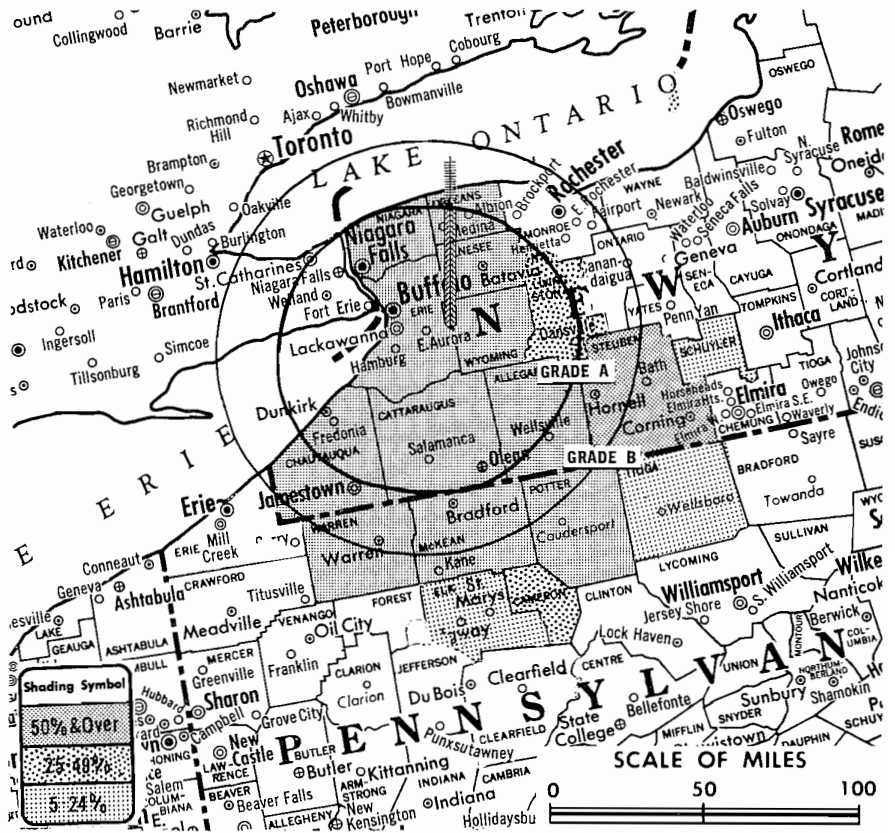
Total Households: © SRDS

Consumer Market Data as of 1/1/70.

TV Homes: TV% and Circulation

© 1969 American Research Bureau.

County coverage based on ARB study (see page 4-b).



WKBW-TV Ref: FCC File No. BPCT-2677 Granted 9/9/59

© American Map Co., Inc., N.Y., No. 14244

## WKBW-TV

Licensee: Capital Cities Bcstg. Corp., 24 E. 51st St., New York (10022).

Studio: 1420 Main St. (14209).

Telephone: 716-883-0770. TWX No.: 710-522-1846.

Ownership: Capital Cities Bcstg. Corp., 100%. (For other interests see W-TEN, Albany, N.Y.).

Began Operation: Nov. 30, 1958.

Represented (sales) by Blair TV.

Represented (legal) by Wilmer, Cutler & Pickering.

Represented (engineering) by Kear & Kennedy.

Personnel:

LAWRENCE POLLOCK, vice president & station manager.  
RICHARD SHEPARD, general sales manager.  
MARC EDWARDS, local-regional sales manager.  
DONALD E. KLINE, program director & film buyer.  
HARVEY L. BROWN, promotion manager.  
ROBERT O. NILES, chief engineer.

DIGEST OF RATE CARD NO. 17—(Jan. 1, 1970)

Hour	30 Min.	30 Sec.	20 Sec.	10 Sec.
Class AA—8-10:30 p.m., daily.				
\$1700.00	\$1000.00	\$750.00	\$625.00	\$350.00
NETWORK BASE HOURLY RATE: \$1900.				

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	NEW YORK			
	Allegany	13,700	12,800	94
	Cattaraugus	26,400	25,100	95
	Chautauqua	51,000	48,900	96
	Erie	342,900	333,400	97
	Genesee	18,000	17,400	97
	Niagara	70,200	68,200	97
	Orleans	12,100	11,600	96
	Steuben	32,900	31,100	95
	Wyoming	11,000	10,700	97
PENNSYLVANIA	Mc Kean	16,100	15,200	94
	Potter	4,800	4,500	93
	Warren	13,600	12,500	92
<b>Between 25-49%</b>	NEW YORK			
	Livingston	14,100	13,500	96
<b>Between 5-24%</b>	PENNSYLVANIA			
	Cameron	2,300	2,200	97
<b>Between 5-24%</b>	NEW YORK			
	Schuyler	5,100	4,700	93
	PENNSYLVANIA			
	Elk	10,900	10,400	95
Tioga	11,200	10,400	92	
Station Totals		1,095,500	1,055,300	96
Net Weekly Circulation (March 1969)				559,120
Average Daily Circulation (March 1969)				370,732
(Station also received in Canadian markets)				

# New York—Elmira



**WENY-TV**

Ch. 36

Technical Facilities: Channel No. 36 (602-608 MHz). Authorized power: 464-kw max. & 427-kw horizontal visual, 92.7-kw max. & 85.4-kw horizontal aural. Antenna: 1050-ft. above av. terrain, 840-ft. above ground, 2546-ft. above sea level.

Latitude 42° 06' 20"  
Longitude 76° 52' 17"

Transmitter: Hawley Hill, approx. 3-mi. WNW of Elmira.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

AM Affiliate: WENY, 1-kw, 1230 kHz.

FM Affiliate: WENY-FM, 750 watts, 92.7 MHz (No. 224), 560-ft.

ARB Data: Not available.



WENY-TV Ref: FCC File No. BMPCT-7044 Granted 8/20/69

©American Map Co., Inc., N.Y., No. 14244

## WENY-TV

Network Service: ABC.

Grantee: WENY Inc., Mark Twain Hotel, Elmira, N.Y. (14902).

Studio: Mark Twain Hotel, Elmira, N.Y. (14902).

Telephone: 607-734-3636.

Ownership: Donald M. Simmons, Howard L. Green, John Stethers, 33⅓% each. They also own CP for WOND-TV, Atlantic City, N.J. & radios WOND, Pleasantville, N.J. & WMGM-FM, Atlantic City.

Began Operation: Nov. 19, 1969.

Represented (sales) by Adam Young Inc.

Represented (legal) by Cordon & Jacob.

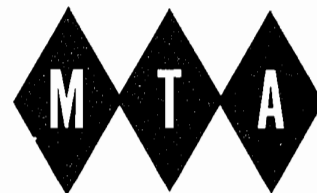
Represented (engineering) by Lohnes & Culver.

Personnel:

HOWARD L. GREEN, executive vice president & gen. manager.  
CURRAN WADE, program manager.  
LARRY TAYLOR, chief engineer.

DIGEST OF RATE CARD NO. 1  
(Dec. 1969)

Hour	30 Min.	15 Min.	Min.	30 Sec.	20 Sec.	10 Sec.
Class AA—5:59-11:30 p.m., Mon.-Fri.; 7:30-11 p.m., Sat.-Sun.	\$485.00	\$275.00	\$220.00	\$85.00	\$75.00	\$65.00 \$50.00



**MALARKEY, TAYLOR and ASSOCIATES**

**CATV**

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# New York—Elmira-Corning



**WSYE-TV**



Ch. 18

[Satellite of WSYR-TV, Syracuse]

Technical Facilities: Channel No. 18 (494-500 MHz). Authorized power: 170-kw max. and 113-kw horizontal visual, 33-kw max. and 22.4-kw horizontal aural. Antenna: 1220-ft. above av. terrain, 843-ft. above ground, 2549-ft. above sea level, using 1° electrical and .5° mechanical beam tilt.

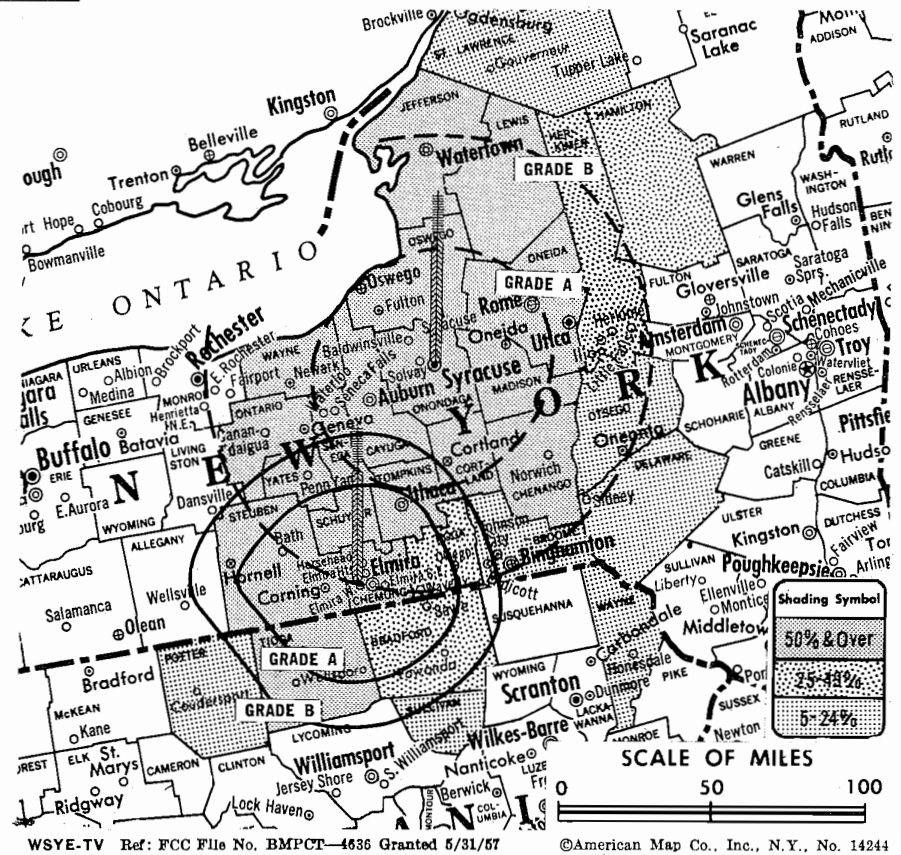
Latitude 42° 06' 20"  
Longitude 76° 52' 17"

Transmitter: Hawley Hill, approx. 3-mi. WNW of Elmira.

Color: Network, film & slide.

News Wire Service: UPI.

Represented (engineering) by Lohnes & Culver.



County coverage based on ARB study (see page 4-b).

## WSYE-TV

Network Service: NBC, same as WSYR-TV, Syracuse.  
Licensee: Newhouse Broadcasting Corp., 1030 James St., Syracuse, N.Y. (13203).  
Telephone: 315-733-5536.  
Ownership: See WSYR-TV.  
Began Operation: Sept. 10, 1956.  
Represented (sales) by Harrington, Righter & Parsons Inc.  
Represented (legal) by Dow, Lohnes & Albertson.  
Personnel:  
DON BUIES, manager.  
T. A. GREEN, chief engineer.  
Rates: Sold in combination with WSYR-TV, Syracuse.  
NETWORK BASE HOURLY RATE: Bonus to WSYR-TV, Syracuse.

ARB Data For This Station Included With Report For Parent WSYR-TV Syracuse, N.Y. Above Map Reflects Coverage Of Both Parent & Satellite.

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ATLANTA	1655 Peachtree Rd., N.E.	(404) 873-5626
BEVERLY HILLS	9645 Wilshire Blvd.	(213) 274-8151

# New York—New York



**WABC-TV**



Ch. 7

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 110-kw visual, 11-kw aural. Antenna: 1380-ft. above av. terrain, 1465-ft. above ground, 1515-ft. above sea level.

Latitude 40° 44' 54"  
Longitude 73° 59' 10"

Transmitter: Empire State Bldg.

Studio: 1330 Ave. of the Americas.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

Facsimile Service: UPI.

AM Affiliate: WABC, 50-kw, 770 kHz (ABC).

FM Affiliate: WABC-FM, 4.6-kw, 95.5 MHz (No. 238), 1300-ft.

Total Households: © SRDS

Consumer Market Data as of 1/1/70.

TV Homes: TV% and Circulation

© 1969 American Research Bureau.

County coverage based on ARB study (see page 4-b).



WABC-TV Ref: FCC File No. BMPCT-887 Granted 1/7/53

©American Map Co., Inc., N.Y., No. 14244

## WABC-TV

Licensee: American Broadcasting Co., 1330 Ave. of the Americas, New York, N.Y. (10019).

Telephone: 212-581-7777.

Ownership: American Broadcasting Co., is a division of American Broadcasting Companies Inc. (Merger approved by FCC Feb. 9, 1953—see Television Digest, Vol. 9:7). ABC officers: Leonard Goldenson, pres. Also owns and operates WLS-TV, Chicago; WXYZ-TV, Detroit; KGO-TV, San Francisco; KABC-TV, Los Angeles; and radios WLS & FM, Chicago; WXYZ & FM, Detroit; KXYZ & FM, Houston; KGO & FM, San Francisco; KABC & FM, Los Angeles; WABC & FM, New York; KQV & FM, Pittsburgh; and owns 22% of nucleonics-electronics firm Technical Operations Inc., Arlington, Mass.

Began Operation: Aug. 10, 1948.

Represented (sales) by WABC-TV Sales (in N.Y.); ABC Television Spot Sales Inc. (outside N.Y.).

Represented (legal) by McKenna & Wilkinson.

Represented (engineering) by Kear & Kennedy.

Personnel:

- KENNETH H. MacQUEEN, vice president & general manager.
- HARRISON E. MULFORD JR., general sales manager.
- LEWIS ERLICHT, sales manager.
- BERNADETTE GIFFORD, sales service manager.
- GORDON KUNZ, production manager.
- MARK L. HANDLER, director of research & sales development.
- HENRY DABROWSKI, chief engineer.
- CHRISTOPHER E. RIDLEY, director of advertising & publicity.
- PATRICK MULDOWNNEY, editorial director.
- MARY COYNE, director of community affairs.
- RICHARD MERKLE, business affairs manager.
- TAK KAKO, program services director.
- ALBERT T. PRIMO, director of news & public affairs.

### DIGEST OF RATE CARD NO. 31—(Aug. 23, 1969)

Hour	30 Min.	15 Min.	5 Min.	30 Sec.	20 Sec.	10 Sec.
Class AAA—8-10:30 p.m., Mon.-Sat.; 7:30-10:30 p.m., Sun.						
\$11,500	\$9500	\$4500	\$3000	\$5200	\$4000	\$1900

NETWORK BASE HOURLY RATE: \$8250.

Net Weekly Circulation	State County	Total Households	TV Homes	%
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<b>CONNECTICUT</b>				
	Fairfield	238,800	232,600	97
<b>NEW JERSEY</b>				
	Bergen	290,500	285,800	98
	Essex	316,500	305,800	97
	Hudson	208,500	201,900	97
	Hunterdon	19,500	18,800	96
	Mercer	90,600	87,400	96
	Middlesex	161,500	158,200	98
	Monmouth	126,300	123,000	97
	Morris	102,400	100,500	98
	Ocean	49,100	48,000	98
	Passaic	149,900	145,800	97
	Somerset	52,000	50,800	98
	Sussex	18,600	17,900	96
	Union	173,200	169,600	98

<b>50% &amp; Over</b>				
<b>NEW YORK</b>				
	Bronx	527,200	507,400	96
	Dutchess	60,600	57,700	95
	Kings	897,400	859,000	96
	Nassau	410,900	405,200	99
	New York	691,800	608,100	88
	Orange	67,700	64,700	96
	Putnam	15,100	14,500	96
	Queens	685,500	668,300	97
	Richmond	81,300	79,400	98
	Rockland	57,300	55,400	97
	Suffolk East	75,500	73,700	98
	Suffolk West	212,600	207,500	98
	Sullivan	16,400	15,200	93
	Ulster	45,300	42,400	93
	Westchester	279,300	271,500	97
<b>PENNSYLVANIA</b>				
	Pike	3,200	3,000	92

<b>Between 25-49%</b>				
<b>CONNECTICUT</b>				
	New Haven	235,300	228,300	97

(Continued on page 512-b)

Station Totals	8,769,100	8,433,900	96
Net Weekly Circulation (March 1969)	5,391,323		
Average Daily Circulation (March 1969)	2,953,596		

# New York—New York



**WCBS-TV**



Ch. 2

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 42-kw visual, 8.32-kw aural. Antenna: 1300-ft. above av. terrain, 1465-ft. above ground, 1515-ft. above sea level.

Latitude 40° 44' 54"  
Longitude 73° 59' 10"

Requests change to 21.40-kw visual, 4.28-kw aural, 1586-ft. above av. terrain, 1729-ft. above ground, 1746-ft. above sea level, lat. 40 42' 43", long. 74° 00' 49"; transmitter to World Trade Center, New York. BPCT-4280.

Transmitter: Empire State Bldg.

TV tape: Recording facilities.

AM Affiliate: WCBS, 50-kw, 880 kHz (CBS). FM Affiliate: WCBS-FM, 1.5-kw, 101.1 MHz (No. 266), 1270-ft. antenna.

Color: Network, live, film, slide & tape. News Wire Service: AP, UPI. Facsimile Service: AP, UPI. News Film Service: CBS.

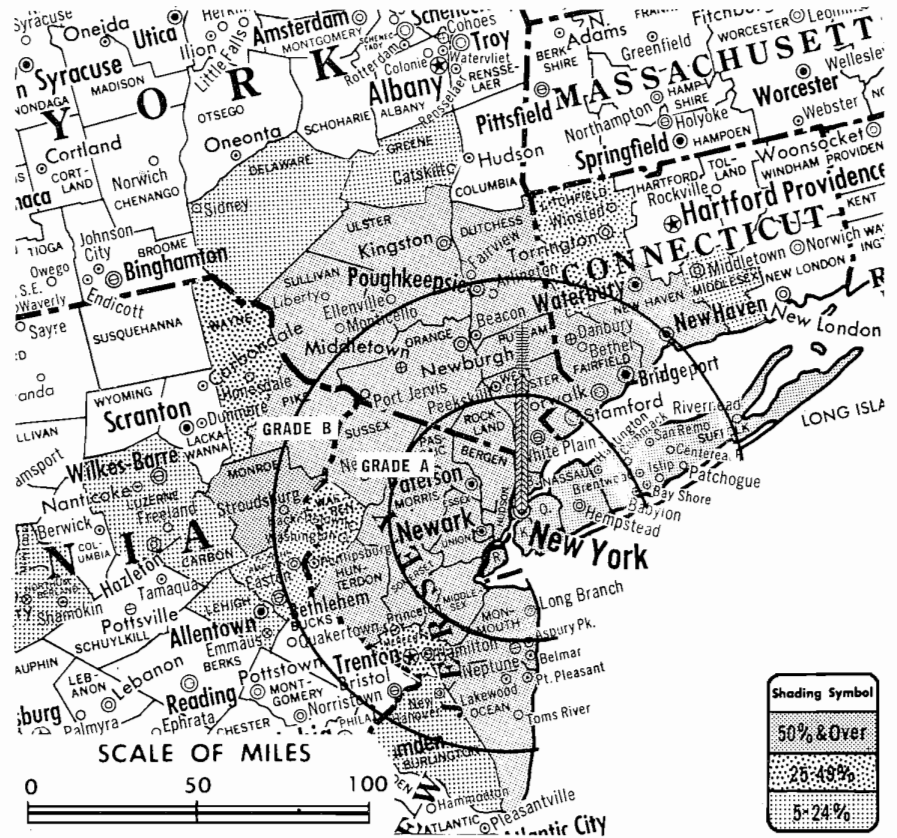
Total Households: © SRDS

Consumer Market Data as of 1/1/70.

TV Homes: TV% and Circulation

© 1969 American Research Bureau.

County coverage based on ARB study (see page 4-b).



WCBS-TV Ref: FCC File No. BMPCT-971 Granted 2/12/53

© American Map Co., Inc., N.Y., No. 14244

## WCBS-TV

Licensee: Columbia Broadcasting System Inc., 51 West 52nd St., New York, N.Y. (10019).

Studio: 524 W. 57th St. Telephone: 212-765-4321. TWX No.: 212-867-7987.

Operation: Operated by CBS Television Stations (a division of CBS Inc.); Ralph Daniels, pres. of CBS Owned TV stations. CBS Television Stations operates TV stations owned by CBS Inc., and CBS Television Stations National Sales.

Ownership: Owned by network-manufacturing organization of same name, whose stock is listed on New York Stock Exchange: William S. Paley, chairman of board (stockholdings, 5.3%); Frank Stanton, pres.; Julius F. Brauner, secy.; Kenneth W. Hoehn, treas. Same licensee owns KNXT & KNX, Los Angeles; WBBM-TV & WBBM, Chicago; KMOX-TV & KMOX, St. Louis; WCAU-TV & WCAU, Philadelphia. CBS also owns radio stations WCBS, New York; KCBS, San Francisco; WEEI, Boston.

Began Operation: July 1, 1941.

Represented (sales) by CBS Television Stations National Sales.

### Personnel:

ALAN P. SLOAN, v.p. & general manager.  
JOSEPH J. SULLIVAN JR., general sales manager.  
NED CRAMER, program director.  
LEE HANNA, director of news.  
ALBERT M. HOLTZ, sales manager.  
VANCE HARRISON, retail sales manager.  
ANNA MITCHELL, operations manager.  
WILLIAM C. LACEY, film dept. mgr. & buyer.  
WILLIAM HOHMANN, director of information services.  
MICHAEL KEATING, editorial director.  
GEORGE SHANNON, director of business affairs.

### DIGEST OF RATE CARD NO. 34—(Aug. 18, 1969)

Hour	30 Min.	15 Min.	5 Min.	30 Sec.	20 Sec.	10 Sec.
Class A—4:30 p.m.-1 a.m. daily.						
\$10,000	\$8000	\$4000	\$3500	\$7500*	\$4500*	\$3500*

\*Prime Time—7:30-11 p.m., daily.

NETWORK BASE HOURLY RATE: \$9500.

1970-71 Edition

Net Weekly Circulation

State County

Total Households

TV Homes %

### CONNECTICUT

Fairfield	238,800	232,600	97
New Haven	235,300	228,300	97

### NEW JERSEY

Bergen	290,500	285,800	98
Essex	316,500	305,800	97
Hudson	208,500	201,900	97
Hunterdon	19,500	18,800	96
Middlesex	161,500	158,200	98
Monmouth	126,300	123,000	97
Morris	102,400	100,500	98
Ocean	49,100	48,000	98
Passaic	149,900	145,800	97
Somerset	52,000	50,800	98
Sussex	18,600	17,900	96
Union	173,200	169,600	98

### 50% & Over

### NEW YORK

Bronx	527,200	507,400	96
Dutchess	60,600	57,700	95
Kings	897,400	859,000	96
Nassau	410,900	405,200	97
New York	691,800	608,100	88
Orange	67,700	64,700	96
Putnam	15,100	14,500	96
Queens	685,500	668,300	97
Richmond	81,300	79,400	98
Rockland	57,300	55,400	97
Suffolk East	75,500	73,700	98
Suffolk West	212,600	207,500	98
Sullivan	16,400	15,200	93
Ulster	45,300	42,400	93
Westchester	279,300	271,500	97

### PENNSYLVANIA

Monroe	14,000	13,400	96
Pike	3,200	3,000	92

Between 25-49%

### CONNECTICUT

Litchfield	43,100	41,400	96
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(Continued on page 512-b)

Station Totals	8,829,400	8,479,700	96
Net Weekly Circulation (March 1969)			5,834,034
Average Daily Circulation (March 1969)			3,822,458

# New York—New York



**WNBC-TV**



Ch. 4

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 30.2-kw max. & 25.7-kw horizontal visual, 5.13-kw horizontal aural. Antenna: 1440-ft. above av. terrain, 1465-ft. above ground, 1515-ft. above sea level.

Latitude 40° 44' 54"  
Longitude 73° 59' 10"

Transmitter: Empire State Bldg.

TV tape: Recording facilities.

AM Affiliate: WNBC, 50-kw, 660 kHz (NBC).

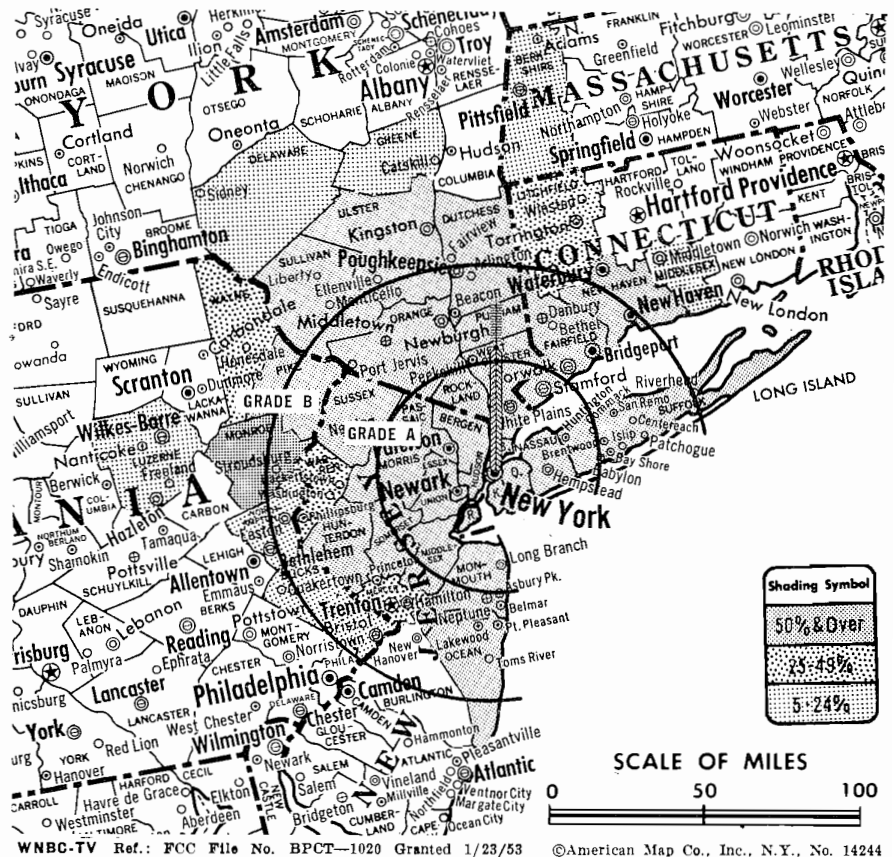
FM Affiliate: WNBC-FM, 3.6-kw, 97.1 MHz (No. 246), 1445-ft. antenna height.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI, Reuters.

Facsimile Service: AP, UPI.

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).



## WNBC-TV

Licensee: National Broadcasting Co., 30 Rockefeller Plaza, N.Y. (10020). Telephone: 212-247-8300. TWX No.: 212-640-5788.

Studio: 30 Rockefeller Plaza.

Ownership: NBC is wholly owned subsidiary of RCA. NBC owns stations WRC-TV, WRC & FM, Washington; WJAS & FM, Pittsburgh; WMAQ-TV, WMAQ & FM, Chicago; WKYC-TV, WKYC & FM, Cleveland; KNBC, Los Angeles; KNBR & FM, San Francisco.

Began Operation: July 1, 1941.

Represented (sales) by NBC Spot Sales.

Personnel:

- THEODORE H. WALWORTH JR., v.p. & general manager.
- WESTON J. HARRIS, station manager.
- JAMES W. GRAU, manager, advertising & promotion.
- LARRY GERSHMAN, sales manager.
- ROGER L. LEFKON, program manager.
- MONTE NEWMAN, manager of local sales.
- JOSEPH MICHAELS, executive producer.
- BILL RYDEN, manager of production.
- WILLIAM FENNEL, operations manager.
- EARL HARDER, director, broadcast standards.
- EVAN THOMPSON, manager, business affairs.
- GARY CARR, manager, research & sales development.

### DIGEST OF RATE CARD NO. 37 (Jan. 5, 1970)

Hour	30 Min.	15 Min.	5 Min.	30 Sec.	20 Sec.	10 Sec.
Class A—7 p.m.—midnight, daily.	\$10,700	\$8500	\$6800	\$3500	\$6000*	\$5000*
*Class AAA—6:59-11:29 p.m., daily.					\$2800*	

NETWORK BASE HOURLY RATE: \$10,000.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	CONNECTICUT			
	Fairfield	238,800	232,600	97
	New Haven	235,300	228,300	97

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	NEW JERSEY			
	Bergen	290,500	285,800	98
	Essex	316,500	305,800	97
	Hudson	208,500	201,900	97
	Hunterdon	19,500	18,800	96
	Middlesex	161,500	158,200	98
	Monmouth	126,300	123,000	97
	Morris	102,400	100,500	98
	Ocean	49,100	48,000	98
	Passaic	149,900	145,800	97
	Somerset	52,000	50,800	98
	Sussex	18,600	17,900	96
	Union	173,200	169,600	98
	NEW YORK			
Bronx	527,200	507,400	96	
Dutchess	60,600	57,700	95	
Kings	897,400	859,000	96	
Nassau	410,900	405,200	99	
New York	691,800	608,100	88	
Orange	67,700	64,700	96	
Putnam	15,100	14,500	96	
Queens	685,500	668,300	97	
Richmond	81,300	79,400	98	
Rockland	57,300	55,400	97	
Suffolk East	75,500	73,700	98	
Suffolk West	212,600	207,500	98	
Sullivan	16,400	15,200	93	
Ulster	45,300	42,400	93	
Westchester	279,300	271,500	97	
PENNSYLVANIA				
Monroe	14,000	13,400	96	
Pike	3,200	3,000	92	
CONNECTICUT				
Litchfield	43,100	41,400	96	
NEW JERSEY				
Mercer	90,600	87,400	96	
Warren	22,300	21,400	96	
PENNSYLVANIA				
Wayne	7,800	7,100	92	
(Continued on page 512-b)				
Station Totals		7,731,400	7,430,700	96
Net Weekly Circulation (March 1969)			5,839,609	
Average Daily Circulation (March 1969)			3,911,214	



# New York—New York

## WNEW-TV

Ch. 5

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 37.1-kw visual, 5.5-kw aural. Antenna: 1330-ft. above av. terrain, 1465-ft. above ground, 1515-ft. above sea level.

Latitude 40° 44' 54"  
Longitude 73° 59' 10"

Transmitter: Empire State Bldg.

Studio: 205 E. 67th St.

Telephone: 212-535-1000.

TWX No.: 212-867-4835.

TV tape: Recording facilities.

Color: Network, film, slide & tape.

News Wire Service: UPI. Facsimile Service: UPI. News Film Service: UPI.

AM Affiliate: WNEW, 50-kw, 1130 kHz.

FM Affiliate: WNEW-FM, 1.3-kw, 102.7 MHz (No. 274), 1360-ft.

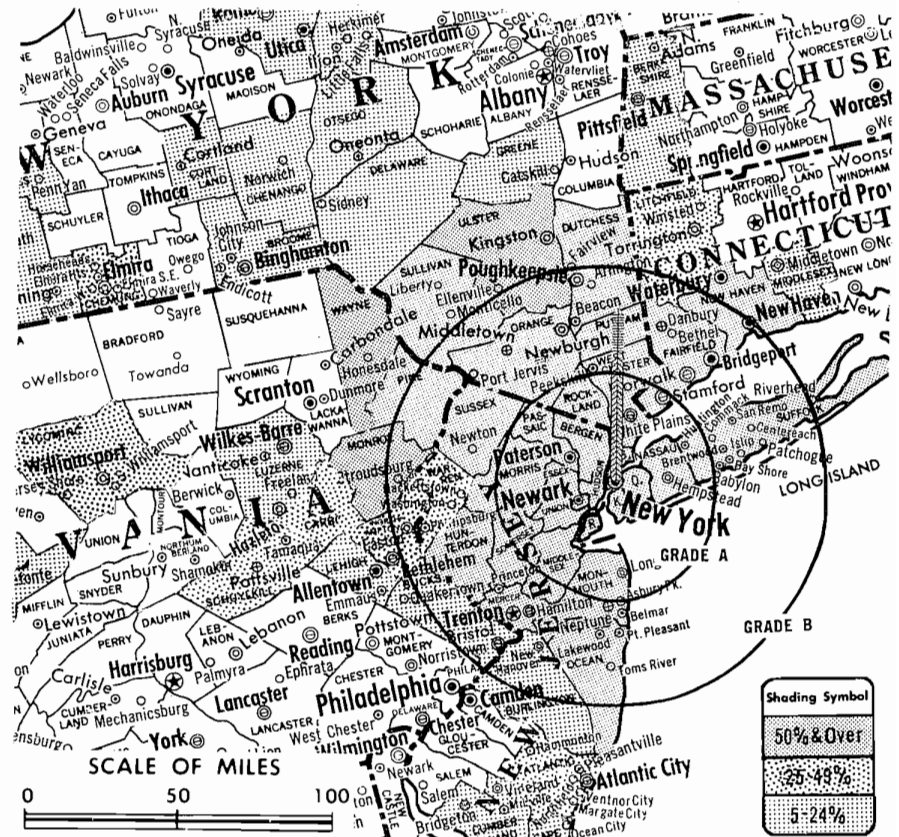
Total Households: © SRDS

Consumer Market Data as of 1/1/70.

TV Homes: TV % and Circulation

© 1969 American Research Bureau.

County coverage based on ARB study (see page 4-b).



WNEW-TV Ref: FCC File No. BMPCT-2974 Granted 4/1/65

© American Map Co., Inc., N.Y., No. 14244

## WNEW-TV

Network Service: None, independent.

Licensee: Metromedia Inc., 277 Park Ave., N.Y. (10017).

Ownership: Metromedia Inc. is a publicly-owned company which operates Metromedia Television; Metromedia Radio; Metro TV Sales; Metro Radio Sales; Metro Transit Advertising; Foster & Kleiser Outdoor Advertising; Ice Capades Inc.; Metromail; Mutual Transit Sales; Metromedia Producers Corp.; Metromedia Program Sales; Playbill Magazine; Bravo Magazine; Argyle Ana-Learn Associates; Metromedia Music and Metromedia Records. Metromedia Inc. Officers: John W. Kluge, chairman & pres.; Ross Barrett, group v.p.; Arthur T. Birsh, group v.p.; John B. Sias, group v.p.; Alfred L. Schwartz, v.p. & gen. counsel; Clemens Weber, v.p. & treas.; Stanley Landow, v.p. & controller; George Etkin, secy.; Thomas Dougherty, v.p. Metromedia Bcstg.; Mark Evans, v.p.-public affairs; Mary L. McKenna, v.p.-market research; Merrill T. Myers, v.p.-public relations; Dean H. Fritchen, v.p.; Malcolm Burleson, v.p.-facilities & engineering; Robert E. Pantell, dir. of personnel admin. Metromedia Television: Albert P. Krivin, pres.; Richard Woollen, v.p.-programming; Martin Connelly, v.p.-sales; Reavis Winckler, v.p.-advertising & promotion; Robert M. Bennett, v.p. & gen. mgr., WNEW-TV; Thomas G. Maney, v.p. & gen. mgr., WTTG, Washington; Charles D. Young, v.p. & gen. mgr., KTTV, Los Angeles; Ellis Shook, v.p. & gen. mgr., KMBC-TV, Kansas City; Graham Moore, v.p. & gen. mgr., KNEW-TV, San Francisco. Metromedia Radio: David C. Croninger, pres.; Robert Mouny, v.p. & gen. mgr., WNEW-AM; George Duncan, v.p. & gen. mgr., WNEW-FM; William Dalton, gen. mgr., WASH (FM), Washington; Donald Kelly, v.p. & gen. mgr., WCBM, Baltimore; Kenneth Gaines, v.p. & gen. mgr., WHK, Cleveland; Nick LaRich, gen. mgr., WMMS, Cleveland; Richard F. Carr, v.p. & gen. mgr., WIP & WMMR, Philadelphia; Richard Janssen, v.p. & gen. mgr., KLAC, Los Angeles; Nat Asch, v.p. & gen. mgr., KMET, Los Angeles; Robert Klein, v.p. & gen. mgr., KNEW, Oakland; Willis Duff, v.p. & gen. mgr., KSAN, San Francisco. Metro TV Sales: Thomas Tilson, pres. Metro Radio Sales: H. D. Neuwirth, pres.

Began Operation: May 2, 1944 as a Du Mont station. Du Mont Broadcasting Corp. was spun off by Allen B. Du Mont Laboratories Inc. on Dec. 2, 1955, to its common stockholders of record on Nov. 14, 1955, pursuant to FCC consent of Nov. 17, 1955, and its name was changed to Metropolitan Broadcasting Corporation on May 13, 1958. March 28, 1961, parent company name became Metromedia Inc.

Represented (sales) by Metro TV Sales.

Personnel:

ROBERT M. BENNETT, v.p. & general manager.  
WILLIAM CARPENTER, v.p. & general sales manager.  
LEONARD GIARRAPUTO, v.p. & national sales manager.  
ROBERT E. SHAY, v.p. & program director.  
WILLIAM D. KELLY, vice president & chief engineer.  
RICHARD BALLINGER, director of advertising & promotion.  
TED KAVANAU, news director.

### DIGEST OF RATE CARD NO. 23—(Oct. 12, 1969)

Hour	30 Min.	Min.	20 Sec.	8 Sec.	
Class A—7-11:30 p.m., Mon.-Fri.; noon-sign-off, Sat. & Sun.	\$3600	\$2800	\$3500	\$2100	\$750

Net Weekly Circulation	State County	Total Households	TV Homes	%
50% & Over	CONNECTICUT			
	Fairfield	238,800	232,600	97
	New Haven	235,300	228,300	97
	NEW JERSEY			
	Bergen	290,500	285,800	98
	Essex	316,500	305,800	97
	Hudson	208,500	201,900	97
	Hunterdon	19,500	18,800	96
	Mercer	90,600	87,400	96
	Middlesex	161,500	158,200	98
	Monmouth	126,300	123,000	97
	Morris	102,400	100,500	98
	Ocean	49,100	48,000	98
	Passaic	149,900	145,800	97
Somerset	52,000	50,800	98	
Sussex	18,600	17,900	96	
Union	173,200	169,600	98	
NEW YORK				
Bronx	527,200	507,400	96	
Dutchess	60,600	57,700	96	
Kings	897,400	859,000	96	
Nassau	410,900	405,200	99	

(Continued on page 531-b)

Station Totals	8,958,000	8,600,900	96
Net Weekly Circulation (March 1969)			5,051,535
Average Daily Circulation (March 1969)			2,587,319

# New York—New York

## WOR-TV

Ch. 9

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 155-kw visual, 31-kw aural. Antenna: 1240-ft. above av. terrain, 1231-ft. above ground, 1290-ft. above sea level.

Latitude 40° 44' 54"  
Longitude 73° 59' 10"

Transmitter: Empire State Bldg.

TV tape: Recording facilities.

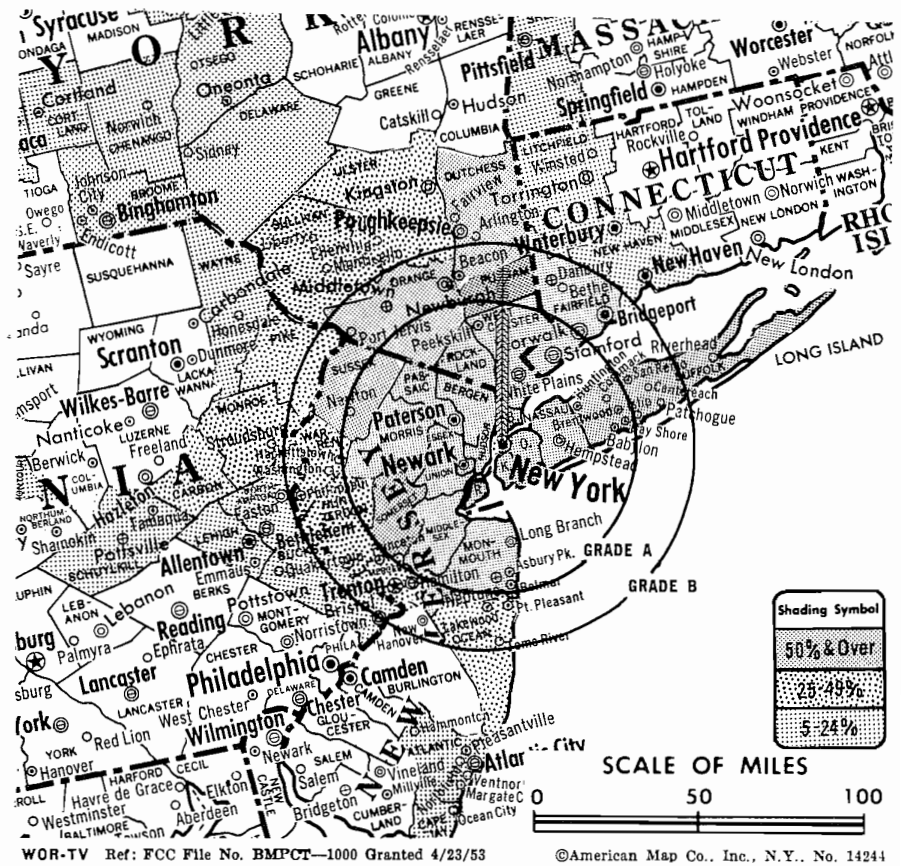
AM Affiliate: WOR, 50-kw, 710 kHz.

FM Affiliate: WOR-FM, 5.4-kw, 98.7 MHz (No. 254), 1230-ft. antenna.

Color: Network, live, film, slide & tape. News Wire Service: AP, UPI, Reuters. News Film Service: UPI.

Facsimile Service: UPI.

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).



## WOR-TV

Licensee: RKO General Inc., 1440 Broadway (10018).

Studios: Empire State Bldg. & Broadway.

Telephone: 212-564-8000.

TWX No.: 212-640-5160.

Telex No.: 1-26699.

Ownership: RKO General Inc. Henry V. Greene Jr., v.p. in charge of television. RKO General operates WNAC-TV, Boston (WRKO-AM & WROR-FM); KHJ-TV, Los Angeles (KHJ-AM-FM); WHBQ-TV, Memphis, Tenn. (WHBQ); WHCT, Hartford, Conn.; radio stations WGMS & FM, Washington, D.C.; KFRC & FM, San Francisco. Canadian subsidiary owns CKLW-TV, Windsor-Detroit (CKLW & FM). Note: Sale of CKLW-TV pends.

Begin Operation: Oct. 5, 1949. In Jan. 1952, R. H. Macy Co. merged ownership with Thomas S. Lee Enterprises Inc., now RKO General—Macy Co. retaining 10%; in Dec. 1955, Macy Co. sold its interest to General Tire & Rubber Co., latter setting up parent holding firm, RKO General Inc., for both broadcasting and RKO Radio Pictures (Television Digest, Vol. 7:41, 46; 8:3, 11:48, 51).

Represented (sales) by WOR-TV Sales, 1440 Broadway, N. Y. and RKO TV Reps (Chicago, Los Angeles, San Francisco, Atlanta).

Represented (legal) by Pierson, Ball & Dowd (Washington); Regan, Goldfarb, Powell & Quinn (New York).

### Personnel:

- MICHAEL McCORMICK, general manager.
- HERBERT MAYES, WOR division controller.
- MEL BAILY, program director.
- ROBERT L. GLASER, general sales manager.
- JOHN W. DOSCHER, local sales manager.
- RON PULERA, dir. of advertising & promotion.
- RICHARD O'TOOLE, merchandising manager.
- JACK C. LEVINE, news & special events director.
- ORVILLE SATHER, director of engineering.
- ROBERT B. BEUSSE, dir. of govt., industry & community relations.

### DIGEST OF RATE CARD NO. 22—(Sept. 15, 1969)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.
Class A—	6 p.m.-1:30 a.m., Mon.-Fri.;	11-12:30 a.m., Sat.;	11:30-12:30 a.m., Sun.		
\$2500	\$1750	\$1000	\$750	\$500	Graded rates apply*

\*Highest rate: \$1100.

Net Weekly Circulation	State County	Total Households	TV Homes	%
	<b>CONNECTICUT</b>			
	Fairfield	238,800	232,600	97
	<b>NEW JERSEY</b>			
	Bergen	290,500	285,800	98
	Essex	316,500	305,800	97
	Hudson	208,500	201,900	97
	Middlesex	161,500	158,200	98
	Monmouth	126,300	123,000	97
	Morris	102,400	100,500	98
	Passaic	149,900	145,800	97
	Somerset	52,000	50,800	98
	Sussex	18,600	17,900	96
	Union	173,200	169,600	98
	<b>NEW YORK</b>			
<b>50% &amp; Over</b>	Bronx	527,200	507,400	96
	Dutchess	60,600	57,700	95
	Kings	897,400	859,000	96
	Nassau	410,900	405,200	99
	New York	691,800	608,100	88
	Orange	67,700	64,700	96
	Putnam	15,100	14,500	96
	Queens	685,500	668,300	97
	Richmond	81,300	79,400	98
	Rockland	57,300	55,400	97
	Suffolk East	75,500	73,700	98
	Suffolk West	212,600	207,500	98
	Westchester	279,300	271,500	97

(Continued on page 541-b)

Station Totals	9,848,500	9,462,700	96
Net Weekly Circulation (March 1969)		3,757,565	
Average Daily Circulation (March 1969)		1,348,246	

# New York—New York

**WPIX**

Ch. 11

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 100-kw visual, 19.5-kw aural. Antenna: 1410-ft. above av. terrain, 1465-ft. above ground, 1515-ft. above sea level.

Latitude 40° 44' 54"  
Longitude 73° 59' 10"

Transmitter: Empire State Bldg.

Studio: 220 E. 42nd St.

TV tape: Recording facilities.

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

FM Affiliate: WPIX-FM, 5.4-kw, 101.9 MHz (No. 270), 1220-ft. antenna height.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

Facsimile Service: AP, UPI.

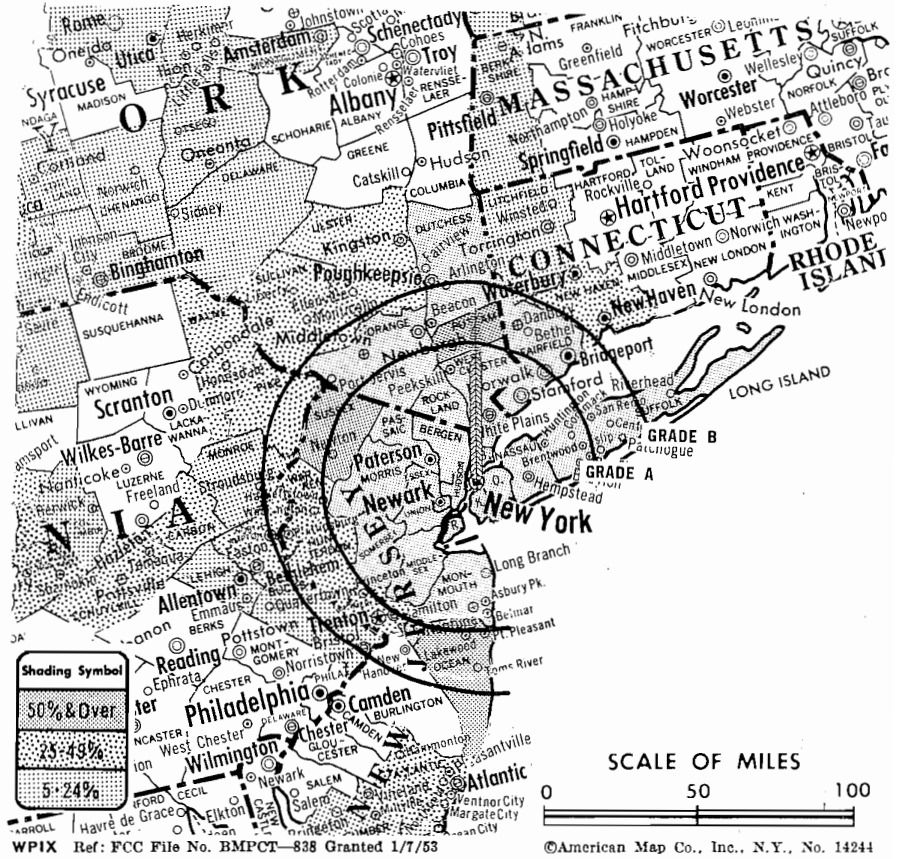
Total Households: © SRDS

Consumer Market Data as of 1/1/70.

TV Homes: TV % and Circulation

© 1969 American Research Bureau.

County coverage based on ARB study (see page 4-b).



WPIX Ref: FCC File No. BNPCT-838 Granted 1/7/53

©American Map Co., Inc., N.Y., No. 14244

## WPIX

Licensee: WPIX Inc., 220 E. 42nd St., New York (10017).

Telephone: 212-883-1100.

Ownership: News Syndicate Co. (New York News), 51.02%; nine executives, 48.98%. Interlocking ownership with TV stations WGN-TV, Chicago (Chicago Tribune); KDAL-TV, Duluth and KWGN-TV, Denver. WPIX also owns WICC, Bridgeport, Conn., and is buying WBBU-TV, Buffalo.

Began Operation: June 15, 1948.

Represented (sales) by Peters, Griffin, Woodward Inc.; Bill Creed Associates (New England).

Represented (legal) by Kirkland, Ellis, Hodson, Chaffetz, Masters & Rowe.

Personnel:

- FRED M. THROWER, president.
- LEAVITT J. POPE, v.p. in charge of operations.
- T. E. MITCHELL, v.p., controller & asst. to president.
- HENDRIK BOORAEM JR., v.p., programs.
- OTIS FREEMAN, v.p., engineering.
- WILLIAM L. COOPER JR., v.p. & film manager.
- JAMES P. McCANN, vice president, sales.
- LEWIS W. BROWN, v.p., news.
- RICHARD N. HUGHES, v.p., community affairs.
- HENRY J. O'NEILL JR., national sales manager.
- HAL GOLD, public relations manager.
- DALE PAINE, research director.
- DAVID A. COURSE, promotion manager.
- DON CARNEY, sports manager.

### DIGEST OF RATE CARD NO. 18—(Sept. 15, 1969)

Hour	30 Min.	15 Min.	5 Min.	Min.	30 or 20 Sec.	10 Sec.
Class AA—7-11 p.m., Mon.-Fri.; noon-11 p.m., Sat. & Sun.	\$3500.00	\$2200.00	\$1100.00	\$900.00	\$1000.00	\$650.00 \$300.00

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	CONNECTICUT Fairfield	238,800	232,600	97

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	<b>NEW JERSEY</b>			
	Bergen	290,500	285,800	98
	Essex	316,500	305,800	97
	Hudson	208,500	201,900	97
	Middlesex	161,500	158,200	98
	Monmouth	126,300	123,000	97
	Morris	102,400	100,500	98
	Ocean	49,100	48,000	98
	Passaic	149,900	145,800	97
	Somerset	52,000	50,800	98
	Sussex	18,600	17,900	96
	Union	173,200	169,600	98
	<b>NEW YORK</b>			
Bronx	527,200	507,400	96	
Dutchess	60,600	57,700	95	
Kings	897,400	859,000	96	
Nassau	410,900	405,200	99	
Orange	67,700	64,700	96	
Putnam	15,100	14,500	96	
Queens	685,500	668,300	97	
Richmond	81,300	79,400	98	
Rockland	57,300	55,400	97	
Suffolk East	75,500	73,700	98	
Suffolk West	212,600	207,500	98	
Westchester	279,300	271,500	97	
<b>CONNECTICUT</b>				
New Haven	235,300	228,300	97	
<b>NEW JERSEY</b>				
Atlantic	61,900	59,000	95	
Hunterdon	19,500	18,800	96	
Mercer	90,600	87,400	96	
Warren	22,300	21,400	96	
<b>NEW YORK</b>				
Cattaraugus	26,400	25,100	95	
Chemung	34,400	32,700	95	
New York	691,800	608,100	88	
Steuben	32,900	31,100	95	
Sullivan	16,400	15,200	93	

(Continued on page 531-b)

Station Totals	9,770,500	9,382,900	96
Net Weekly Circulation (March 1969)			3,897,839
Average Daily Circulation (March 1969)			1,655,263

# New York—New York—Newark, New Jersey

## WNJU-TV

Ch. 47

[Channel assigned to Linden, N.J.]

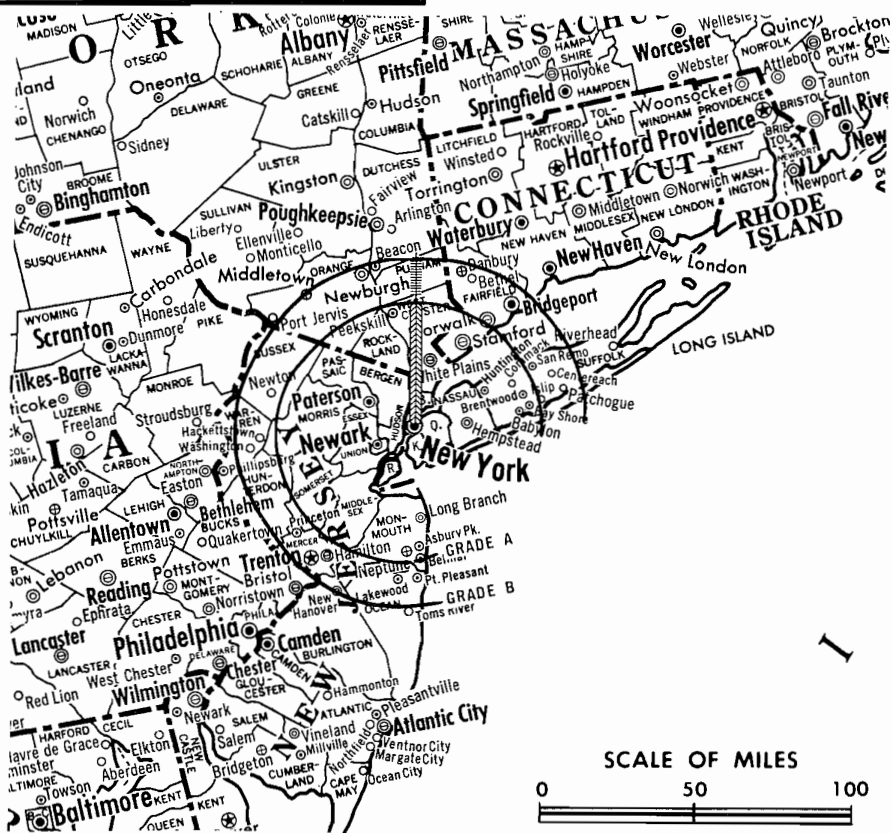
Technical Facilities: Channel No. 47 (668-674 MHz). Authorized power: 234-kw visual, 46.8-kw aural. Antenna: 1182-ft. above av. terrain, 1460-ft. above ground, 1510-ft. above sea level.

Latitude 40° 44' 54"  
Longitude 73° 59' 10"

Transmitter: Empire State Bldg.

Color: Network, live, film, slide & tape.

News Wire Service: AP.



WNJU-TV Ref: FCC File No. BPCT-3073 Granted 12/17/62

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## WNJU-TV

Network Service: None, independent, established to serve New York, New Jersey and ethnic minorities in the New York-Newark, N.J. area.

Licensee: New Jersey TV Broadcasting Corp., 1020 Broad St. Newark, N.J. (07102).

Studio: Symphony Hall, 1020 Broad St., Newark.

Telephone: 201-643-9100.

Sales Office: 295 Madison Ave., New York (10017). Telephone: 212-233-6240.

Ownership: Edwin Cooperstein, 8%; Henry P. Becton, 26%; Fairleigh S. Dickinson Jr., 26%; Vera Braverman, 9%; Isaac S. Blonder, 8%; Litton Publications Inc., 4%; John Van Drill, treas., 4%; 35 others, none holding as much as 3%. Note: Sale to Screen Gems Bcstg. Corp. (Columbia Pictures) pends (Television Digest, Vol. 9:24).

Began Operation: May 16, 1965.

Represented (sales) by Savalli/Gates Inc.

Represented (legal) by Fly, Shuebruk, Blume & Gaguine.

Represented (engineering) by Paul Godley Co.

Personnel:

WILLIAM SCHNAUDT, president.  
HERBERT T. GREEN, executive vice president & general manager.  
ARTHUR GORDON, vice president & sales manager.  
WILLIAM B. KIDDA, chief engineer.  
RALPH AMATRUDI, art & advertising director.

### DIGEST OF RATE CARD NO. 7 (June 1, 1969)

Hour	30 Min.	5 Min.	Min.	30 Sec.	20 Sec.	10 Sec.
Class AA—7-10.30 p.m., daily.	\$1300.00	\$800.00	\$400.00	\$175.00	\$96.25	\$87.50

ARB Data Not Available

# New York—New York

## WPIX (ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
	NEW YORK—(Continued)			
	Tompkins	22,200	19,800	89
	Ulster	45,300	42,400	93
<b>Between 25-49 %</b>	PENNSYLVANIA			
	Carbon	16,900	16,200	96
	Lycoming	36,700	34,000	93
	Montour	4,300	4,000	93
	Northampton	66,400	63,800	96
	Northumberland	29,000	27,100	93
	Pike	3,200	3,000	92
	Schuylkill	47,400	45,000	95
	Union	7,300	6,500	90
	Wayne	7,800	7,100	92
	CONNECTICUT			
	Litchfield	43,100	41,400	96
	MASSACHUSETTS			
	Berkshire	45,500	43,800	96
	NEW HAMPSHIRE			
	Belknap	10,100	9,800	97
	NEW JERSEY			
	Cape May	19,300	18,500	96
	Cumberland	38,600	37,300	97
<b>Between 5-24 %</b>	NEW YORK			
	Allegany	13,700	12,800	94
	Broome	71,400	69,000	97
	Cayuga	21,800	20,700	95
	Chautauqua	51,000	48,900	96
	Chenango	14,600	13,900	95
	Cortland	13,900	13,300	96
	Delaware	13,800	12,700	92
	Franklin	13,200	12,400	94
	Herkimer	23,000	22,000	96
	Jefferson	29,000	27,900	96
	Montgomery	19,400	18,400	95
	Oneida East	62,600	60,400	96
	Oneida West	29,600	28,600	96
	Ontario	22,900	22,200	97
	Otsego	17,200	16,100	94
	St Lawrence	34,500	32,900	96
	Schuyler	5,100	4,700	93
	Tioga	13,800	13,200	96
	Yates	6,300	6,000	94
	PENNSYLVANIA			
	Bradford	16,200	15,400	95
	Bucks	108,000	105,600	98
	Cameron	2,300	2,200	97
	Centre	22,600	21,100	93
	Clearfield	22,400	21,500	96
	Columbia	16,200	15,400	95
	Lehigh	80,300	77,500	97
	Mc Kean	16,100	15,200	94
	Monroe	14,000	13,400	96
	Tioga	11,200	10,400	92
	Warren	13,600	12,500	92
	VERMONT			
	Bennington	8,600	8,100	95
	Chittenden	23,800	23,000	97
	Rutland	15,000	14,200	95

## WNEW-TV (ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
	NEW YORK—(Continued)			
	New York	691,800	608,100	88
	Orange	67,700	64,700	96
	Putnam	15,100	14,500	96
<b>50% &amp; Over</b>	Queens	685,500	668,300	97
	Richmond	81,300	79,400	98
	Rockland	57,300	55,400	97
	Suffolk East	75,500	73,700	98
	Suffolk West	212,600	207,500	98
	Sullivan	16,400	15,200	93
	Ulster	45,300	42,400	93
	Westchester	279,300	271,500	97
		PENNSYLVANIA		
	Monroe	14,000	13,400	96
	Pike	3,200	3,000	92
	Wayne	7,800	7,100	92
	CONNECTICUT			
	Litchfield	43,100	41,400	96
	NEW JERSEY			
	Atlantic	61,900	59,000	95
	Warren	22,300	21,400	96
<b>Between 25-49 %</b>	NEW YORK			
	Cattaraugus	26,400	25,100	95
	Chemung	34,400	32,700	95
	PENNSYLVANIA			
	Carbon	16,900	16,200	96
	Lycoming	36,700	34,000	93
	Mc Kean	16,100	15,200	94
	Northampton	66,400	63,800	96
	Schuylkill	47,400	45,000	95
	CONNECTICUT			
	Middlesex	32,400	31,200	96
	MASSACHUSETTS			
	Berkshire	45,500	43,800	96
<b>Between 5-24 %</b>	NEW JERSEY			
	Burlington	80,200	78,400	98
	Cape May	19,300	18,500	96
	Cumberland	38,600	37,300	97
	Broome	71,400	69,000	97
	Chautauqua	51,000	48,900	96
	Chenango	14,600	13,900	95
	Cortland	13,900	13,300	96
	Delaware	13,800	12,700	92
	Greene	11,200	10,700	96
	Herkimer	23,000	22,000	96
	Oneida East	62,600	60,400	96
	Oneida West	29,600	28,600	96
Ontario	22,900	22,200	97	
Otsego	17,200	16,100	94	
Steuben	32,900	31,100	95	
Yates	6,300	6,000	94	
	PENNSYLVANIA			
	Bucks	108,000	105,600	98
	Centre	22,600	21,100	93
	Lehigh	80,300	77,500	97
	Luzerne	113,300	109,600	97
	Warren	13,600	12,500	92

# New York—New York-Paterson, New Jersey

**WXTV**

Ch. 41

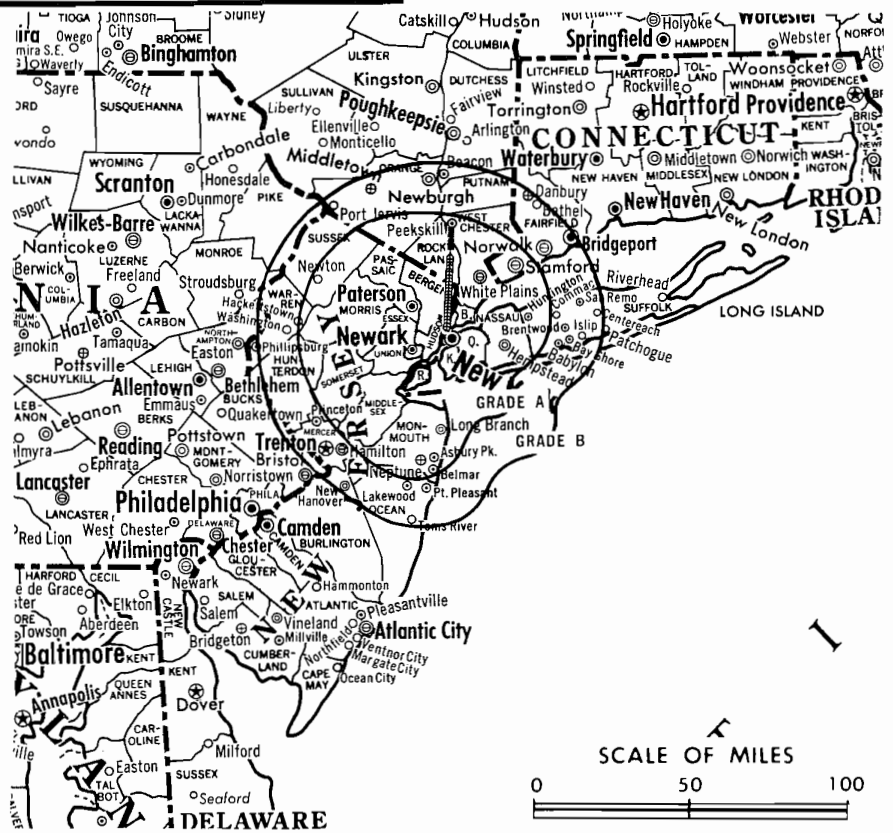
Technical Facilities: Channel No. 41 (632-638 MHz). Authorized power: 2190-kw max. & 1020-kw horizontal visual, 438-kw max. & 204-kw horizontal aural. Antenna: 890-ft. above av. terrain, 955-ft. above ground, 968-ft. above sea level.  
 Latitude 40° 42' 22"  
 Longitude 74° 00' 28"

Transmitter: 70 Pine St., New York, N.Y.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

ARB Data: Not available.



WXTV Ref: FCC File No. BMPCT—6719 Granted 1/29/68

©American Map Co., Inc., N.Y. No. 14244

## WXTV

Grantee: Trans-Tel Corp., 4 W. 58th St., New York, N.Y. (10019).

Studio: 641 Main St., Paterson, N.J. (07503).

Telephone: 212-986-8885.

Ownership: Herbert Scheftel, chmn., 20.655% James M. Jacobson, vice chmn., 20.655%; Edward J. DeGray, pres., 2.55%; Reynold V. Anselmo, exec. v.p., 10%; Jack R. Crosby, v.p., 5%; Emanuel Dannett, secy., 2.295%; Emilio Azcarraga, 20%; Fouce Amusement Enterprises Inc. & Fred Lieberman, 5% each; Julian M. Kaufman, 4%; Edward J. Roth, 2.55%; Robert K. Straus, 2.295%. For other Scheftel interests, see WICS, Springfield, Ill. Azcarraga, Anselmo, Kaufman & Fouce Enterprises are principals in KMEX-TV, Los Angeles and KWEX-TV, San Antonio. For other Crosby interests, see CATV Group Ownership.

Began Operation: Aug. 4, 1968.

Represented (sales) by Spanish International Network Inc.

Represented (legal) by McKenna & Wilkinson.

Represented (engineering) by Jules Cohen & Associates.

Personnel:

EDWARD J. DeGRAY, president & treasurer.

MANUEL ALONSO, manager.

LEANDRO BLANCO, program director.

### DIGEST OF RATE CARD NO. 4

(Nov. 1, 1969)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	30 Sec.
Zone I—7-10:30 p.m., Mon.-Fri.; 8-10 p.m., Sun.	\$1500	\$900	\$600	\$500	\$380	\$300
						\$195

# New York—Plattsburgh



**WPTZ**

Ch. 5

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 25.1-kw visual, 4.27-kw aural. Antenna: 1990-ft. above av. terrain, 977-ft. above ground, 3052-ft. above sea level.

Latitude 44° 34' 26"  
Longitude 73° 40' 29"

Transmitter: Terry Mountain.

Studio: 357 Cornelia St., Plattsburgh, N.Y. (12902).

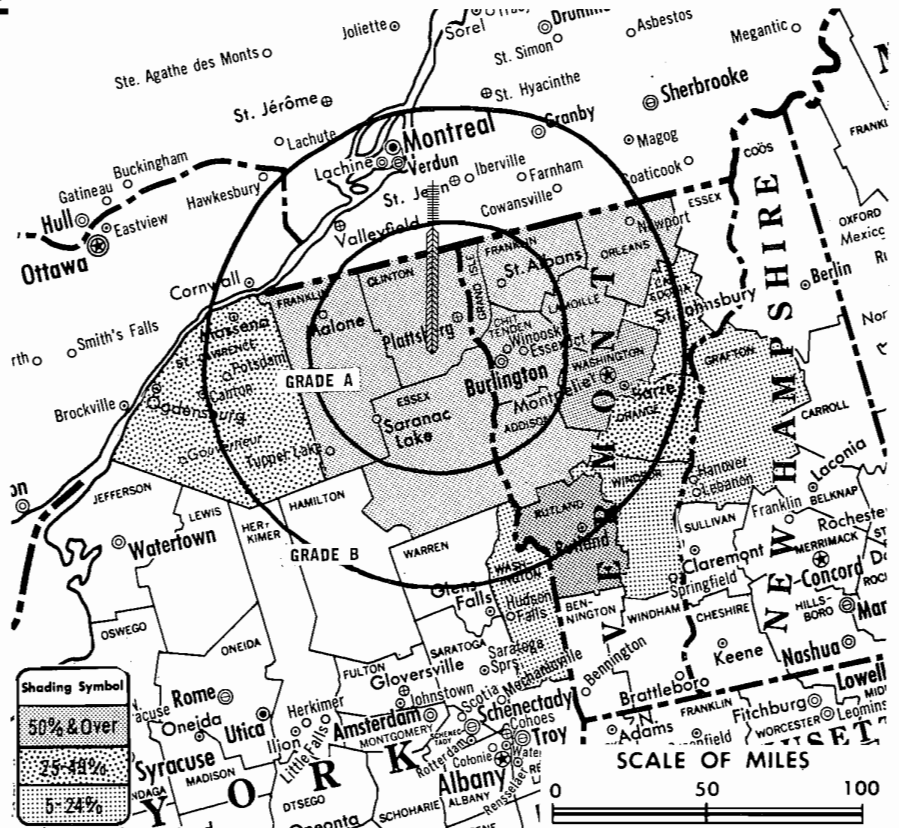
Telephone: 518-561-5555.

Color: Network, film, slide & tape.

News Wire Service: AP.

News Film Service: NBC.

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).



WPTZ Ref: FCC File No. BMPCT—2080 Granted 8/26/54

© American Map Co., Inc., N.Y., No. 14244

## WPTZ

Network Service: NBC.

Licensee: Rollins Telecasting Inc., P.O. Box 647, Atlanta, Ga. (30301).

Ownership: Rollins Inc., 100%. Officers & stockholders: O. Wayne Rollins, chairman of the board & pres., 41.5%; Henry B. Tippie, exec. v.p., finance & secy.-treas. Rollins also owns WEAR-TV, Pensacola, Fla.-Mobile, Ala.; WCHS-TV-AM-FM, Charleston, W. Va. and operates radio stations WAMS, Wilmington, Del.; WRAP, Norfolk, Va.; WBEE, Harvey, Ill.; WGEE & FM, Indianapolis; KDAY, Santa Monica-Los Angeles. Rollins also is Ch. 61 applicant in Wilmington, Del. and owns Rollins Outdoor Advertising, Orkin Exterminating Co., Dvoskin Inc., Rollins Services, Dettelbach Pesticide Corp., 90% of Dettelbach Chemical Corp., Orkin Acceptance Corp. & Kinro Advertising Co.

Began Operation: Dec. 8, 1954. Sale to present owners by Carl F. Stohn group approved March 28, 1956 by FCC (Television Digest, Vol. 12:7, 13).

Represented (sales) by Blair Television Associates Inc.

Represented (legal) by Cohn & Marks.

Personnel:

- O. WAYNE ROLLINS, chairman & president.
- R. RANDALL ROLLINS, senior executive vice president.
- JAMES C. RODDEY, group vice president, media.
- W. P. EATON JR., general manager.
- ARTHUR BRADLEY, operations manager.
- LINCOLN DIXON, chief engineer.
- AL SMITH, director of engineering.

DIGEST OF RATE CARD NO. 14—(June 15, 1969)

Hour 30 Min. 15 Min. 10 Min. 30 Sec. 20 Sec. 10 Sec.  
Class AA—7:30-10:30 p.m., daily.  
\$550.00 \$300.00 \$200.00 \$175.00 \$126.00 \$90.00 \$42.00  
NETWORK BASE HOURLY RATE: \$550 (NBC).

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	NEW YORK			
	Clinton	22,900	22,200	97
	Essex	11,100	10,600	96
	Franklin	13,200	12,400	94
	VERMONT			
	Addison	5,800	5,500	94
	Chittenden	23,800	23,000	97
	Franklin	8,900	8,700	98
	Grand Isle	900	800	98
	Lamoille	3,300	3,100	96
Orleans	5,700	5,500	97	
Rutland	15,000	14,200	95	
Washington	13,400	12,900	96	
<b>Between 25-49%</b>	NEW YORK			
	St Lawrence	34,500	32,900	96
<b>Between 5-24%</b>	VERMONT			
	Orange	4,700	4,400	94
<b>Between 5-24%</b>	NEW HAMPSHIRE			
	Grafton	16,200	15,100	93
	NEW YORK			
	Washington	15,300	14,700	96
	VERMONT			
Caledonia	7,000	6,700	95	
Windsor	14,100	13,200	94	
Station Totals		280,100	267,200	95
Net Weekly Circulation (March 1969)				117,322
Average Daily Circulation (March 1969)				81,019
(Station also received in Canadian markets)				

# New York—Rochester



**WHEC-TV**



Ch. 10

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 316-kw visual, 39.8-kw aural. Antenna: 505-ft. above av. terrain, 346-ft. above ground, 1026-ft. above sea level.

Latitude 43° 08' 07"

Longitude 77° 35' 02"

Transmitter: Pinnacle Hill.

TV tape: Recording facilities.

AM Affiliate: WHEC, 5-kw, 1460 kHz (ABC).

Color: Network, live, film, slide & tape.

News Wire Service: AP.

Facsimile Service: AP.

Represented (engineering) by Lohnes & Culver.

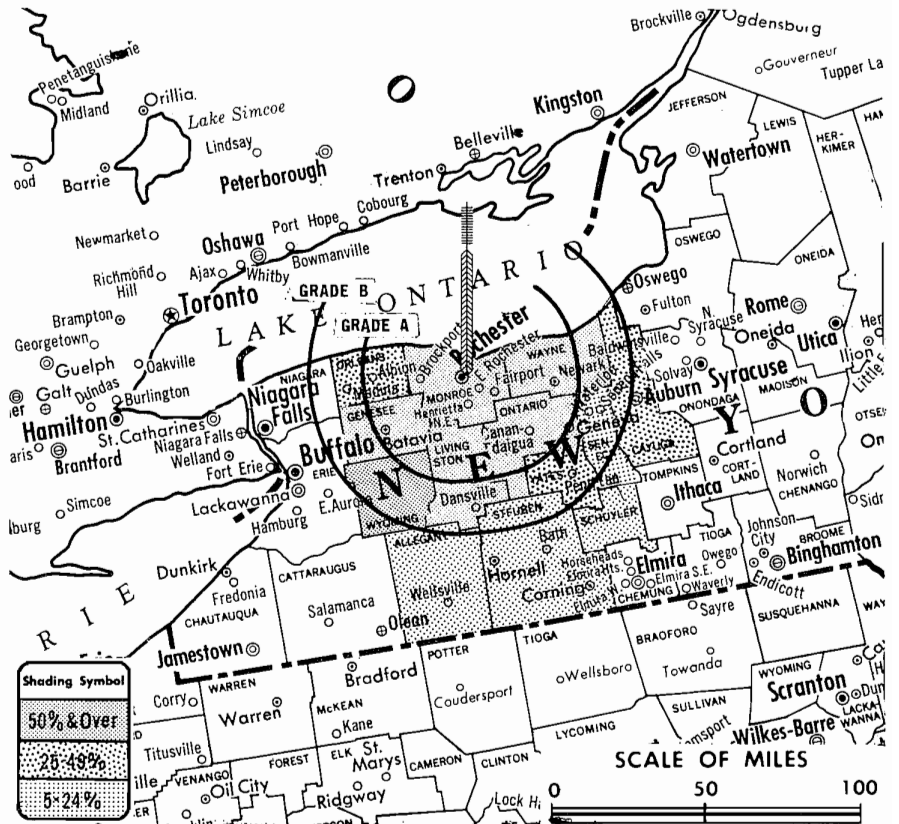
Total Households: © SRDS

Consumer Market Data as of 1/1/70.

TV Homes: TV % and Circulation

© 1969 American Research Bureau.

County coverage based on ARB study (see page 4-b).



WHEC-TV Ref: FCC File No. BPCT-3022 Granted 4/11/62

©American Map Co., Inc., N.Y., No. 14244

## WHEC-TV

Licensee: WHEC Inc., 191 East Ave., Rochester (14604).

Studio: 191 East Ave.

Telephone: 716-546-5670. TWX No.: 716-235-8699.

Ownership: Gannett Co. Inc., 100%. Paul Miller, pres., 0.423%; Allen H. Neuharth, exec. v.p., 0.154%; John E. Heselden, v.p.-operations, 0.215%; Vincent S. Jones, v.p., 0.234%; Douglas C. Townson, v.p.; John R. Purcell, v.p.-finance & secy.-treas., 0.004%; Grover C. Cobb, v.p.-broadcasting, 0.004%; George J. Dastyck, asst. secy., 0.061%; S. Eugene Buttrill, asst. secy., 0.031%; Duane R. Jacobs, asst. secy., 0.025%; Frank E. Gannett Newspaper Foundation Inc., 33.62%; more than fifty others, none with as much as 5%. WHEC Inc. officers: Grover C. Cobb, pres.; C. Glover DeLaney, v.p. & gen. mgr. Also owns WINR-TV, Binghamton, N.Y. (WINR). The Gannett Co. owns a chain of New York newspapers, including Rochester Times-Union and Democrat & Chronicle, Binghamton Press, Elmira Advertiser & Star Gazette, Niagara Falls Gazette; also publishes Danville (Ill.) Commercial News; Hartford (Conn.) Times; Plainfield (N.J.) Courier News; Camden (N.J.) Courier Post; Titusville (Fla.) Star Advocate; Cocoa (Fla.) Today & Tribune; Pensacola (Fla.) Journal and News; San Bernardino (Cal.) Sun and Evening Telegram; also own radios WDAN and WDAN-FM, Danville, Ill.; and WEZY and WEZY-FM, Cocoa, Fla. Sale of WEZY AM-FM pends.

Began Operation: Nov. 1, 1953 as a share-time outlet on Ch. 10 with WVET-TV. It acquired WVET-TV's half of the channel and became a full time outlet following FCC approval of the transfer on Aug. 1, 1961 (Television Digest, Vol. 17:5, 7, 32).

Represented (sales) by H-R Television Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Personnel:

GROVER C. COBB, president.  
C. GLOVER DELANEY, v.p. & general manager.  
JOHN J. CODY, assistant general manager.  
ALFRED KRONQUEST, sales manager.  
WILLIAM ADAMS, program director.  
RICHARD K. BLACKBURN, chief engineer.  
STUART COONS, TV operations manager.

## DIGEST OF RATE CARD NO. 11

(May 1, 1969)

Hour	30 Min.	15 Min.	Min.	20 Sec.	10 Sec.
Class A—7-11 p.m., Mon.-Fri.; 6-11 p.m., Sat.-Sun.	\$900.00	\$540.00	\$360.00		

Graded rates apply\*

\*Highest rate: \$400.

NETWORK BASE HOURLY RATE: \$900.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	NEW YORK			
	Genesee	18,000	17,400	97
	Livingston	14,100	13,500	96
	Monroe	215,500	208,500	97
	Ontario	22,900	22,200	97
<b>Between 25-49%</b>	NEW YORK			
	Cayuga	21,800	20,700	95
	Orleans	12,100	11,600	96
<b>Between 5-24%</b>	NEW YORK			
	Allegany	13,700	12,800	94
	Schuyler	5,100	4,700	93
	Seneca	10,100	9,800	97
	Steuben	32,900	31,100	95

Station Totals 1,215,100 1,172,200 96

Net Weekly Circulation (March 1969) 297,207

Average Daily Circulation (March 1969) 210,032

(Station also received in Canadian markets)



# New York—Rochester



**WOKR**

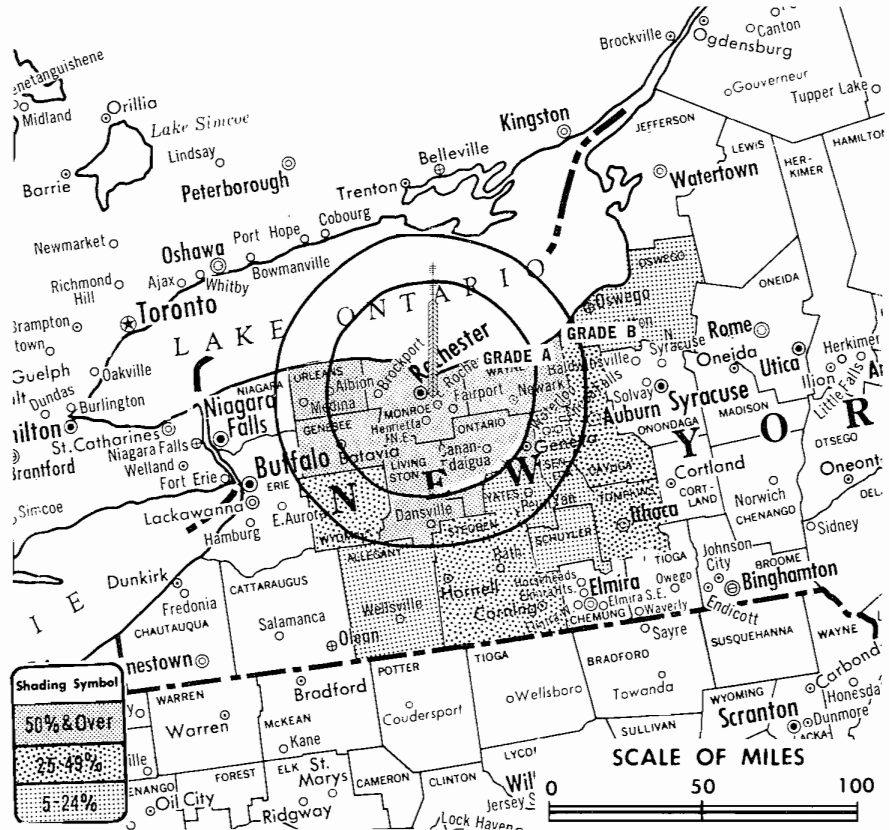


Ch. 13

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 316-kw visual, 47.9-kw aural. Antenna: 500-ft. above av. terrain, 360.5-ft. above ground, 1027-ft. above sea level.

Latitude 43° 08' 07"  
Longitude 77° 35' 03"

Transmitter: Pinnacle Hill, Brighton.  
TV tape: Recording facilities.  
Color: Network, live, film, slide & tape.  
News Wire Service: UPI.  
Facsimile Service: UPI.  
News Film Service: ABC.



Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).

WOKR Ref: FCC File No. BPCT-I-3 Granted 7/3/62

©American Map Co., Inc., N.Y., No. 14244

## WOKR

Licensee: Flower City Television Corp., 17 Clinton Ave. S., Rochester (14604).

Studio: 17 Clinton Ave S., Rochester (14604).

Telephone: 716-546-4262.

Ownership: Flower City Television Corp. Harper Sibley Jr., pres., Richard Alden, Gordon Auchincloss, Alfred Boylan, Mildren Boylan, Donald Clapp, John Dunn, Manuel Goldman, William Hoot, Frederick Huberlie, Dr. Nathaniel Hurst, Ray Hylan, George Kelly, G. Bennett Larson, James Mangan, Paul McNamara, A. Elmer Raitchel, Howard Samuels, Otto Shults, Mrs. Harper Sibley Jr., Mrs. Harper Sibley, Charles Wadhams, John Wehle, Mrs. John Wehle, Robert Wehle, Gerald Wilmot, James Wilmot, Harold Yanowitch, estate of K. C. Townson, estate of Howard Woods, none with more than 10%.

Began Operation: Sept. 15, 1962 as an interim operation owned equally by 8 applicants for Ch. 13. FCC granted application of Flower City TV Corp. Aug. 3, 1967 (Television Digest, Vol. 7:32). Flower City began operation after Jan. 8, 1970.

Represented (sales) by Blair TV; Paul Mulvihill & Co. Ltd.

Represented (legal) by Goldstein, Goldman, Kessler & Underberg.

Personnel:

G. BENNETT LARSON, exec. v.p. & general manager.  
GORDON AUCHINCLOSS, v.p. of operations.  
ROGER H. SHELDON, general sales manager.  
GEORGE DRISCOLL, v.p. & engineering manager.  
GERALD PEARSEN, v.p. & program manager, film buyer.  
MICHAEL MERLA, v.p. & comptroller.  
ANNE DAVIS, promotion manager.

### DIGEST OF RATE CARD NO. 10A (Sept. 1, 1969)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. 10 Sec.  
Class AA—7:30-11 p.m., Mon.-Fri.; 6-11 p.m., Sat.-Sun.  
\$800.00 \$540.00 \$360.00 \$225.00 \$275.00\* \$225.00\* \$150.00\*

\*Class AAA—8-10:30 p.m., Mon.-Sat.; 7-10:30 p.m., Sun.

NETWORK BASE HOURLY RATE: \$800.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	NEW YORK			
	Genesee	18,000	17,400	97
	Livingston	14,100	13,500	96
	Monroe	215,500	208,500	97
	Ontario	22,900	22,200	97
	Orleans	12,100	11,600	96
Wayne	23,400	22,500	96	
<b>Between 25-49%</b>	NEW YORK			
	Cayuga	21,800	20,700	95
	Steuben	32,900	31,100	95
	Tompkins	22,200	19,800	89
Wyoming	11,000	10,700	97	
<b>Between 5-24%</b>	NEW YORK			
	Allegany	13,700	12,800	94
	Oswego	28,700	27,700	97
	Schuyler	5,100	4,700	93
	Seneca	10,100	9,800	97
Yates	6,300	6,000	94	
Station Totals		1,235,500	1,191,800	96
Net Weekly Circulation (March 1969)			304,515	
Average Daily Circulation (March 1969)			189,111	

(Station also received in Canadian markets)

For Index to Contents

See Services Volume

# New York—Rochester



**WROC-TV**



Ch. 8

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power 316-kw visual, 48.5-kw aural. Antenna: 505-ft. above av. terrain, 346-ft. above ground, 1026-ft. above sea level.

Latitude 43° 08' 07"  
Longitude 77° 35' 02"

Transmitter: Pinnacle Hill, Brighton.

TV tape: Recording facilities.

AM Affiliate: WROC, 5-kw, 1280 kHz (NBC).

FM Affiliate: WROC-FM, 18-kw, 97.9 MHz (No. 250), 399-ft. antenna height.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.

News Film Service: NBC.

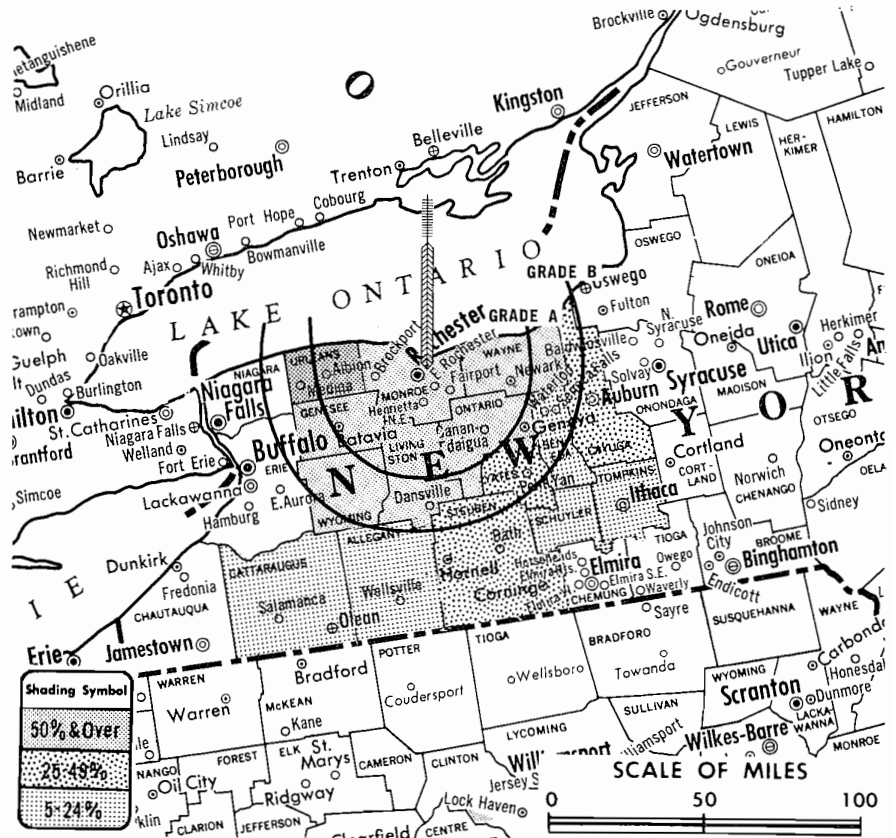
Total Households: © SRDS

Consumer Market Data as of 1/1/70.

TV Homes: TV% and Circulation

© 1969 American Research Bureau.

County coverage based on ARB study (see page 4-b).



WROC-TV Ref: FCC File No. BPCT—Doc. 13858 Granted 7/27/61 ©American Map Co., Inc., N.Y., No. 14244

## WROC-TV

Licensee: Rust Craft Broadcasting of N.Y. Inc.

Studio: 201 Humboldt St., Rochester (14610).

Telephone: 716-288-8400. TWX No.: 716-235-9136.

Ownership: Rust Craft Broadcasting of N.Y. Inc. For other Rust Craft interests, see WSTV-TV, Steubenville, Ohio.

Began Operation: June 11, 1949. Sale to present owner by Veterans Bcstg. approved Feb. 10, 1965 by FCC (Television Digest, Vols. 4:39, 46, 5:7). Previous sale to Veterans Bcstg. by Transcontinent TV Corp. approved Nov. 15, 1961. Sale to Transcontinent by Stromberg-Carlson div. of General Dynamics Corp. approved by FCC July 18, 1956 (Vol. 12:24, 29).

Represented (sales) by Edward Petry & Co. Inc.; Andy McDermott.

Represented (legal) by Fletcher, Heald, Rowell, Kenahan & Hildreth.

Personnel:

- ERVIN F. LYKE, vice president & managing director.
- F. CHASE TAYLOR JR., program director & asst. gen. manager.
- A. RICHARD TRAPP, national sales manager.
- ART MURRELLWRIGHT, local sales manager.
- ELLEN HOWE, promotion manager.
- TOM DECKER, news director.
- RAY JOBES, chief engineer.

### DIGEST OF RATE CARD NO. 12—(Sept. 14, 1969)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	ID
Class A—7-11 p.m., Mon.-Sat.; 6-11 p.m., Sun.	\$1000.00	\$600.00	\$400.00	\$250.00		Graded rates apply*

\*Highest rate: \$350.

NETWORK BASE HOURLY RATE: \$1075.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	NEW YORK			
	Genesee	18,000	17,400	97
	Livingston	14,100	13,500	96
	Monroe	215,500	208,500	97
	Ontario	22,900	22,200	97
	Orleans	12,100	11,600	96
	Wayne	23,400	22,500	96
Wyoming	11,000	10,700	97	
<b>Between 25-49%</b>	NEW YORK			
	Cayuga	21,800	20,700	95
	Steuben	32,900	31,100	95
Yates	6,300	6,000	94	
<b>Between 5-24%</b>	NEW YORK			
	Allegany	13,700	12,800	94
	Cattaraugus	26,400	25,100	95
	Schuyler	5,100	4,700	93
	Seneca	10,100	9,800	97
Tompkins	22,200	19,800	89	
Station Totals		1,262,000	1,216,600	96
Net Weekly Circulation (March 1969)				311,135
Average Daily Circulation (March 1969)				207,839

(Station also received in Canadian markets)

For Group Ownership  
See Services Volume

# New York—Syracuse

**WHEN-TV**  
Ch. 5

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 84-kw visual, 16.6-kw aural. Antenna: 950-ft. above av. terrain, 556-ft. above ground, 1914-ft. above sea level.

Latitude 42° 57' 19"  
Longitude 76° 06' 34"

Transmitter: .32-miles E and .34-miles N of Sentinel Heights & Jim Bull Rds.

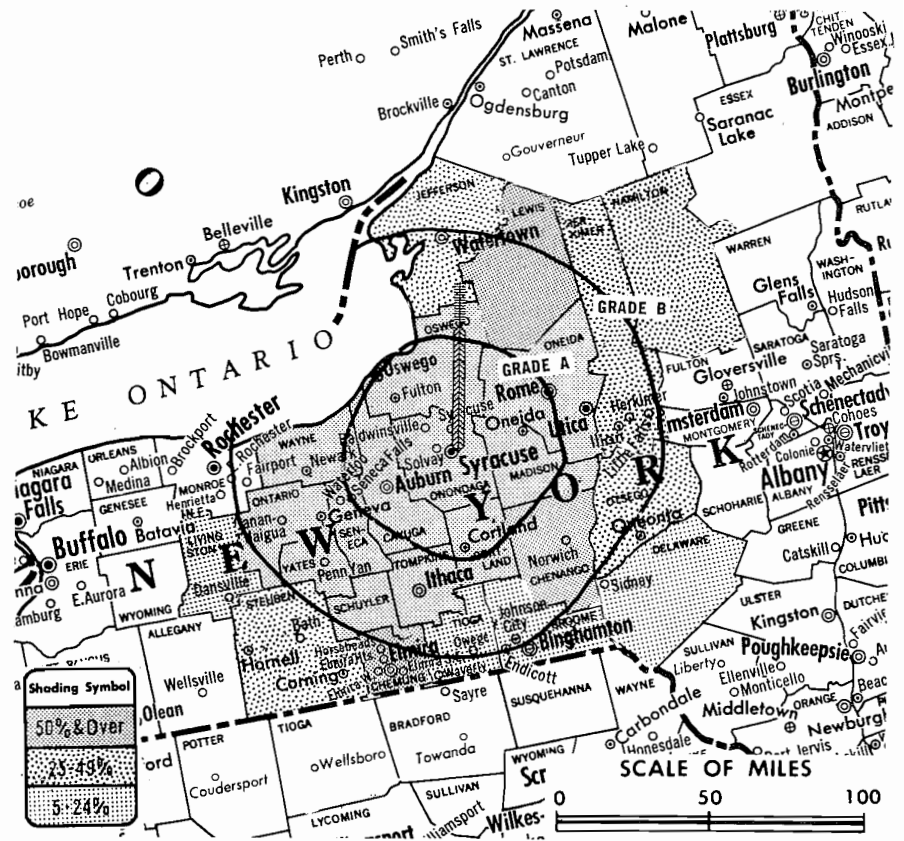
TV tape: Recording facilities.

AM Affiliate: WHEN, 5-kw (1-kw night), 620 kHz (CBS).

Color: Network, live, film, slide & tape.

News Wire Service: AP.

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).



WHEN-TV Ref: FCC File No. BMPCT-3915 Granted 5/31/56  
Doc. 13858 Granted 7/27/61.

©American Map Co. Inc., N.Y., No. 14244

## WHEN-TV

Licensee: Meredith Corp., 980 James St. (13203).  
Office & Studio: 980 James St. (13203).  
Telephone: 315-474-8511; N.Y.C. tie line, 212-966-2422.  
TWX No.: 710-541-0443.

Ownership: Meredith Corp., Des Moines, Iowa. For Meredith Corp. executives see Publishing Firms with TV Station Ownership. Meredith Broadcasting Div. officers: James Conley, corp. v.p. & gen. mgr., Broadcasting Div.: 1345 Sixth Ave., New York, N.Y. (10019). Phone: 212-757-1400. Same interests own radio WHEN, Syracuse; WOW-TV, WOW & WOW-FM, Omaha, Neb.; KCMO-TV, KCMO & KFUM (FM), Kansas City, Mo.; KPHO-TV & KPHO, Phoenix, Ariz.; WNEM-TV, Bay City-Saginaw-Flint, Mich.

Began Operation: Dec. 1, 1948.  
Represented (sales) by The Katz Agency Inc.  
Represented (legal) by Haley, Bader & Potts.  
Represented (engineering) by A. D. Ring & Associates.  
Personnel:

PAUL ADANTI, vice president & general manager.  
LAWRENCE RHODES, assistant general manager.  
ANTHONY C. BATTAGLIA, national sales manager.  
THOMAS KAVANAUGH, program manager.  
ARTHUR GOODWIN, news & public affairs director.  
KAY LARSON, women's director.  
ALBERT H. CHISMARK, director of engineering.  
THOMAS WATKINS, promotion manager.

### DIGEST OF RATE CARD NO. A24—(July 1, 1969)

Hour	30 Min.	15 Min.	Min.	20 Sec.	10 Sec.
Class AA—7-11 p.m., daily.					
\$1100.00					Graded rates apply*

\*Highest rate: \$400.

NETWORK BASE HOURLY RATE: \$1100.

Net Weekly Circulation	State County	Total Households	TV Homes	%	
<b>50% &amp; Over</b>	<b>NEW YORK</b>				
		Cayuga	21,800	20,700	95
		Chemung	34,400	32,700	95
		Chenango	14,600	13,900	95
		Cortland	13,900	13,300	96
		Lewis	6,900	6,500	95
		Madison	18,700	18,000	96
		Oneida East	62,600	60,400	96
		Oneida West	29,600	28,600	96
		Onondaga	151,100	146,500	97
		Ontario	22,900	22,200	97
		Oswego	28,700	27,700	97
		Schuyler	5,100	4,700	93
		Seneca	10,100	9,800	97
	Tompkins	22,200	19,800	89	
	Wayne	23,400	22,500	96	
	Yates	6,300	6,000	94	
<b>Between 25-49%</b>	<b>NEW YORK</b>				
		Hamilton	1,500	1,400	93
		Herkimer	23,000	22,000	96
		Jefferson	29,000	27,900	96
		Otsego	17,200	16,100	94
	Steuben	32,900	31,100	95	
<b>Between 5-24%</b>	<b>NEW YORK</b>				
		Broome	71,400	69,000	97
		Delaware	13,800	12,700	92
		Livingston	14,100	13,500	96
	Tioga	13,800	13,200	96	
Station Totals		1,643,500	1,581,200	96	
Net Weekly Circulation (March 1969)			463,031		
Average Daily Circulation (March 1969)			319,641		

For Publishing Firms with TV Station Ownership  
See Services Volume

# New York—Syracuse



**WNYS-TV**



Ch. 9

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 79.6-kw visual, 11.8-kw aural. Antenna: Directional, 1520-ft. above av. terrain, 964-ft. above ground, 2549-ft. above sea level.

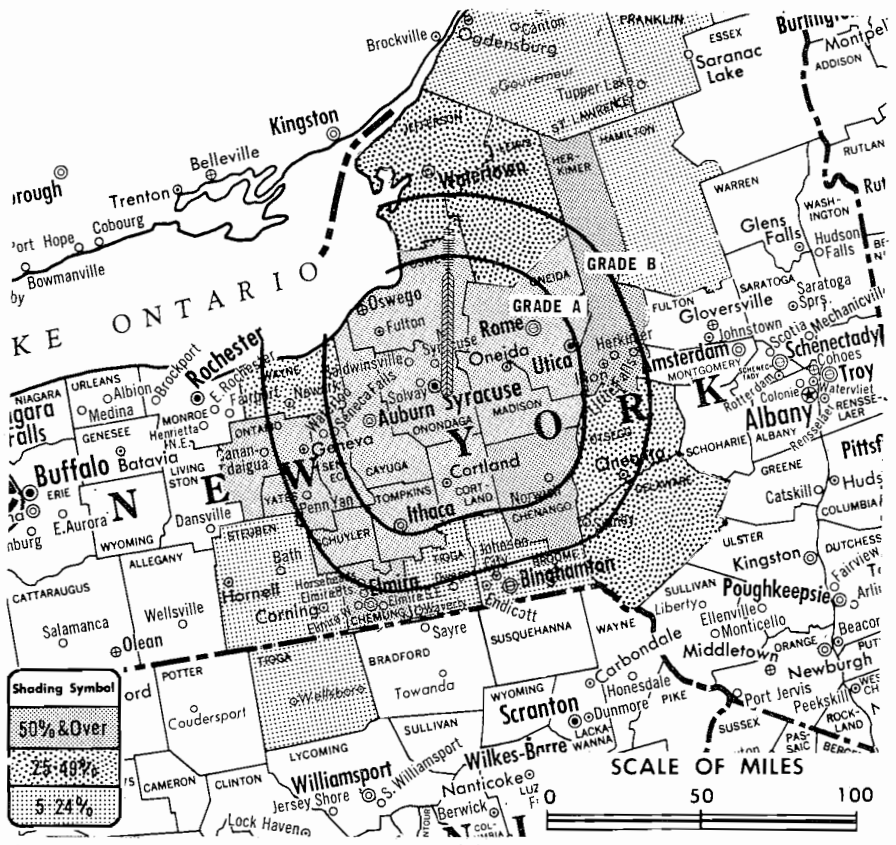
Latitude 42° 56' 42"  
Longitude 76° 01' 28"

Transmitter: Atop Mt. Sevier, Pompey, Onondaga County.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service AP.



Total Households © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).

WNYS-TV Ref: FCC File No. B1PCT-6915 Granted 10/8/68 © American Map Co., Inc., N.Y., No. 14244

## WNYS-TV

Licensee: W.R.G. Baker TV Corp., P.O. Box 9, Syracuse (13214).  
Studio: Shoppingtown, Syracuse (13214).  
Telephone: 315-446-4780.  
TWX No.: 710-541-0565.  
Ownership: W.R.G. Baker Inc. (T. Frank Dolan Jr., chmn.; Leonard P. Market, pres.), 40%; Syracuse Television Inc., 20%; Six Nations Television Corp., 20%; Onondaga Bcstg. Inc., 18%; Salt City Bcstg. Corp., 2%.  
Began Operation: Sept. 9, 1962 as joint operation by ten applicants for the channel. Assignment of CP granted by FCC to present owner, a merger of five applicants, May 24, 1968.  
Represented (sales) by Peters, Griffin, Woodward Inc.  
Represented (legal) by Dempsey & Koplovitz.  
Represented (engineering) by Kear & Kennedy.  
Personnel:  
JOHN E. McARDLE, general manager.  
JESS A. SPIER, general sales manager.  
JOHN A. CARROLL, chief engineer.

### DIGEST OF RATE CARD NO. 10 (Aug. 8, 1969)

Hour	30 Min.	15 Min.	Min.	20 Sec.	10 Sec.
Class AA—7-11 p.m., daily.					
\$1100.00	\$660.00		\$350.00	\$250.00	\$150.00

NETWORK BASE HOURLY RATE: \$850.

Station Totals Include Counties with Less than 5% Circulation

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	NEW YORK			
	Cayuga	21,800	20,700	95
	Chemung	34,400	32,700	95
	Chenango	14,600	13,900	95
	Cortland	13,900	13,300	96
	Herkimer	23,000	22,000	96
	Madison	18,700	18,000	96
	Oneida East	62,600	60,400	96
	Oneida West	29,600	28,600	96
	Onondaga	151,100	146,500	97
	Ontario	22,900	22,200	97
	Oswego	28,700	27,700	97
	Schuyler	5,100	4,700	93
	Seneca	10,100	9,800	97
	Tompkins	22,200	19,800	89
Yates	6,300	6,000	94	
<b>Between 25-49%</b>	NEW YORK			
	Delaware	13,800	12,700	92
	Jefferson	29,000	27,900	96
	Lewis	6,900	6,500	95
	Otsego	17,200	16,100	94
<b>Between 5-24%</b>	NEW YORK			
	Broome	71,400	69,000	97
	Franklin	13,200	12,400	94
	Hamilton	1,500	1,400	93
	St Lawrence	34,500	32,900	96
PENNSYLVANIA	Steuben	32,900	31,100	95
	Tioga	13,800	13,200	96
Station Totals		1,582,500	1,523,800	96
Net Weekly Circulation (March 1969)				423,362
Average Daily Circulation (March 1969)				247,339

# New York—Syracuse



**WSYR-TV**



Ch. 3

[Also operates satellite WSYE-TV, Elmira, N.Y.]

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1000-ft. above av. terrain, 594-ft. above ground, 2037-ft. above sea level.

Latitude 42° 56' 40"  
Longitude 76° 07' 08"

Transmitter: Sentinel Heights.

TV tape: Recording facilities.

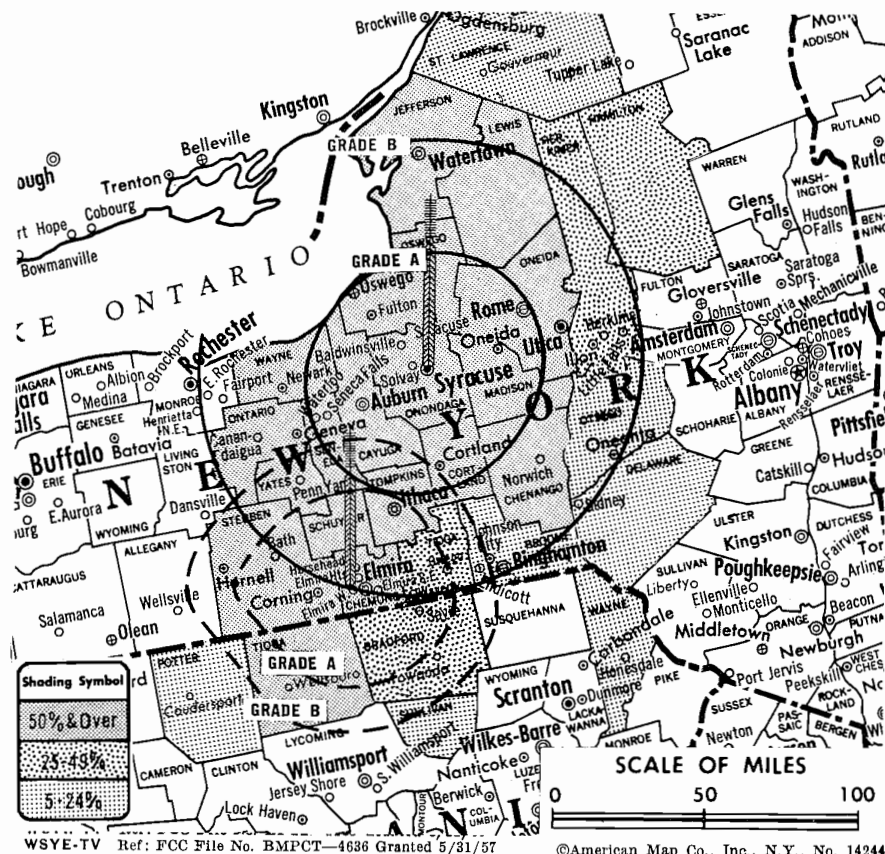
AM Affiliate WSYR, 5-kw, 570 kHz (NBC). FM Affiliate: WSYR-FM, 100-kw, 94.5 MHz (No. 233), 650-ft. antenna height.

Color: Network, live, film, slide & tape.

News Wire Service: UPI. Facsimile Service: UPI.

ARB Data: Includes WSYE-TV, Elmira, N.Y.

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).



## WSYR-TV

Network Service: NBC.

Licensee: Newhouse Broadcasting Corp., 1030 James St., Syracuse  
Studio: 1030 James St. (13203).

Telephone: 315-474-3911. TWX No.: 315-477-1065.

Ownership: Officers and stockholders are Edmund R. Vadeboncoeur, pres.; Mitzi E. Newhouse, v.p. & secy., 2.22%; William V. Rothrum, v.p.; Samuel I. Newhouse, 44.44%; Samuel I. Newhouse Jr., 26.67%; Donald E. Newhouse, 26.67%. Interlocking ownership with Newhouse newspapers: Syracuse Post-Standard and Herald-Journal, Jersey City Journal, Newark Star Ledger, Long Island Press and Star Journal, Harrisburg Patriot and News, Staten Island Advance, Portland Oregonian and Oregon Journal, St. Louis Globe-Democrat, Birmingham News, Huntsville (Ala.) Times, New Orleans Times-Picayune & States-Item, Springfield (Mass.) Union, News and Sunday Republican, Cleveland Plain Dealer, controlling interest in Mobile Press Register and 20% of Denver Post. Newhouse Bcstg. owns WAPI-TV, Birmingham (Ch. 13) with WAPI & FM; WTPA (TV), Harrisburg (Ch. 27) with WTPA-FM; KTVI, St. Louis (Ch. 2); also 50% of KOIN-TV (Ch. 6), KOIN & KOIN-FM, Portland. Also operates WSYE-TV, Elmira (Ch. 18) which repeats most of WSYR-TV programs. Mr. & Mrs. Samuel I. Newhouse also hold controlling interest in Conde Nast Publications Inc., publishers of Vogue, House & Garden, Glamour, Mademoiselle, Bride as well as publications in Britain and France. For CATV ownership, see Broadcasting Interests with CATV Holdings.

Began Operation: Feb. 15, 1950.

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

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Lohnes & Culver.

Personnel:

- E. R. VADEBONCOEUR, president.
- MITZI E. NEWHOUSE, v.p. & secretary.
- WILLIAM V. ROTHNUM, vice president.
- WILLIAM R. ALFORD JR., director of sales.
- LOUIS B. SWITZER, promotion director.
- ROBERT P. WINN, assistant treasurer.
- ALBERT J. EICHHOLZER, chief engineer.
- E. JAMES McDONALD, program manager & film buyer.

### DIGEST OF RATE CARD NO 26—(July 1, 1969)

Hour	30 Min.	15 Min.	30 Sec.	20 Sec.	ID
Class A—7:30-11 p.m., daily.	\$1500.00	\$850.00	\$570.00		Graded rates apply*

\*Highest rate: \$450.

NETWORK BASE HOURLY RATE: \$1400.

Net Weekly Circulation	State County	Total Households	TV Homes	%	
<b>50% &amp; Over</b>	<b>NEW YORK</b>				
		Cayuga	21,800	20,700	95
		Chemung	34,400	32,700	95
		Chenango	14,600	13,900	95
		Cortland	13,900	13,300	96
		Jefferson	29,000	27,900	96
		Lewis	6,900	6,500	95
		Madison	18,700	18,000	96
		Oneida East	62,600	60,400	96
		Oneida West	29,600	28,600	96
		Onondaga	151,100	146,500	97
		Ontario	22,900	22,200	97
		Oswego	28,700	27,700	97
		Schuyler	5,100	4,700	93
		Seneca	10,100	9,800	97
		Steuben	32,900	31,100	95
		Tompkins	22,200	19,800	89
	Wayne	23,400	22,500	96	
	Yates	6,300	6,000	94	
	<b>PENNSYLVANIA</b>				
	Tioga	11,200	10,400	92	
<b>Between 25-49%</b>	<b>NEW YORK</b>				
		Hamilton	1,500	1,400	93
		Herkimer	23,000	22,000	96
		Tioga	13,800	13,200	96
	<b>PENNSYLVANIA</b>				
	Bradford	16,200	15,400	95	
(Continued on page 541-b)					
Station Totals		1,195,200	1,146,800	96	
Net Weekly Circulation (March 1969)				486,766	
Average Daily Circulation (March 1969)				336,387	

# New York—Utica



**WKTV**



Ch. 2

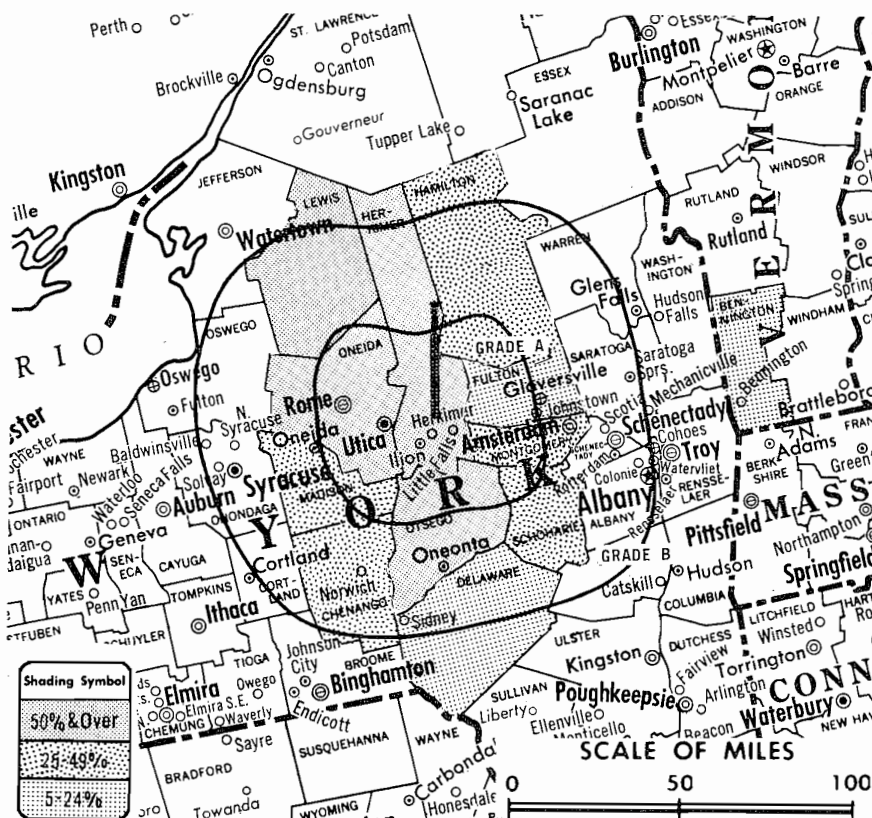
Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 34.7-kw visual, 5.25-kw aural (directional antenna). Antenna: 1380-ft. above av. terrain, 1065-ft. above ground, 2381-ft. above sea level.

Latitude 43° 06' 09"  
Longitude 74° 56' 27"

Transmitter: Near Middleville, N.Y.  
Color: Network, live, film, slide & tape.

News Wire Service AP.

Represented (engineering) by Kear & Kennedy.



Total Households: © SRDS  
Consumer Market Data as of 1/1/70  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).

WKTV Ref: FCC File No. BMPCT—5218 Granted 11/10/58

©American Map Co., Inc., N.Y., No. 14244

## WKTV

Network Service: NBC.

Licensee: Mid-New York Broadcasting Corp., Smith Hill Rd. (13502).

Studio: Smith Hill Rd.

Telephone: 315-733-0404.

TWX No.: 315-797-1832.

Ownership: 68.5% of Mid-New York Bcstg. Corp. is controlled by Paul F. Harron, pres. & chairman of the board; Lawrence D. Biele, secy.-treas. Mid New York also owns WMTW-TV & WMTW-FM, Poland Spring, Me. and Central N.Y. Cable TV Inc. The balance of Mid-New York Bcstg. stock is owned by 38 stockholders, none of whom owns over 5%.

Began Operation: Dec. 1, 1949. Sale to present owners by Kallet Theatres principals approved by FCC Dec. 30, 1958 (Television Digest, Vols. 14:45-46, 49; 15:1).

Represented (sales) by H-R Television Inc.; Andy McDermott Sales Ltd. (Canada).

Represented (legal) by Hogan & Hartson.

Personnel:

- PAUL F. HARRON, president & chairman of board.
- SHELDON STORRIER, vice president & general manager.
- DANIEL GERMAN, program & operations manager.
- STEPHEN PURCELL, merchandising manager.
- DeFOREST T. LAYTON JR., chief engineer.
- FRANK GUZZETTI, film buyer.

DIGEST OF RATE CARD NO. 11  
(Aug. 1, 1969)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.  
Class A—6:30-11 p.m., Mon.-Fri.; 5-11 p.m., Sat. & Sun.  
\$550.00 \$330.00 \$220.00 \$147.00 \$150.00\* \$135.00\* \$75.00\*

\*Class AAA—5-11:30 p.m., daily.

NETWORK BASE HOURLY RATE: \$650 (NBC).

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	NEW YORK			
	Herkimer	23,000	22,000	96
	Lewis	6,900	6,500	95
	Oneida East	62,600	60,400	96
	Oneida West	29,600	28,600	96
	Otsego	17,200	16,100	94
<b>Between 25-49%</b>	NEW YORK			
	Chenango	14,600	13,900	95
	Hamilton	1,500	1,400	93
	Madison	18,700	18,000	96
	Montgomery	19,400	18,400	95
	Schoharie	7,100	6,700	94
<b>Between 5-24%</b>	NEW YORK			
	Delaware	13,800	12,700	92
	Fulton	18,500	17,700	96
	VERMONT			
	Bennington	8,600	8,100	95
Station Totals		914,000	877,200	96
Net Weekly Circulation (March 1969)			146,892	
Average Daily Circulation (March 1969)			95,047	

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**WOR-TV**  
New York  
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%	
<b>Between 25-49 %</b>	<b>NEW JERSEY</b>				
		Hunterdon	19,500	18,800	96
		Mercer	90,600	87,400	96
		Ocean	49,100	48,000	98
		Warren	22,300	21,400	96
		<b>NEW YORK</b>			
		Chemung	34,400	32,700	95
		Sullivan	16,400	15,200	93
		Ulster	45,300	42,400	93
		<b>PENNSYLVANIA</b>			
		Carbon	16,900	16,200	96
		Monroe	14,000	13,400	96
	Pike	3,200	3,000	92	
<b>Between 5-24 %</b>	<b>CONNECTICUT</b>				
		Litchfield	43,100	41,400	96
		New Haven	235,300	228,300	97
		<b>MASSACHUSETTS</b>			
		Berkshire	45,500	43,800	96
		<b>NEW JERSEY</b>			
		Atlantic	61,900	59,000	95
		Cape May	19,300	18,500	96
		<b>NEW YORK</b>			
		Broome	71,400	69,000	97
		Cattaraugus	26,400	25,100	95
		Chautauqua	51,000	48,900	96
		Chenango	14,600	13,900	95
		Cortland	13,900	13,300	96
		Delaware	13,800	12,700	92
		Herkimer	23,000	22,000	96
		Montgomery	19,400	18,400	95
		Oneida East	62,600	60,400	96
		Otsego	17,200	16,100	94
		St. Lawrence	34,500	32,900	96
		Steuben	32,900	31,100	95
		Tompkins	22,200	19,800	89
		<b>PENNSYLVANIA</b>			
		Bucks	108,000	105,600	98
		Centre	22,600	21,100	93
		Lehigh	80,300	77,500	97
		Lycoming	36,700	34,000	93
	Mc Kean	16,100	15,200	94	
	Montour	4,300	4,000	93	
	Northampton	66,400	63,800	96	
	Schuylkill	47,400	45,000	95	
	Tioga	11,200	10,400	92	
	Union	7,300	6,500	90	
	Warren	13,600	12,500	92	
	Wayne	7,800	7,100	92	

**New York**

**WSYR-TV**  
Syracuse  
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%	
<b>Between 5-24 %</b>	<b>NEW YORK</b>				
		Broome	71,400	69,000	97
		Delaware	13,800	12,700	92
		Otsego	17,200	16,100	94
		St. Lawrence	34,500	32,900	96
		<b>PENNSYLVANIA</b>			
		Potter	4,800	4,500	93
		Sullivan	1,800	1,700	94
		Wayne	7,800	7,100	92

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**Completed Sales**

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TV: Honolulu \$600,000

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**President**  
**Hugh Ben LaRue**

**Area Code 212**  
**265-3430**

# New York—Utica



**WUTR**

Ch. 20

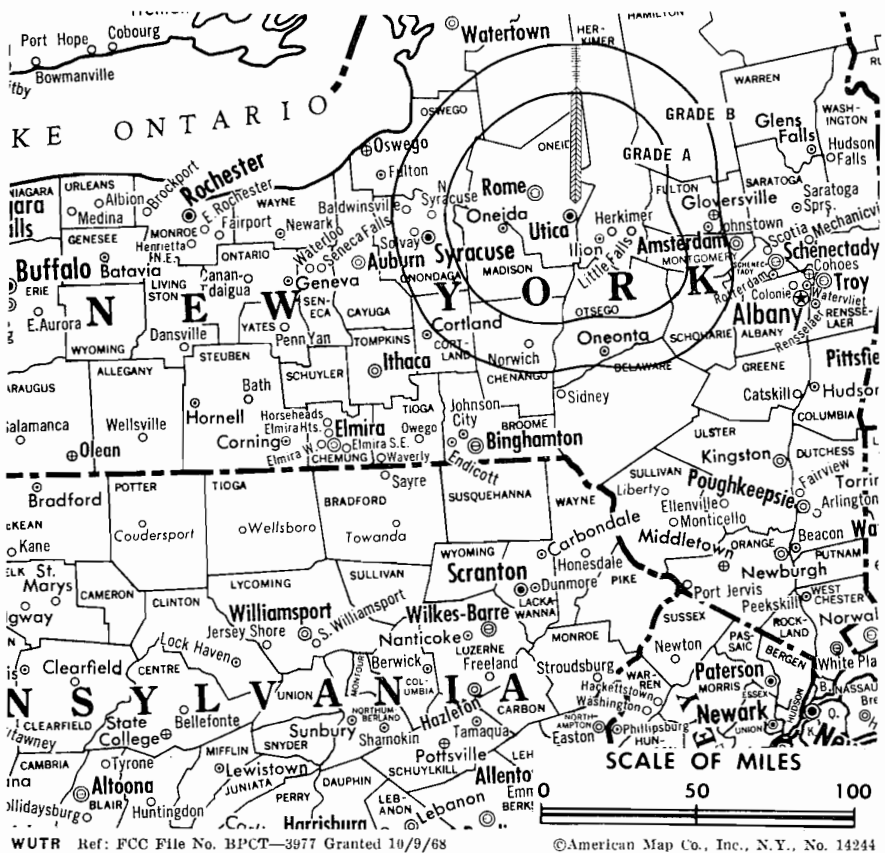
Technical Facilities: Channel No. 20 (506-512 MHz). Authorized power: 916.2-kw max. & 826-kw horizontal visual, 137.4-kw max. & 123.9-kw horizontal aural. Antenna: 798-ft. above av. terrain, 423-ft. above ground, 1643-ft. above sea level.

Latitude 43° 08' 43"  
Longitude 75° 10' 35"

Transmitter: Atop Smith Hill, approx. 2-mi. NE of city limits.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.



WUTR Ref: FCC File No. BPCT-3977 Granted 10/9/68

©American Map Co., Inc., N.Y., No. 14244

## WUTR

Network Service: ABC.

Grantee: Roy H. Park Bcstg. of Utica-Rome Inc., c/o John B. Babcock, Terrace Hill, Ithaca, N.Y. (14850).

Studio: Smith Hill, Deerfield.

Telephone: 315-797-5220.

Ownership: See WNCT, Greenville, N.C.

Began Operation: Feb. 28, 1970.

Represented (sales) by Blair Television.

Represented (legal) by Midlen & Harrison.

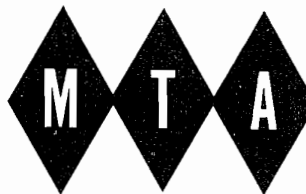
Represented (engineering) by A. D. Ring & Associates.

Personnel:

JOHN CRAWFORD, general manager.  
BILL GRAUDONS, operations manager.  
JERRY DEVINE, chief engineer.

### DIGEST OF RATE CARD NO. 1A—(Feb. 28, 1970)

Hour	30 Min.	15 Min.	5 Min.	30 Sec.	20 Sec.	ID	
Class A—7:30-10:30 p.m., daily.	\$350.00	\$210.00	\$140.00	\$90.00	\$80.00	\$70.00	\$45.00



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But we're faced with a problem that would stagger anybody.  
We have to handle a volume of mail that's growing by *billions* a year.  
Fortunately, we have the answer.  
Zip Code.

There's just one problem.  
A lot of people aren't putting Zip Codes on their addresses.  
They aren't putting Zip Codes on their return addresses.  
Some don't even know their own Zip Codes.  
Ironic, isn't it.  
The Post Office is being swamped.  
We know the way to keep up.  
We know the way to give better and better service.  
But, still, some people would rather gripe than help.

*Mail moves the country—ZIP CODE moves the mail!*



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# New York—Carthage-Watertown



Ch. 7

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 178-kw visual, 24-kw aural. Antenna: 720-ft. above av. terrain, 574-ft. above ground, 1696-ft. above sea level using .36° electrical beam tilt.

Latitude 43° 57' 16"  
Longitude 75° 43' 45"

Transmitter: Champion Rd., 6-mi. W of Carthage & 9-mi. E of Watertown.

TV tape: Recording facilities.

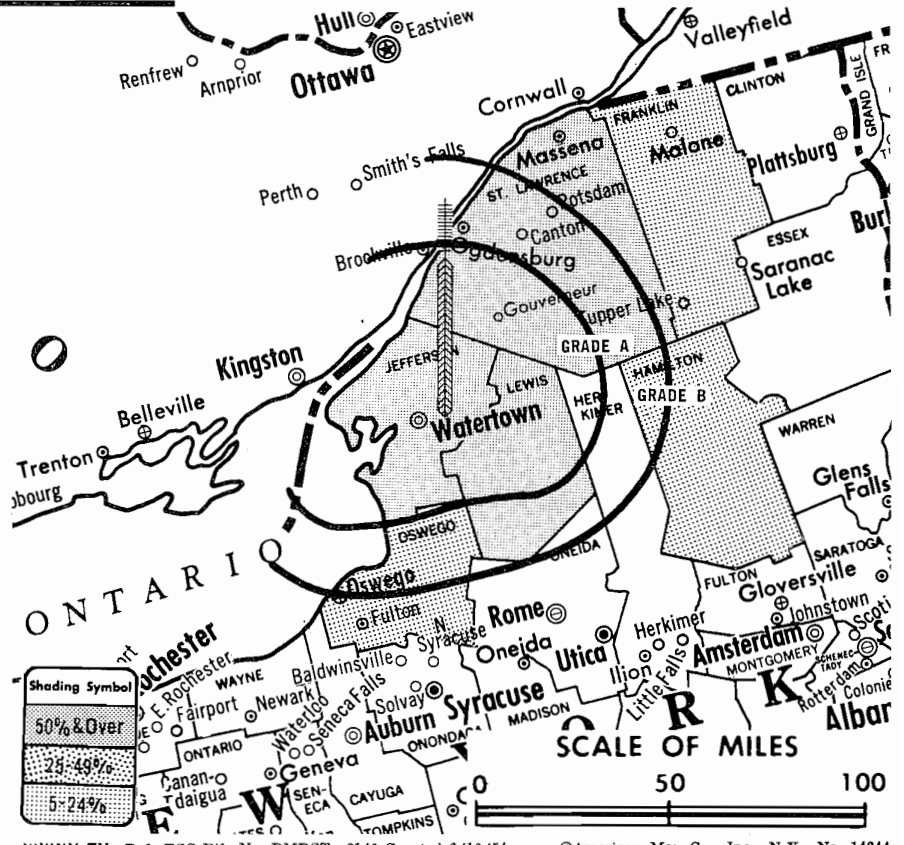
Color: Network, live, film, slide & tape.

AM Affiliate: WWNY, Watertown, 1-kw, 790 kHz (CBS).

News Wire Service: AP, UPI

News Film Service: CBS.

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).



WWNY-TV Ref: FCC File No. BMPCT-2140 Granted 6/10/54

©American Map Co., Inc., N.Y., No. 14244

## WWNY-TV

Network Service: ABC, CBS, NBC.

Licensee: The Brockway Co., 260 Washington St., Watertown, N.Y. (13601).

Studio: 120 Arcade St., Watertown (13601).

Telephone: 315-788-3800, Watertown.

TWX No.: 510-257-4650, Watertown.

Ownership: John B. Johnson, pres. & treas., 100%; Catherine C. Johnson, v.p. & secy. Also publishes Watertown Daily Times and operates WMSA, Massena, N.Y.

Began Operation: Oct. 22, 1954.

Represented (sales) by Avery-Knodel Inc. (U.S.); Andy McDermott (Toronto & Montreal, Canada).

Represented (legal) by Fisher, Wayland, Duvall & Southmayd.

Represented (engineering) by Cohen & Dippell.

Personnel:

- JAMES W. HIGGINS, general manager.
- ALFRED M. TAURONEY, sales manager.
- GLENN H. HALL, director of operations.
- DAVID M. GRAVES, program manager & film buyer.
- EARL R. KELLY, dir. of public affairs & promotion.
- ROBERT TOMPKINS, news director.
- JOHN G. CASE, sports editor.
- MICHAEL R. YONKOVIG, director of engineering.
- DONALD C. MOREHOUSE, chief engineer.

## DIGEST OF RATE CARD NO. 9A

(May 15, 1969)

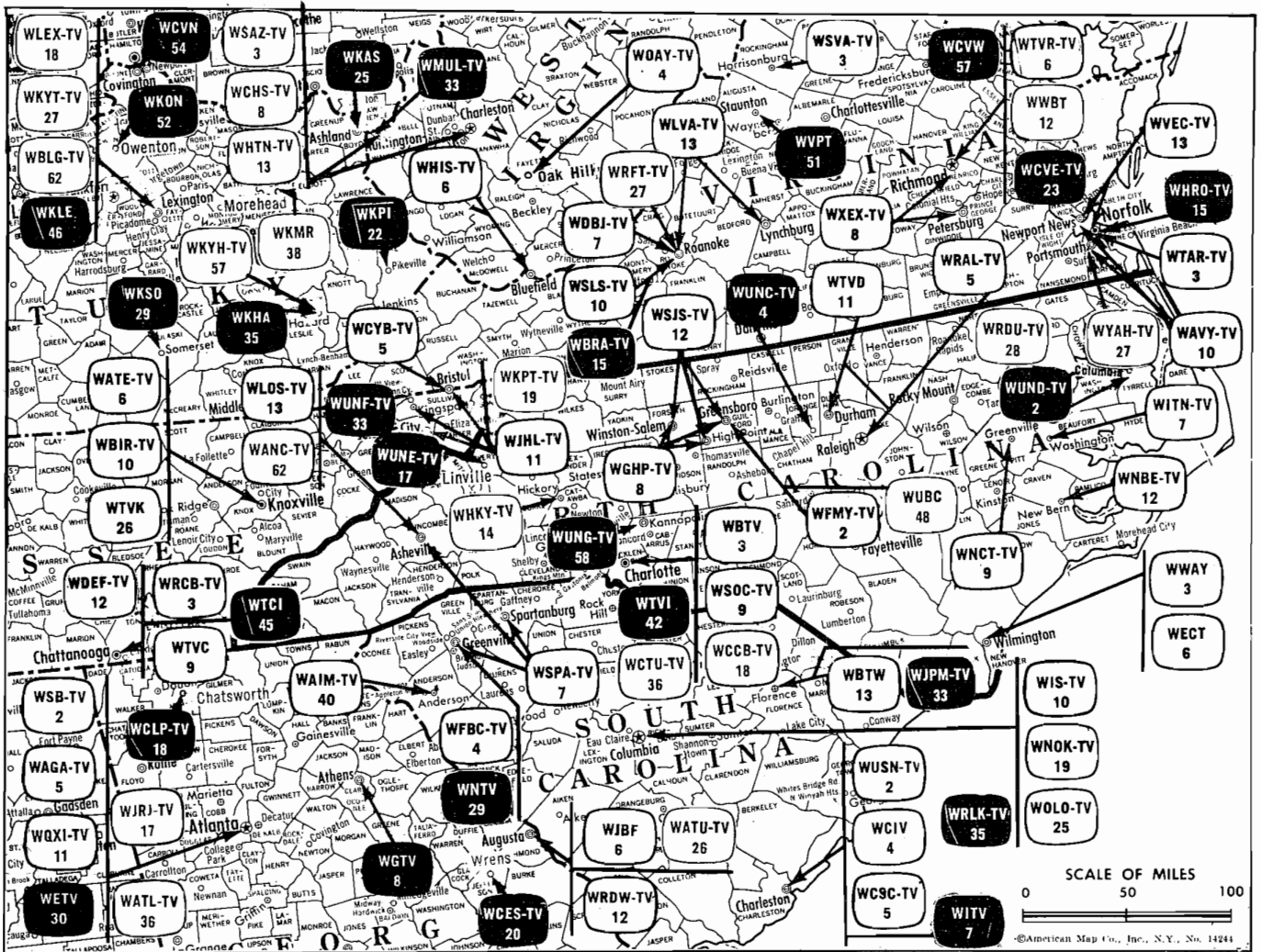
Hour	30 Min.	15 Min.	5 Min.	30 Sec.	20 Sec.	10 Sec.
Class A—6-11 p.m., Mon.-Fri.; 4-11 p.m., Sat. & Sun.	\$425.00	\$255.00	\$170.00	\$106.00	\$100.00*	\$90.00*
Class AA—6:01-9:59 p.m., Mon.-Fri.; 6:59-10:59 p.m., Sat.; 6:59-9:59 p.m., Sun.						\$55.00*

NETWORK BASE HOURLY RATE: \$450.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	NEW YORK Jefferson	29,000	27,900	96
	Lewis	6,900	6,500	95
	St Lawrence	34,500	32,900	96
<b>Between 5-24%</b>	NEW YORK Chenango	14,600	13,900	95
	Franklin	13,200	12,400	94
	Hamilton	1,500	1,400	93
	Oswego	28,700	27,700	97
Station Totals		299,600	287,000	95
Net Weekly Circulation (March 1969)				68,783
Average Daily Circulation (March 1969)				55,843

(Station also received in Canadian markets)

# North Carolina



Market	ARB Net Weekly Circulation	Rank	ARB ADI TV Households	Rank
Charlotte	544,535	31	393,500	40
Greenville-Spartanburg-Asheville	513,364	33	382,200	41
Greensboro-Winston-Salem-High Point	452,940	44	328,300	50
Raleigh-Durham	413,663	49	241,500	69
Greenville-New Bern-Washington	256,048	80	220,200	76
Wilmington	149,685	129	90,700	142

North Carolina Station Status as of March 1, 1970

	VHF	UHF	TOTAL
Commercial Television Stations	12	6	18
Educational Television Stations	2	4	6
			24

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## North Carolina

### State Cross Reference List

Communities That Receive Programs of  
Stations That Are Located Elsewhere

#### WFBC-TV, WLOS-TV & WSPA-TV Asheville

(See Greenville & Spartanburg, S.C.)

#### WRDU-TV & WTVD, Durham

(See Raleigh, N.C.)

#### WGHP-TV, Greensboro

(See Winston-Salem, N.C.)

#### WITN & WNBE-TV, Greenville

(See Washington & New Bern, N.C.)

#### WGHP-TV, High Point

(See Greensboro, N.C.)

#### WNCT-TV & WNBE-TV, Washington

(See Greenville & New Bern, N.C.)

#### WFMY-TV, WGHP-TV & WSJS-TV Winston-Salem

(See Greensboro, N.C.)

### State Educational Technical Facilities

(Complete Data in Educational Directory)

#### WUNF-TV

Asheville

Ch. 33

Non-Commercial Educational Station

Grantee: University of North Carolina, Chapel Hill, N.C. (27514).

Technical Facilities: Channel No. 33 (584-590 MHz). Authorized power: 80-kw max. & 3.63-kw horizontal visual, .724-kw aural. Antenna: 2620-ft. above av. terrain, 337-ft. above ground, 6058-ft. above sea level.

Latitude	35°	25'	32''
Longitude	82°	45'	25''

#### WUNC-TV

Chapel Hill

Ch. 4

Non-Commercial Educational Station

Licensee: University of North Carolina, Chapel Hill, N.C. (27514).

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 990-ft. above av. terrain, 798-ft. above ground, 1549-ft. above sea level.

Latitude	35°	52'	07''
Longitude	79°	10'	06''

#### WTVI

Charlotte

Ch. 42

Non-Commercial Educational Station

Licensee: Charlotte-Mecklenburg Board of Education.

Technical Facilities: Channel No. 42 (638-644 MHz). Authorized power: 214-kw visual, 42-kw aural. Antenna: 450-ft. above av. terrain, 497-ft. above ground, 1172-ft. above sea level.

Latitude	35°	12'	25''
Longitude	80°	47'	30''

#### WUND-TV

Columbia

Ch. 2

Non-Commercial Educational Station

(Programmed simultaneously with WUNC-TV, Chapel Hill)

Licensee: University of North Carolina, Chapel Hill, N.C. (27514).

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 15-kw aural. Antenna: 992-ft. above av. terrain, 1035-ft. above ground, 1041-ft. above sea level.

Latitude	35°	53'	59''
Longitude	76°	20'	52''

#### WUNG-TV

Concord

Ch. 58

Non-Commercial Educational Station

Grantee: University of North Carolina, Chapel Hill, N.C. (27514).

Technical Facilities: Channel No. 58 (734-740 MHz). Authorized power: 550-kw max. & 191-kw horizontal visual, 85-kw max. & 29-kw horizontal aural. Antenna: 1290-ft. above av. terrain, 1305-ft. above ground, 2049-ft. above sea level.

Latitude	35°	15'	05.74''
Longitude	80°	41'	12.22''

#### WUNE-TV

Linville

Ch. 17

Non-Commercial Educational Station

Grantee: University of North Carolina, Chapel Hill, N.C. (27514).

Technical Facilities: Channel No. 17 (488-494 MHz). Authorized power: 1350-kw max. & 38-kw horizontal visual, 269-kw max. & 7.59-kw horizontal aural. Antenna: 1540-ft. above av. terrain, 265-ft. above ground, 4865-ft. above sea level.

Latitude	36°	03'	47''
Longitude	81°	50'	33''

# North Carolina—Asheville

**WANC-TV**

Ch. 62

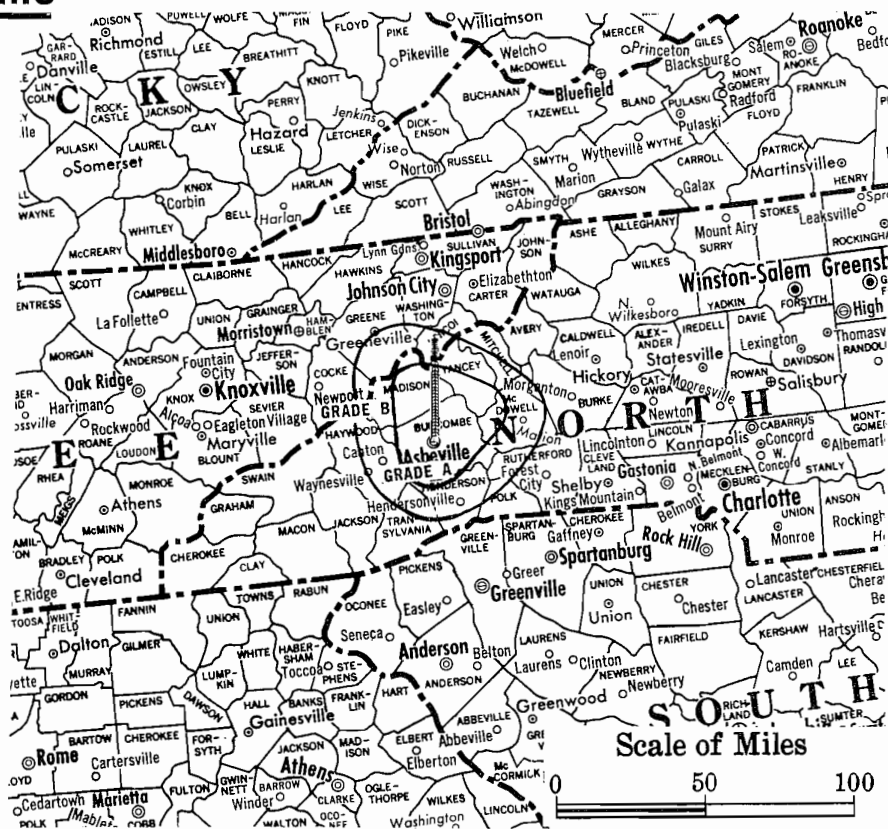
Technical Facilities: Channel No. 62 (758-764 MHz). Authorized power: 24-kw visual, 4.79-kw aural. Antenna 417-ft. above av. terrain, 137.5-kw above ground, 2858-ft. above sea level.

Latitude 35° 36' 33.5"  
Longitude 82° 32' 11.8"

Holds CP for change to Ch. 21, 22.2-kw visual, 4-kw aural, 423-ft. above av. terrain, 149-ft. above ground, 2869-ft. above sea level. BPCT—3750.

Requests modification of CP for 17.2-kw max. & 9.25-kw horizontal visual, 3.11-kw max. & 1.67-kw horizontal aural. BMPCT—7156.

Transmitter: Sunset Mt.



WANC-TV Ref: FCC File No. BMPCT—4689 Granted 6/11/37  
CP: BPCT—3750 Granted 6/23/66

©American Map Co., Inc., N.Y., No. 14244

## WANC-TV

Licensee: WISE-TV, 75 Scenic Highway (28804).

Studio: Sunset Mt. Telephone: 704-254-4663.

Ownership: The Thoms Broadcasting Companies Inc., controlled by Harold H. Thoms, wife Meredith S. Thoms & Matilann Thoms Gennett. Mr. Thoms, with his wife, also owns WEAM, Arlington, Va.; WKLM, Wilmington, N.C. and WCOG, Greensboro, N.C.; CATV system in Asheville.

Began Operation: July 5, 1953.

Represented (legal) by Krieger & Jorgensen.

Represented (engineering) by Cohen & Dippell.

Personnel:

HAROLD H. THOMS, president.  
JOHN RANDOLPH, chief engineer.  
HUGH McMILLAN, administrative asst.

### DIGEST OF RATE CARD NO. 2 (Sept. 1, 1960)

Hour	45 Min.	30 Min.	15 Min.	10 Min.	5 Min.	Min.
Class A—	6-11 p.m., Mon.-Sat.;	noon-11 p.m., Sun.				
\$100.00	\$80.00	\$50.00	\$30.00	\$25.00	\$20.00	\$30.00

NETWORK BASE HOURLY RATE: \$150.

ARB Data Not Available.

## BLACKBURN & COMPANY, INC.

**RADIO • TV • CATV • NEWSPAPER BROKERS  
NEGOTIATIONS • FINANCING • APPRAISALS**

WASHINGTON, D.C.	1725 K Street, N.W.	(202) 333-9270
CHICAGO	333 N. Michigan Ave.	(312) 346-6460
ATLANTA	1655 Peachtree Rd., N.E.	(404) 873-5626
BEVERLY HILLS	9645 Wilshire Blvd.	(213) 274-8151

# North Carolina—Charlotte



**WBTV**



Ch. 3

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1090-ft. above av. terrain, 562-ft. above ground, 1878-ft. above sea level.

Latitude 35° 17' 50"  
Longitude 81° 06' 53"

Requests change to 1800-ft. above av. terrain, 1863-ft. above ground, 2755-ft. above sea level, lat. 35° 36' 24", long. 81° 02' 16", transmitter to 5.4-mi. N of Denver, adjoining Lake Norman, N.C. BPCT-4168.

Transmitter: Spencer Mt., Gaston County.

TV tape: Recording facilities.

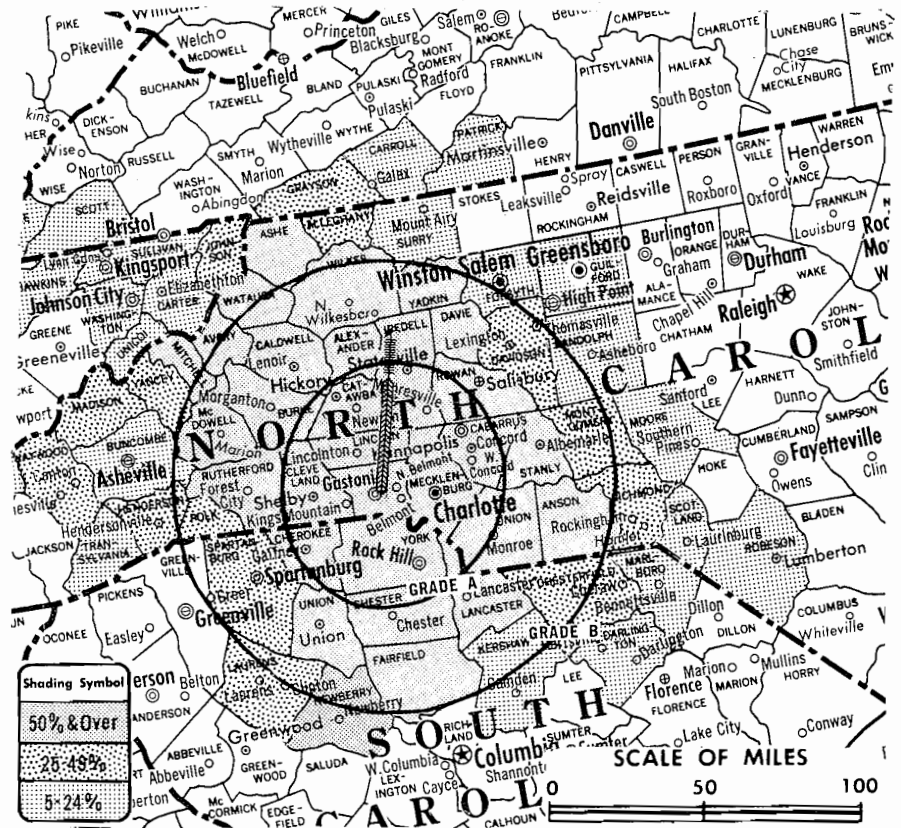
AM Affiliate WBT, 50-kw, 1110 kHz (CBS).

FM Affiliate: WBT-FM, 100-kw, 107.9 MHz (No. 300), 950-ft.

Color: Network, live, film, slide & tape.

News Wire Service: UPI. Facsimile Service: UPI. News Film Service: CBS.

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on AIB study (see page 4-h).



WBTV Ref: FCC File No. BPCT-805 Granted 12/19/52

©American Map Co., Inc., N.Y., No. 14244

## WBTV

Licensee: Jefferson Standard Broadcasting Co., One Julian Price Place, Charlotte (28208). Telephone: 704-333-8832. TWX No.: 810-621-0449.

Studio: One Julian Price Place.

Ownership: Jefferson-Pilot Corp., 100%. Also owns 100% of WWBT (TV), Richmond, Va.; radio WBIG, Greensboro; WBT & FM, Charlotte. Principal Bcstg. officers: Joseph M. Bryan, chmn.; Charles H. Crutchfield, pres.

Began Operation: July 15, 1949.

Represented (sales) by Television Advertising Representatives Inc.

Represented (legal) by Kirkland, Ellis, Hodson, Chaffetz, Masters & Rowe.

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

Personnel:

- CHARLES H. CRUTCHFIELD, president.
- WALLACE JORGENSON, executive vice president.
- THOMAS E. HOWARD v.p., engineering.
- J. ROBERT COVINGTON, v.p., research and promotion.
- THOMAS B. COOKERLY, v.p. & managing director.
- JERRY KING, asst. treasurer & business manager.
- JAMES G. BABB JR., v.p. & assistant managing director.
- LEN SOGLIO, assistant general sales manager.
- FRED BARBER, program operations manager.
- FRANK F. BATEMAN, asst. v.p. & asst. dir. of engineering.
- W. H. COGGINS, local & regional sales manager.
- JOHN A. EDGERTON, news & information manager.
- DONALD R. PETTINELLI, promotion manager.
- GIL STAMPER, farm director.
- JIM THACKER, sports director.
- LARRY DANIEL, press information coordinator.
- JOSEPH B. YOUNG, research manager.

DIGEST OF RATE CARD NO. 25—(June 1, 1969)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
30 or						
Class AAA—8-10 p.m., daily.						
\$1675	\$1050	\$700	\$500	\$550*	\$400*	\$250*

\*Prime Time—6-11 p.m., daily.

NETWORK BASE HOURLY RATE: \$1675.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>				
<b>NORTH CAROLINA</b>				
	Alexander	5,300	5,000	94
	Anson	6,500	5,900	91
	Ashe	6,100	5,500	89
	Avery	3,000	2,700	89
	Burke	16,500	15,700	95
	Cabarrus	22,600	21,900	97
	Caldwell	15,800	15,100	95
	Catawba	26,100	25,200	97
	Cleveland	20,400	19,400	95
	Davie	5,600	5,100	92
	Gaston	42,200	40,400	96
	Iredell	21,400	20,400	95
	Lincoln	9,100	8,800	96
	Mc Dowell	8,600	8,100	94
	Mecklenburg	105,300	101,300	96
	Mitchell	3,800	3,500	91
	Rowan	27,700	26,500	96
	Rutherford	14,200	13,600	96
	Stanly	14,400	13,700	95
	Union	14,400	13,500	94
	Watauga	4,900	4,400	91
	Wilkes	13,600	12,600	93
	Yadkin	6,500	6,100	94
<b>SOUTH CAROLINA</b>				
	Cherokee	10,800	10,200	95
	Chester	8,300	7,800	94
	Fairfield	5,000	4,400	88
	Lancaster	11,700	11,100	95
	Newberry	8,400	7,800	93
	Union	8,200	7,800	95
	York	23,900	22,500	94
<b>NORTH CAROLINA</b>				
<b>Between 25-49%</b>	Alleghany	2,800	2,500	90
	Davidson	28,400	27,000	95
	Haywood	13,300	12,300	93
	Henderson	13,600	12,700	93
(Continued on page 553-b)				
Station Totals		1,465,800	1,381,600	94
Net Weekly Circulation (March 1969)				544,535
Average Daily Circulation (March 1969)				384,128

# North Carolina—Charlotte



**WCCB-TV**

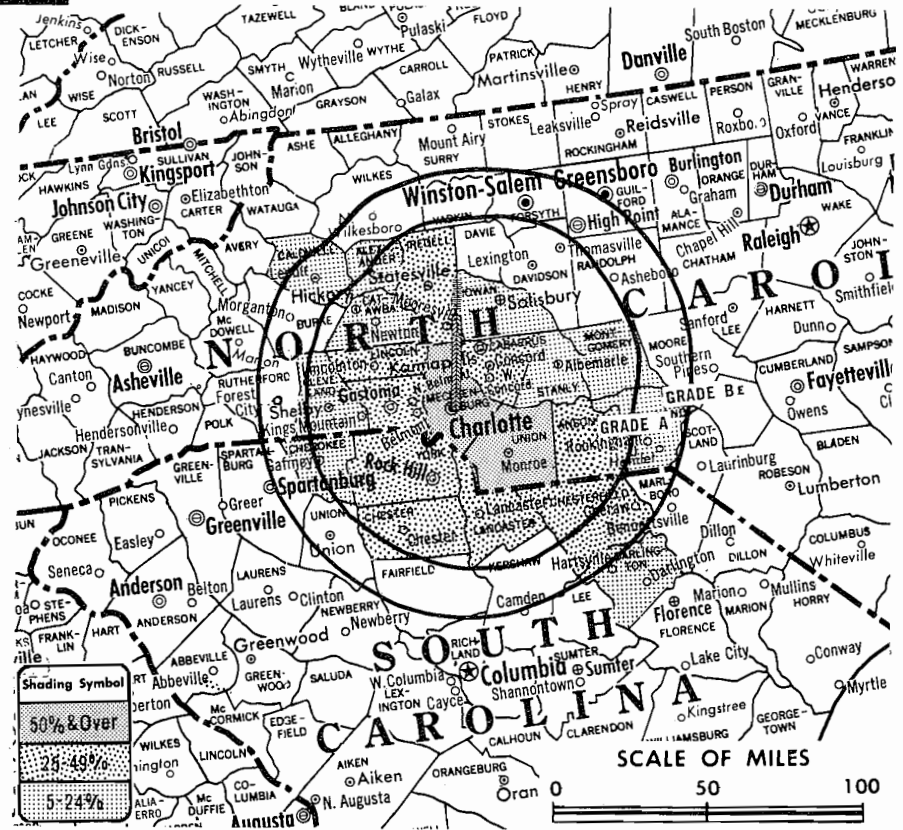
Ch. 18

Technical Facilities: Channel No. 18 (494-500 MHz). Authorized power: 5000-kw max. & 518-kw horizontal visual, 500-kw max. & 51.8-kw horizontal aural. Antenna: 1295-ft. above av. terrain, 1249-ft. above ground, 2049-ft. above sea level.

Latitude 35° 15' 56"  
Longitude 80° 44' 06"

Transmitter: 1/2 mi. SE of Newell.  
Color: Network, live, film, slide & tape.

News Wire Service: AP.



Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).

WCCB-TV Ref: FCC File No. B1PCT-4078 Granted 6/28/68

© American Map Co., Inc., N.Y. No. 14244

## WCCB-TV

Network Service: ABC.

Licensee: Mecklenburg Television Broadcasters Inc., 1 Television Place, Charlotte, N.C. (28205).

Studio: 1 Television Place.

Telephone: 704-372-1800.

Ownership: Cy N. Bahakel, 100%. Also owns WKAB-TV, Montgomery, Ala.; WABG-TV, Greenwood, Miss.; WOLO-TV, Columbia, S.C.; WBBJ-TV, Jackson, Tenn.; radio stations WABG, Greenwood, Miss.; WLBJ & FM, Bowling Green, Ky.; WWOD & FM, Lynchburg, Va.; KXEL & FM, Waterloo, Ia.; WKIN, Kingsport, Tenn.; WDOD & FM, Chattanooga, Tenn.

Began Operation: Dec. 7, 1953. Sale to present owner, who changed call letters from WUTV and resumed operation Nov. 1, 1964, was approved Aug. 20, 1964 by FCC (Television Digest, Vol. 4:26, 35). Previous owner Century Advertising Co. took station off air May 16, 1963 after it had been in service since Sept. 5, 1961, following transfer of control of Century approved May 3, 1961 by FCC (Vol. 17:10). While in off-air CP status Hugh A. Deadwyler turned over station to Century Advertising, of which he was part owner (1957, Vol. 13:7). Hugh Deadwyler acquired station as WAYS-TV from G. W. Dowdy and associates for token \$4 in Dec. 1954, then took it off air March 15, 1955 (1955 Vol. 11:12).

Represented (sales) by Adam Young Inc.

Personnel:

- CY N. BAHAKEL, president.
- COLEMAN AUSTIN, vice president.
- DON E. KASSNER, vice president, engineering.
- TALIAFERRO (TALLY) SIMPSON, general manager.
- GUY TITMAN, chief engineer.
- DENNY MILLS, program director.
- JIM MARTINSON, commercial operation, public affairs.
- SUSAN ROSS, traffic manager.
- WARREN BRILL, sales manager.
- DONNA KALEVAS, bookkeeper.
- PAT ACKER, sales secretary.

### DIGEST OF RATE CARD NO. 8—(Oct. 1, 1969)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	30 Sec.	20 Sec.	
Class AA—6:30-11 p.m., daily.	\$800	\$500	\$270	\$230	\$180	\$300	\$180	\$160

NETWORK BASE HOURLY RATE: \$300.

	Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	<b>NORTH CAROLINA</b>				
		Mecklenburg	105,300	101,300	96
		Union	14,400	13,500	94
<b>Between 25-49%</b>	<b>NORTH CAROLINA</b>				
		Anson	6,500	5,900	91
		Cabarrus	22,600	21,900	97
		Gaston	42,200	40,400	96
		Iredell	21,400	20,400	95
		Lincoln	9,100	8,800	96
<b>Between 5-24%</b>	<b>SOUTH CAROLINA</b>				
		Chester	8,300	7,800	94
		Chesterfield	8,900	8,000	91
		Lancaster	11,700	11,100	95
		York	23,900	22,500	94
<b>Between 5-24%</b>	<b>NORTH CAROLINA</b>				
		Alexander	5,300	5,000	94
		Caldwell	15,800	15,100	95
		Catawba	26,100	25,200	97
		Cleveland	20,400	19,400	95
		Montgomery	5,600	5,300	94
		Richmond	11,700	11,000	94
	Rowan	27,700	26,500	96	
	Stanly	14,400	13,700	95	
<b>Between 5-24%</b>	<b>SOUTH CAROLINA</b>				
		Cherokee	10,800	10,200	95
	Darlington	14,900	13,800	93	
<b>Station Totals</b>			525,300	499,600	95
<b>Net Weekly Circulation (March 1969)</b>					163,212
<b>Average Daily Circulation (March 1969)</b>					78,529

# North Carolina—Charlotte

## WCTU-TV

Ch. 36

Technical Facilities: Channel No. 36 (602-608 MHz). Authorized power: 1330-kw max. & 603-kw horizontal visual, 132-kw max. & 60-kw horizontal aural. Antenna: 1350-ft. above av. terrain, 1404-ft. above ground, 2049-ft. above sea level.

Latitude 35° 15' 05.7"  
Longitude 80° 41' 12.2"

Transmitter: Hood Rd., .6-mi. N of Robinson Church Rd.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP.



Total Households. © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).

WCTU-TV Ref: FCC File No. BPC-3830 Granted 2/2/66 © American Map Co., Inc., N.Y., No. 14244

## WCTU-TV

Licensee: Charlotte Telecasters Inc., P. O. Box 12685, Charlotte (28205).

Studio: Hood Road. Telephone: 704-536-3636.

Ownership: Harold W. Twisdale, pres., 19.67%; David L. Steel Sr., v.p., 6.55%; George A. Jenkins, 4.92%; A. David Moore Jr., secy.-treas., 6.55%; Marshall N. Armstrong, 6.55%; Jerry W. Reece, 4.92%; several others, none owning more than 5%. Twisdale and Steel also own stock in WATU-TV, Augusta, Ga.; WRTU-TV, Ch. 35 CP in Richmond, Va. and WMTU-TV, Ch. 30 CP in Memphis, Tenn.

Began Operation: July 9, 1967.

Represented (sales) by The Devney Organization.

Represented (legal) by Finkelstein & Firestone.

Represented (engineering) by David L. Steel Sr.

### Personnel:

HAROLD W. TWISDALE, president.  
DAVID L. STEEL SR., vice president, engineering.  
IAN N. WHEELER, station manager.  
CHARLES BALLARD, sales manager.  
ROBERT HAWKINS, art director.  
BARBARA McDANIELS, director of women's features.  
ZELMA STUBBS, office manager.  
JACK BECKNELL, chief engineer.

DIGEST OF RATE CARD NO. 4  
(Feb. 15, 1969)

Hour	30 Min.	15 Min.	5 Min.	Min.	30 or 20 Sec.	ID
Class AA—7-10 p.m., daily.	\$300.00	\$180.00	\$120.00	\$60.00	\$50.00	\$30.00 \$25.00

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Between 25-49%</b>	<b>NORTH CAROLINA</b>			
	Cabarrus	22,600	21,900	97
	Gaston	42,200	40,400	96
	Mecklenburg	105,300	101,300	96
	Union	14,400	13,500	94
<b>Between 5-24%</b>	<b>SOUTH CAROLINA</b>			
	Lancaster	11,700	11,100	95
	<b>NORTH CAROLINA</b>			
	Anson	6,500	5,900	91
	Catawba	26,100	25,200	97
	Cleveland	20,400	19,400	95
	Davidson	28,400	27,000	95
	Iredell	21,400	20,400	95
	Lincoln	9,100	8,800	96
	Richmond	11,700	11,000	94
	Rowan	27,700	26,500	96
	Stanly	14,400	13,700	95
	Surry	15,700	14,700	94
<b>SOUTH CAROLINA</b>	Chester	8,300	7,800	94
	Chesterfield	8,900	8,000	91
	York	23,900	22,500	94
<b>Station Totals</b>		640,100	610,100	95
Net Weekly Circulation (March 1969)				83,880
Average Daily Circulation (March 1969)				23,420

For CPs & Applications  
See Services Volume



# North Carolina—Charlotte



**WSOC-TV**



Ch. 9

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 316-kw visual, 63.1-kw aural. Antenna: 1190-ft. above av. terrain, 1073-ft. above ground, 1929-ft. above sea level.

Latitude 35° 15' 41"  
Longitude 80° 43' 38"

Transmitter: 1.4-mi. SSE of Newell, N.C.

TV tape: Recording facilities.

AM Affiliate: WSOC, 5-kw (1-kw night), 930 kHz (NBC).

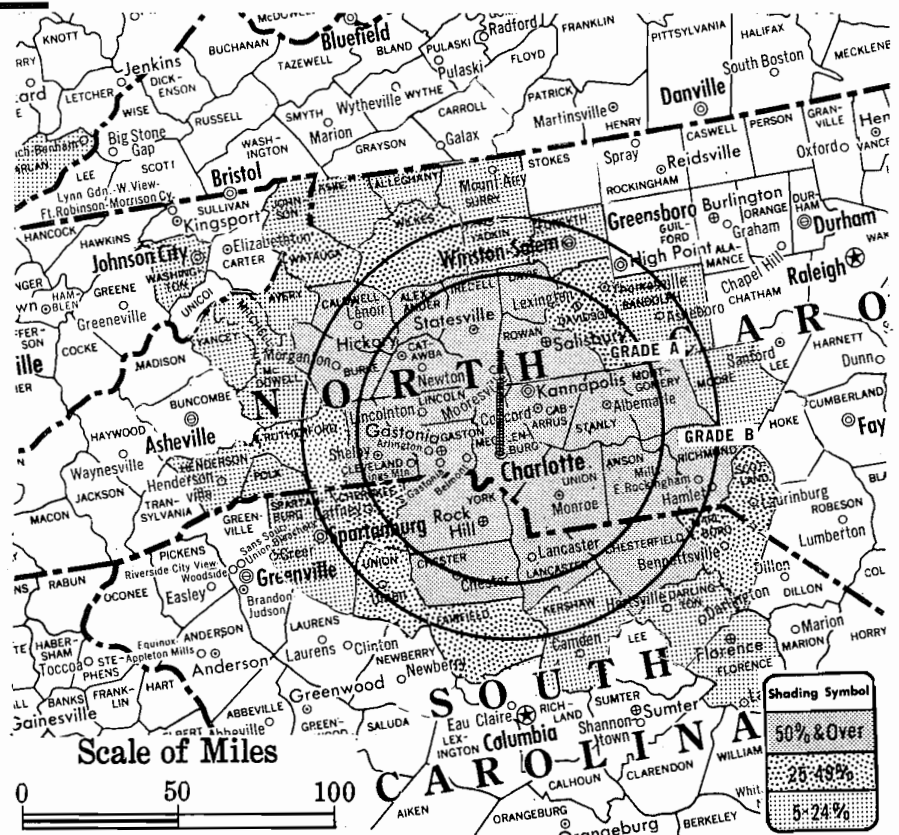
FM Affiliate: WSOC-FM, 97-kw, 103.7 MHz (No. 279), 1040-ft.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

Facsimile Service: UPI.

Total Households: © SRDS  
Consumer Market Data as of 1/1/70  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).



WSOC-TV Ref: FCC File No. BPCT-304 Granted 12/12/66

©American Map Co., Inc., N.Y., No. 14244

## WSOC-TV

Licensee: Carolina Broadcasting Co., Box 2536 (28201).

Studio: 1901-25 N. Tryon St. (28206).

Telephone: 704-372-0930.

TWX No.: 810-621-0437.

Ownership: Carolina Broadcasting Co., subsidiary Cox Broadcasting Corp. James M. Cox Jr., chairman of the board; J. Leonard Reinsch, pres.; Frank Gaither, exec. v.p. For other interests, see WHIO-TV, Dayton, Ohio.

Began Operation: April 28, 1957. Sale to present owners by E. E. Jones and associates approved April 8, 1959 by FCC (Television Digest, Vol. 15:5, 15).

Represented (sales) by Tele-Rep Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Cohen & Dippell.

Personnel:

- J. LEONARD REINSCH, president.
- C. GEORGE HENDERSON, exec. v.p. & general manager.
- C. M. MURPHY, treasurer, asst. secy. & controller.
- FREEMAN R. JONES, director of sales.
- AL MUNN, assistant director of sales.
- MARVIN PRIDGEN, local sales manager.
- RAYMOND D. BARATH, promotion manager.
- JOHN E. CALLAGHAN, program & production dir., film buyer.
- ROBERT McCOURT, creative services.
- DON AMBROSE, news director.
- CHARLES W. WHITLEY, chief engineer.

### DIGEST OF RATE CARD NO. 11

(June 15, 1969)

Hour	30 Min.	15 Min.	Min.	20 Sec.	8 Sec.
Class AAA—8-10 p.m., daily.					
\$1500.00	\$900.00	\$450.00	Graded rates apply*		

\*Highest rate: \$400.

NETWORK BASE HOURLY RATE: \$1400.

1970-71 Edition

Net Weekly Circulation	State County	Total Households	TV Homes	%	
<b>50% &amp; Over</b>	<b>NORTH CAROLINA</b>				
		Alexander	5,300	5,000	94
		Anson	6,500	5,900	91
		Burke	16,500	15,700	95
		Cabarrus	22,600	21,900	97
		Caldwell	15,800	15,100	95
		Catawba	26,100	25,200	97
		Cleveland	20,400	19,400	95
		Davie	5,600	5,100	92
		Gaston	42,200	40,400	96
		Iredell	21,400	20,400	95
		Lincoln	9,100	8,800	96
		Mecklenburg	105,300	101,300	96
		Montgomery	5,600	5,300	94
		Richmond	11,700	11,000	94
		Rowan	27,700	26,500	96
	Stanly	14,400	13,700	95	
	Union	14,400	13,500	94	
<b>Between 25-49%</b>	<b>SOUTH CAROLINA</b>				
		Chester	8,300	7,800	94
		Chesterfield	8,900	8,000	91
		Lancaster	11,700	11,100	95
		York	23,900	22,500	94
		<b>NORTH CAROLINA</b>			
	Davidson	28,400	27,000	95	
	Rutherford	14,200	13,600	96	
	Scotland	6,500	6,000	92	
	Watauga	4,900	4,400	91	
	Wilkes	13,600	12,600	93	
<b>Between 5-24%</b>	<b>SOUTH CAROLINA</b>				
		Cherokee	10,800	10,200	95
		Fairfield	5,000	4,400	88
		Marlboro	7,200	6,500	90
	Union	8,200	7,800	95	
	<b>KENTUCKY</b>				
	Harlan	9,700	8,700	89	
(Continued on page 553-b)					
<b>Station Totals</b>		1,221,500	1,153,800	94	
Net Weekly Circulation (March 1969)				419,962	
Average Daily Circulation (March 1969)				252,586	

# North Carolina—Greensboro



**WFMY-TV**



Ch. 2

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 720-ft. above av. terrain, 759-ft. above ground, 1549-ft. above sea level.

Latitude 36° 05' 59"  
Longitude 79° 45' 47"

Transmitter: Phillips Ave. & White St.

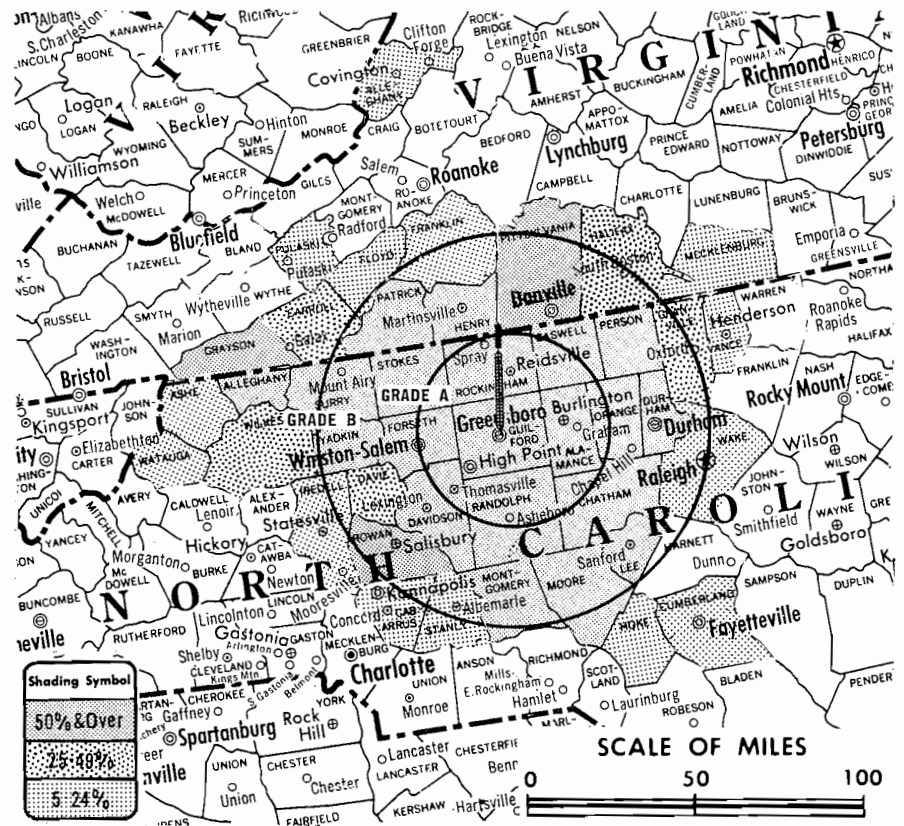
TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

Facsimile Service: AP.

News Film Service: CBS.



Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).

WFMY-TV Ref: FCC File No. BNPCT-1223 Granted 7/22/53

© American Map Co., Inc., N.Y., No. 14244

## WFMY-TV

Licensee: WFMY Television Corp., Phillips Ave. (27405).

Studio: Phillips Ave. & White St. (27420).

Telephone: 919-274-0113. TWX No.: 510-925-1193.

Ownership: Wholly owned subsidiary of Landmark Communications Inc., publisher of Greensboro Daily News and Record & the Norfolk Virginian-Pilot & Ledger-Star, which also owns WTAR-TV, WTAR & FM, Norfolk, Va.

Began Operation: Sept. 22, 1949. Sale to present owner by former owners of Greensboro News Co. was approved Dec. 18, 1964 by FCC (Television Digest, Vol. 4:36, 49, 51).

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

Represented (legal) by Hogan & Hartson.

Represented (engineering) by Lohnes & Culver.

Personnel:

WILLIAM GIETZ, president & general manager.  
WILLIAM M. ALEXANDER, general sales manager.  
DOYLE D. THOMPSON, chief engineer.  
JACK MARKHAM, program manager & film buyer.  
BAILEY W. HOBGOOD, promotion director.  
CHARLES WHITEHURST, news director.

DIGEST OF RATE CARD NO. 20—(July 21, 1969)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. ID  
Class A—6-11 p.m., daily.  
\$1000.00 \$600.00 \$475.00 \$250.00 \$350.00\* \$300.00\* \$175.00\*

\*A1.

NETWORK BASE HOURLY RATE: \$975.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	NORTH CAROLINA			
	Alamance	29,600	28,600	96
	Alleghany	2,800	2,500	90
	Caswell	4,900	4,500	92
	Chatham	8,300	7,800	93

Net Weekly Circulation

State County

Total Households

TV Homes %

NORTH CAROLINA—(Continued)					
	Davidson	28,400	27,000	95	
	Durham	38,700	36,400	94	
	Forsyth	69,000	66,200	96	
	Guilford Inner	41,900	40,400	96	
	Guilford Outer	44,500	42,900	96	
	Lee	9,000	8,500	94	
	Montgomery	5,600	5,300	94	
	Moore	12,000	11,000	92	
	Orange	13,400	12,300	92	
<b>50% &amp; Over</b>	Person	8,000	7,500	94	
	Randolph	22,600	21,500	95	
	Rockingham	22,500	21,500	96	
	Rowan	27,700	26,500	96	
	Stokes	7,000	6,600	94	
	Surry	15,700	14,700	94	
	Yadkin	6,500	6,100	94	
	VIRGINIA				
		Grayson	5,200	4,700	92
		Henry	19,600	18,600	95
	Patrick	4,500	4,000	91	
	Pittsylvania	32,900	30,800	93	
NORTH CAROLINA					
<b>Between 25-49%</b>	Davie	5,600	5,100	92	
	Granville	8,900	8,200	92	
	Wilkes	13,600	12,600	93	
VIRGINIA					
	Carroll	9,200	8,300	90	
	Halifax	10,500	9,600	91	
NORTH CAROLINA					
<b>Between 5-24%</b>	Ashe	6,100	5,500	89	
	Cabarrus	22,600	21,900	97	
	Cumberland	47,800	45,100	94	
	Hoke	3,900	3,500	90	
	Iredell	21,400	20,400	95	
(Continued on next page)					
Station Totals		1,180,300	1,118,400	94	
Net Weekly Circulation (March 1969)				436,675	
Average Daily Circulation (March 1969)				291,459	

**WFMY-TV, Greensboro**  
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
	NORTH CAROLINA—(Continued)			
	Stanly	14,400	13,700	95
	Vance	9,200	8,600	94
	Wake	61,700	58,700	95
<b>Between 5-24 %</b>	Watauga	4,900	4,400	91
	VIRGINIA			
	Alleghany	9,100	8,600	95
	Floyd	2,900	2,700	92
	Franklin	7,600	7,000	93
	Mecklenburg	8,200	7,500	91
	Pulaski	8,000	7,500	94

**WSOC-TV, Charlotte**  
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
	NORTH CAROLINA			
	Alleghany	2,800	2,500	90
	Ashe	6,100	5,500	89
	Avery	3,000	2,700	89
	Forsyth	69,000	66,200	96
	Henderson	13,600	12,700	93
	Mc Dowell	8,600	8,100	94
	Mitchell	3,800	3,500	91
	Moore	12,000	11,000	92
	Polk	3,600	3,300	91
<b>Between 5-24 %</b>	Randolph	22,600	21,500	95
	Surry	15,700	14,700	94
	Yadkin	6,500	6,100	94
	Yancey	4,000	3,400	86
	SOUTH CAROLINA			
	Darlington	14,900	13,800	93
	Florence	24,300	22,800	94
	Kershaw	9,500	8,700	92
	Spartanburg	49,900	47,600	95
	TENNESSEE			
	Johnson	2,800	2,500	91
	Washington	21,000	20,100	95

For ARB & Nielsen County-by-County Figures  
See Services Volume

**North Carolina**

**WBTV, Charlotte**  
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
	NORTH CAROLINA—(Continued)			
	Madison	4,800	4,100	87
	Montgomery	5,600	5,300	94
	Polk	3,600	3,300	91
	Richmond	11,700	11,000	94
	Yancey	4,000	3,400	86
<b>Between 25-49 %</b>	SOUTH CAROLINA			
	Chesterfield	8,900	8,000	91
	Laurens	13,700	12,800	94
	Spartanburg	49,900	47,600	95
	TENNESSEE			
	Johnson	2,800	2,500	91
	VIRGINIA			
	Grayson	5,200	4,700	92

	NORTH CAROLINA			
	Buncombe	47,300	44,500	94
	Forsyth	69,000	66,200	96
	Guilford Outer	44,500	42,900	96
	Moore	12,000	11,000	92
	Randolph	22,600	21,500	95
	Robeson	22,500	20,400	91
	Scotland	6,500	6,000	92
	Surry	15,700	14,700	94
	Swain	2,100	1,700	84
	Transylvania	5,200	4,800	92
	Tyrrell	1,100	1,000	89
<b>Between 5-24 %</b>	SOUTH CAROLINA			
	Darlington	14,900	13,800	93
	Kershaw	9,500	8,700	92
	Marlboro	7,200	6,500	90
	TENNESSEE			
	Carter	12,800	12,000	93
	Hawkins	9,300	8,500	91
	Sullivan	40,000	38,400	96
	Unicoi	4,600	4,300	92
	Washington	21,000	20,100	95
	VIRGINIA			
	Carroll	9,200	8,300	90
	Lee	4,800	4,200	88
	Patrick	4,500	4,000	91
	Scott	6,600	5,900	89

**TAILORED RATE...**

You can run YOUR full-page station ad facing YOUR station listing

**for as little as \$180**

For Further Information - PLEASE USE HANDY POSTAGE PAID ORDER CARD 75 FOUND INSIDE THE BACK COVER OF THE STATIONS VOLUME

# North Carolina—Greensboro

**WUBC**

Ch. 48

Technical Facilities: Channel No. 48 (674-680 MHz). Authorized power: 558-kw visual, 111-kw aural. Antenna: 610-ft. above av. terrain, 592-ft. above ground, 1442-ft. above sea level.

Latitude 36° 13' 00"  
Longitude 79° 54' 28"

Requests change to Ch. 8 (180-186 MHz), High Point, N.C., 316-kw visual, 63.1-kw aural, 1267-ft. above av. terrain, 1238-ft. above ground, 2028-ft. above sea level, lat. 35° 50' 38", long. 79° 51' 52", transmitter to State Rd. 1945, near New Market; station to High Point, N.C. BPCT—4315.

Transmitter: U.S. 220, 12-mi. NW of Greensboro.

Color: Network, film, slide & tape.

TV tape: Recording facilities.

News Wire Service: UPI.

Total Households: © SRDS

Consumer Market Data as of 1/1/70.

TV Homes: TV% and Circulation

© 1969 American Research Bureau.

County coverage based on ARB study (see page 4-b).



WUBC Ref: FCC File No. BPCT—3782 Granted 3/8/67

©American Map Co., Inc., N.Y., No. 14244

## WUBC

Network Service: None, independent.

Licensee: WEAL Inc., P.O. Box 6928, Greensboro, N.C. (27405).

Studio: 1015 Warehouse St.

Telephone: 919-275-9948.

Ownership: Ralph Clay Price, chmn., 70%; Carroll G. Ogle, pres., 30%; Elton Edwards, secy. Price has 70% of WEAL, Greensboro & 49% of WQMG-FM, Greensboro. Ogle has 30% of WEAL.

Began Operation: Nov. 6, 1967.

Represented (sales) by Savalli/Gates.

Represented (legal) by Fletcher, Heald, Rowell, Kenahan & Hildreth.

Represented (engineering) by Palmer A. Greer, Greenville, S.C.

Personnel:

CARROLL G. OGLE, general manager.

LARRY ALLEN, chief engineer.

## DIGEST OF RATE CARD NO. 1

(Sept. 1, 1967)

Hour	30 Min.	15 Min.	5 Min.	Min.	30 or 20 Sec.	10 Sec.	
Class A—6:30-10:30 p.m., daily.	\$300.00	\$180.00	\$120.00	\$75.00	\$60.00	\$40.00	\$20.00

Net Weekly Circulation	State County	Total Households	TV Homes	%	
Between 5-24%	<b>NORTH CAROLINA</b>				
		Guilford Inner	41,900	40,400	96
		Guilford Outer	44,500	42,900	96
		Rockingham	22,500	21,500	96
		Stokes	7,000	6,600	94
	Surry	15,700	14,700	94	
	<b>VIRGINIA</b>				
	Henry	19,600	18,600	95	
Station Totals		300,100	287,500	95	
Net Weekly Circulation (March 1969)				20,502	
Average Daily Circulation (March 1969)				6,185	

# North Carolina—High Point-Greensboro & Winston-Salem



**WGHP-TV**



Ch. 8

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 316-kw visual, 63.1-kw aural. Antenna: 1269-ft. above av. terrain, 1255-ft. above ground, 2032-ft. above sea level.

Latitude 35° 48' 46.5"  
Longitude 79° 50' 36"

Transmitter: 1.2-mi. SE of Sophia, N.C.

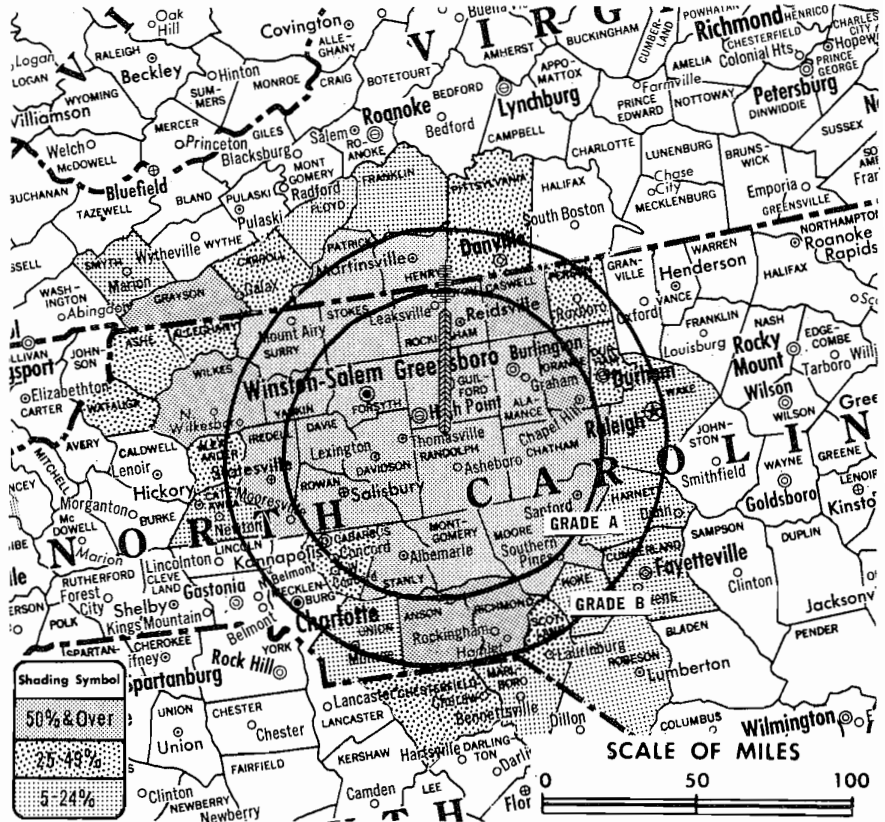
TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.

News Film Service: ABC.



Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).

WGHP-TV Ref: FCC File No. BPCT-2579 Granted 10/3/62

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## WGHP-TV

Licensee: Southern Broadcasting Co. Inc., P.O. Box 5176, Winston-Salem, N.C. (27103).

Studio: 400 N. Main St., High Point, N.C. (27260).

Telephone: 919-883-7131.

Ownership: Southern Bcstg. Co., 100%. Officers: John G. Johnson, pres., 9.63%; John R. Williams, v.p.; Charles W. Brunt, v.p., 2.79%; Leonard G. Jones, v.p.-asst. secy., 0.77%; Ben K. McKinnon, v.p., 0.75%; James H. Hoke, v.p., 0.17%; Adrian E. Cox, secy.-treas., 0.27%; Earl F. Slick, 22.21%; Albert L. Butler Jr., 11.95%; James W. Coan, 11.63%; Kevin J. Collins, 9.82%; Jonas S. Rice, 7.37%; Gordon Hanes, 3.85%; 37 others, none with as much as 3%. Southern also owns radios WTOB, Winston-Salem; WSGN, Birmingham, Ala.; KTHH, Houston, Tex.; KOY, Phoenix, Ariz.; WKIX & FM, Raleigh, N.C. and 1/3 of WBMG, Ch. 42 Birmingham. Southern Bcstg. is Ch. 64 applicant for Cincinnati, O.

Began Operation: October 14, 1963.

Represented (sales) by Storer Television Sales Inc.

Represented (legal) by Welch & Morgan.

Represented (engineering) by Jansky & Bailey.

Personnel:

PHILIP J. LOMBARDO, vice president & general manager.  
S. L. (BUD) BROOKS, general sales manager.  
CHARLES WAY, sales manager.  
TOM BASS, program/production manager.  
JERRY BLANKENBEKER, chief engineer.  
CHARLES HARVILLE, sports director.  
GEORGE BOISVIN, promotion manager.  
WALLY WARR, news director.

### DIGEST OF RATE CARD NO. 8A (Jan. 25, 1970)

Hour	30 Min.	15 Min.	30 Sec.	20 Sec.	10 Sec.
Class AA—7:30-10:30 p.m., daily.	\$1000.00	\$625.00	\$345.00	\$500.00*	\$380.00*
					\$190.00*

\*Class AA—7:31-10:59 p.m., daily.

NETWORK BASE HOURLY RATE: \$850.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	<b>NORTH CAROLINA</b>			
	Alamance	29,600	28,600	96
	Anson	6,500	5,900	91
	Caswell	4,900	4,500	92
	Chatham	8,300	7,800	93
	Davidson	28,400	27,000	95
	Davie	5,600	5,100	92
	Forsyth	69,000	66,200	96
	Guilford Inner	41,900	40,400	96
	Guilford Outer	44,500	42,900	96
	Iredell	21,400	20,400	95
	Lee	9,000	8,500	94
	Montgomery	5,600	5,300	94
	Moore	12,000	11,000	92
	Orange	13,400	12,300	92
	Randolph	22,600	21,500	95
	Richmond	11,700	11,000	94
	Rockingham	22,500	21,500	96
	Rowan	27,700	26,500	96
	Stanly	14,400	13,700	95
Stokes	7,000	6,600	94	
Surry	15,700	14,700	94	
Wilkes	13,600	12,600	93	
Yadkin	6,500	6,100	94	
<b>VIRGINIA</b>	Grayson	5,200	4,700	92
	Henry	19,600	18,600	95
	Patrick	4,500	4,000	91
<b>Between 25-49%</b>	<b>NORTH CAROLINA</b>			
	Alexander	5,300	5,000	94
	Alleghany	2,800	2,500	90
	Ashe	6,100	5,500	89
	Cabarrus	22,600	21,900	97
	Durham	38,700	36,400	94
	Person	8,000	7,500	94
Scotland	6,500	6,000	92	
Watauga	4,900	4,400	91	
(Continued on page 563-b)				
Station Totals		1,196,000	1,131,000	94
Net Weekly Circulation (March 1969)				452,940
Average Daily Circulation (March 1969)				251,552

# North Carolina—Winston-Salem-Greensboro & High Point



**WSJS-TV**



Ch. 12

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 61.7-kw aural. Antenna: 1965-ft. above av. terrain, 666-ft. above ground, 3081-ft. above sea level.

Latitude 36° 22' 31"  
Longitude 80° 22' 27"

Transmitter: Sauratown Mt., 7-mi. N of King, N.C.

Studio: 700 Coliseum Dr. (27102).

TV tape: Recording facilities.

AM Affiliate: WSJS, 5-kw, 600 kHz (NBC).

FM Affiliate: WSJS-FM, 15-kw, 104.1 MHz (No. 281), 1440-ft.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

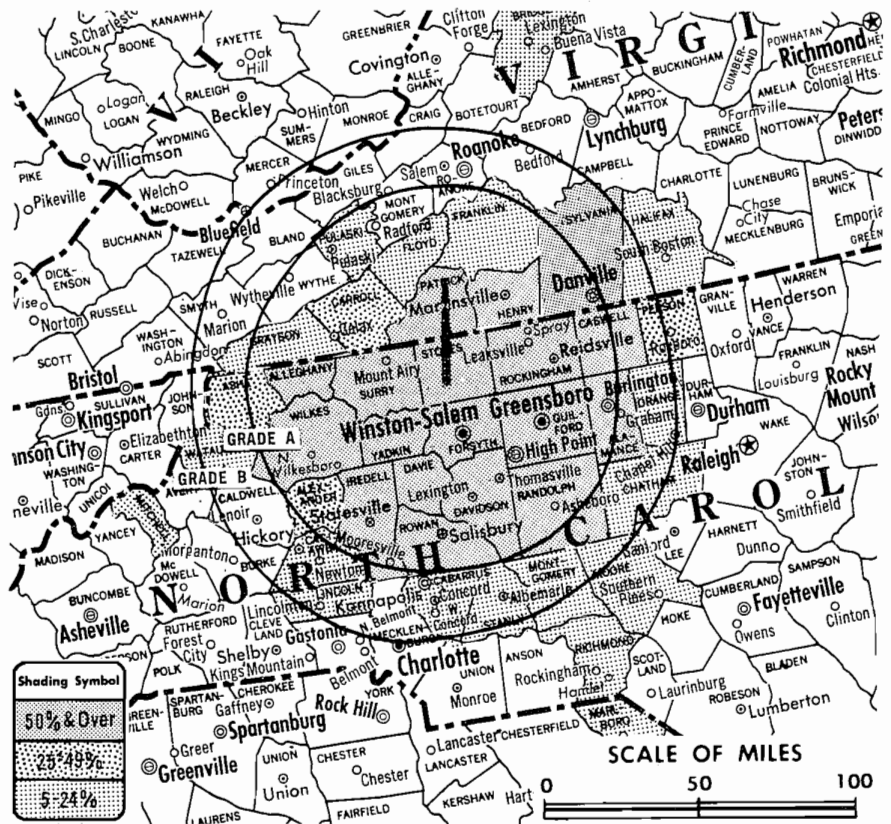
Total Households: © SRDS

Consumer Market Data as of 1/1/70.

TV Homes: TV% and Circulation

© 1969 American Research Bureau.

County coverage based on ARB study (see page 4-b).



WSJS-TV Ref: FCC File No. BMPCT-2657 Granted 1/4/55

©American Map Co., Inc., N.Y., No. 14244

## WSJS-TV

Licensee: Triangle Bcstg. Corp., Box 3018, Winston-Salem (27102).

Telephone: 919-723-9241. TWX No.: 510-931-3676.

Ownership: Triangle Broadcasting Corp. Officers: Gordon Gray, chmn., 100%; Harold Essex, pres. & treas.; Richard Barron, v.p. & secy.; John Comas, v.p.; Harry B. Shaw, v.p.; Lee R. Wallenhaupt, v.p. Triangle Bcstg. also owns WSJS & FM.

Began Operation: Sept. 30, 1953.

Represented (sales) by Peters, Griffin, Woodward Inc.

Represented (legal) by Fly, Shuebruk, Blume & Gaguine.

Represented (engineering) by Lohnes & Culver.

Personnel:

HAROLD ESSEX, president & general manager.  
RICHARD BARRON, exec. vice president & asst. general manager.  
LEE R. WALLEHAUPT, v.p., engineering & general services.  
HARRY B. SHAW, v.p., sales.  
JOHN COMAS, v.p., programming & film buyer.  
CHARLES A. NOELL, sales manager.  
DOUGLAS D. BALES, executive director, news.  
F. O. CARVER, director of community relations.  
CARL WIEGOLD, manager film dept.

### DIGEST OF RATE CARD NO. 15—(Sept. 1, 1969)

Hour	30 Min.	15 Min.	Min.	30 or 20 Sec.	10 Sec.	
Class A—7:30-10:30 p.m., daily.	\$1000.00	\$600.00	.....	\$250.00*	\$200.00*	\$125.00*

\*Class AA—7:31-9:59 p.m., daily.

NETWORK BASE HOURLY RATE: \$1000.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	NORTH CAROLINA			
	Alamance	29,600	28,600	96
	Alleghany	2,800	2,500	90
	Caswell	4,900	4,500	92
	Davidson	28,400	27,000	95
	Davie	5,600	5,100	92

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	NORTH CAROLINA—(Continued)			
	Forsyth	69,000	66,200	96
	Guilford Inner	41,900	40,400	96
	Guilford Outer	44,500	42,900	96
	Iredell	21,400	20,400	95
	Randolph	22,600	21,500	95
	Rockingham	22,500	21,500	96
	Rowan	27,700	26,500	96
	Stokes	7,000	6,600	94
	Surry	15,700	14,700	94
Wilkes	13,600	12,600	93	
Yadkin	6,500	6,100	94	
<b>Between 25-49%</b>	VIRGINIA			
	Henry	19,600	18,600	95
	Patrick	4,500	4,000	91
	Pittsylvania	32,900	30,800	93
<b>Between 5-24%</b>	NORTH CAROLINA			
	Alexander	5,300	5,000	94
	Ashe	6,100	5,500	89
	Person	8,000	7,500	94
	VIRGINIA			
	Carroll	9,200	8,300	90
<b>Between 5-24%</b>	NORTH CAROLINA			
	Cabarrus	22,600	21,900	97
	Catawba	26,100	25,200	97
	Chatham	8,300	7,800	93
	Lincoln	9,100	8,800	96
	Mitchell	3,800	3,500	91
	Montgomery	5,600	5,300	94
	Moore	12,000	11,000	92
	Orange	13,400	12,300	92
	Richmond	11,700	11,000	94
Stanly	14,400	13,700	95	
	Watauga	4,900	4,400	91

(Continued on page 563-b)

Station Totals	999,800	946,700	94
Net Weekly Circulation (March 1969)			380,379
Average Daily Circulation (March 1969)			222,016

# North Carolina—Greenville



**WNCT-TV**



Ch. 9

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 860-ft. above av. terrain, 873-ft. above ground, 943-ft. above sea level.

Latitude 35° 34' 15"  
Longitude 77° 22' 49"

Transmitter: S. Evans St. extended, 2-mi. S of city.

TV tape: Recording facilities.

AM Affiliate: WNCT, 10-kw, 1070 kHz (CBS).

FM Affiliate: WNCT-FM, 100-kw 107.7 MHz (No. 299), 560-ft. antenna height (CBS).

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.

News Film Service: CBS.

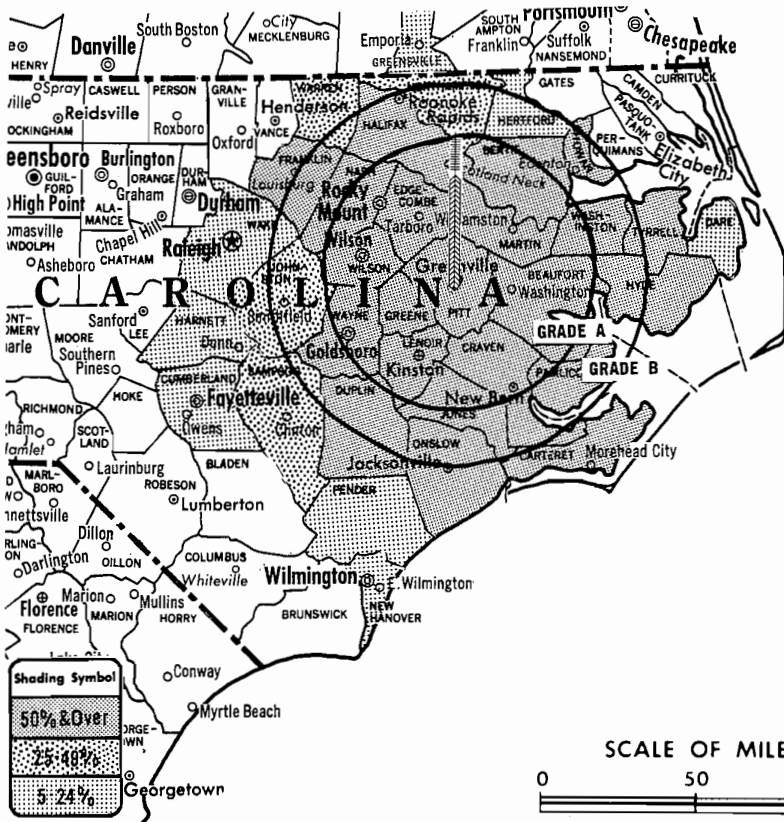
Total Households: © SRDS

Consumer Market Data as of 1/1/70.

TV Homes: TV% and Circulation

© 1969 American Research Bureau.

County coverage based on ARB study (see page 4-b).



## WNCT-TV

Licensee: Roy H. Park Broadcasting Inc., Box 898 (27834).

Studio: S. Evans St. extended, 2-mi. S of city limits.

Telephone: 919-756-3180. TWX No.: 919-758-2368.

Ownership: Roy H. Park, 100%, Roy H. Park Broadcasting Inc. also owns WNCT & FM radios in Greenville, N.C.; Roy H. Park Broadcasting of the Midwest Inc. which owns KRSI & FM, St. Louis Park, Minn.; WEBC, Duluth, Minn. & WNAX, Yankton, S.D.; Roy H. Park Broadcasting of Roanoke Inc. which owns WSLs-TV, WSLs & FM, Roanoke, Va. Park also owns WJHL-TV, Johnson City, Tenn.; WDEF-TV, WDEF & FM, Chattanooga, Tenn.; WTVR-TV, WTVR & FM, Richmond, Va.; WUTR-TV, Utica, N.Y. Park also owns outdoor advertising firms in Binghamton, Utica-Rome, Elmira-Corning, Ithaca-Auburn, N.Y. & Scranton-Wilkes Barre, Pa.

Began Operation: Dec. 22, 1953. Sale of control to Roy H. Park Bcstg. by Carolina Bcstg. System Inc. approved by FCC Feb. 7, 1962 (Television Digest, Vol. 2:7).

Represented (sales) by Blair Television.

Represented (legal) by McKenna & Wilkinson.

Personnel:

HANK TRIBLEY, exec. vice president & general manager.  
JOHN G. CLARK JR., general sales manager.  
ED FIELDS, director of programming & promotion.  
MRS. M. J. LAUGHINGHOUSE, business manager.  
MALCOLM NICHOLSON, production manager.  
HEBER ADAMS, chief engineer.

### DIGEST OF RATE CARD NO. 17 (June 15, 1969)

Hour	30 Min.	15 Min.	5 Min.	Min.	30 Sec.	ID
Class AA—7:30-10:30 p.m., Mon.-Sat.;						
6:30-10:30 p.m., Sun.						
\$550.00	\$330.00	\$220.00	\$185.00	.....	\$200.00*	\$96.00*

\*Class AA—7:30-10:30 p.m., daily.

NETWORK BASE HOURLY RATE: \$600.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>				
NORTH CAROLINA				
	Beaufort	10,600	9,900	94
	Bertie	5,800	5,100	89
	Carteret	10,300	9,700	94
	Chowan	3,000	2,800	93
	Craven	19,500	18,600	95
	Duplin	11,300	10,300	91
	Edgemcombe	15,600	14,600	94
	Franklin	7,700	7,000	91
	Greene	3,900	3,700	93
	Halifax	16,300	14,600	90
	Hyde	1,600	1,400	85
	Jones	2,700	2,500	93
	Lenoir	17,300	16,300	94
	Martin	6,900	6,500	93
	Nash	17,800	16,600	93
	Onslow	24,800	23,800	96
	Pamlico	2,700	2,600	94
	Pitt	20,500	19,200	94
	Tyrrell	1,100	1,000	89
	Washington	3,800	3,500	92
	Wayne	26,700	25,100	94
	Wilson	17,400	16,200	93
NORTH CAROLINA				
	Johnston	17,200	16,000	93
	Northampton	6,600	5,900	90
	Sampson	13,100	12,000	92
	Warren	4,900	4,300	89
NORTH CAROLINA				
	Cumberland	47,800	45,100	94
	Dare	2,000	1,800	88
	Harnett	14,300	13,400	93
(Continued on page 563-b)				
Station Totals		518,600	483,700	93
Net Weekly Circulation (March 1969)			248,828	
Average Daily Circulation (March 1969)			175,051	

# North Carolina—Hickory

**WHKY-TV**



Ch. 14

**Technical Facilities:** Channel No. 14 (470-476 MHz). Authorized power: 8.91-kw visual, 1.78-kw aural. Antenna: 600-ft. above av. terrain, 483-ft. above ground. 1648-ft. above sea level.

Latitude 35° 43' 57"  
Longitude 81° 19' 52"

**Transmitter:** 526 Main Ave. S.E.

**TV tape:** Recording facilities.

**News Wire Service:** AP.

**Color:** Tape.

**AM Affiliate:** WHKY, 5-kw, 1290 kHz.

**FM Affiliate:** WHKY-FM, 14.8-kw, 102.9 MHz (No. 275), 325-ft.

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).



WHKY-TV Ref: FCC File No. BPCT-3572 Granted 5/13/66

©American Map Co., Inc., N.Y., No. 14244

## WHKY-TV

**Network Service:** None, independent.

**Licensee:** Catawba Valley Bcstg. Co., Box 1059, Hickory, N.C. (28601).

**Studio:** 526 Main Ave. S.E., Hickory, N.C. (28601).

**Telephone:** 704-345-3294.

**Ownership:** Robert E. Cline, pres., 1.3%; Lester C. Glifford, v.p., 15.3%; Edmund S. Long, secy.-treas., 18.1%; Mrs. Mildred J. Gifford, 15.1%; Mrs. Mary L. Cline, 6.5%; Kaysee & Co., 5.1%; Roberta S. Long, 4.4%; Thomas E. Long, 4.2%; Mrs. B. E. Jordan, 3.3%; others, none with as much as 3%.

**Began Operation:** Feb. 14, 1968.

**Represented (sales)** by R. S. Crane Co. Inc.

**Represented (legal)** by Samuel Miller.

**Personnel:**

EDMUND S. LONG, general manager.  
THOMAS E. LONG, chief engineer.  
RICHARD L. LAIL, program director.

### DIGEST OF RATE CARD NO. 2 (July 1, 1969)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class A—6-10:30 p.m., daily.	\$105.00	\$63.00	\$42.00	\$26.25	\$30.00	\$22.50
					\$15.00	

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Between 5-24%</b>	<b>NORTH CAROLINA</b> Catawba	26,100	25,200	97
<b>Station Totals</b>		42,600	40,900	96
<b>Net Weekly Circulation (March 1969)</b>				2,159
<b>Average Daily Circulation (March 1969)</b>				464

## MORTON FLOM, P. Eng. Consulting Engineer

- CATV Proof of Performance
- Antenna Site/System — Testing, Analysis, Design
- FCC Briefs — CRTC Applications
- Radio Equipment Type Approval
- CSA Applications

*All Services Confidential*

514-484-4883

5814 Hudson Avenue  
Montreal 268.



# North Carolina—New Bern



**WNBE-TV**



Ch. 12

(Also serves Greenville and Washington, N.C.)

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 200-kw visual, 39.8-kw aural. Antenna: 750-ft. above av. terrain, 771-ft. above ground, 782-ft. above sea level.

Latitude 35° 08' 03"  
Longitude 77° 03' 51"

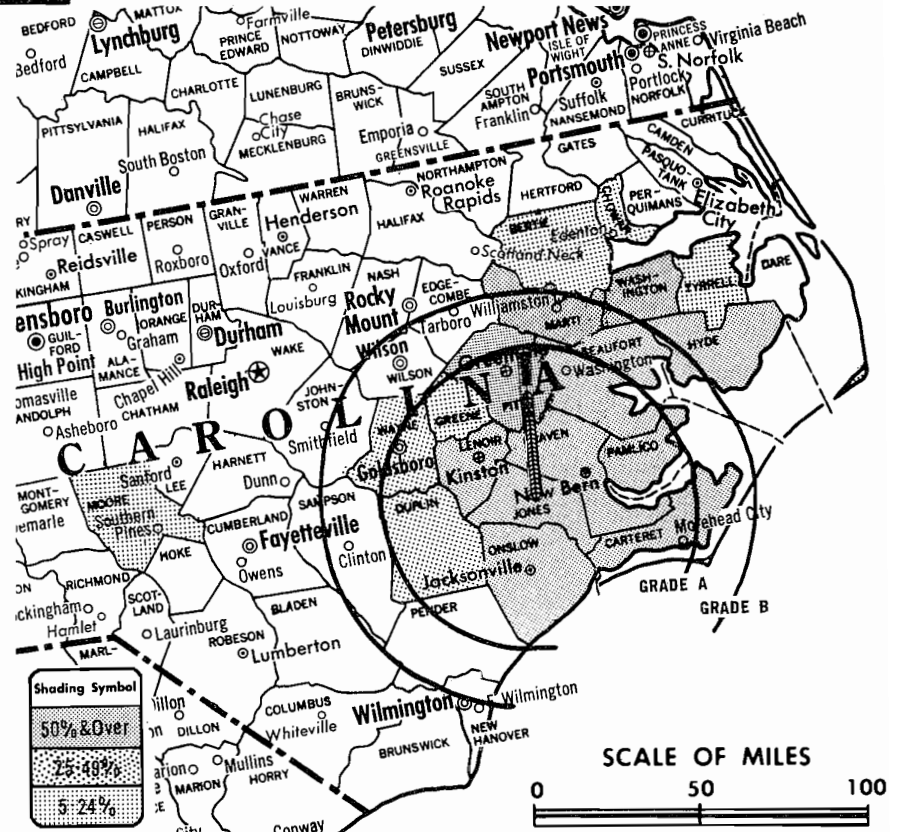
Holds CP for change to 316-kw visual, 31.6-kw aural, 945-ft. above av. terrain, 1000-ft. above ground, 1045-ft. above sea level, lat. 35° 02' 38", long. 77° 21' 00"; transmitter to State Route 58, 1.54-mi. S of Trenton, N.C. BPCT—3831.

Transmitter: Glenburnie Gardens.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape. News Wire Service: AP.

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).



WNBE-TV Ref: FCC File No. BPCT—1908 Granted 2/9/55

© American Map Co., Inc., N.Y., No. 14244

## WNBE-TV

Licensee: Continental TV Inc., New Bern, N.C.

Studio: Box 2325, Park Ave., Glen Burnie Gardens, New Bern, N.C. (28560).

Telephone: 919-637-2111.

Ownership: Continental Communications Inc., 100%. Henry C. Wilson, pres.; Robert C. Currie Jr., v.p.; Barbara C. Burgess, secy. Continental Communications is the licensee of WPDx, Clarksburg, W.Va. & WRGM, Richmond, Va.

Began Operation: Sept. 7, 1963. Sale to present owner by Nathan Frank & Thomsland Inc. approved by FCC April 15, 1969.

Represented (sales) by Savalli/Gates Inc. (national); James S. Ayres Co. (regional).

### Personnel:

- ROBERT C. CURRIE JR., vice president & general manager.
- CHARLES E. BALLARD, general sales manager.
- SHERMAN HUSTED, operations director.
- JACK BECKNELL, chief engineer.
- RICHARD SARGENT, production manager.
- KAY CURRIE, woman's director.
- JOHN CLARK WHEELER, news director.

### DIGEST OF RATE CARD NO. 2—(July 10, 1969)

Hour	30 Min.	15 Min.	5 Min.	30 or 20 Sec.	ID	
Class AA (Sec. I)—7:29-10 p.m., daily.	\$400.00	\$240.00	\$160.00	\$112.00	\$85.00	\$43.00

NETWORK BASE HOURLY RATE: \$275.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	<b>NORTH CAROLINA</b>			
	Beaufort	10,600	9,900	94
	Carteret	10,300	9,700	94
	Craven	19,500	18,600	95
	Hyde	1,600	1,400	85
	Jones	2,700	2,500	93
	Lenoir	17,300	16,300	94
	Martin	6,900	6,500	93
	Onslow	24,800	23,800	96
	Pamlico	2,700	2,600	94
	Pitt	20,500	19,200	94
Washington	3,800	3,500	92	
<b>Between 5-24%</b>	<b>NORTH CAROLINA</b>			
	Bertie	5,800	5,100	89
	Chowan	3,000	2,800	93
	Duplin	11,300	10,300	91
	Greene	3,900	3,700	93
	Moore	12,000	11,000	92
Tyrrell	1,100	1,000	89	
Wayne	26,700	25,100	94	
<b>Station Totals</b>		276,300	258,500	93
Net Weekly Circulation (March 1969)				98,545
Average Daily Circulation (March 1969)				57,401

Map reflects proposed operation.

# North Carolina—Raleigh-Durham



**WRAL-TV**

Ch. 5

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1180-ft. above av. terrain, 1175-ft. above ground, 1515-ft. above sea level.

Latitude 35° 40' 35"  
Longitude 78° 32' 09"

Transmitter: 1.6-mi. SE of Auburn, N.C.

Studio & Offices: 2619 Western Blvd.

TV tape: Recording facilities.

FM Affiliate: WRAL-FM, 250-kw, 101.5 MHz (No. 268), 990-ft.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

Represented (engineering) by Kear & Kennedy.

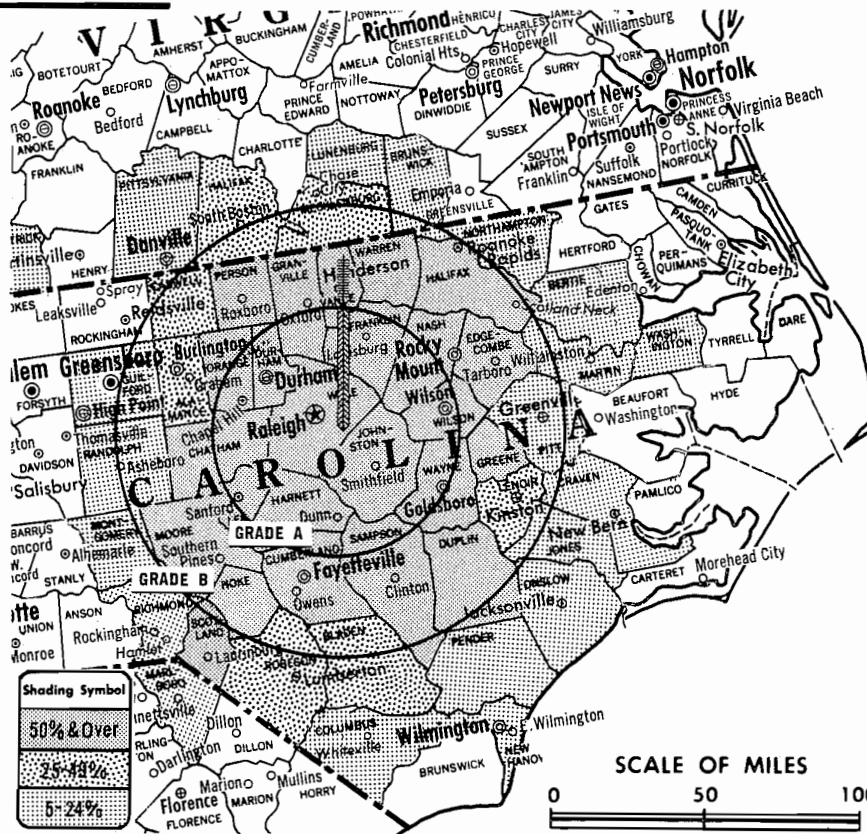
Total Households: © SRDS

Consumer Market Data as of 1/1/70.

TV Homes: TV% and Circulation

© 1969 American Research Bureau.

County coverage based on ARB study (see page 4-b).



WRAL-TV Ref: FCC File No. BMPCT-824 Granted 6/27/56

© American Map Co., Inc., N.Y., No. 14244

## WRAL-TV

Licensee: Capitol Bcstg. Co. Inc., 2619 Western Blvd., Box 12000, Raleigh, N.C. (27605).

Telephone: 919-828-2511. TWX No.: 510-928-1833.

Ownership: A. J. Fletcher, chairman & chief exec. officer, 87.5%; Fred Fletcher, pres. & gen. mgr., 3.5%; Jesse Helms, A. H. Moore Jr., Ray Reeve, E. L. Butz, J. M. Daniel III, .7% each; Louise S. Stephenson, secy., .1%; D. H. Witherspoon, .1%; Louise H. Bryan, .1%.

Began Operation: Dec. 15, 1956.

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Fletcher, Heald, Rowell, Kenehan & Hildreth.

Personnel:

- A. J. FLETCHER, chief executive officer.
- FRED FLETCHER, president & general manager.
- WILLIAM R. MURRAY, general sales manager.
- DEL CARTY, regional sales manager.
- JESSE HELMS, executive vice president.
- DAVID WITHERSPOON, dir. of sales development & promotion.
- BOB CAUDLE, film buyer.
- RAY REEVE, production director.
- LEMAN B. POOLE, director of engineering.
- SAM BEARD, v.p., news & public affairs.
- RAY WILKINSON, farm director.
- BETTE ELLIOTT, women's director.
- A. H. MOORE JR., v.p., accounting.
- JIM GOODMON, operations manager.

DIGEST OF RATE CARD NO. A12—(June 1, 1969)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.

Class A—7-11 p.m., daily.

\$850.00 \$510.00 \$340.00 \$215.00 Graded rates apply\*

\*Highest rate' \$350.

NETWORK BASE HOURLY RATE: \$1350.

Net Weekly Circulation	State County	Total Households	TV Homes	%
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### NORTH CAROLINA

Chatham	8,300	7,800	93
Cumberland	47,800	45,100	94
Duplin	11,300	10,300	91
Durham	38,700	36,400	94
Edgecombe	15,600	14,600	94
Franklin	7,700	7,000	91
Granville	8,900	8,200	92
Greene	3,900	3,700	93
Halifax	16,300	14,600	90
Harnett	14,300	13,400	93
Hoke	3,900	3,500	90
Johnston	17,200	16,000	93
Lee	9,000	8,500	94
Moore	12,000	11,000	92
Nash	17,800	16,600	93
Orange	13,400	12,300	92
Person	8,000	7,500	94
Sampson	13,100	12,000	92
Scotland	6,500	6,000	92
Vance	9,200	8,600	94
Wake	61,700	58,700	95
Warren	4,900	4,300	89
Wayne	26,700	25,100	94
Wilson	17,400	16,200	93

### 50% & Over

### NORTH CAROLINA

Alamance	29,600	28,600	96
Bladen	7,000	6,200	88
Caswell	4,900	4,500	92
Lenoir	17,300	16,300	94
Robeson	22,500	20,400	91

### Between 25-49%

### VIRGINIA

Halifax	10,500	9,600	91
Mecklenburg	8,200	7,500	91

(Continued on page 563-b)

Station Totals	1,006,200	945,300	93
Net Weekly Circulation (March 1969)		413,663	
Average Daily Circulation (March 1969)		263,865	

# North Carolina—Durham-Raleigh

## WRDU-TV

Ch. 28

Technical Facilities: Channel No. 28 (554-560 MHz). Authorized power: 2483-kw max. & 1080-kw horizontal visual, 492-kw max. & 214-kw horizontal aural. Antenna: 1040-ft. above av. terrain, 834-ft. above ground, 1545-ft. above sea level.  
Latitude 35° 52' 20.1"  
Longitude 79° 09' 28.5"

Transmitter: 5.4-mi. WSW of Chapel Hill.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP.



Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).

WRDU-TV Ref: FCC File No. BMPCT-6838 Granted 6/28/68

© American Map Co., Inc., N.Y. No. 14244

## WRDU-TV

Network Service: CBS & NBC on per program basis.

Grantee: Triangle Telecasters Inc., Box 8706, Durham, N.C. (27707).

Studio: Hwy. 54, Durham.

Telephone: 919-544-1786. TWX No.: 510-927-1818.

Ownership: R. O. Everett, Katherine R. Everett & Robinson O. Everett, 66.67%; John B. Wilson, 13.33%; E. J. Evans, 10%; John D. Johnston Jr., 3.33%; Roland McClamrock Jr., 1.85%; Wirt W. Smith & James W. Reid, 1.67 each; John H. Wheeler, 1.48%.

Began Operation: Nov. 4, 1968.

Represented (sales) by The Meeker Co.; James S. Ayers (South).

Represented (legal) by Patton, Blow, Verrill, Brand & Boggs.

Represented (engineering) by Jules Cohen & Associates.

Personnel:

ROBINSON O. EVERETT, president.  
JOHN WILSON, vice president & corporate manager.  
KATHERINE R. EVERETT, secretary-treasurer.  
GLENN C. JACKSON, general manager.  
GORDON COPELAND, sales manager.  
RICHARD B. SARGENT, operations manager.  
ANTHONY R. NEECE, chief engineer.

## DIGEST OF RATE CARD NO. 1 (Oct. 1, 1968)

Hour	30 Min.	15 Min.	5 Min.	Min.	30 or 20 Sec.	10 Sec.
Class AA—7:30-10:30 p.m., daily.	\$400.00	\$240.00	\$200.00	\$160.00	\$100.00*	\$60.00* \$50.00*

\*Class AA—7:29-10:29 p.m., daily.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Between 25-49%</b>	NORTH CAROLINA			
	Durham	38,700	36,400	94
	Orange	13,400	12,300	92
<b>Between 5-24%</b>	NORTH CAROLINA			
	Chatham	8,300	7,800	93
	Granville	8,900	8,200	92
	Harnett	14,300	13,400	93
	Lee	9,000	8,500	94
	Moore	12,000	11,000	92
	Person	8,000	7,500	94
	Wake	61,700	58,700	95
Station Totals		336,300	317,600	94
Net Weekly Circulation (March 1969)				31,308
Average Daily Circulation (March 1969)				11,580

# North Carolina—Durham-Raleigh



**WTVD**

Ch. 11



Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 316-kw visual, 46.8-kw aural. Antenna: 1490-ft. above av. terrain, 1500-ft. above ground, 1822-ft. above sea level.

Latitude 35° 40' 05"  
Longitude 78° 31' 58"

Transmitter: 4-mi. NW of Clayton, 2-mi. SE of Auburn, N.C.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

Facsimile Service: AP.

Represented (engineering) by Kear & Kennedy.



Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).

WTVD Ref: FCC File No. BMPCT-4812 Granted 4/2/58

© American Map Co., Inc., N.Y., No. 14244

## WTVD

Network Service: CBS, NBC.

Licensee: Capital Cities Broadcasting Corp., Box 2009, Durham (27702).

Studio: 2410 Broad St., Durham, N.C.

Raleigh Office: P.O. Box 1326.

Telephone: 919-477-2131. TWX No.: 510-927-1810.

Ownership: Capital Cities Bcstg. Corp., see W-TEN, Albany, N.Y.

Began Operation: September 2, 1954. Sale to present owners by principal stockholders Harmon L. & Virginia D. Duncan, J. Floyd Fletcher and radio WDNC approved by FCC May 22, 1957 (Television Digest, Vol. 13:14, 21).

Represented (sales) by Blair TV.

Represented (legal) by Wilmer, Cutler & Pickering.

Personnel:

MIKE THOMPSON, vice president & general manager.  
JACK WEST, general sales manager.  
JOHN ATKINSON, program manager.  
FRANK THOMPSON, news director.  
MALCOLM D. POTTER, promotion manager.  
ERNIE GREUP, director of public affairs.  
ROY FULLEN, chief engineer.  
ED BRINCEFIELD, production manager.  
NEIL ROBINSON, sales coordinator.

DIGEST OF RATE CARD NO. 17  
(June 1, 1969)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.  
Class AA—7-11 p.m., daily.  
\$850.00 \$570.00 \$380.00 \$240.00 ..... \$235.00\* \$140.00\*

\*Class AA—7:30-10:30 p.m., Mon.-Fri.; 7:30-10:30 p.m., Sat. & Sun.

NETWORK BASE HOURLY RATE: \$1100 (CBS), \$1300 (NBC).

Net Weekly Circulation	State County	Total Households	TV Homes	%	
<b>50% &amp; Over</b>	<b>NORTH CAROLINA</b>				
		Chatham	8,300	7,800	93
		Cumberland	47,800	45,100	94
		Durham	38,700	36,400	94
		Franklin	7,700	7,000	91
		Granville	8,900	8,200	92
		Halifax	16,300	14,600	90
		Harnett	14,300	13,400	93
		Hoke	3,900	3,500	90
		Johnston	17,200	16,000	93
		Lee	9,000	8,500	94
		Moore	12,000	11,000	92
		Nash	17,800	16,600	93
		Orange	13,400	12,300	92
		Person	8,000	7,500	94
		Sampson	13,100	12,000	92
		Vance	9,200	8,600	94
	Wake	61,700	58,700	95	
	Warren	4,900	4,300	89	
	Wayne	26,700	25,100	94	
	Wilson	17,400	16,200	93	
<b>Between 25-49%</b>	<b>NORTH CAROLINA</b>				
		Alamance	29,600	28,600	96
		Bladen	7,000	6,200	88
		Duplin	11,300	10,300	91
		Edgecombe	15,600	14,600	94
		Greene	3,900	3,700	93
	Lenoir	17,300	16,300	94	
	Robeson	22,500	20,400	91	
	Scotland	6,500	6,000	92	
	<b>VIRGINIA</b>				
	Mecklenburg	8,200	7,500	91	
<b>Between 5-24%</b>	<b>NORTH CAROLINA</b>				
		Caswell	4,900	4,500	92
	Columbus	13,400	12,100	91	
(Continued on page 563-b)					
Station Totals		879,600	826,000	93	
Net Weekly Circulation (March 1969)				368,129	
Average Daily Circulation (March 1969)				259,530	

**WGHP-TV, Winston-Salem**  
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Between 25-49%</b>	SOUTH CAROLINA			
	Chesterfield	8,900	8,000	91
	VIRGINIA			
	Carroll	9,200	8,300	90
	Pittsylvania	32,900	30,800	93
<b>Between 5-24%</b>	NORTH CAROLINA			
	Catawba	26,100	25,200	97
	Cumberland	47,800	45,100	94
	Harnett	14,300	13,400	93
	Hoke	3,900	3,500	90
	Robeson	22,500	20,400	91
	Union	14,400	13,500	94
	Wake	61,700	58,700	95
	SOUTH CAROLINA			
	Marlboro	7,200	6,500	90
	VIRGINIA			
Floyd	2,900	2,700	92	
Franklin	7,600	7,000	93	
Smyth	8,400	7,900	94	

**WSJS-TV, Winston-Salem**  
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Between 5-24%</b>	SOUTH CAROLINA			
	Marlboro	7,200	6,500	90
	VIRGINIA			
	Floyd	2,900	2,700	92
	Franklin	7,600	7,000	93
	Grayson	5,200	4,700	92
Halifax	10,500	9,600	91	
Pulaski	8,000	7,500	94	

**WNCT-TV, Greenville**  
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Between 5-24%</b>	NORTH CAROLINA—(Continued)			
	Hertford	6,400	6,000	93
	New Hanover	25,200	23,900	95
	Pender	4,700	4,100	89
	Wake	61,700	58,700	95
	VIRGINIA			
Greensville	4,400	4,000	91	

**North Carolina**

**WRAL-TV, Raleigh**  
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Between 5-24%</b>	NORTH CAROLINA			
	Bertie	5,800	5,100	89
	Columbus	13,400	12,100	91
	Craven	19,500	18,600	95
	Guilford Outer	44,500	42,900	96
	Jones	2,700	2,500	93
	Martin	6,900	6,500	93
	Montgomery	5,600	5,300	94
	New Hanover	25,200	23,900	95
	Northampton	6,600	5,900	90
	Onslow	24,800	23,800	96
	Pender	4,700	4,100	89
	Pitt	20,500	19,200	94
	Randolph	22,600	21,500	95
	Richmond	11,700	11,000	94
	Washington	3,800	3,500	92
	SOUTH CAROLINA			
Marlboro	7,200	6,500	90	
VIRGINIA				
Brunswick	4,300	3,900	90	
Lunenburg	3,300	3,000	92	
Patrick	4,500	4,000	91	
Pittsylvania	32,900	30,800	93	
Pulaski	8,000	7,500	94	

**WTVD, Raleigh**  
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Between 5-24%</b>	NORTH CAROLINA—(Continued)			
	Jones	2,700	2,500	93
	Martin	6,900	6,500	93
	New Hanover	25,200	23,900	95
	Northampton	6,600	5,900	90
	Onslow	24,800	23,800	96
	Pitt	20,500	19,200	94
	Randolph	22,600	21,500	95
	Richmond	11,700	11,000	94
	SOUTH CAROLINA			
	Marlboro	7,200	6,500	90
VIRGINIA				
Brunswick	4,300	3,900	90	
Halifax	10,500	9,600	91	

**When audience estimates will help TOMORROW,  
Call for ARB Overnights TODAY!**

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Atlanta (404) 892-7866/Dallas (214) 748-5595

# North Carolina—Washington



**WITN-TV**

Ch. 7

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1470-ft. above av. terrain, 1523-ft. above ground, 1549-ft. above sea level.

Latitude 35° 22' 17"  
Longitude 77° 23' 55"

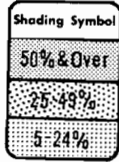
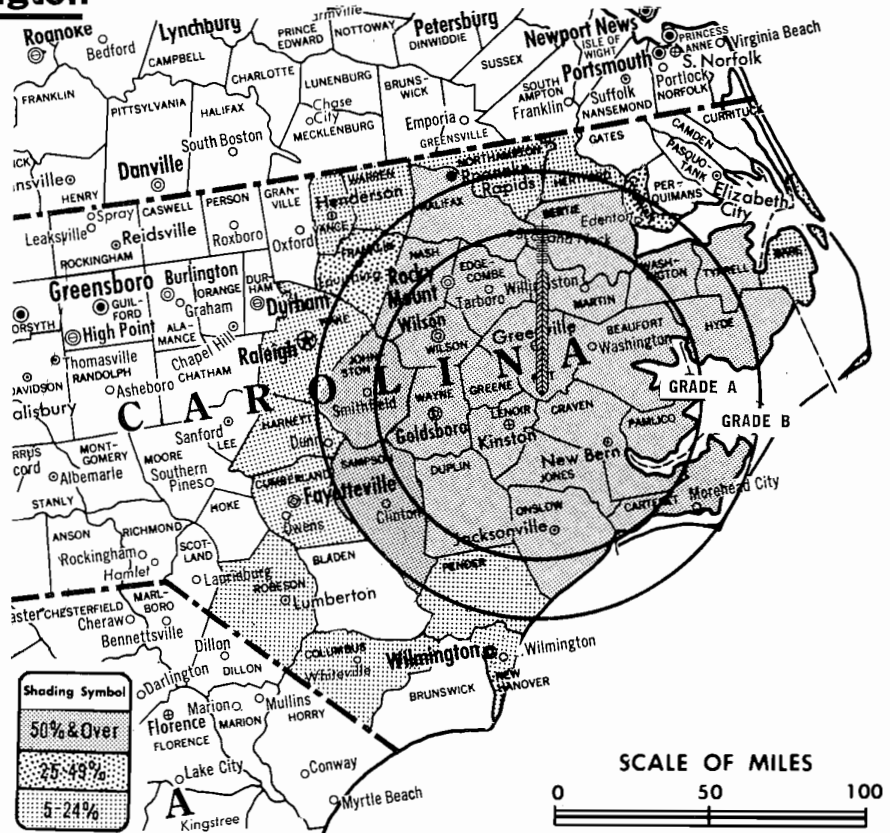
Transmitter: Hwy. 118, 2.1-mi. E. of Grifton.

Telephone: 919-946-3131.

TWX No.: 919-530-1675.

Color: Network, live, film, slide & tape.

News Wire Service: AP.



Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).

WITN-TV Ref: FCC File No. BNPCT-3006 Granted 5/26/55  
Authorized: FCC File No. BPCT-2780 Granted 2/28/61

©American Map Co., Inc., N.Y., No. 14244

## WITN-TV

Licensee: North Carolina Television Inc., Box 468 (27889).

Studio: 2.5-mi. S of Washington on U.S. 17.

Ownership: W. R. Roberson Jr. & family, 61%; Wm. S. Page, 25%; W. E. Barnes, 10%; others, 4%.

Began Operation: Sept. 28, 1955.

Represented (sales) by Peters, Griffin, Woodward Inc.

Represented (legal) by McInnis, Wilson, Munson & Woods.

Represented (engineering) by Cohen & Dippell.

Personnel:

- W. R. ROBERSON JR., president & general manager.
- T. H. PATTERSON, executive vice president.
- G. EARL BROOME, v.p., national sales.
- W. E. BASS JR., v.p. regional sales.
- RICHARD PAUL, v.p., operations.
- HARVEY MASON, v.p., engineering.
- HELEN S. JACKSON, sales promotion manager.
- WALTER STILES, production manager.
- GEORGE COPELAND, news director.

### DIGEST OF RATE CARD NO. 6A (Sept. 1, 1968)

Hour 30 Min. 15 Min. Min. 30 Sec. 20 Sec. 8 Sec.  
Class AA—7:30-10:30 p.m., daily.  
\$550.00 \$330.00 \$220.00 \$250.00 \$200.00 \$120.00 \$60.00  
NETWORK BASE HOURLY RATE: \$600.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	NORTH CAROLINA			
	Beaufort	10,600	9,900	94
	Bertie	5,800	5,100	89
	Carteret	10,300	9,700	94
	Craven	19,500	18,600	95
Duplin	11,300	10,300	91	

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	NORTH CAROLINA—(Continued)			
	Edgecombe	15,600	14,600	94
	Greene	3,900	3,700	93
	Halifax	16,300	14,600	90
	Hyde	1,600	1,400	85
	Johnston	17,200	16,000	93
	Jones	2,700	2,500	93
	Lenoir	17,300	16,300	94
	Martin	6,900	6,500	93
	Nash	17,800	16,600	93
	Onslow	24,800	23,800	96
	Pamlico	2,700	2,600	94
	Pitt	20,500	19,200	94
	Sampson	13,100	12,000	92
Tyrrell	1,100	1,000	89	
Washington	3,800	3,500	92	
Wayne	26,700	25,100	94	
Wilson	17,400	16,200	93	
<b>Between 25-49%</b>	NORTH CAROLINA			
	Chowan	3,000	2,800	93
Franklin	7,700	7,000	91	
<b>Between 5-24%</b>	NORTH CAROLINA			
	Columbus	13,400	12,100	91
	Cumberland	47,800	45,100	94
	Dare	2,000	1,800	88
	Harnett	14,300	13,400	93
	Hertford	6,400	6,000	93
	New Hanover	25,200	23,900	95
	Northampton	6,600	5,900	90
	Pender	4,700	4,100	89
	Robeson	22,500	20,400	91
	Vance	9,200	8,600	94
Wake	61,700	58,700	95	
Warren	4,900	4,300	89	
Station Totals		542,000	505,900	93
Net Weekly Circulation (March 1969)			256,048	
Average Daily Circulation (March 1969)			165,912	

# North Carolina—Wilmington



**WECT**



Ch. 6

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1940-ft. above av. terrain, 1991-ft. above ground, 2046-ft. above sea level.

Latitude 34° 34' 32"  
Longitude 78° 26' 13"

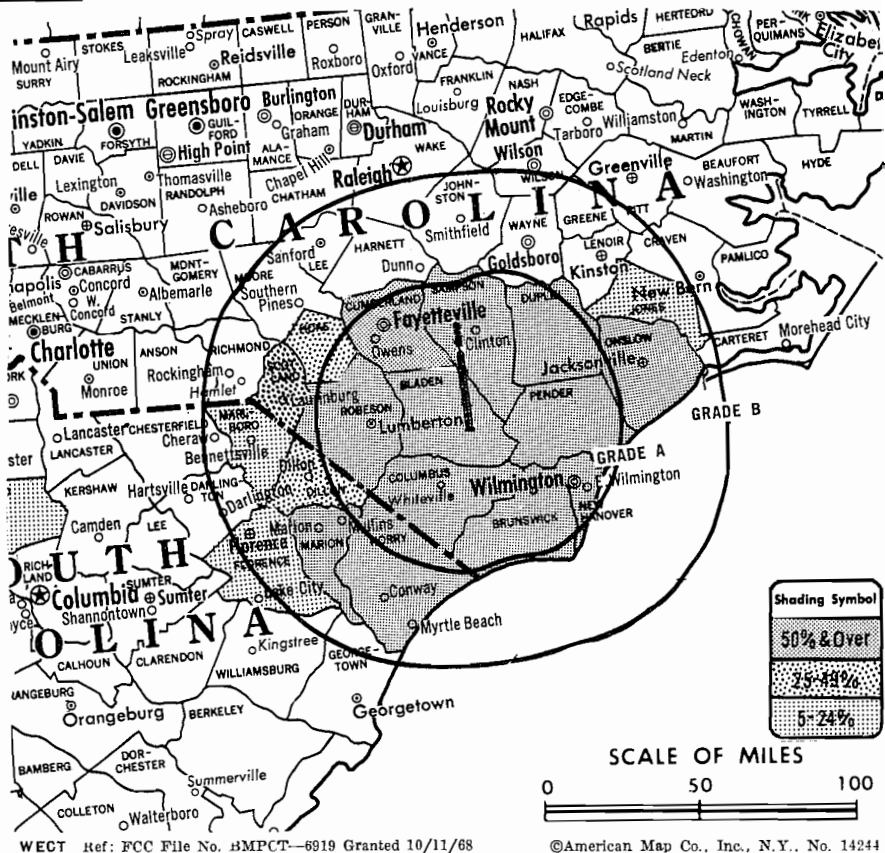
Transmitter: N.C. Hwy. 53, 1.1-mi. SE of Singletary Lake, Colly Twp.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

Facsimile Service: AP.



Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).

## WECT

Network Service: NBC; also CBS (per program).  
Licensee: Atlantic Telecasting Corp., 322 Shipyard Blvd.  
Studio: 322 Shipyard Blvd. (28401).  
Telephone: 919-791-8070.  
TWX No.: 510-937-0314.  
Ownership: MacMillan & Cameron Co., 43%; Sam & Leo Brody, 43%; Port & Co., 14%.  
Begin Operation: April 9, 1954. Sale of 60% stock by Richard A. Dunlea & wife to WNCT and James Jackson approved Dec. 11, 1957 by FCC (Television Digest, Vol. 13:44, 50). Later Park Bcstg. (WNCT) sold its interest.  
Represented (sales) by Adam Young Inc.  
Represented (legal) by Wilner, Scheiner & Greeley.  
Represented (engineering) by Commercial Radio Equipment Co.  
Personnel:  
DAN D. CAMERON, president.  
WAYNE JACKSON, station manager.  
BILL ELKS, technical operations director.  
JIM STEWART, production director.  
E. I. HERRING, chief engineer.  
C. D. MARTIN JR., sales manager.

### DIGEST OF RATE CARD NO. 11—(Dec. 1, 1968)

Hour	30 Min.	15 Min.	5 Min.	Min. or 30 Sec.	20 Sec.	ID
Class A—6:30-10 p.m., daily.	\$550.00	\$330.00		\$120.00	\$110.00	\$55.00
NETWORK BASE HOURLY RATE: \$360.						

	Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	NORTH CAROLINA				
		Bladen	7,000	6,200	88
		Brunswick	5,900	5,400	92
		Columbus	13,400	12,100	91
		Cumberland	47,800	45,100	94
		Duplin	11,300	10,300	91
		New Hanover	25,200	23,900	95
		Onslow	24,800	23,800	96
		Pender	4,700	4,100	89
		Robeson	22,500	20,400	91
	Sampson	13,100	12,000	92	
	SOUTH CAROLINA				
		Horry	20,300	18,600	91
		Marion	8,000	7,100	89
<b>Between 25-49%</b>	NORTH CAROLINA				
		Hoke	3,900	3,500	90
		Scotland	6,500	6,000	92
	SOUTH CAROLINA				
	Dillon	7,600	6,900	91	
<b>Between 5-24%</b>	NORTH CAROLINA				
		Jones	2,700	2,500	93
	SOUTH CAROLINA				
		Fairfield	5,000	4,400	88
		Florence	24,300	22,800	94
	Marlboro	7,200	6,500	90	
Station Totals			591,800	553,800	93
Net Weekly Circulation (March 1969)				149,685	
Average Daily Circulation (March 1969)				94,036	

# North Carolina—Wilmington



**WWAY**

Ch. 3

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1170-ft. above av. terrain, 1187-ft. above ground, 1247-ft. above sea level.

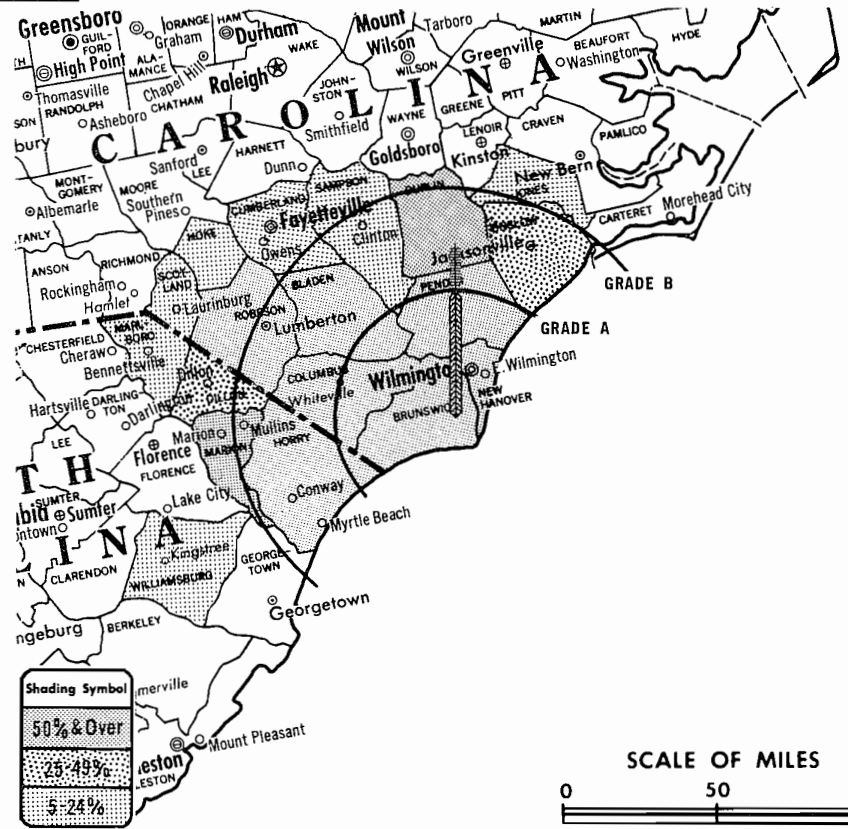
Latitude 34° 03' 00"  
Longitude 78° 04' 56"

Transmitter: 3.82-mi. S of Mill Creek, E of State Rt. 87.

Studio: 615 N. Front St.

Color: Network, live, film, slide & tape.

News Wire Service: AP.



Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV % and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).

WWAY Ref: FCC File No. BMPCT-5929 Granted 6/24/64

© American Map Co., Inc., N.Y. No. 14244

## WWAY

Licensee: Clay Broadcasting Corp., Box 2068, 615 N. Front St.  
Telephone: 919-762-8581.

Ownership: Charleston Mail Assn., publisher of Charleston Daily Mail, 80%; Lyell B. Clay, 10%; Paul A. Brissette Jr., 10%. Charleston Mail Assn. officers: Lyell B. Clay, pres.-treas. & Buckner Clay, v.p.-secy., 60.59%; Julie Clay Alexander, 30.29%; Frederick Staunton, 9.12%.

Began Operation: Oct. 30, 1964. Sale to present owner by Cape Fear Telecasting Inc. (William G. Broadfoot Jr., Charles B. Britt, Ferebee Sledge & Craig Wall) approved by the FCC Aug. 28, 1968.

Represented (sales) by H-R Television; James S. Ayers.

Personnel:

PAUL A. BRISSETTE JR., vice president & general manager.  
HENRY E. SULLIVAN, sales manager.  
DALLAS MILLS, program-production manager.  
ART MADELEY, chief engineer.

### DIGEST OF RATE CARD NO. 2 (June 1, 1969)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class A—6-10:59 p.m., daily.	\$350.00	\$220.00	\$100.00	\$70.00	Graded rates apply*	

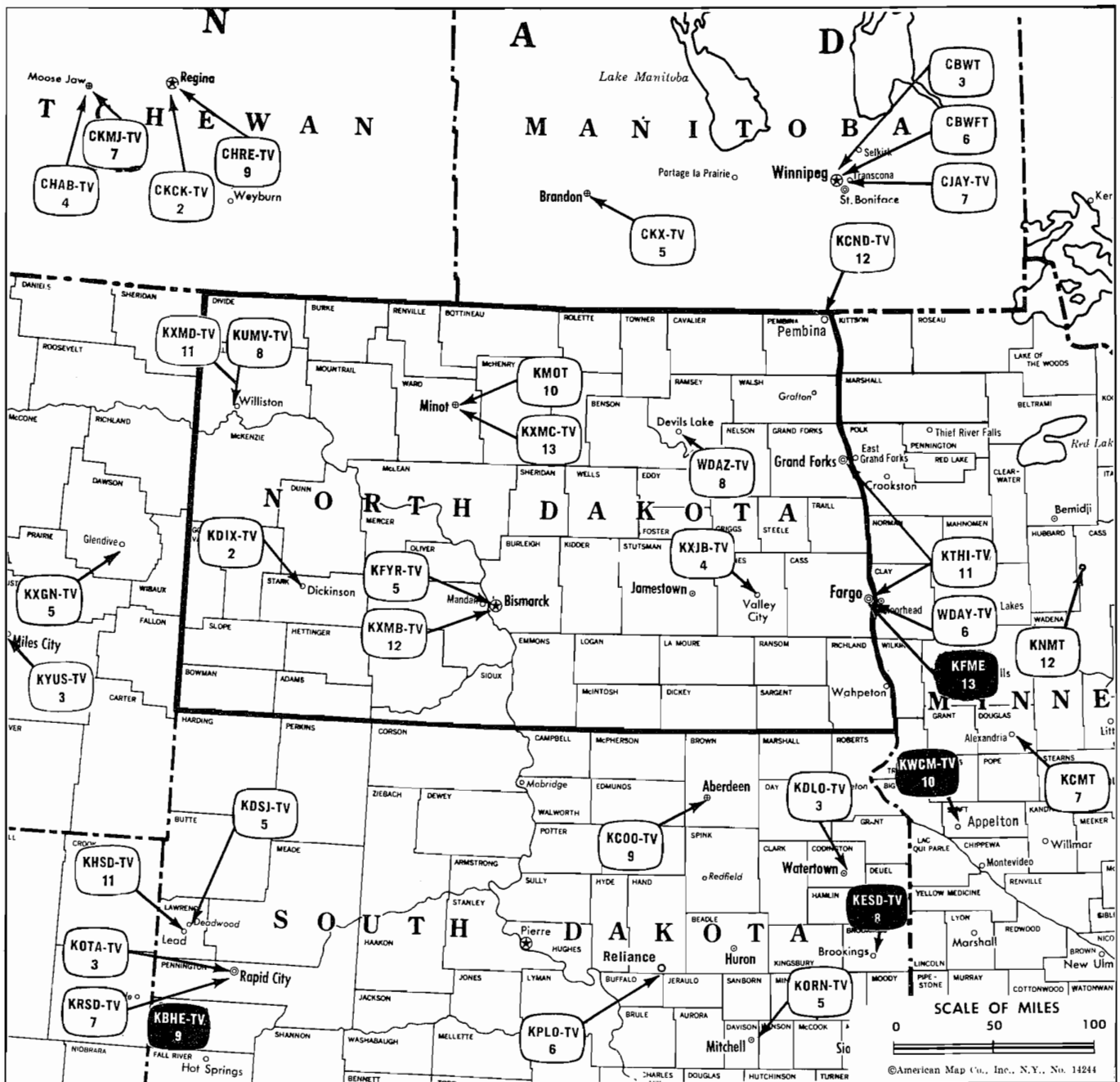
\*Highest rate: \$175.

NETWORK BASE HOURLY RATE: \$275.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	<b>NORTH CAROLINA</b>			
	Bladen	7,000	6,200	88
	Brunswick	5,900	5,400	92
	Columbus	13,400	12,100	91
	Duplin	11,300	10,300	91
	New Hanover	25,200	23,900	95
	Pender	4,700	4,100	89
	Robeson	22,500	20,400	91
	<b>SOUTH CAROLINA</b>			
	Horry	20,300	18,600	91
Marion	8,000	7,100	89	
<b>Between 25-49%</b>	<b>NORTH CAROLINA</b>			
	Onslow	24,800	23,800	96
	<b>SOUTH CAROLINA</b>			
Dillon	7,600	6,900	91	
<b>Between 5-24%</b>	<b>NORTH CAROLINA</b>			
	Cumberland	47,800	45,100	94
	Hoke	3,900	3,500	90
	Jones	2,700	2,500	93
	Sampson	13,100	12,000	92
	Scotland	6,500	6,000	92
	<b>SOUTH CAROLINA</b>			
	Marlboro	7,200	6,500	90
	Williamsburg	9,300	8,000	87
	<b>Station Totals</b>		476,500	445,500
<b>Net Weekly Circulation (March 1969)</b>				119,820
<b>Average Daily Circulation (March 1969)</b>				72,997



# North Dakota



Market	ARB Net Weekly Circulation	Rank	ARB ADI TV Households	Rank
Fargo	151,124	127	150,200	93
Minot-Bismarck	101,858	160	109,800	128
Pembina	18,250	213	6,000	203

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# North Dakota

North Dakota Station Status as of March 1, 1970

	VHF	UHF	TOTAL
○ Commercial Television Stations	12	0	12
● Educational Television Stations	1	0	1
			13

**State Cross Reference List**  
Communities That Receive Programs of  
Stations That Are Located Elsewhere

**KXJB-TV**  
Fargo  
(See Valley City, N.D.)

●  
**KTHI-TV**  
Grand Forks  
(See Fargo, N.D.)

**State Educational Technical Facilities**  
(Complete Data in Educational Directory)

**KFME**  
Fargo  
Ch. 13

Non-Commercial Educational Station

Licensee: North Central Educational TV Inc., 4500 S. University Dr., Fargo, N.D. (58102).

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 264-kw visual, 47.5-kw aural. Antenna: 390-ft. above av. terrain, 426-ft. above ground, 1328-ft. above sea level.

Latitude 46° 49' 03"  
Longitude 96° 48' 06"

## WDAY-TV, Fargo (ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>Between 25-49 %</b>	MINNESOTA			
	Grant	2,300	2,200	96
	Traverse	1,800	1,700	94
	NORTH DAKOTA			
Wells	2,400	2,300	95	
SOUTH DAKOTA	Marshall	1,600	1,500	91
	MINNESOTA			
<b>Between 5-24 %</b>	Lake Of The Woods	1,000	700	75
	NORTH DAKOTA			
	Burleigh	12,600	12,100	96
	Mc Lean	2,900	2,800	96
	Rolette	2,500	2,200	86

# KFYR-TV, Bismarck

(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>50 % &amp; Over</b>	NORTH DAKOTA—(Continued)			
	Wells	2,400	2,300	95
	Williams	8,100	7,700	95
	SOUTH DAKOTA			
	Campbell	900	800	89
	Corson	1,300	1,100	84
	Dewey	1,300	1,100	84
	Potter	1,300	1,200	94
	Walworth	2,500	2,300	90
	<b>Between 25-49 %</b>	MONTANA		
Dawson		3,800	3,500	91
Wibaux		300	200	91
NORTH DAKOTA				
Dunn		1,200	1,100	92
SOUTH DAKOTA				
Mc Pherson	1,100	1,000	91	
Perkins	1,300	1,200	88	
<b>Between 5-24 %</b>	MONTANA			
	Garfield	400	300	72
	Phillips	1,600	1,300	83
	NORTH DAKOTA			
	Benson	2,200	2,000	92
	Billings	400	400	95
	Slope	600	500	95
	Stutsman	7,300	7,100	97
	Towner	1,300	1,200	93
	SOUTH DAKOTA			
Grant	2,800	2,700	94	
Marshall	1,600	1,500	91	
Ziebach	600	400	79	

## KXJB-TV, Valley City (ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>Between 5-24 %</b>	NORTH DAKOTA			
	Cavalier	2,600	2,200	86
	Logan	1,200	1,100	93
	Mc Intosh	1,600	1,500	90
SOUTH DAKOTA				
Roberts	3,200	2,900	93	

## KTHI-TV, Fargo-Grand Forks (ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>Between 5-24 %</b>	MINNESOTA			
	Hubbard	3,100	2,600	85
	Kittson	2,200	1,900	88
	Traverse	1,800	1,700	94
	NORTH DAKOTA			
	Burleigh	12,600	12,100	96
	Cavalier	2,600	2,200	86
	Logan	1,200	1,100	93
	Pembina	3,600	3,200	89
	Towner	1,300	1,200	93
SOUTH DAKOTA				
Marshall	1,600	1,500	91	
Roberts	3,200	2,900	93	

# North Dakota—Bismarck



**KFYR-TV**



Ch. 5

[Also operates satellites KMOT, Minot & KUMV-TV, Williston, N.D.]

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 13.5-kw aural. Antenna: 1402-ft. above av. terrain, 1101-ft. above ground, 3373-ft. above sea level.

Latitude 46° 36' 19"  
Longitude 100° 48' 30"

Transmitter: 12-mi. S. of city.

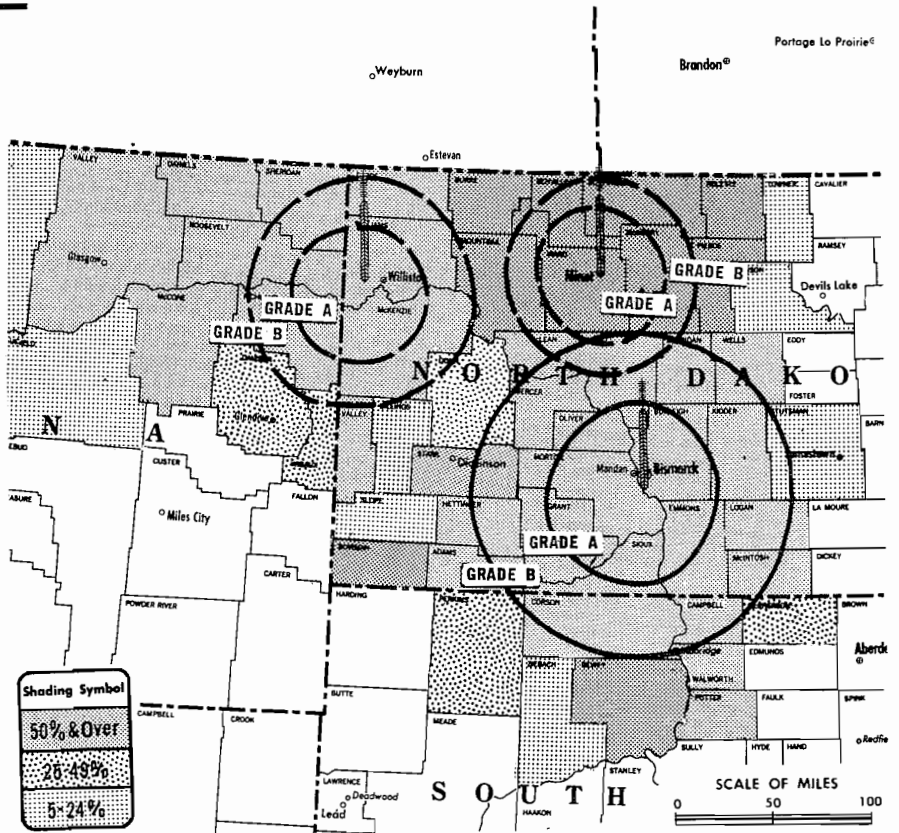
AM Affiliate: KFYR, 5-kw, 550 kHz (NBC).

FM Affiliate: KFYR-FM, 27-kw, 92.9 MHz (No. 225), 600-ft.

Color: Network, film, slide & tape.

News Wire Service: AP.

Total Households: © SRDS  
Consumer Market Data as of 1/1/70  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).



KFYR-TV Ref: FCC File No. BPCT-2965 Granted 2/24/63

©American Map Co., Inc., N.Y., No. 14244

## KFYR-TV

Grantee (STA): Meyer Bcstg. Co., Broadway at Fourth.

Studio: Broadway at Fourth (58501).

Telephone: 701-223-0900.

TWX No.: 701-241-9434.

Ownership: William Ekberg, pres., 1%; Mrs. Marietta Meyer Ekberg, 99%. Meyer Bcstg. owns KUMV-TV, Williston; KMOT-TV, Minot & Bismarck Cable TV; also owns radios KOYN, Billings, Mont. & KFYR & FM, Bismarck.

Began Operation: Dec. 19, 1953.

Represented (sales) by Blair Television Associates Inc.; Andy McDermott Sales Ltd. (Canada).

Represented (legal) by Hogan & Hartson.

Represented (engineering) by Charles Smith.

### Personnel:

WILLIAM EKBERG, president.  
WES HAUGEN, general manager.  
DAVE STUART, general sales manager.  
MERT JOHNSRUD, director of programming.  
IVAR NELSON, director of engineering.  
CARL ZELLER, asst. director of engineering.

### DIGEST OF RATE CARD NO. 11 (March 1, 1969)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.  
Class AA—6:30-10 p.m., daily.  
\$575.00 \$350.00 \$225.00 \$140.00 ..... \$90.00 \$50.00

Rates include satellites KMOT, Minot & KUMV-TV, Williston, N.D.  
NETWORK BASE HOURLY RATE: \$250 (NBC & ABC).

ARB Data: Figures include satellites KUMV-TV, Williston & KMOT, Minot.

Net Weekly Circulation	State County	Total Households	TV Homes	%
	<b>MONTANA</b>			
	Daniels	1,200	1,000	91
	Mc Cone	1,000	900	88
	Richland	2,900	2,700	92
	Roosevelt	3,500	3,300	93
	Sheridan	1,900	1,800	94
	Valley	6,100	5,300	88
	<b>NORTH DAKOTA</b>			
	Adams	1,000	900	93
	Bottineau	3,100	2,900	94
	Bowman	1,300	1,200	93
	Burke	1,400	1,300	93
	Burleigh	12,600	12,100	96
	Divide	1,600	1,400	91
	Emmons	1,900	1,800	95
	Golden Valley	900	800	95
	Grant	1,400	1,300	93
	Hettinger	1,400	1,300	94
	Kidder	1,200	1,200	97
	Logan	1,200	1,100	93
	Mc Henry	2,900	2,700	95
	Mc Intosh	1,600	1,500	90
	Mc Kenzie	2,100	2,000	95
	Mc Lean	2,900	2,800	96
	Mercer	1,400	1,200	91
	Morton West	3,200	3,000	95
	Morton East	3,200	3,000	95
	Mountrail	3,200	3,000	94
	Oliver	600	600	95
	Pierce	1,700	1,600	93
	Renville	1,100	1,000	97
	Rolette	2,500	2,200	86
	Sheridan	900	900	93
	Sioux	800	700	85
	Stark	5,800	5,400	95
	Ward	16,900	16,200	96

50% & Over

(Continued on page 568-b)

Station Totals	169,400	157,800	93
Net Weekly Circulation (March 1969)			101,858
Average Daily Circulation (March 1969)			80,666

# North Dakota—Bismarck

## ☉ KXMB-TV

Ch. 12

[Operates in affiliation with North Dakota KX network—see KXJB, Valley City, Fargo]

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 278-kw visual, 44.1-kw aural. Antenna: 1530-ft. above av. terrain, 1204-ft. above ground, 3429-ft. above sea level.

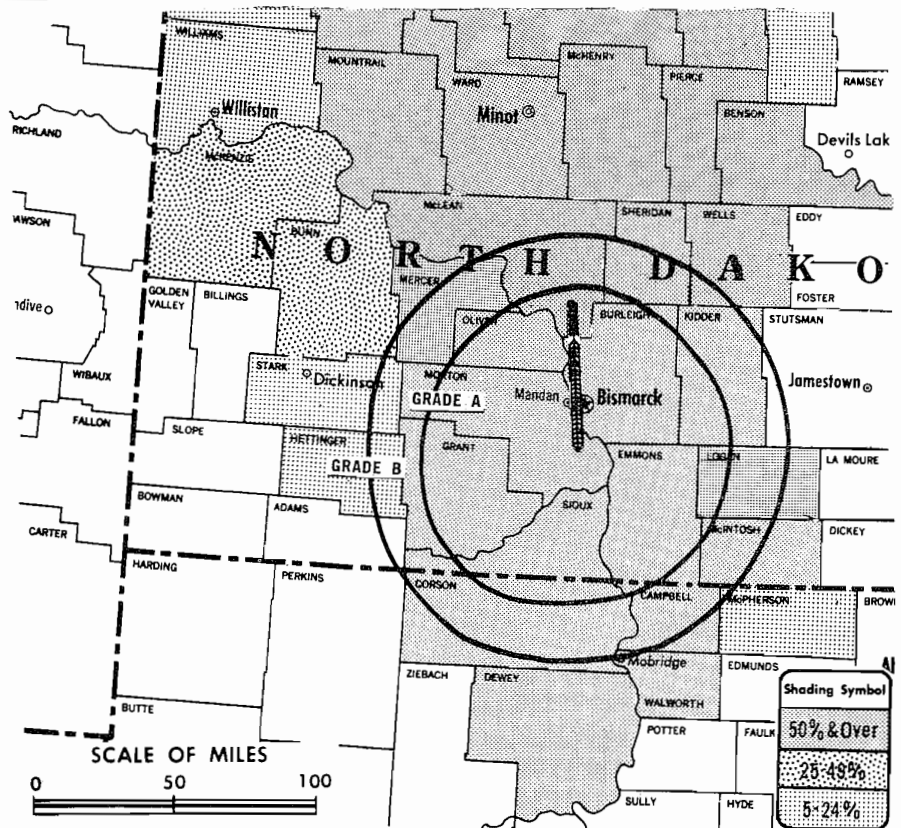
Latitude 46° 35' 17"  
Longitude 100° 48' 26"

Transmitter: 5-mi. E & 2-mi. S of St. Anthony.

Color: Network, film & slide.

News Wire Service: AP.

News Film Service: CBS.



County coverage based on ARB study (see page 4-b).

KXMB-TV Ref: FCC File No. BPCT-4250 Granted 7/16/69

©American Map Co., Inc., N.Y., No. 14244

## KXMB-TV

Network Service: CBS.

Licensee: KXMB-TV Inc., Box 1617, Bismarck, N.D. (58502).

Business Office: 1811 North 15, Bismarck, N.D. (58501).

Telephone: 701-223-9197.

Studio: 1811 North 15, Bismarck.

Ownership: See KXJB-TV, Valley City-Fargo, N.D.

Began Operation: Nov. 19, 1955.

Represented (sales) by Adam Young Inc.

Represented (legal) by Fisher, Wayland, Duvall & Southmayd.

Represented (engineering) by Kear & Kennedy.

Personnel:

JOHN W. BOLER, president.

DAVID BLACKSTEAD, v.p. & general manager.

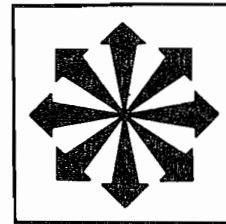
JOHN KRANCE, chief engineer.

Rates: Sold in combination with KXJB-TV, Fargo-Valley City; KXMC-TV, Minot; KXMD-TV, Williston & KDIX-TV, Dickinson, all N.D.

NETWORK BASE HOURLY RATE: \$150 (CBS).

ARB Data included with  
KXJB-TV, Valley City, N.D.  
Map reflects coverage of both.

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CHICAGO 333 N. Michigan Ave. (312) 346-6460  
ATLANTA 1655 Peachtree Rd., N.E. (404) 873-5626  
BEVERLY HILLS 9645 Wilshire Blvd. (213) 274-8151

# North Dakota—Devils Lake



**WDAZ-TV**



Ch. 8

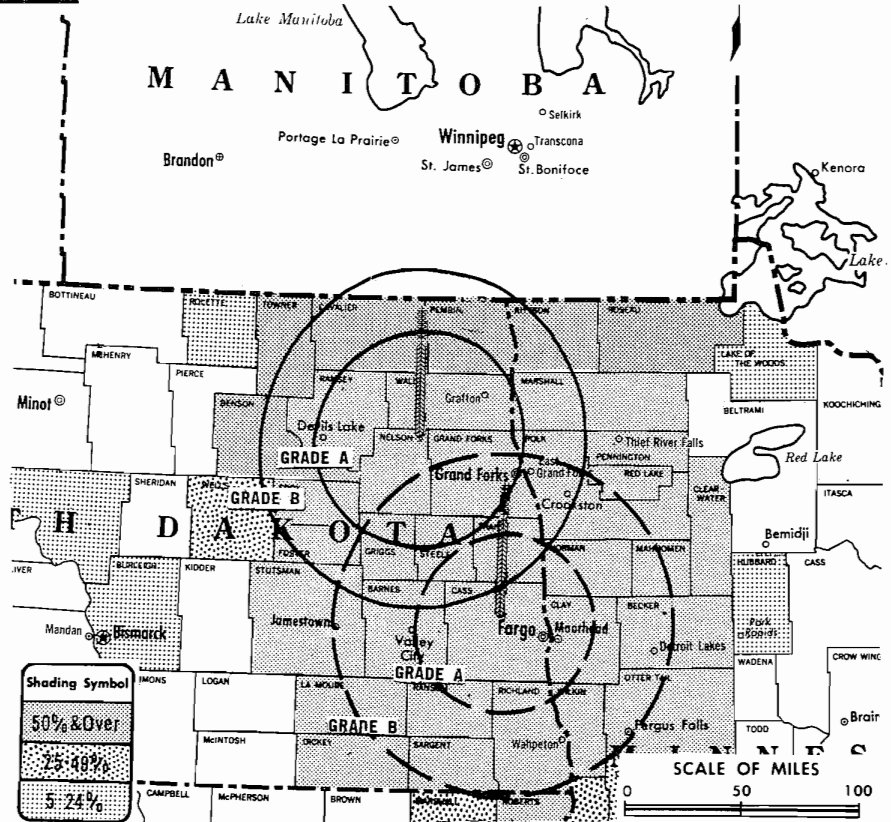
[Satellite of WDAY-TV, Fargo, N.D.]  
(Also serves Grand Forks, N.D.)

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 316-kw visual, 50-kw aural. Antenna: 1480-ft. above av. terrain, 1458-ft. above ground, 2979-ft. above sea level.

Latitude 48° 08' 24"  
Longitude 97° 59' 38"

Transmitter: 9-mi. N of Petersburg, N.D.

Color: Network, live, film, slide & tape.



WDAZ-TV Ref: FCC File No. BPCT-3442 Granted 4/20/66

©American Map Co., Inc., N.Y., No. 14244

## WDAZ-TV

Licensee: WDAY Inc., 207 Fifth St. N, Fargo, N.D.  
Telephone: 701-237-6500.  
Ownership: See WDAY-TV, Fargo, N.D.  
Began Operation: Feb. 8, 1967.  
Represented (sales) by Peters, Griffin, Woodward Inc.; Andy McDermott Ltd. (Canada).  
Represented (legal) by Robert A. Marmet.  
Personnel:  
ED KLINK, resident engineer.  
Rates: Sold in combination with WDAY-TV, Fargo, N.D.  
NETWORK BASE HOURLY RATE: \$100.

ARB Data for this Station included with parent WDAY-TV, Fargo. Map reflects coverage of both.



**MALARKEY, TAYLOR and ASSOCIATES**

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# North Dakota—Dickinson



Ch. 2

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 840-ft. above av. terrain, 621-ft. above ground, 3556-ft. above sea level.

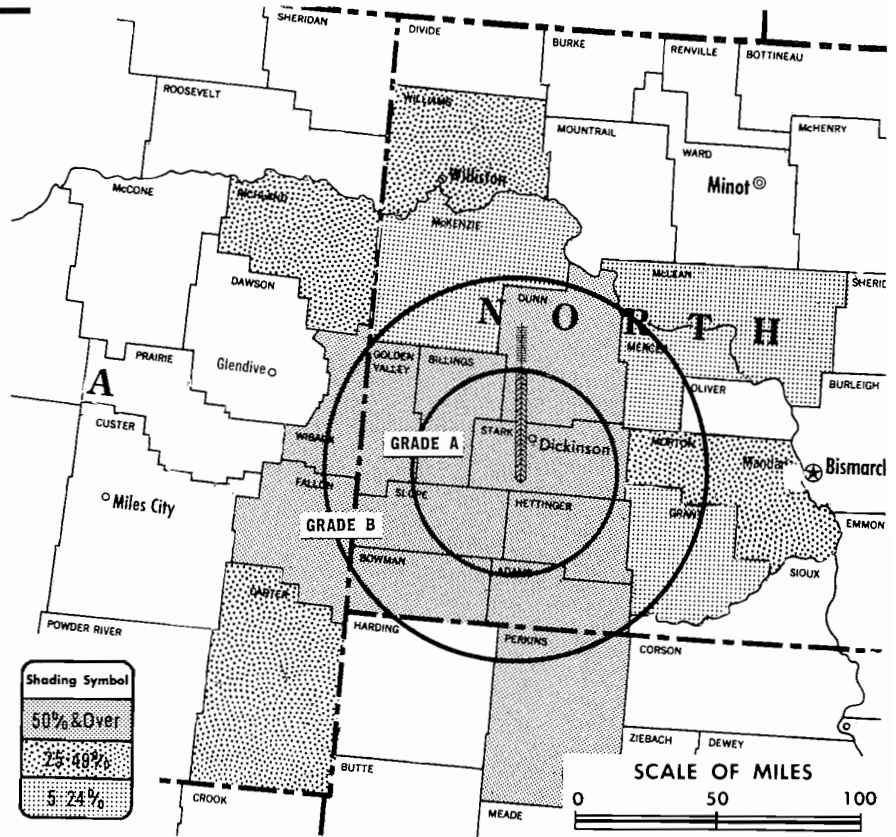
Latitude 46° 43' 30.15"  
Longitude 102° 54' 58.16"

Transmitter: 10.5-mi. S, 6-mi. W of Dickinson.

AM Affiliate: KDIX, 1-kw, 1230 kHz.

Color: Network only.

News Wire Service: AP.



KDIX-TV Ref: FCC File No. BPCT-3391 Granted 3/16/65

©American Map Co., Inc., N.Y., No. 14244

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).

## KDIX-TV

Network Service: CBS, ABC.

Licensee: Dickinson Broadcasting Corp., Box 1368.

Studio: 119 Second Ave. W. (58601).

Telephone: 701-225-5133.

Ownership: Stanley Deck, 99.5%.

Began Operation: Oct. 15, 1956. Sale to present owner by Dickinson Radio Assn., whereby S. Deck increased holdings from 5% to 99.5% was approved Oct. 25, 1966 by FCC (Television Digest, Vol. 6:44).

Represented (sales) by Adam Young Inc.; Wm. Hurley (Minneapolis).

Represented (legal) by Eugene L. Burke.

Personnel:

STANLEY DECK, president.

LAUREN HAACKE, manager.

WARREN VRANNA, sales manager.

GINGER KAUFMAN, operations director.

WILLIAM KOHLER, chief engineer.

DIGEST OF RATE CARD NO. 11  
(Aug. 1, 1963)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class AA—7-9:30 p.m., daily.	\$150.00	\$90.00	\$60.00	\$50.00	\$37.50	\$30.00
NETWORK BASE HOURLY RATE:	\$100.					

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	MONTANA			
	Fallon	1,200	1,000	89
	Wibaux	300	200	91
	NORTH DAKOTA			
	Adams	1,000	900	93
	Billings	400	400	95
	Bowman	1,300	1,200	93
	Dunn	1,200	1,100	92
	Golden Valley	900	800	95
	Hettinger	1,400	1,300	94
	Slope	600	500	95
	Stark	5,800	5,400	95
<b>Between 25-49%</b>	SOUTH DAKOTA			
	Perkins	1,300	1,200	88
	MONTANA			
	Carter	500	400	83
<b>Between 5-24%</b>	Richland	2,900	2,700	92
	NORTH DAKOTA			
	Morton West	3,200	3,000	95
Williams	8,100	7,700	95	
<b>Between 5-24%</b>	NORTH DAKOTA			
	Grant	1,400	1,300	93
	Mc Kenzie	2,100	2,000	95
	Mc Lean	2,900	2,800	96
	Mercer	1,400	1,200	91
<b>Between 5-24%</b>	WYOMING			
	Yellowstone National Park	100	100	92
Station Totals		55,700	51,300	92
Net Weekly Circulation (March 1969)				18,543
Average Daily Circulation (March 1969)				13,851

# North Dakota—Fargo-Grand Forks



**KTHI-TV**

Ch. 11

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 304-kw visual, 45.7-kw aural. Antenna: 2000-ft. above av. terrain, 2063-ft. above ground, 3058-ft. above sea level.

Latitude 47° 23' 36"  
Longitude 97° 20' 28"

Transmitter: 3-mi. W. of Blanchard.  
Studios: 1350 21st Ave. S., Fargo; 314 9th Ave., Grand Forks.

Telephones: 701-237-5211, Fargo; 701-772-3481, Grand Forks.

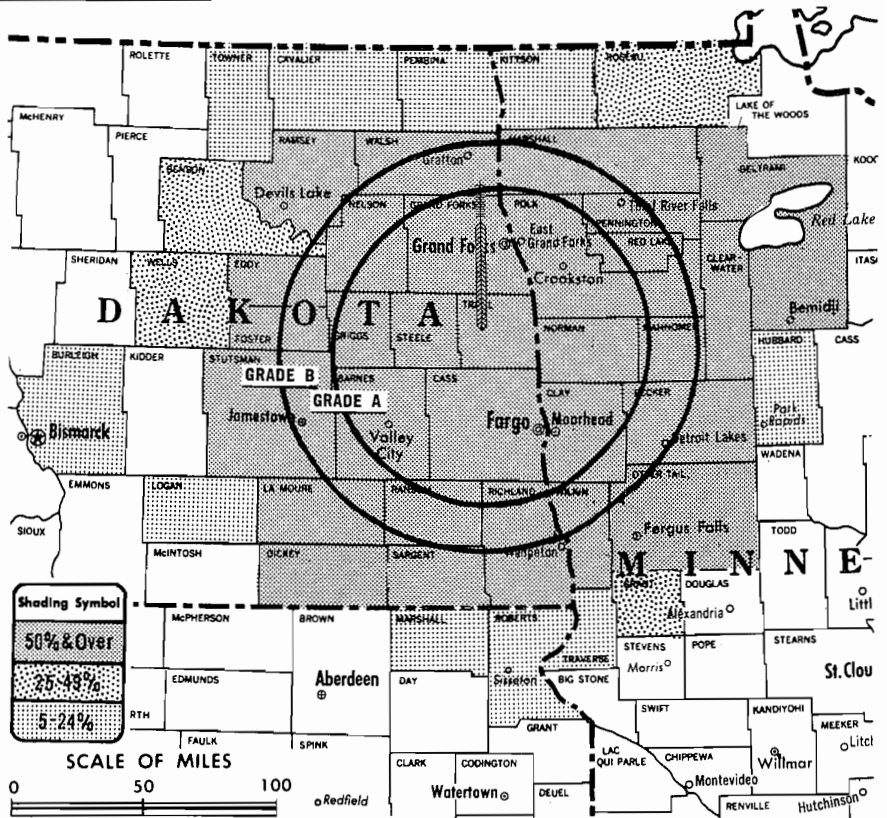
TWX No.: 910-677-2445.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

Represented (engineering) by Jules Cohen & Associates.

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).



KTHI-TV Ref: FCC File No. BMPCT-5881 Granted 8/13/63

©American Map Co., Inc., N.Y., No. 14244

## KTHI-TV

Licensee: Spokane Television Inc., 1350 21st Ave. S., Fargo (58103).

Ownership: Evening Telegram Co. See KXLY-TV, Spokane, Wash.

Began Operation: Oct. 11, 1959. Sale by Fuqua Communications to present owner approved by FCC Dec. 23, 1968 (Television Digest, Vol. 9:4). Previously, sale of control to Natco by Polaris Corp. approved Sept. 23, 1966 by FCC (Vols. 5:51, 6:39-40). Sale of control to Polaris by North Dakota Bcstg. approved by FCC July 25, 1962 (Vol. 2:20).

Represented (sales) by H-R Television.

Represented (legal) by Arthur Stambler.

Personnel:

WAYNE F. McNULTY, executive vice president.  
CLYDE PAYNE, general sales manager.  
ROGER BAILEY, operations manager.  
DAVE CHUMLEY, chief engineer.

### DIGEST OF RATE CARD NO. 8—(June 1, 1969)

Hour 30 Min. 15 Min. 5 Min. Min. 30 or 20 Sec. 10 Sec.

Class AA—6:30-10 p.m., Mon.-Sat.; 6-10 p.m., Sun.

\$600.00 \$318.00 \$169.00 ..... Graded rates apply\*

\*Highest rate: \$130.

**When audience estimates will help TOMORROW, Call for ARB Overnights TODAY!**

Net Weekly Circulation	State County	Total Households	TV Homes	%
	<b>MINNESOTA</b>			
	Becker	7,200	6,700	93
	Beltrami	8,200	6,900	85
	Clay	11,900	11,600	98
	Clearwater	2,000	1,700	86
	Mahnomen	1,700	1,600	92
	Marshall	5,200	4,800	92
	Norman	2,800	2,600	93
	Otter Tail	14,100	13,000	92
	Pennington	3,700	3,300	91
	Polk	10,900	10,300	94
	Red Lake	1,900	1,700	94
	Wilkin	2,900	2,800	96
	<b>NORTH DAKOTA</b>			
<b>50% &amp; Over</b>	Barnes	5,200	5,100	97
	Cass	23,500	22,700	97
	Dickey	2,000	1,900	93
	Eddy	1,400	1,300	96
	Foster	1,600	1,500	95
	Grand Forks	16,400	15,800	97
	Griggs	1,400	1,400	96
	La Moure	2,500	2,300	95
	Nelson	1,900	1,800	97
	Ramsey	3,800	3,500	94
	Ransom	2,400	2,300	96
	Richland	5,400	5,200	95
	Sargent	1,900	1,800	96
	Steele	1,300	1,300	97
	Stutsman	7,300	7,100	97
	Traill	3,200	3,100	97
	Walsh	4,900	4,700	95
	<b>MINNESOTA</b>			
	Grant	2,300	2,200	96
	Roseau	2,700	2,100	80
<b>Between 25-49%</b>	<b>NORTH DAKOTA</b>			
	Benson	2,200	2,000	92
	Wells	2,400	2,300	95
	(Continued on page 568-b)			
<b>Station Totals</b>		<b>205,600</b>	<b>192,300</b>	<b>93</b>
<b>Net Weekly Circulation (March 1969)</b>				<b>131,255</b>
<b>Average Daily Circulation (March 1969)</b>				<b>81,840</b>

# North Dakota—Fargo



**WDAY-TV**



Ch. 6

[Also operates satellite WDAZ-TV, Devils Lake, N.D.]

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 11.2-kw aural. Antenna: 1150-ft. above av. terrain, 1203-ft. above ground, 2149-ft. above sea level.

Latitude 47° 00' 43"  
Longitude 97° 11' 58"

Transmitter: 1-mi. E of Amenia, N.D.

Studio: 207 N. 5th St. (58102).

AM Affiliate: WDAY, 5-kw, 970 kHz (NBC).

FM Affiliate: WDAY-FM, 42-kw, 93.7 MHz (No. 229), 1150-ft. antenna height.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

Facsimile Service: AP.

News Film Service: NBC.

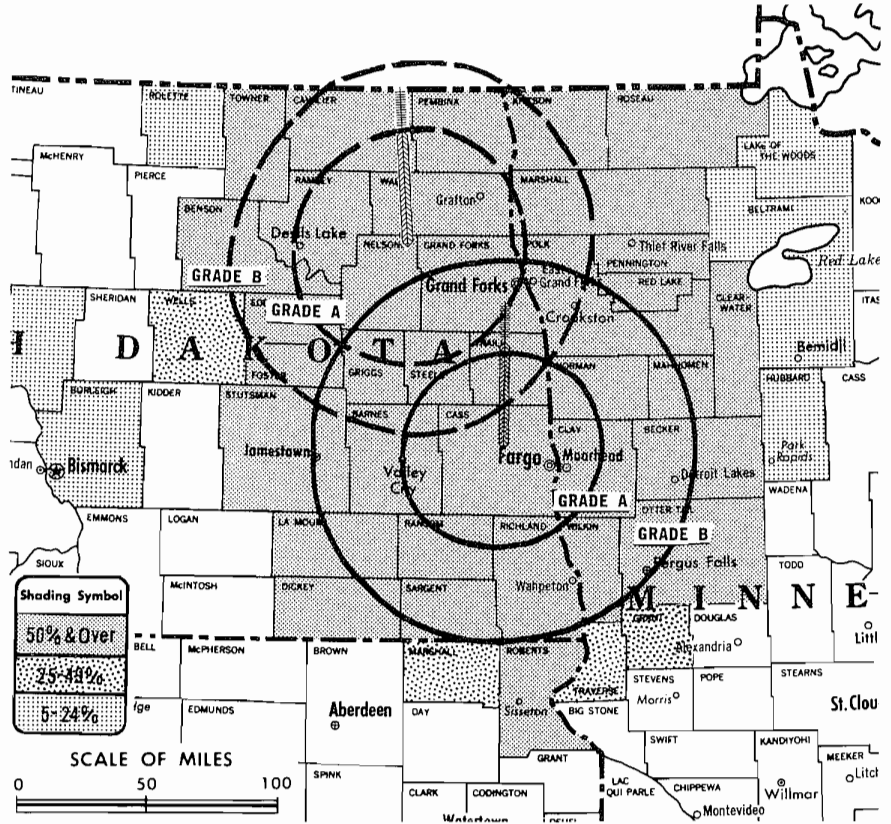
Total Households: © SRDS

Consumer Market Data as of 1/1/70.

TV Homes: TV% and Circulation

© 1969 American Research Bureau.

County coverage based on ARB study (see page 4-b).



WDAY-TV Ret: FCC File No. BPCT-2499 Granted 7/31/58

©American Map Co., Inc., N.Y., No. 14244

## WDAY-TV

Licensee: WDAY Inc., Box 2466, 207 N. 5th St.

Telephone: 701-237-6500. TWX No.: 910-674-2355.

Ownership: Forum Publishing Co., 55.56%; estate of Norman D. Black Jr., 4.63%; William Lontz, treas., 5.56%; John D. Paulson, 4.63%; Donald D. Lontz, 4.37%; Helen P. Kolouch, 2.96%; Kathryn P. Bond, 2.96%; Norman D. Black estate (Margaret B. Forman, trustee), 12.89%; Jane Jardine, 1.78%; Anne Selvig, 1.78%. Forum Publishing Co. publishes The Fargo Forum. Forum Publishing ownership: Norman D. Black Jr. estate, 39.5%; John D. Paulson, secy., 5.8%; William C. Lontz, treas., 7.6%; N. D. Black estate (Margaret B. Forman, trustee), 22.4%; Donald D. Lontz, 7.6%; Irene E. Paulson, 9.1%; four others, none holding more than 2%.

Begin Operation: June 1, 1953. Sale of 55.56% control to Fargo Forum by E. C. & Marie E. Reineke to give its owners, Black family, 100% control approved July 20, 1960 by FCC (Television Digest, Vol. 16:31).

Represented (sales) by Peters, Griffin, Woodward Inc.; Andy McDermott Sales Ltd. (Canada).

Represented (legal) by Robert A. Marmet.

Personnel:

WILLIAM C. MARCIL, president.  
JACK DUNN, executive vice president.  
JACK LESTER, general & national sales manager.  
KEN KENNEDY, station manager, program & production.  
JULIUS HETLAND, technical director.  
ROY PEDERSEN, promotion & merchandising manager.  
NORM SCHRADER, news director.

### DIGEST OF RATE CARD NO. 13—(June 1, 1969)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.

Class AA—6:30-10 p.m., daily.

\$700.00 \$400.00 \$260.00 \$200.00 \$100.00 \$110.00 \$55.00

NETWORK BASE HOURLY RATE: \$500.

ARB Data: Figures include coverage of satellite WDAZ-TV, Devils Lake, N.D.

Net Weekly Circulation	State County	Total Households	TV Homes	%
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### MINNESOTA

Becker	7,200	6,700	93
Clay	11,900	11,600	98
Clearwater	2,000	1,700	86
Kittson	2,200	1,900	88
Mahnomen	1,700	1,600	92
Marshall	5,200	4,800	92
Norman	2,800	2,600	93
Otter Tail	14,100	13,000	92
Pennington	3,700	3,300	91
Polk	10,900	10,300	94
Red Lake	1,900	1,700	94
Roseau	2,700	2,100	80
Wilkin	2,900	2,800	96

### NORTH DAKOTA

Barnes	5,200	5,100	97
Benson	2,200	2,000	92
Cass	23,500	22,700	97
Cavalier	2,600	2,200	86
Dickey	2,000	1,900	93
Eddy	1,400	1,300	96
Foster	1,600	1,500	95
Grand Forks	16,400	15,800	97
Griggs	1,400	1,400	96
La Moure	2,500	2,300	95
Nelson	1,900	1,800	97
Pembina	3,600	3,200	89
Ramsey	3,800	3,500	94
Ransom	2,400	2,300	96
Richland	5,400	5,200	95
Sargent	1,900	1,800	96
Steele	1,300	1,300	97
Stutsman	7,300	7,100	97
Towner	1,300	1,200	93
Traill	3,200	3,100	97
Walsh	4,900	4,700	95

### SOUTH DAKOTA

Roberts	3,200	2,900	93
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(Continued on page 568-b)

Station Totals	203,500	190,800	93
Net Weekly Circulation (March 1969)			151,124
Average Daily Circulation (March 1969)			112,717



# North Dakota—Minot



**KMOT**

Ch. 10



[Satellite of KFYP-TV, Bismarck]

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 214-kw visual, 42.7-kw aural. Antenna: 680-ft. above av. terrain, 687-ft. above ground, 2444-ft. above sea level.

Latitude 48° 12' 56"  
Longitude 101° 19' 05"

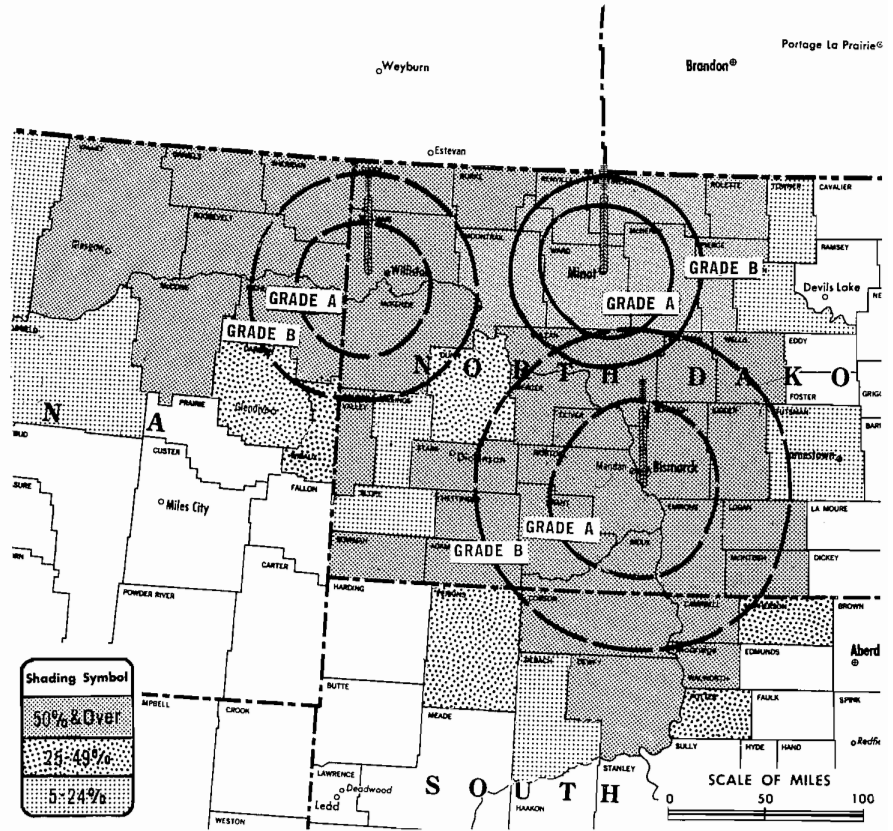
Transmitter: Southdale, Minot, N.D.

Color: Network, film & slide.

News Wire Service: AP.

Represented (engineering) by Charles Smith.

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).



KMOT Ref: FCC File No. BPCT-4085 Granted 5/1/68

©American Map Co., Inc., N.Y., No. 14244

## KMOT

Licensee: Meyer Broadcasting Co., Broadway at Fourth, Bismarck, N.D. (58501).

Studio: Southdale, Minot, N.D.

Telephone: 701-223-0900, Bismarck.

Ownership: See KFYP-TV.

Began Operation: Jan. 20, 1958.

Represented (sales) by Blair Television Associates Inc.

Represented (legal) by Hogan & Hartson.

### Personnel:

WILLIAM EKBERG, president (Bismarck).  
WES HAUGEN, general manager (Bismarck).  
STAN WILSON, station manager.  
DAVE STUART, general sales manager (Bismarck).  
RAMON SWENSON, chief engineer.

Rates: Sold in combination with KFYP-TV, Bismarck, N.D.

NETWORK BASE HOURLY RATE: \$125 (NBC), \$150 (ABC).

**ARB Data: Included with parent KFYP-TV,  
Bismarck**

# North Dakota—Minot



Ch. 13

[Operates satellite KXMD-TV, Williston, N.D.]

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 245-kw visual, 24.5-kw aural. Antenna: 1120-ft. above av. terrain, 1053-ft. above ground, 3123-ft. above sea level.

Latitude 48° 03' 02"  
Longitude 101° 20' 29"

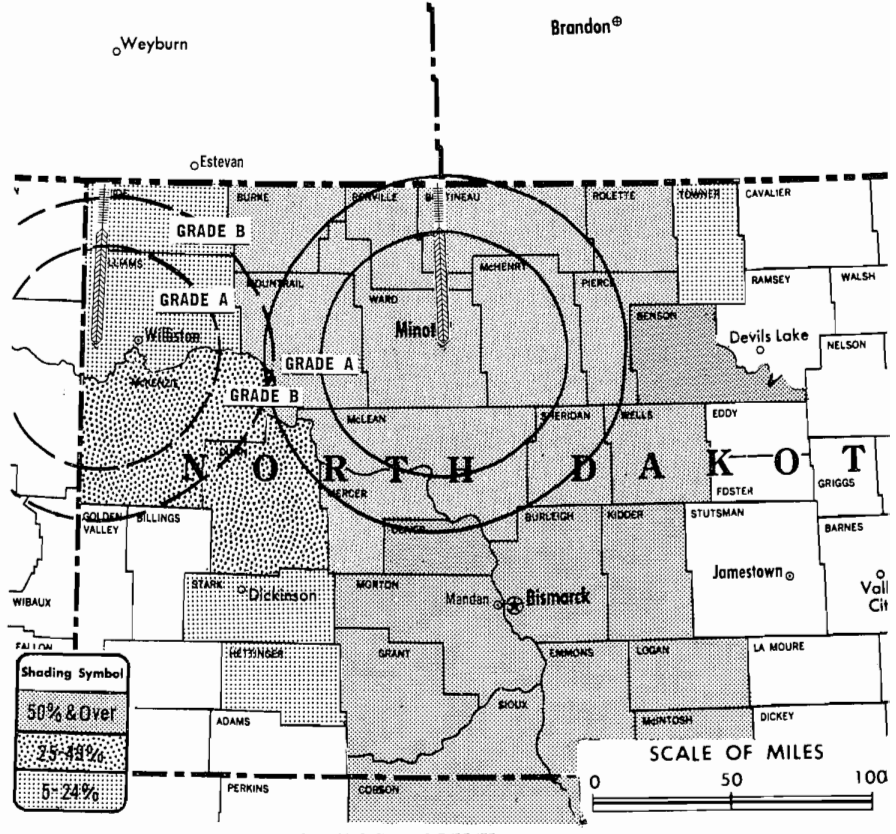
Transmitter: 11.5-mi. S of Minot.

Studio: KXMC Building.

AM Affiliate: KCJB, 1-kw, 910 kHz.

Color: Network, film, slide & tape.

News Wire Service: AP.



Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1960 American Research Bureau.  
County coverage based on ARB study (see page 4-b).

KXMC-TV Ref: FCC File No. BMPCT-4653 Granted 5/17/57 ©American Map Co., Inc., N.Y., No. 14244

## KXMC-TV

Network Service: ABC, CBS.

Licensee: KXMC-TV Inc., KXMC Bldg., Minot, N.D. (58701).

Telephone: 701-838-2104.

TWX No.: 910-675-2496.

Ownership: Chester Reiten, pres., 40%; Lloyd R. Amoo, v.p., 30%; W. L. Hurley, v.p., 30%. Also owns KXMD-TV, Williston & radio KCJB, Minot.

Began Operation: April 4, 1953. Sale to present owners by formerly 100% owner N. Dakota Bcstg. Co. Inc. approved Oct. 20, 1959 by FCC (Television Digest, Vol. 15:37, 43). Ownership interlocks with radios KCJB & FM, Minot.

Represented (sales) by Adam Young Inc.; Wm. L. Hurley (regional).

Represented (engineering) by Lloyd R. Amoo.

Represented (legal) by Prince & Paul.

Personnel:

- CHESTER REITEN, president, general manager & film buyer.
- HENRY BEUCHLER, manager.
- ROD ROMINE, program director.
- CIS HADLEY, director of women's programs.
- DUANE AASE, chief engineer.

Rates: Sold in combination with KXMB-TV, Bismarck and KDIX-TV, Dickinson.

NETWORK BASE HOURLY RATE: \$200.

ARB Data: Figures do not reflect current coverage since KXMD-TV, Williston was not in operation at the time the survey was made.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	<b>NORTH DAKOTA</b>			
	Benson	2,200	2,000	92
	Bottinaeu	3,100	2,900	94
	Burke	1,400	1,300	93
	Burleigh	12,600	12,100	96
	Emmons	1,900	1,800	95
	Grant	1,400	1,300	93
	Kidder	1,200	1,200	97
	Logan	1,200	1,100	93
	Mc Henry	2,900	2,700	95
	Mc Intosh	1,600	1,500	90
	Mc Lean	2,900	2,800	96
	Mercer	1,400	1,200	91
	Morton West	3,200	3,000	95
	Morton East	3,200	3,000	95
	Mountrail	3,200	3,000	94
	Oliver	600	600	95
	Pierce	1,700	1,600	93
	Renville	1,100	1,000	97
	Rolette	2,500	2,200	86
Sheridan	900	900	93	
Sioux	800	700	85	
Ward	16,900	16,200	96	
Wells	2,400	2,300	95	
	<b>SOUTH DAKOTA</b>			
	Campbell	900	800	89
	Corson	1,300	1,100	84
	Dewey	1,300	1,100	84
	Walworth	2,500	2,300	90
<b>Between 25-49%</b>	<b>NORTH DAKOTA</b>			
	Dunn	1,200	1,100	92
	Mc Kenzie	2,100	2,000	95
(Continued on page 580-b)				
Station Totals		124,700	116,600	93
Net Weekly Circulation (March 1969)				66,794
Average Daily Circulation (March 1969)				51,694

# North Dakota—Pembina



**KCND-TV**

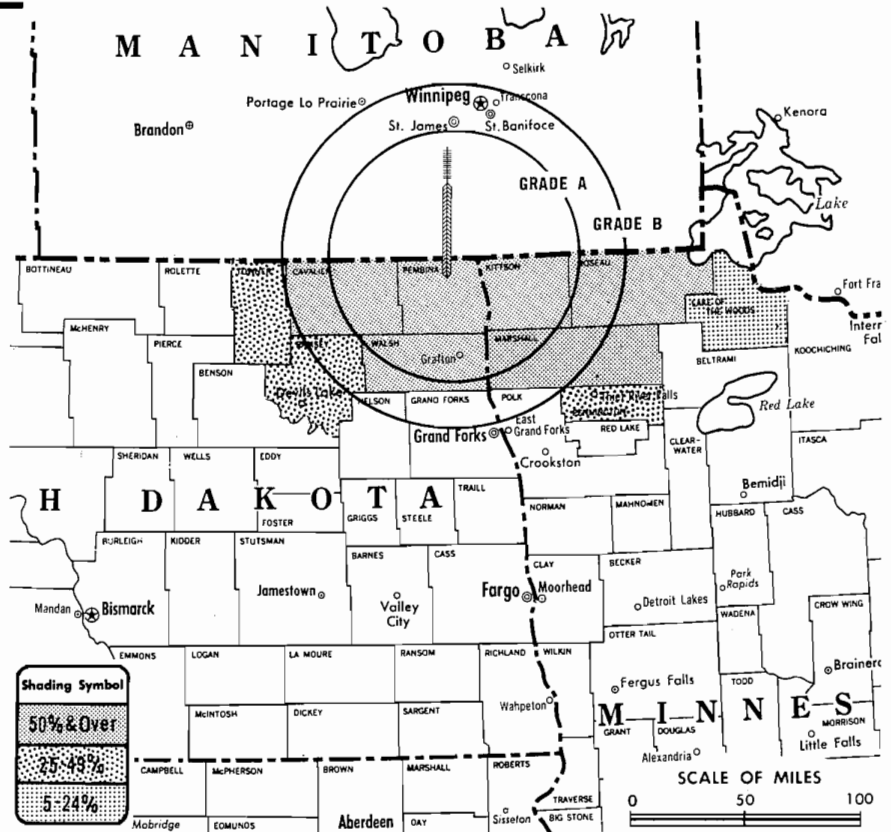


Ch. 12

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 288-kw visual, 43.6-kw aural. Antenna: 1400-ft. above av. terrain, 1457-ft. above ground, 2253-ft. above sea level.

Latitude 48° 59' 42"  
Longitude 97° 24' 26"

Transmitter: 7-mi. W of Pembina.  
Color: Network, film, slide & tape.  
News Wire Service: AP.



Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).

KCND-TV Ref: FCC File No. BMPCT-5394 Granted 4/13/60

©American Map Co., Inc., N.Y., No. 14244

## KCND-TV

Grantee: McLendon Corp., 2008 Jackson St., Dallas, Tex. (75201).  
Telephone: 214-747-9311.

Studio: Stutsman & Fifth (58271).

Telephone: 701-825-6292, Pembina, N.D.

Ownership: Producers Inc. & Associates. Operated by McLendon Corp. on lease purchase agreement. McLendon Corp. also owns radios KLIF & KNUS (FM), Dallas; KILT & KOST (FM), Houston; WWW-FM, Detroit; WYSL & FM, Buffalo, N.Y.; KABL & FM, Oakland-San Francisco and WNUS & FM, Chicago. It is buying WIFI(FM), Philadelphia, contingent on sale of one of its other FM stations. McLendon Corp. also holds CP for Ch. 27, Dallas.

Began Operation: Nov. 7, 1960. Sale to present owner by Pembina Bcstg. Co. (Producers Inc., majority owner) approved Aug. 24, 1966 by FCC (Television Digest, Vol. 6:34, 35). Previous sale to Pembina Bcstg. by Harry Rice, Robert Lukkason, Arthur Tweet and associates approved by FCC July 25, 1962 (Vol. 2:20).

Represented (sales) by Canadian Standard Broadcast Sales (U.S.); Radio-Television Representatives (Toronto); Winnipeg Channel 12 Ltd. (Winnipeg).

Represented (engineering) by Cohen & Dippell.

Represented (legal) by Cohn & Marks.

### Personnel:

GORDON McLENDON, president.  
G. O. JOHNSON, general manager.  
RICHARD VINCENT, manager, Pembina.  
MAC CHEATER, local sales supervisor.  
LEN GZEBB, operations coordinator.  
A. C. HEADLEY, chief engineer.

## DIGEST OF RATE CARD NO. 7

(Jan. 1, 1968)

Hour 30 Min. 15 Min. Min. 30 Sec. 20 Sec. 8 Sec.  
Class AA—6:30-11 p.m., daily.  
On request \$100.00 \$65.00 \$60.00 \$50.00

NETWORK BASE HOURLY RATE: Bonus.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	MINNESOTA			
	Kittson	2,200	1,900	88
	Marshall	5,200	4,800	92
	Roseau	2,700	2,100	80
<b>Between 25-49%</b>	NORTH DAKOTA			
	Cavalier	2,600	2,200	86
	Pembina	3,600	3,200	89
	Walsh	4,900	4,700	95
<b>Between 5-24%</b>	MINNESOTA			
	Pennington	3,700	3,300	91
	NORTH DAKOTA			
	Ramsey	3,800	3,500	94
Towner	1,300	1,200	93	
MINNESOTA				
Lake Of The Woods	1,000	700	75	
Station Totals		54,700	50,300	92
Net Weekly Circulation (March 1969)				18,250
Average Daily Circulation (March 1969)				11,326

(Station also received in Canadian markets)

# North Dakota—Valley City (Fargo)



**KXJB-TV**



Ch. 4

[Also operates affiliated KXMB-TV, Bismarck, N.D.]

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 97.7-kw visual, 10-kw aural. Antenna: 2030-ft. above av. terrain, 2060-ft. above ground, 3120-ft. above sea level.

Latitude 47° 16' 45"  
Longitude 97° 20' 18"

Transmitter: 3-mi. E of Galesburg, N.D.

TV tape: Recording facilities.

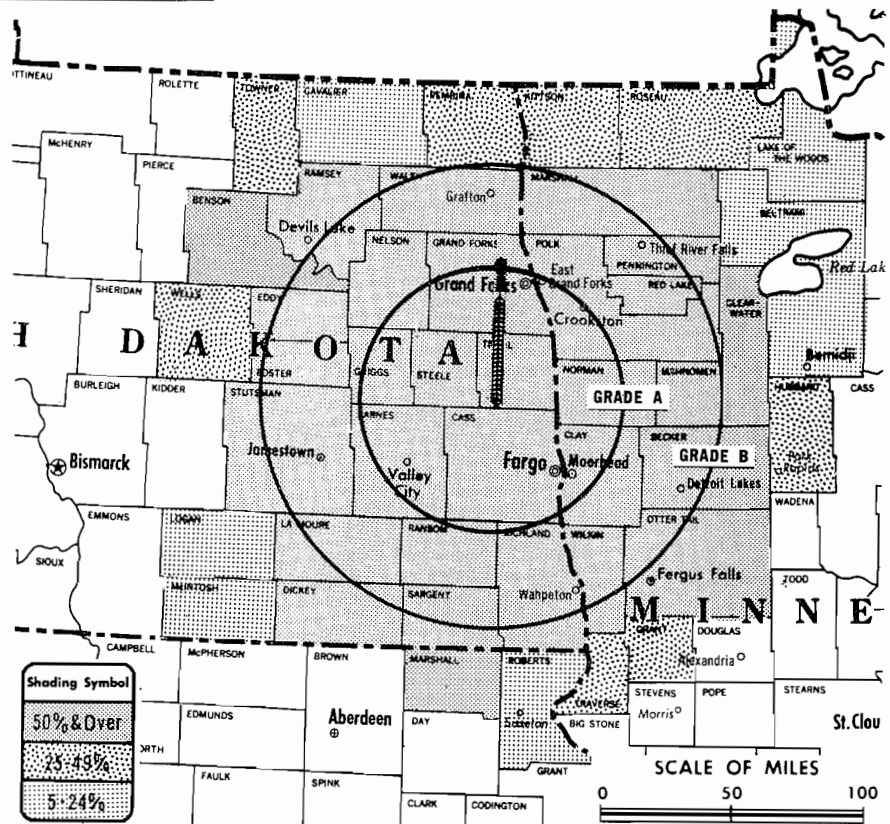
Color: Network, live, film, slide & tape.

News Wire Service: AP.

News Film Service: CBS.

ARB Data: Figures include KXMB-TV, Bismarck, N.D.

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).



KXJB-TV Ref: FCC File No. BPCT-3088 Granted 7/24/64

©American Map Co., Inc., N.Y., No. 14244

## KXJB-TV

Licensee: North Dakota Bcstg. Co. Inc., 4000 W. Main Ave., Fargo, N.D. (58103).

Studios: 4000 W. Main Ave., Fargo.

Telephone: 701-282-0444, Fargo. TWX No.: 701-221-6020.

Ownership: Jamestown Bcstg. Co. Inc., 65%; over 20 other stockholders, none owns as much as 1%. Jamestown Bcstg. Co., holding company, Jamestown, N.D., is 100% owned by its pres. John Boler. Also operates KXMB-TV, Bismarck, N.D.

Began Operation: July 12, 1954.

Represented (engineering) by Kear & Kennedy.

Represented (sales) by Adam Young Inc.

Represented (legal) by Fisher, Wayland, Duvall & Southmayd.

Personnel:

JOHN W. BOLER, president.  
HAROLD MICHAELS, national sales mgr. & film buyer.  
JERRY O'KEEFE, production manager.  
LLOYD ERICKSON, chief engineer.

DIGEST OF RATE CARD NO. 15—(June 1, 1969)

Hour 30 Min. 15 Min. 5 Min. Min. 30 Sec. 10 Sec.  
Class AA—6:30-10 p.m., Mon.-Sat.; 6-10 p.m., Sun.  
\$600.00 \$350.00 \$225.00 \$175.00 ..... \$115.00 \$55.00

NETWORK BASE HOURLY RATE: \$450.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	MINNESOTA			
	Becker	7,200	6,700	93
	Clay	11,900	11,600	98
	Clearwater	2,000	1,700	86
	Mahnomen	1,700	1,600	92
	Marshall	5,200	4,800	92
	Norman	2,800	2,600	93
	Otter Tail	14,100	13,000	92
	Pennington	3,700	3,300	91
	Polk	10,900	10,300	94
	Red Lake	1,900	1,700	94
Wilkin	2,900	2,800	96	

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	NORTH DAKOTA			
	Barnes	5,200	5,100	97
	Benson	2,200	2,000	92
	Cass	23,500	22,700	97
	Dickey	2,000	1,900	93
	Eddy	1,400	1,300	96
	Foster	1,600	1,500	95
	Grand Forks	16,400	15,800	97
	Griggs	1,400	1,400	96
	La Moure	2,500	2,300	95
	Nelson	1,900	1,800	97
	Ramsey	3,800	3,500	94
	Ransom	2,400	2,300	96
	Richland	5,400	5,200	95
	Sargent	1,900	1,800	96
	Steele	1,300	1,300	97
	Stutsman	7,300	7,100	97
	Trail	3,200	3,100	97
	Walsh	4,900	4,700	95
	<b>SOUTH DAKOTA</b>	Marshall	1,600	1,500
MINNESOTA				
<b>Between 25-49%</b>	Grant	2,300	2,200	96
	Hubbard	3,100	2,600	85
	Kittson	2,200	1,900	88
	Roseau	2,700	2,100	80
	Traverse	1,800	1,700	94
<b>NORTH DAKOTA</b>	Pembina	3,600	3,200	89
	Towner	1,300	1,200	93
	Wells	2,400	2,300	95
<b>Between 5-24%</b>	MINNESOTA			
	Beltrami	8,200	6,900	85
	Lake Of The Woods	1,000	700	75
(Continued on page 568-b)				
Station Totals		215,400	201,500	93
Net Weekly Circulation (March 1969)				146,174
Average Daily Circulation (March 1969)				110,627

# North Dakota—Williston



**KUMV-TV**



Ch. 8

[Satellite of KFYZ-TV, Bismarck]

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 93.3-kw visual, 18.6-kw aural. Antenna: 1060-ft. above av. terrain, 878-ft. above ground, 3221-ft. above sea level.

Latitude 48° 08' 02"  
Longitude 103° 51' 36"

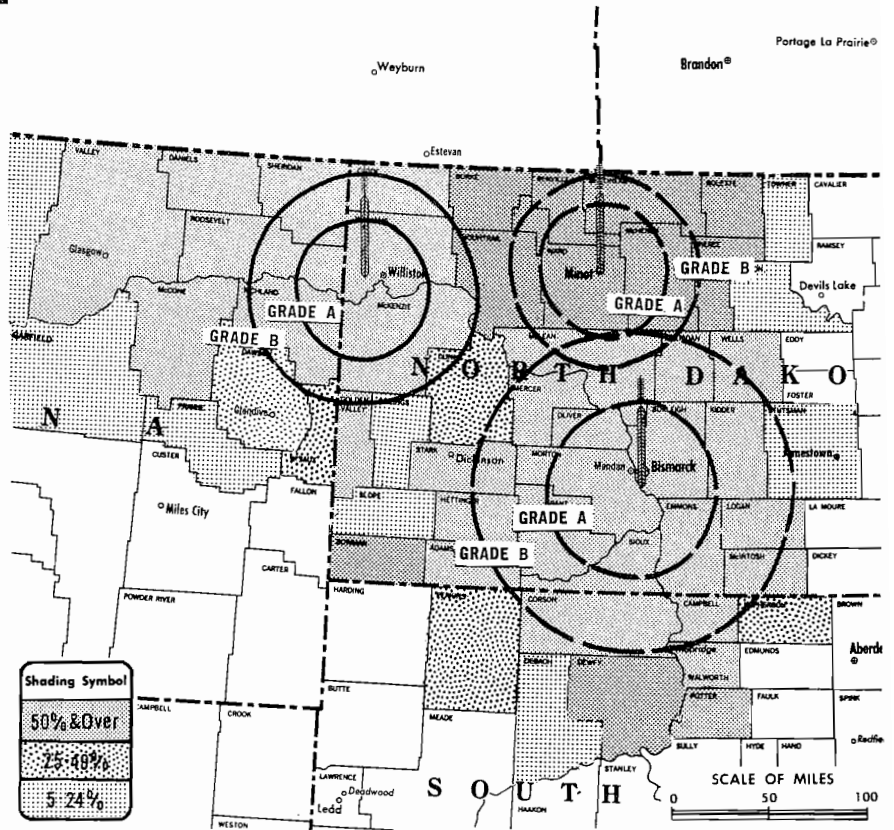
Transmitter: U.S. Rt. 2, 10-mi. W of Williston.

Color: Network only.

News Wire Service: UPI.

Represented (legal) by Hogan & Hartson.

Represented (engineering) by Charles Smith.



County coverage based on ARB study (see page 4-b).

KUMV-TV Ref: FCC File No. BPCT-3141 Granted 7/18/66

©American Map Co., Inc., N.Y., No. 14244

## KUMV-TV

Licensee: Meyer Bcstg. Co., Broadway at Fourth, Bismarck, N.D. (58501).

Studio: U.S. Rt. 2, 10-mi. W of Williston.

Telephone: 701-223-0900, Bismarck.

Ownership: Same as KFYZ-TV.

Began Operation: Feb. 11, 1957.

Represented (sales) by Blair Television Associates Inc.

Personnel:

WILLIAM EKBERG, president (Bismarck).  
WES HAUGEN, general manager (Bismarck).  
DAVE STUART, general sales manager (Bismarck).  
OSCAR HALVORSON, chief engineer & station manager.

Rates: Sold in combination with KFYZ-TV, Bismarck, N.D.

NETWORK BASE HOURLY RATE: \$150 (NBC), \$150 (ABC).

ARB Data for this Station Included with Parent KFYZ-TV, Bismarck. The Above Map Reflects Coverage of Both.

## La Rue Media Brokers Inc.

Radio Television CATV

Completed Sales

Radio: Minneapolis-St. Paul \$1,000,000

Radio: St. Louis, Missouri \$3,500,000

116 Central Park South  
New York, N.Y. 10019

President  
Hugh Ben LaRue

Area Code 212  
265-3430

# North Dakota—Williston

## KXMD-TV

Ch. 11

[Satellite of KXMC-TV, Minot, N.D.]

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 130-kw visual, 13-kw aural. Antenna: 979-ft. above av. terrain, 837-ft. above ground, 3137-ft. above sea level.

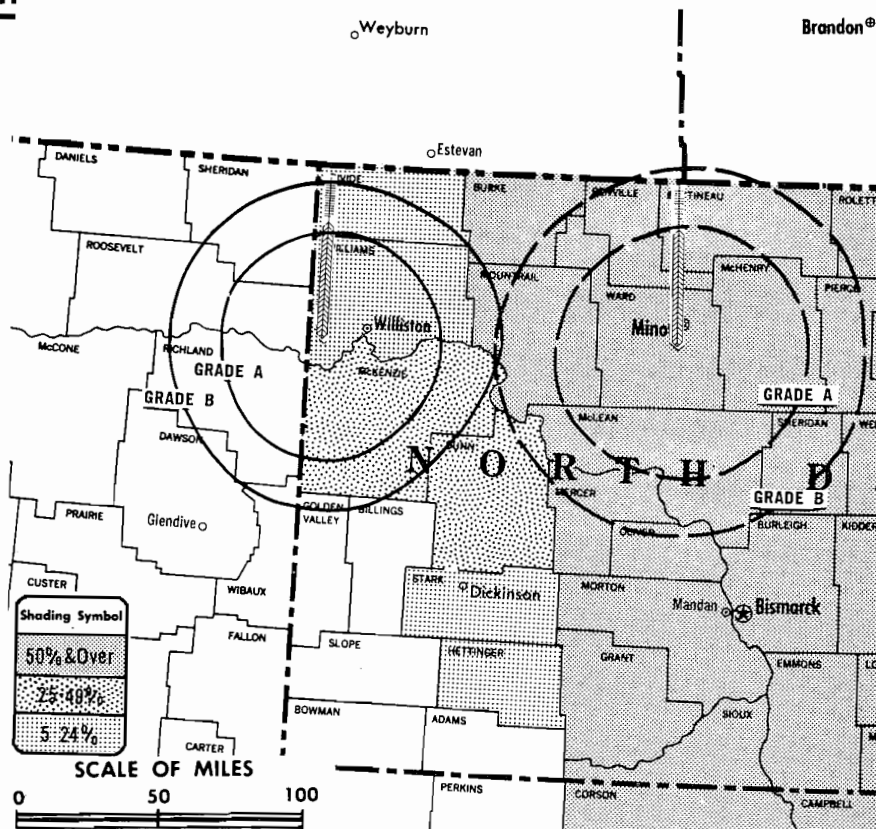
Latitude 48° 08' 22"  
Longitude 103° 53' 24"

Transmitter: 11-mi. W of Williston on U.S. 2.

Color: Network.

News Wire Service: AP.

ARB Data: Not available. Map reflects coverage of KXMC-TV, Minot.



County coverage based on ARB study (see page 4-b).

KXMD-TV Ref: FCC File No. BPCT-4052 Granted 2/5/69  
KXMC-TV Ref: FCC File No. BMPCT-4653 Granted 5/17/57

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## KXMD-TV

Network Service: CBS.

Grantee: KXMC-TV Inc., KXMC-TV Bldg., Minot, N.D. (58704).

Studio: See KXMC-TV, Minot.

Ownership: See KXMC-TV, Minot.

Began Operation: Oct. 25, 1969.

Represented (sales) by Adam Young Inc.; William L. Hurley (regional).

Represented (legal) by Fisher, Wayland, Duvall & Southmayd.

Represented (engineering) by Lloyd A. Amoo.

Personnel:

ROBERT WILKENS, manager.

ROGER DIVENS, program director.

WAYNE JOHNSON, chief engineer.

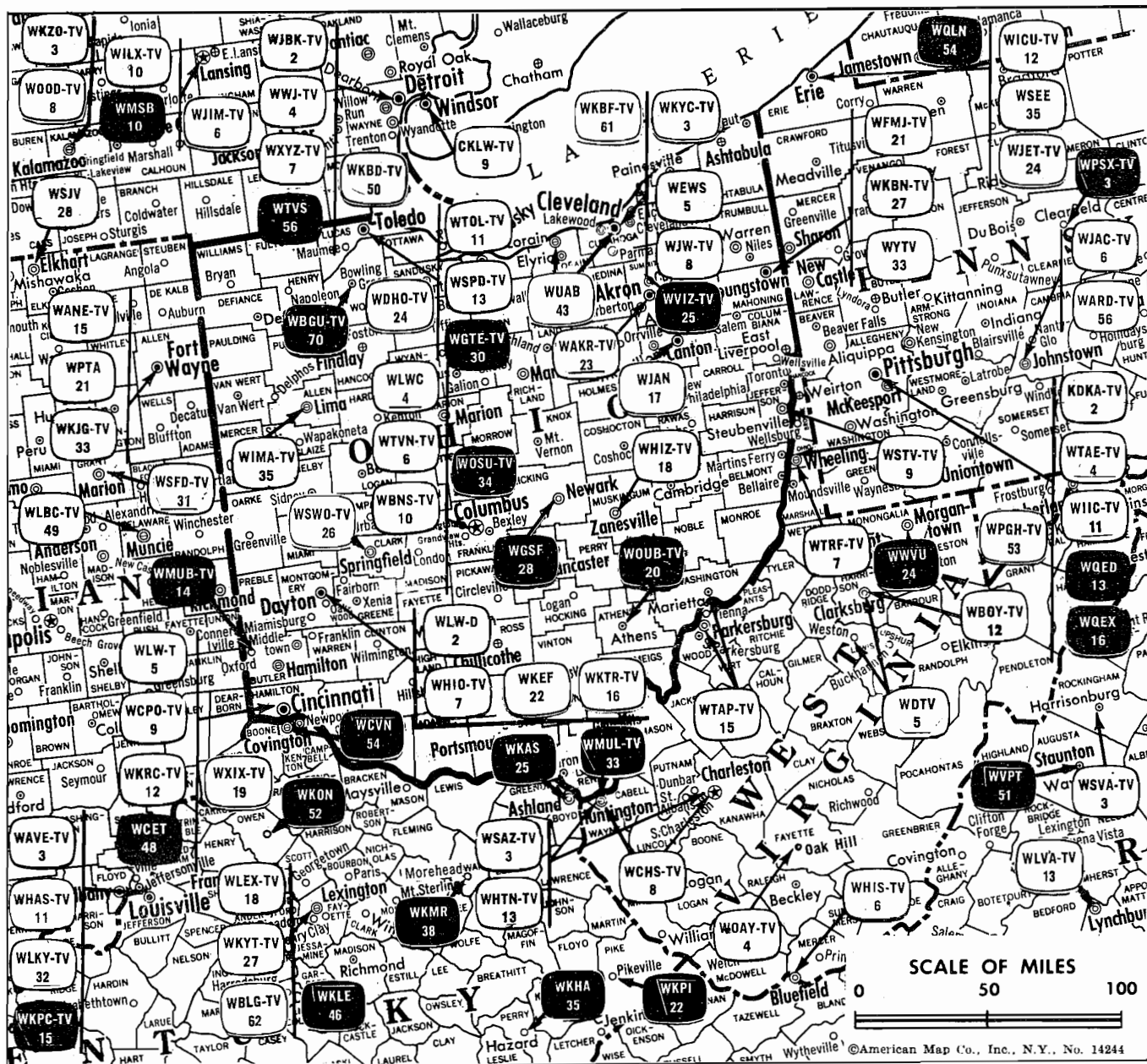
KEN CHRISTIANSON, news director.

Rates: Sold in combination with KXMC-TV, Minot.

## KXMC-TV, Minot

(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes	%
Between 5-24%	NORTH DAKOTA			
	Divide	1,600	1,400	91
	Hettinger	1,400	1,300	94
	Stark	5,800	5,400	95
	Towner	1,300	1,200	93
	Williams	8,100	7,700	95
	SOUTH DAKOTA			
	Grant	2,800	2,700	94
	Mc Pherson	1,100	1,000	91



Market	ARB Net Weekly		ARB ADI	
	Circulation	Rank	TV Households	Rank
Cleveland	1,274,717	9	1,181,100	8
Cincinnati	752,675	15	572,300	20
Dayton	590,693	26	374,000	43
Columbus	568,599	28	446,200	31
Wheeling-Steubenville	503,237	36	148,900	94
Toledo	460,982	43	282,900	59
Youngstown	257,451	79	197,100	80
Akron	198,526	100	*	*
Lima	73,247	173	32,700	183
Zanesville	35,556	198	22,800	193
Canton	30,482	203	*	*

**HAMILTON-LANDIS & ASSOCIATES, INC.—NATIONWIDE MEDIA BROKERS**  
 THE OFFICE NEAREST YOU IS—1507 TRIBUNE TOWER, CHICAGO, ILL. 60611 • (312) 337-2754

# Ohio

Ohio Station Status as of March 1, 1970

	VHF	UHF	TOTAL
□ Commercial Television Stations	14	14	28
● Educational Television Stations	0	8	8
			36

## State Cross Reference List

Communities That Receive Programs of Stations That Are Located Elsewhere

### WTAP-TV

Marietta

(See Parkersburg, W.Va.)

### WTRF-TV

Steubenville

(See Wheeling, W.Va.)

## State Educational Technical Facilities

(Complete Data in Educational Directory)

### WOUB-TV

Athens

Ch. 20

Non-Commercial Educational Station

Licensee: Ohio University.

Technical Facilities: Channel No. 20 (506-512 MHz). Authorized power: 195-kw visual, 38.9-kw aural. Antenna: 810-ft. above av. terrain, 871-ft. above ground, 1666-ft. above sea level.

Latitude	39°	18'	50"
Longitude	82°	08'	54"

### WBGU-TV

Bowling Green

Ch. 70

Non-Commercial Educational Station

Licensee: Bowling Green State University.

Technical Facilities: Channel No. 70 (806-812 MHz). Authorized power: 10.2-kw visual, 1.26-kw aural. Antenna: 170-ft. above av. terrain, 153-ft. above ground, 854-ft. above sea level.

Latitude	41°	22'	33.5"
Longitude	83°	38'	33.6"

### WCET

Cincinnati

Ch. 48

Non-Commercial Educational Station

Licensee: Greater Cincinnati Television Educational Foundation, 2222 Chicasaw Street, Cincinnati, O. (45219).

Technical Facilities: Channel No. 48 (674-680 MHz). Authorized power: 1000-kw max. & 473-kw horizontal visual, 100-kw max. & 47.9-kw horizontal aural. Antenna: Mounted on WCPO-TV tower, 880-ft. above av. terrain, 909-ft. above ground, 1749-ft. above sea level.

Latitude	39°	07'	31"
Longitude	84°	29'	57"

### WVIZ-TV

Cleveland

Ch. 25

Non-Commercial Educational Station

Grantee: ETV Association of Metropolitan Cleveland.

Technical Facilities: Channel No. 25 (536-542 MHz). Authorized power: 500-kw visual, 250-kw aural. Antenna: 1000-ft. above av. terrain, 814-ft. above ground, 1944-ft. above sea level.

Latitude	41°	20'	32"
Longitude	81°	44'	22"

Holds CP for change to 500-kw max. & 324-kw horizontal visual, 100-kw max. & 65-kw horizontal aural, lat. 41° 20' 28", long. 81° 44' 24". BMPET—535.

### WOSU-TV

Columbus

Ch. 34

Non-Commercial Educational Station

Licensee: Ohio State University.

Technical Facilities: Channel No. 34 (590-596 MHz). Authorized power: 219-kw visual, 43.8-kw aural. Antenna: 560-ft. above av. terrain, 593-ft. above ground, 1418-ft. above sea level.

Latitude	40°	00'	28"
Longitude	83°	02'	49"

### WGSF

Newark

Ch. 28

Non-Commercial Educational Station

Licensee: Public School District of Newark, 19 North 5th St.

Technical Facilities: Channel No. 28 (554-560 MHz). Authorized power: 15.3-kw visual, 2.84-kw aural. Antenna: 512-ft. above av. terrain, 452-ft. above ground, 1532-ft. above sea level.

Latitude	40°	05'	28"
Longitude	82°	24'	26"

### WMUB-TV

Oxford

Ch. 14

Non-Commercial Educational Station

Licensee: Miami University, Oxford, O.

Technical Facilities: Channel No. 14 (470-476 MHz). Authorized power: 204-kw visual, 40.7-kw aural. Antenna: 300-ft. above av. terrain, 352-ft. above ground, 1243-ft. above sea level.

Latitude	39°	30'	26"
Longitude	84°	44'	09"

### WGTE-TV

Toledo

Ch. 30

Non-Commercial Educational Station

Grantee: Greater Toledo ETV Foundation, Manhattan Blvd. at Elm.

Technical Facilities: Channel No. 30 (566-572 MHz). Authorized power: 1170-kw visual, 234-kw aural. Antenna: 1017-ft. above av. terrain, 1034-ft. above ground, 1625-ft. above sea level.

Latitude	41°	39'	26.5"
Longitude	83°	25'	55.0"



# Ohio—Akron



**WAKR-TV**



Ch. 23

Technical Facilities: Channel No. 23 (524-530 MHz). Authorized power: 1290-kw max. & 1000-kw horizontal visual, 175-kw max. & 138-kw horizontal aural. Antenna: 960-ft. above av. terrain, 960-ft. above ground, 2049-ft. above sea level.

Latitude 41° 03' 51"  
Longitude 81° 34' 59"

Transmitter: Dreisbach Dr.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

News Film Service: ABC.

AM Affiliate: WAKR, 5-kw, 1590 kHz.

FM Affiliate: WAKR-FM, 50-kw, 97.5 MHz (No. 248), 500-ft.

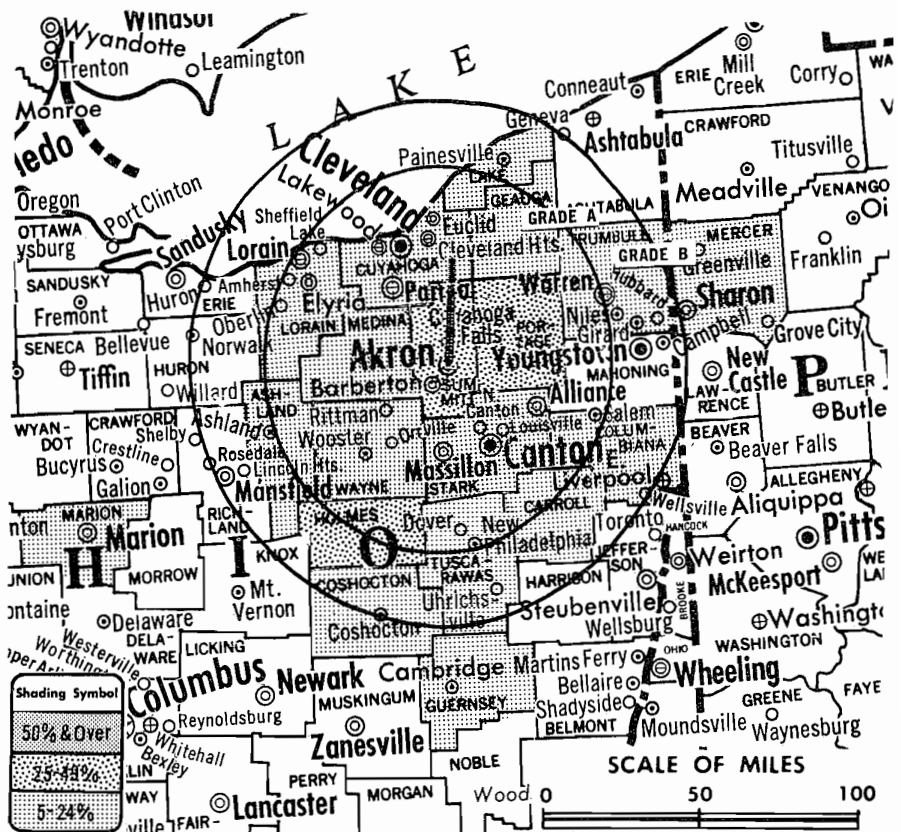
Total Households: © SRDS

Consumer Market Data as of 1/1/70.

TV Homes: TV% and Circulation

© 1969 American Research Bureau.

County coverage based on ARB study (see page 4-b).



WAKR-TV Ref: FCC File No. Doc. 16538—Granted 3/17/67

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## WAKR-TV

Licensee: The Summit Radio Corp., P.O. Box 1590, Akron (44309).

Studio: Radio-Television Center of Akron, 853 Copley Rd.

Telephone: 216-762-8811.

Ownership: Beacon Journal Publishing Co. (John S. Knight, pres.), 45%; Viola G. Berk, pres., 55%; Roger G. Berk, v.p. & secy.; James L. Berk, treas.; and directors John S. Knight and C. Blake McDowell. Beacon Journal Publishing Co. publishes Akron Beacon Journal, is 100% owned by Knight Newspapers Inc. (John S. Knight, pres. and 50.3% owner), publisher of Detroit Free Press, Miami Herald, Charlotte (N.C.) Observer, News, Tallahassee (Fla.) Democrat, Macon (Ga.) Telegraph and Macon News. Miami Herald Publishing Co. owns weekly Coral Gables Times and Florida Keys Keynote. James L. Knight is pres. of Miami Beach Daily Sun and weeklies Miami Shores Journal, North Miami Journal, and North Miami Beach Journal. Summit Radio subsidiary, Group One Bcstg., owns radios WONE & FM, Dayton, Ohio and KBOX & FM, Dallas, Tex. Knight Newspapers Inc. also owns Philadelphia Inquirer and Philadelphia Daily News.

Began Operation: June 7, 1953.

Represented (sales) by Savalli/Gates Inc.

Represented (legal) by McKenna & Wilkinson.

Represented (engineering) by Cohen & Dippell.

Personnel:

VIOLA G. BERK, president.

ROGER G. BERK, vice president & general manager.

ALLAN GINSBERG, operations manager.

BILL McKAY, news director.

IRWIN L. KNOPP, chief engineer.

DIGEST OF RATE CARD NO. 4—(Jan. 1, 1968)

Hour 30 Min. 15 Min. 5 Min. Min. 30 Sec. 10 Sec.

Class A—6:30-11 p.m., daily.

\$400.00 \$240.00 \$160.00 \$120.00 \$100.00 \$65.00 \$50.00

NETWORK BASE HOURLY RATE: \$100.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Between 25-49%</b>	OHIO			
	Holmes	5,800	5,000	87
	Portage	30,800	30,000	98
	Summit	172,200	168,200	98
<b>Between 5-24%</b>	OHIO			
	Ashland	12,800	12,500	97
	Carroll	6,100	5,900	97
	Columbiana	32,800	31,700	97
	Coshocton	9,900	9,200	93
	Cuyahoga	548,000	533,300	97
	Geauga	16,600	16,000	97
	Guernsey	11,000	10,300	94
	Lake	54,500	53,600	98
	Lorain	73,900	72,100	98
	Marion	19,600	19,100	97
	Medina	22,400	21,800	97
Stark	111,700	108,500	97	
Trumbull	69,500	67,800	98	
Tuscarawas	24,600	23,400	95	
Wayne	23,200	21,900	94	
PENNSYLVANIA				
Mercer	39,700	38,100	96	
Station Totals		1,663,800	1,614,500	97
Net Weekly Circulation (March 1969)			198,526	
Average Daily Circulation (March 1969)			55,224	

For Uhf Penetration by Markets  
See Services Volume

# Ohio—Canton

## WJAN

Ch. 17

Technical Facilities: Channel No. 17 (488-494 MHz). Authorized power: 260-kw max. & 230-kw horizontal visual, 47.9-kw max. & 42.6-kw horizontal aural. Antenna: 450-ft. above av. terrain, 448-ft. above ground, 1613-ft. above sea level.

Latitude 40° 51' 04"  
Longitude 81° 16' 37"

Transmitter: U.S. Rt. 62, Cal. Ave. & Reno Rd., Louisville, O.

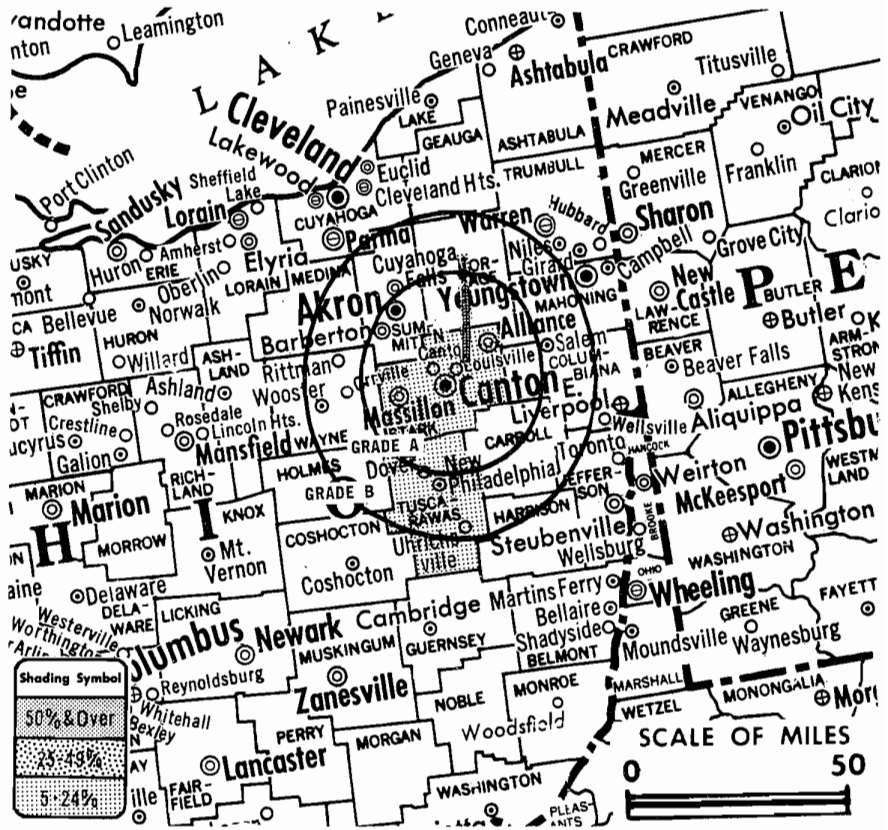
TV tape: Recording facilities.

Color: Live, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1989 American Research Bureau.  
County coverage based on ARB study (see page 4-b).



WJAN Ref: FCC File No. BPCT-4150 Granted 8/28/88

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## WJAN

Network Service: None, independent.

Grantee: Janson Industries, Box 985, Canton, O.

Studio: U.S. Rt. 62, Cal. Ave. & Reno Rd., Louisville, O.; Box 8080, Canton (44709).

Telephone: 216-875-5542.

Ownership: General partnership consisting of Richard Wilford Janson, 45%; Raymond Kenneth Janson, 32.5%; Russell Corliss Janson, 22.5%. Janson Industries is a stage & TV contracting co.

Began Operation: Jan. 1, 1967.

Represented (sales) by Walton Broadcasting Sales Corp. (Chicago); Gill-Perna Inc. (New York).

Represented (legal) by Fletcher, Heald, Rowell, Kenehan & Hildreth.

Represented (engineering) by George P. Adair Engineering Co.

Personnel:

HAROLD GORSUCH, general manager.  
BEN WERK, national sales manager.  
JOHN BAKER JR., news director.  
KATHRYN BOLUS, film editor.  
CLARE WERK, public relations & women's director.

### DIGEST OF RATE CARD NO. 3

(March 1, 1970)

Hour	30 Min.	15 Min.	Min.	30 Sec.	20 Sec.	10 Sec.
Class A—4-8 p.m., daily.						
\$275.00	\$170.00	\$95.00	\$40.00	\$25.00	\$15.00	\$10.00

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Between 5-24 %</b>	OHIO Stark	111,700	108,500	97
	Tuscarawas	24,600	23,400	95
Station Totals		592,600	575,400	97
Net Weekly Circulation (March 1969)			30,482	
Average Daily Circulation (March 1969)			6,814	

For Index to Contents  
See Services Volume



# NEWS

*you may have missed...*

## CANTON, OHIO

### SINGLE STATION MARKET 40,000 CATV HOMES

67% ARB PENETRATION H.S. FOOTBALL  
FULL COLOR  
1 HOUR FARM SHOW DAILY  
1 HOUR VARIETY SHOW DAILY

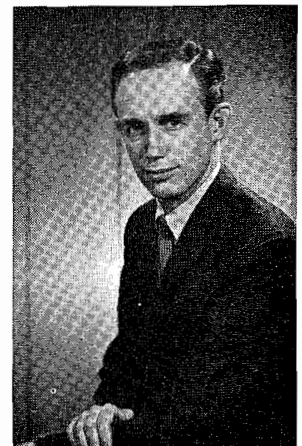
**NEWS**                    **4:55 P.M.**  
**& WEATHER**           **6:00 P.M.**  
**& SPORTS**



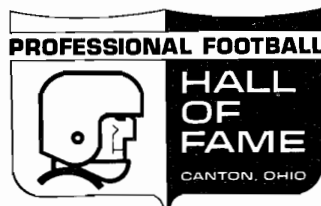
**Ben Werk**  
National Sales Mgr.  
Dir. of Agri. Ser.



**Harold D. Gorsuch**  
General Manager



**John Baker**  
News Director



# Ohio—Cincinnati



**WCPO-TV**



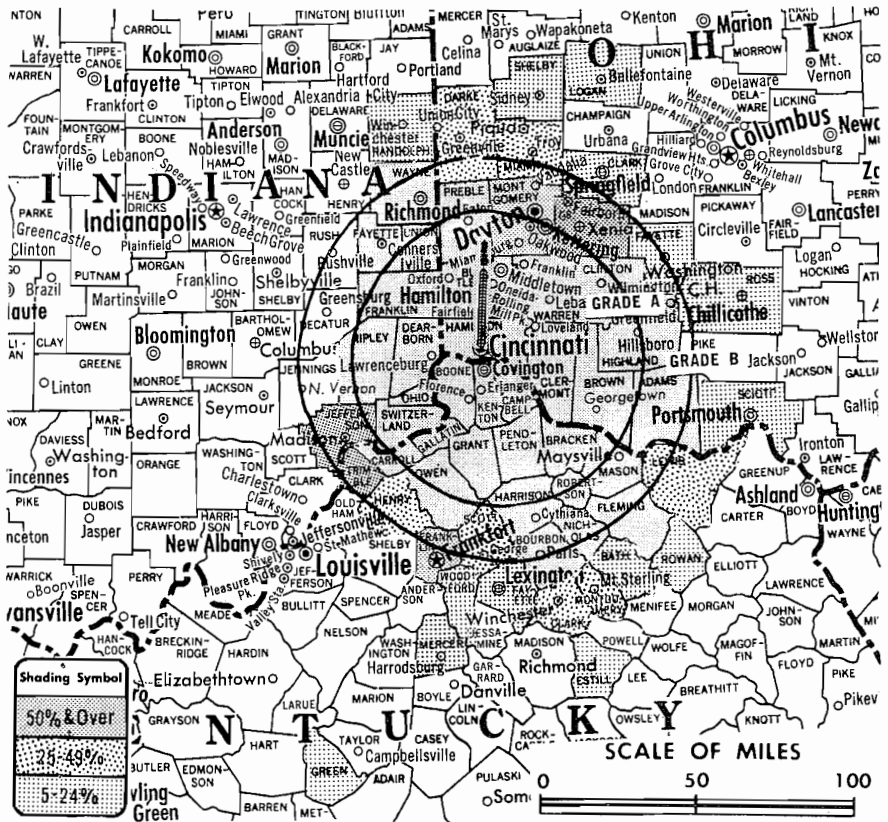
Ch. 9

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 316-kw max. & 282-kw horizontal visual, 63.1-kw max. & 56.2-kw horizontal aural. Antenna: 1019-ft. above av. terrain, 909-ft. above ground, 1749-ft. above sea level.

Latitude 39° 07' 31"  
Longitude 84° 29' 57"

Transmitter: Dover & Symmes Sts.  
TV tape: Recording facilities.  
Color: Network, live, film, slide & tape.  
News Wire Service: UPI.  
Facsimile Service: UPI.  
News Film Service: CBS.

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).



WCPO-TV Ref: FCC File No. BPCT—6555 Granted 7/18/67

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## WCPO-TV

Licensee: Scripps-Howard Broadcasting Co., 500 Central Ave. (45202).

Studio: 500 Central Ave.

Telephone: 513-721-9900. TWX No.: 810-461-2690.

Ownership: Scripps-Howard Broadcasting Co., 100%. Publisher of Cincinnati Post & Times-Star, as well as other newspapers. Also owns WEWS, Cleveland; WMC-TV, WMC & FM, Memphis; WNOX, Knoxville and WPTV, West Palm Beach, Fla. For list of newspapers published by Scripps-Howard and officers of Scripps-Howard Broadcasting Co., see WEWS, Cleveland, Ohio.

Began Operation: July 26, 1949.

Represented (sales) by Blair-TV.

Represented (legal) by Dempsey & Koplovitz.

Personnel:

- JACK R. HOWARD, president.
- M. C. WATTERS, executive vice president.
- ROBERT GORDON, vice president & general manager.
- F. BEN HEVEL, director of operations.
- WILLIAM RITCHIE, general sales manager.
- EARL CORBETT, commercial manager.
- BERNARD BORDEN, film director.
- AL SCHOTTELKOTTE, news director.
- ARCHIE MILLER, chief engineer.
- GUS BAILEY, promotion/advertising manager.

### DIGEST OF RATE CARD NO. 20 (Feb. 1, 1969)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. ID  
Class AA—7:30-11 p.m., daily.  
\$1700.00 \$1000.00 \$600.00 \$450.00 . . . . . \$450.00\* \$270.00\*

\*Class AAA—8-10:30 p.m., daily.

NETWORK BASE HOURLY RATE: \$1750.

For Group Ownership, See Services Volume

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>INDIANA</b>				
	Dearborn	9,800	9,400	96
	Fayette	7,000	6,700	96
	Franklin	4,600	4,300	93
	Jefferson	7,200	6,800	95
	Ohio	1,500	1,400	97
	Ripley	6,100	5,800	94
	Switzerland	1,800	1,600	92
	Union	1,600	1,500	94
	Wayne	24,000	23,100	96
<b>KENTUCKY</b>				
	Boone	8,600	8,400	98
	Bourbon	5,700	5,300	93
	Bracken	2,100	1,900	95
	Campbell	30,400	29,800	98
	Carroll	2,600	2,400	94
	Fleming	3,500	3,200	91
	Franklin	10,500	10,000	95
	Gallatin	1,200	1,200	94
	Grant	2,500	2,300	93
	Harrison	4,800	4,500	94
	Kenton	41,700	40,900	98
	Mason	6,100	5,700	93
	Nicholas	1,900	1,700	89
	Owen	2,800	2,500	91
	Pendleton	3,700	3,600	96
	Robertson	800	700	94
	Trimble	1,500	1,400	94
<b>OHIO</b>				
	Adams	5,600	5,000	90
	Brown	7,700	7,200	93
	Butler	65,700	63,900	97
	Clermont	27,700	26,900	97
	Clinton	9,700	9,300	97
	Greene	33,100	32,200	97
	Hamilton	300,000	289,800	97
	Highland	9,400	8,800	94
	Montgomery	182,700	178,600	98
	Preble	10,300	10,000	98
	Warren	22,600	21,900	97

50% & Over

(Continued on page 595-b)

Station Totals	1,575,100	1,516,200	96
Net Weekly Circulation (March 1969)			752,675
Average Daily Circulation (March 1969)			489,374

# Ohio—Cincinnati



**WKRC-TV**



Ch. 12

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 316-kw maximum and 174-kw horizontal visual, 31.6-kw maximum and 17.4-kw horizontal aural. Antenna: 1000-ft. above av. terrain, 971-ft. above ground, 1746-ft. above sea level.

Latitude 39° 06' 58.4"  
Longitude 84° 30' 05.0"

Hold CP for change to 303-kw visual, 30.3-kw aural. BMPCT-6846.

Transmitter: 1906 Highland Ave.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

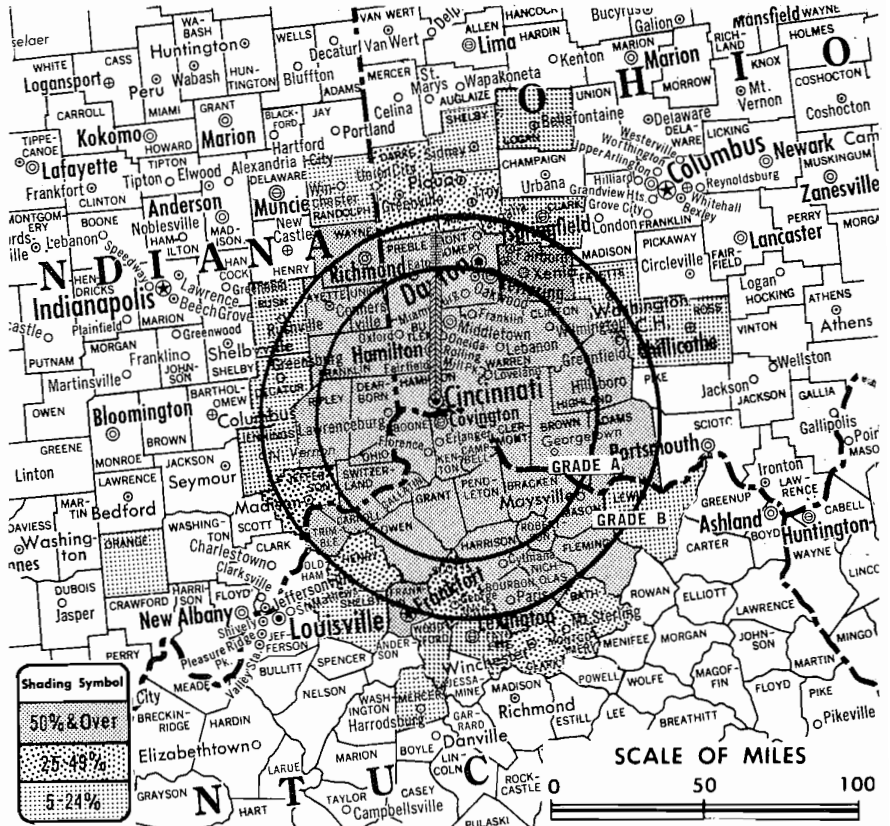
News Wire Service: AP.

Facsimile Service: AP.

AM Affiliate: WKRC, 5-kw, (1-kw night), 550 kHz (CBS).

FM Affiliate: WKRC-FM, 10-kw, 101.9 MHz (No. 270), 875-ft. antenna.

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).



WKRC-TV Ref: FCC File No. BPCT-2882 Granted 12/6/61  
CP: BMPCT-6846 Granted 8/20/68

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## WKRC-TV

Licensee: Taft Broadcasting Co., 1906 Highland Ave. (45219).

Studio: 1906 Highland Ave.

Telephone: 513-421-1750.

TWX No.: 513-577-1617.

Ownership: 43.84% of stock is held by the Taft-Ingalls families; remainder is traded on New York Stock Exchange. Officers: David S. Ingalls, chmn. of board; Charles S. Mechem Jr., chmn., exec. committee; Lawrence H. Rogers II, pres.; John L. McClay, exec. v.p.; L. D. Bolton II, Donald L. Chapin, Eugene C. D'Angelo Jr., William H. Hansher, Samuel T. Johnston, Roger B. Read, Robert T. Schlinkert, Frederick H. von Stade & Robert C. Wiegand, v.p.s.; Dorothy S. Murphy, treas. & asst. secy.; Dudley Taft, secy. Also owns WTVN-TV, WTVN & FM, Columbus; WBRC-TV, WBRC & FM, Birmingham, Ala.; WGR-TV, WGR & FM, Buffalo, N.Y.; WDAF-TV, WDAF & FM, Kansas City, Mo.; WNEP-TV, Scranton-Wilkes-Barre, Pa.; WTAF-TV, Philadelphia. Taft also owns Hanna-Barbera Productions.

Began Operation: April 4, 1949.

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Koteen & Burt.

Personnel:

- LAWRENCE H. ROGERS II, president.
- DON CHAPIN, vice president, sales.
- SAM T. JOHNSTON, vice president & general manager.
- HARRY G. MOHR, program director.
- H. NEEDHAM SMITH, general sales manager.
- WILLIAM HILDEBRANDT, local sales manager.
- RAY OWEN, chief engineer.
- DAVE KLENK, commercial production manager.
- ROBERT F. SPINA, promotion director.
- JOHN HILL, film director.

DIGEST OF RATE CARD NO. A30  
(Sept. 29, 1969)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. 10 Sec.

Class AA—7:30-10:30 p.m., daily.

\$1900.00 \$1250.00 ..... Graded rates apply\*

\*Highest rate: \$675.

NETWORK BASE HOURLY RATE: \$1900.

1970-71 Edition

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>INDIANA</b>				
	Dearborn	9,800	9,400	96
	Fayette	7,000	6,700	96
	Franklin	4,600	4,300	93
	Ohio	1,500	1,400	97
	Ripley	6,100	5,800	94
	Switzerland	1,800	1,600	92
	Union	1,600	1,500	94
	Wayne	24,000	23,100	96
<b>KENTUCKY</b>				
	Boone	8,600	8,400	98
	Bourbon	5,700	5,300	93
	Bracken	2,100	1,900	95
	Campbell	30,400	29,800	98
	Carroll	2,600	2,400	94
	Fleming	3,500	3,200	91
	Franklin	10,500	10,000	95
	Gallatin	1,200	1,200	94
	Grant	2,500	2,300	93
	Harrison	4,800	4,500	94
	Kenton	41,700	40,900	98
	Mason	6,100	5,700	93
	Nicholas	1,900	1,700	89
	Owen	2,800	2,500	91
	Pendleton	3,700	3,600	96
	Robertson	800	700	94
	Trimble	1,500	1,400	94
<b>OHIO</b>				
	Adams	5,600	5,000	90
	Brown	7,700	7,200	93
	Butler	65,700	63,900	97
	Clermont	27,700	26,900	97
	Clinton	9,700	9,500	97
	Greene	33,100	32,200	97
	Hamilton	300,000	289,800	97
	Highland	9,400	8,800	94
	Montgomery	182,700	178,600	98
	Preble	10,300	10,000	98
	Warren	22,600	21,900	97

(Continued on page 595-b)

Station Totals	1,240,500	1,193,100	96
Net Weekly Circulation (March 1969)			749,482
Average Daily Circulation (March 1969)			443,123

# Ohio—Cincinnati



**WLWT**



Ch. 5

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 680-ft. above av. terrain, 583-ft. above ground, 1411-ft. above sea level.

Latitude 39° 07' 28.3"  
Longitude 84° 31' 18"

Transmitter: 2222 Chickasaw St., Clifton Heights.

Studio: 140 W. 9th St.

TV tape: Recording facilities.

AM Affiliate: WLW, 50-kw, 700 kHz (NBC, ABC).

Color: Network, live, film, slide & tape.

News Wire Service: AP.

Facsimile Service: AP.

News Film Service: NBC.

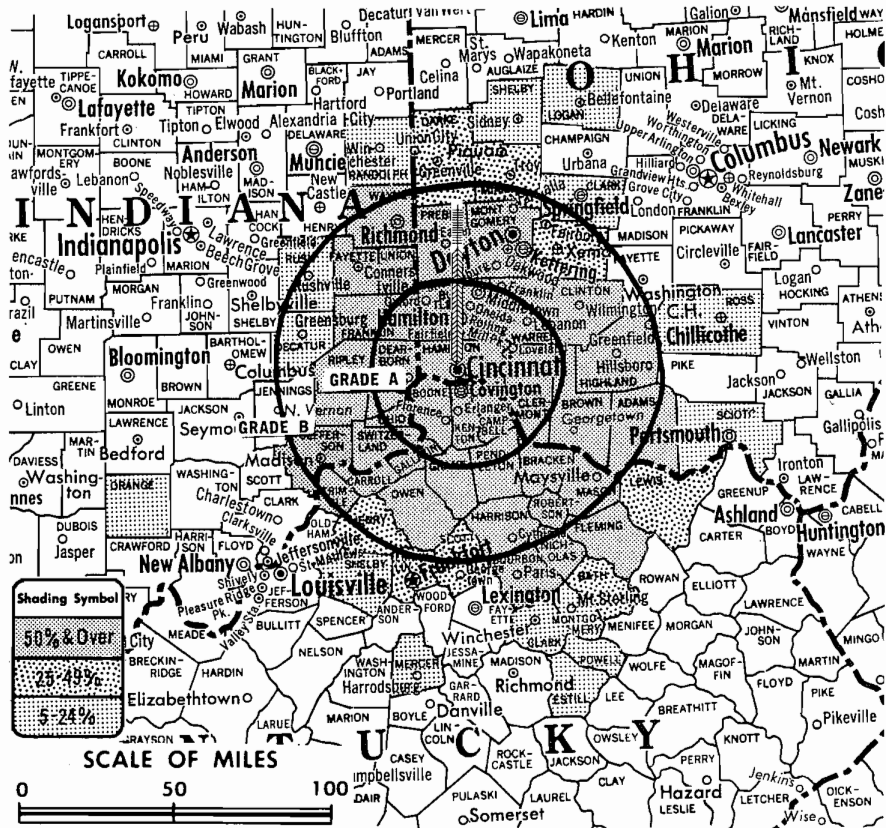
Total Households: © SRDS

Consumer Market Data as of 1/1/70

TV Homes: TV% and Circulation

© 1969 American Research Bureau.

County coverage based on ARB study (see page 4-b).



WLWT Ref: FCC File No. BFC7-914 Granted 12/10/52

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## WLWT

Licensee: Avco Broadcasting Corp., 140 W. 9th St. (45202).

Telephone: 513-241-1822. TWX No.: 513-577-1258.

Ownership: Subsidiary of Avco Corp. Avco Bcstg. Corp. officers: John T. Murphy, pres.; Walter E. Bartlett, sr. v.p., television; Perry Samuels, sr. v.p., radio; Donald G. Middendorf, v.p., administration; George J. Gray, v.p., Washington affairs; Robert L. Goosman, sr. v.p., treas.; Clyde G. Haehnle, v.p., technical asst. to the pres.; John Vrba, v.p., TV sales; Eugene McPherson, v.p., corporate TV programming; and vps and gen mgrs. of Avco Bcstg. TV and radio stations. Also, Mary Bates, dir. public information; Joseph P. Costantino, dir. advertising and promotion; Marianne B. Campbell, dir. community affairs; Howard Lepple, v.p., engineering operations. Avco Bcstg. Corp. also owns & operates TV stations WLWC, Columbus; WLWD, Dayton and WLWI, Indianapolis (interconnected with WLWT to form regional network); WOAI-TV, San Antonio, Tex.; radios WLW, Cincinnati; WWDC-AM-FM, Washington, D.C.; WOAI, San Antonio, Tex.; KYA and KOIT (FM), San Francisco; WRTH, Wood River, Ill.

Began Operation: Feb. 9, 1948.

Represented (sales) by Avco Radio Television Sales.

Represented (legal) by Hogan & Hartson.

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

Personnel:

- RICHARD E. REED, vice president & general manager.
- WILLIAM H. SPIEGEL, program director.
- RAY W. COLIE, general sales manager.
- WILLIAM H. WILLS, dir., advertising, promotion & publicity.
- TOM ROBERTSON, news director.
- JOSEPH LEWIN, director of community services.
- LOUIS J. RAINONE, production manager.
- EDWIN DOOLEY, chief engineer.
- TOM STOREY, film director.

DIGEST OF RATE CARD NO. 24—(June 30, 1969)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. 10 Sec.

Class AA—7:30-11 p.m., daily.

\$1850.00 \$1390.00 \$740.00 \$510.00 \$600.00\* \$450.00\* \$240.00\*

\*Class AAA—7:30-10:59 p.m., daily.

NETWORK BASE HOURLY RATE: \$1850.

Net Weekly Circulation	State County	Total Households	TV Homes	%
	<b>INDIANA</b>			
	Dearborn	9,800	9,400	96
	Fayette	7,000	6,700	96
	Franklin	4,600	4,300	93
	Jefferson	7,200	6,800	95
	Ohio	1,500	1,400	97
	Ripley	6,100	5,800	94
	Switzerland	1,800	1,600	92
	Union	1,600	1,500	94
	Wayne	24,000	23,100	96
	<b>KENTUCKY</b>			
	Boone	8,600	8,400	98
	Bourbon	5,700	5,300	93
	Bracken	2,100	1,900	95
	Campbell	30,400	29,800	98
	Carroll	2,600	2,400	94
	Fleming	3,500	3,200	91
	Gallatin	1,200	1,200	94
	Grant	2,500	2,300	93
	Harrison	4,800	4,500	94
	Kenton	41,700	40,900	98
	Mason	6,100	5,700	93
	Nicholas	1,900	1,700	89
	Owen	2,800	2,500	91
	Pendleton	3,700	3,600	96
	Robertson	800	700	94
	Trimble	1,500	1,400	94
	<b>OHIO</b>			
	Adams	5,600	5,000	90
	Brown	7,700	7,200	93
	Butler	65,700	63,900	97
	Clermont	27,700	26,900	97
	Clinton	9,700	9,300	97
	Hamilton	300,000	289,800	97
	Highland	9,400	8,800	94
	Montgomery	182,700	178,600	98
	Preble	10,300	10,000	98
	Warren	22,600	21,900	97

50% & Over

(Continued on page 595-b)

Station Totals	1,330,400	1,279,500	96
Net Weekly Circulation (March 1969)			741,602
Average Daily Circulation (March 1969)			478,855

# Ohio—Cincinnati -Newport, Ky.

## WXIX-TV

Ch. 19

Technical Facilities: Channel No. 19 (500-506 MHz). Authorized power: 1900-kw max. & 925-kw horizontal visual, 287-kw max. & 140-kw horizontal aural. Antenna: 990-ft. above av. terrain, 1022-ft. above ground, 1749-ft. above sea level.

Latitude 39° 07' 19"  
Longitude 84° 32' 52"

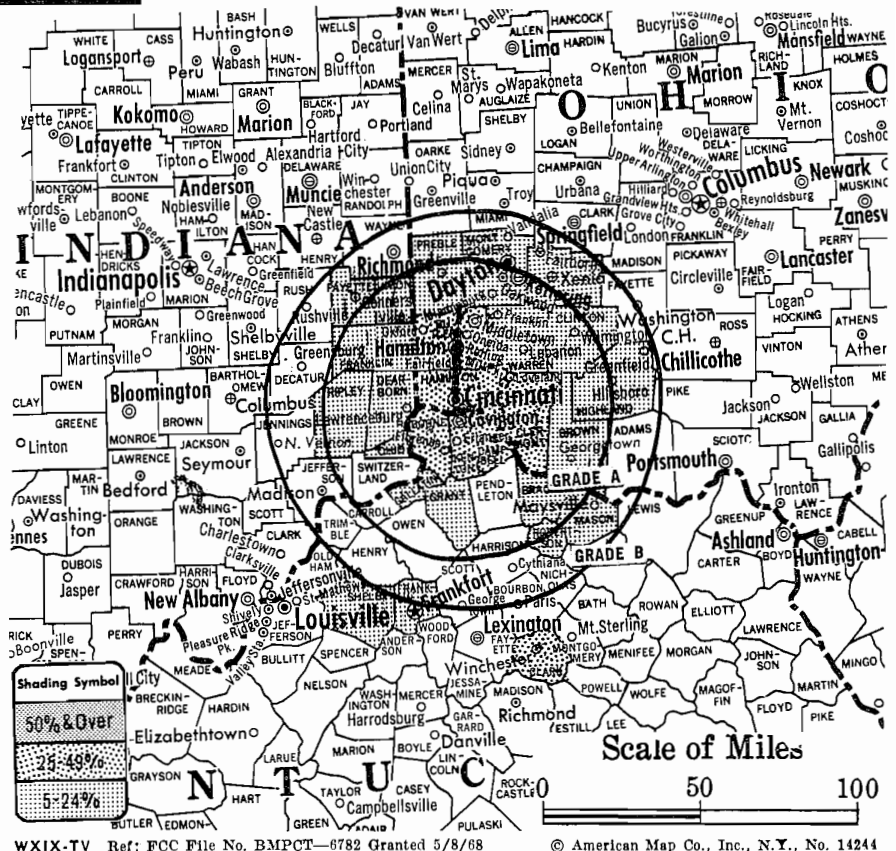
Transmitter: Bald Knob, 2400 Lehman Rd. near State Ave.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).



WXIX-TV Ref: FCC File No. BNPCT-6782 Granted 5/8/68

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## WXIX-TV

Network Service: NBC, ABC & CBS on a per-program basis.

Grantee: U.S. Communications Corp. of Ohio Inc., 1500 Walnut St., Philadelphia, Pa. (19102).

Studio: 801-B W. 8th St., Cincinnati (45203).

Telephone: 513-421-9020. TWX No.: 810-461-2780.

Ownership: U.S. Communications Corp., a subsidiary of AVC Corp., 80%, Robert M. McGredy, pres.; Leonard Stevens, v.p., operations. D. H. Overmyer Bcstg. Co., 20%. For U.S. Communications ownership and other interests, see WPHL-TV, Philadelphia. For other Overmyer interests, see WDHO-TV, Toledo.

Began Operation: Aug. 1, 1968.

Represented (sales) by Edward Petry & Co.; Bill Creed Assoc. (New England).

Represented (legal) by Pierson, Ball & Dowd.

Represented (engineering) by Cohen & Dippell.

Personnel:

R. DOUGLAS McLARTY, vice president & general manager.  
RICHARD F. McCARTHY, general sales manager.  
THOMAS PETREE, national sales manager.  
RAYMOND G. MARKOFF, production manager.  
RICHARD W. RIDGE, promotion manager.  
JAMES D. PARKER, chief engineer.

### DIGEST OF RATE CARD NO. 3 (Feb. 1, 1970)

Hour 30 Min. 15 Min. 5 Min. Min. 30 Sec. 10 Sec.

Class A—7:30-11 p.m., daily.

\$800.00 \$600.00 \$400.00 \$300.00 Graded rates apply\*

\*Highest rate: \$610.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Between 25-49%</b>	KENTUCKY			
	Boone	8,600	8,400	98
	Campbell	30,400	29,800	98
	Clark	7,800	7,200	92
	Kenton	41,700	40,900	98
<b>Between 5-24%</b>	OHIO			
	Butler	65,700	63,900	97
	Clermont	27,700	26,900	97
	Hamilton	300,000	289,800	97
	INDIANA			
	Dearborn	9,800	9,400	96
	Fayette	7,000	6,700	96
	Franklin	4,600	4,300	93
	Ohio	1,500	1,400	97
	Ripley	6,100	5,800	94
Union	1,600	1,500	94	
<b>Between 5-24%</b>	KENTUCKY			
	Bracken	2,100	1,900	95
	Franklin	10,500	10,000	95
	Gallatin	1,200	1,200	94
	Grant	2,500	2,300	93
	Mason	6,100	5,700	93
	Robertson	800	700	94
	Shelby	6,300	6,000	95
	OHIO			
	Brown	7,700	7,200	93
Clinton	9,700	9,300	97	
Greene	33,100	32,200	97	
Highland	9,400	8,800	94	
Montgomery	182,700	178,600	98	
Preble	10,300	10,000	98	
Warren	22,600	21,900	97	
Station Totals		937,500	906,600	96
Net Weekly Circulation (March 1969)				197,514
Average Daily Circulation (March 1969)				87,994

# Ohio—Cleveland



**WEWS**

Ch. 5



Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 93.3-kw visual, 10-kw aural. Antenna: 1020-ft. above av. terrain, 851-ft. above ground, 1950-ft. above sea level.

Latitude 41° 22' 27"  
Longitude 81° 43' 06"

Transmitter: Parma, Ohio.

TV tape: Recording facilities.

Studio: 3001 Euclid Ave.

Color: Network, live, film, slide & tape.

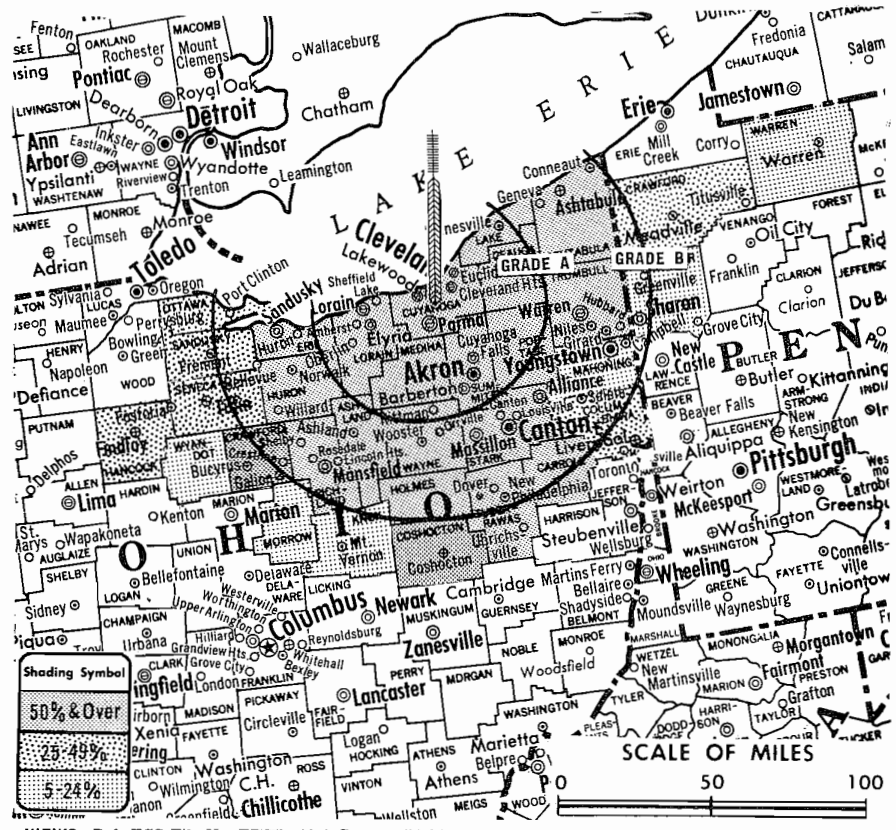
News Wire Service: UPI.

Facsimile Service: UPI.

News Film Service: ABC.

Represented (legal) by Dempsey & Koplovitz.

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).



WEWS Ref: FCC File No. BPCT-1291 Granted 5/28/53

©American Map Co., Inc., N.Y., No. 14244

## WEWS

Licensee: Scripps-Howard Broadcasting Co., 3001 Euclid Ave. (44115).

Telephone: 216-432-1500. TWX No.: 810-421-8593.

Ownership: Licensed to Scripps-Howard Broadcasting Co., the majority of whose stock is owned by The E. W. Scripps Co., which owns Cleveland Press, Cincinnati Post and Times-Star, Kentucky Post & Times Star (Covington) and Columbus (O.) Citizen. E. W. Scripps Co. also owns a majority of the stock of Pittsburgh Press, Washington Daily News, Knoxville News-Sentinel, Memphis Commercial Appeal, Memphis Press-Scimitar, Fort Worth Press, El Paso Herald-Post, Albuquerque Tribune, Denver Rocky Mountain News, Evansville Press, Birmingham Post-Herald, Hollywood (Fla.) Sun-Tattler, Stuart (weekly Fla.) News. Scripps-Howard Bcstg. Co. also owns WCPQ-TV, Cincinnati; WNOX, Knoxville; WMC-TV, WMC & FM, Memphis and WPTV, West Palm Beach.

Began Operation: Dec. 17, 1947.

Represented (sales) by Blair-TV.

Personnel:

- DONALD L. PERRIS, vice president & general manager.
- JAY S. KERKES, exec. asst. to general manager.
- JAMES E. SMITH, asst. general manager for sales.
- PETER HLINKA, Ohio sales manager.
- PAT KENNEY, national sales manager.
- ERNEST E. SINDELAR, operations director.
- JOHN J. RICHARDS, film director.
- FRED GRIFFITH, public affairs director.
- J. B. EPPERSON, engineering v.p.
- JAMES E. BLOYD, chief engineer.
- GARRY H. RITCHIE, news director.

DIGEST OF RATE CARD NO. 27—(Sept. 7, 1969)

Hour	30 Min.	15 Min.	5 Min.	30 Sec.*	20 Sec.*	10 Sec.*
Class AA—7:30-11 p.m., daily.						
\$3000	\$1850	\$1050	\$800	\$1200	\$900	\$525

\*Section I rate.

NETWORK BASE HOURLY RATE: \$3350.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	<b>OHIO</b>			
	Ashland	12,800	12,500	97
	Ashtabula	30,400	29,300	96
	Carroll	6,100	5,900	97
	Coshocton	9,900	9,200	93
	Crawford	15,700	15,100	96
	Cuyahoga	548,000	533,300	97
	Erie	23,800	23,100	97
	Geauga	16,600	16,000	97
	Holmes	5,800	5,000	87
	Huron	14,900	14,300	96
	Lake	54,500	53,600	98
	Lorain	73,900	72,100	98
	Medina	22,400	21,800	97
	Portage	30,800	30,000	98
Richland	40,300	38,900	97	
Stark	111,700	108,500	97	
Summit	172,200	168,200	98	
Trumbull	69,500	67,800	98	
Tuscarawas	24,600	23,400	95	
Wayne	23,200	21,900	94	
<b>Between 25-49%</b>	<b>OHIO</b>			
	Columbiana	32,800	31,700	97
	Hancock	18,300	17,800	97
	Ottawa	11,400	11,100	97
	Sandusky	18,300	17,900	98
Seneca	17,700	17,200	97	
<b>PENNSYLVANIA</b>				
Crawford	22,500	21,200	94	
<b>Between 5-24%</b>	<b>OHIO</b>			
	Knox	12,200	11,700	97
Mahoning	93,500	91,200	98	

(Continued on page 595-b)

Station Totals	2,093,400	2,031,100	97
Net Weekly Circulation (March 1969)		1,267,636	
Average Daily Circulation (March 1969)		859,311	

(Station also received in Canadian markets.)



# Ohio—Cleveland



**WJW-TV**



Ch. 8

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 316-kw visual, 30.2-kw aural. Antenna: Directional, 1000-ft. above av. terrain, 775-ft. above ground, 1945-ft. above sea level.

Latitude 41° 21' 47"  
Longitude 81° 42' 58"

TV tape: Recording facilities.

Transmitter: 4501 Pleasant Valley Rd.

AM Affiliate: WJW, 10-kw (5-kw night), 850 kHz.

FM Affiliate: WJW-FM, 19-kw, 104.1 MHz (No. 281), 520-ft.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI. Facsimile Service: UPI. News Film Service: CBS.

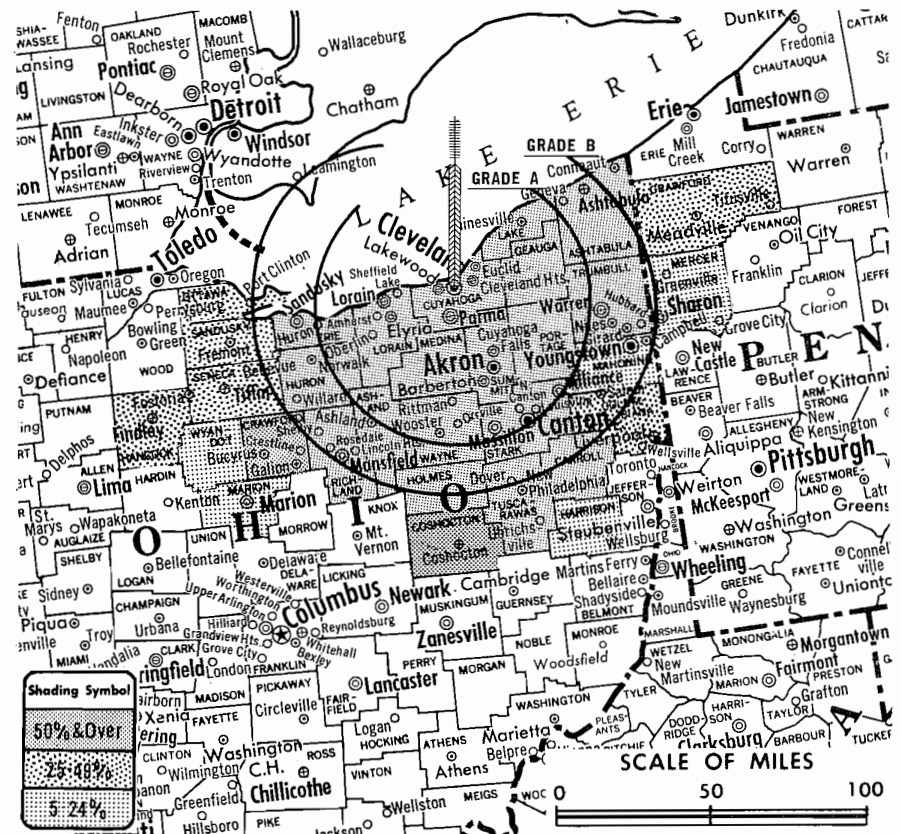
Total Households: © SRDS

Consumer Market Data as of 1/1/70.

TV Homes: TV% and Circulation

© 1969 American Research Bureau.

County coverage based on ARB study (see page 4-b).



WJW-TV Ref: FCC File No. BMPCT-2527 Granted 10/21/54

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## WJW-TV

Licensee: Storer Broadcasting Co., 1630 Euclid Ave. (44115).

Studio: 1630 Euclid Ave.

Telephone: 216-861-6080. TWX No.: 216-574-9350.

Ownership: Storer Bcstg. Co., 1177 Kane Concourse, Miami Beach, Fla. For other interests, see listing under Group Ownership.

Began Operation: Dec. 17, 1949. Sale to present owner by Empire Coil Co. Inc. (Herbert Mayer) approved by FCC Oct. 27, 1954 (Television Digest, Vol. 10:2, 44).

Represented (sales) by Storer Television Sales Inc.

Represented (legal) by Warren Zwicky.

Personnel:

KENNETH BAGWELL, vice president & general manager.  
CHUCK BERGESON, station manager.  
CHARLES M. LIEBER, general sales manager.  
TERRENCE C. ATKINSON, local sales manager.  
RODNEY R. WARNER, promotion manager.  
ROBERT HUBER, program director.  
JAMES B. PERKINS, chief engineer.  
WILLIAM J. FEEST, news director.

### DIGEST OF RATE CARD NO. 28-b—(Jan. 26, 1970)

Hour	30 Min.	15 Min.	Min.	20 Sec.	ID
Class AA—7-11 p.m., daily.					
\$2800.00	\$2100.00	\$950.00			Graded rates apply*

\*Highest rate: \$2800.

NETWORK BASE HOURLY RATE: \$2550.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	OHIO			
	Ashland	12,800	12,500	97
	Ashtabula	30,400	29,300	96
	Carroll	6,100	5,900	97

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>				
	OHIO—(Continued)			
	Coshocton	9,900	9,200	93
	Crawford	15,700	15,100	96
	Cuyahoga	548,000	533,300	97
	Erie	23,800	23,100	97
	Geauga	16,600	16,000	97
	Holmes	5,800	5,000	87
	Huron	14,900	14,300	96
	Lake	54,500	53,600	98
	Lorain	73,900	72,100	98
	Medina	22,400	21,800	97
	Portage	30,800	30,000	98
	Richland	40,300	38,900	97
	Stark	111,700	108,500	97
	Summit	172,200	168,200	98
	Trumbull	69,500	67,800	98
	Tuscarawas	24,600	23,400	95
	Wayne	23,200	21,900	94
<b>Between 25-49%</b>				
	OHIO			
	Columbiana	32,800	31,700	97
	Hancock	18,300	17,800	97
	Ottawa	11,400	11,100	97
	Sandusky	18,300	17,900	98
	Seneca	17,700	17,200	97
<b>PENNSYLVANIA</b>				
	Crawford	22,500	21,200	94
<b>Between 5-24%</b>				
	OHIO			
	Harrison	5,000	4,800	95
	Mahoning	93,500	91,200	98
	Marion	19,600	19,100	97
	Wyandot	6,700	6,400	95
<b>PENNSYLVANIA</b>				
	Mercer	39,700	38,100	96
Station Totals		2,207,500	2,143,600	97
Net Weekly Circulation (March 1969)			1,274,717	
Average Daily Circulation (March 1969)			896,204	
(Station also received in Canadian markets)				

# Ohio—Cleveland

**WKBF-TV**



Ch. 61

Technical Facilities: Channel No. 61 (752-758 MHz). Authorized power: 1120-kw max. & 930-kw horizontal visual, 168-kw max. & 140-kw horizontal aural. Antenna: 1080-ft. above av. terrain, 912-ft. above ground, 1976-ft. above sea level.

Latitude 41° 22' 45.3"  
Longitude 81° 43' 11.7"

Transmitter: 4800 Bruening Rd., Parma.

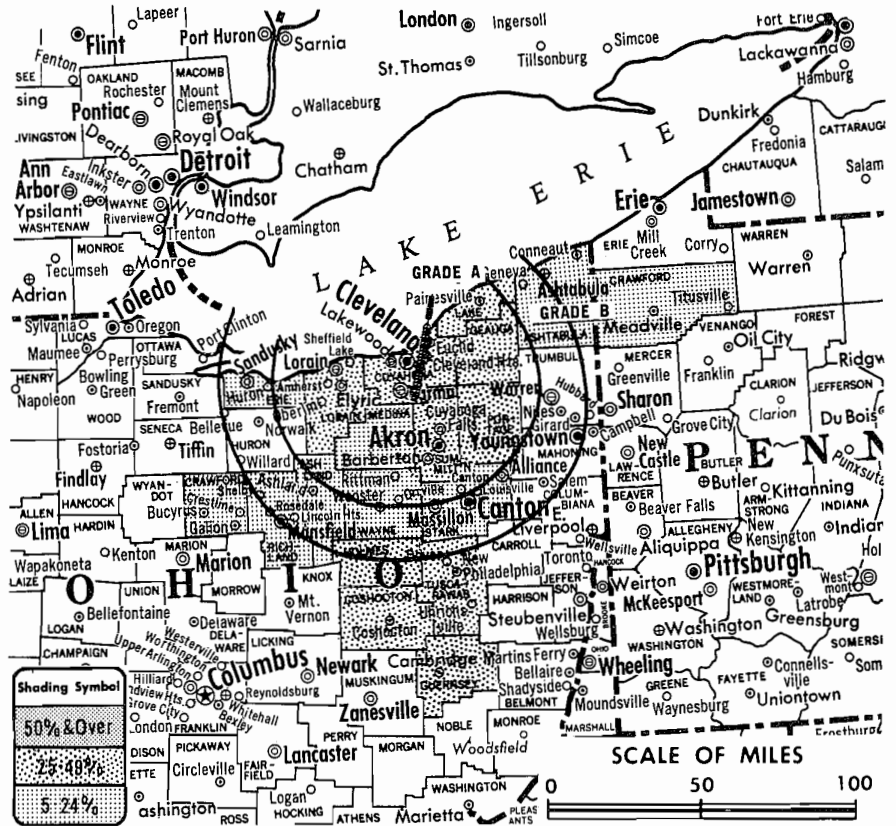
TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

Facsimile Service: UPI.

Represented (engineering) by Gautney & Jones.



Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).

WKBF-TV Ref: FCC File No. B.MPCT—6579 Granted 11/20/67  
CP: BPCT—1119 Granted 6/24/68

© American Map Co., Inc., N.Y., No. 14244

## WKBF-TV

Network Service: None, independent.

Licensee: WKBF Inc., 21300 St. Clair Ave., Cleveland, Ohio (44117).

Studio: 21300 St. Clair Ave., Cleveland, Ohio (44117).

Telephone: 216-486-4000. TWX No.: 810-421-8631.

Ownership: Superior Bcstg. Corp., 50%; Kaiser Bcstg. Corp., 50%. Superior Bcstg. is owned by Frank C. Mavec, 96%; Raymond F. Blosser, 4%. For other Kaiser Bcstg. interests, see WKBD-TV, Detroit.

Began Operation: Jan. 19, 1968.

Represented (sales) by Avco Radio Television Sales Inc.

Represented (legal) by Wilmer, Cutler & Pickering.

Personnel:

- JAY Q. BERKSON, general manager.
- JOHN S. LOTZ, general sales manager.
- FRANK DeROSE, sales manager.
- THOMAS V. O'CONNELL, local sales manager.
- ARTHUR R. HOOK, program manager.
- LEWIS WILSON, production manager.
- SHERRIE RANDALL, traffic manager.
- ALAN De PETRO, news director.
- SANDRA HAMER, promotion manager.
- N. WILLIAM FAUN, engineering manager.

### DIGEST OF RATE CARD NO. 1—(April 20, 1969)

Hour	30 Min.	15 Min.	Min.	20 Sec.	10 Sec.
\$1000.00	\$700.00	\$450.00	Graded rates apply*		

\*Highest rate: \$400.

Net Weekly Circulation	State County	Total Households	TV Homes	%
Between 25-49%	OHIO			
	Coshocton		9,200	93
	Cuyahoga	548,000	533,300	97
	Geauga	16,600	16,000	97
	Guernsey	11,000	10,300	94
	Holmes	5,800	5,000	87
	Lake	54,500	53,600	98
	Lorain	73,900	72,100	98
	Portage	30,800	30,000	98
	Summit	172,200	168,200	98
Tuscarawas	24,600	23,400	95	
Between 5-24%	OHIO			
	Ashland	12,800	12,500	97
	Ashtabula	30,400	29,300	96
	Crawford	15,700	15,100	96
	Erie	23,800	23,100	97
	Medina	22,400	21,800	97
	Richland	40,300	38,900	97
Stark	111,700	108,500	97	
Wayne	23,200	21,900	94	
PENNSYLVANIA				
Crawford	22,500	21,200	94	
Station Totals		1,503,900	1,460,100	97
Net Weekly Circulation (March 1969)				412,225
Average Daily Circulation (March 1969)				184,786

(Station also received in Canadian markets)

# Ohio—Cleveland



**WKYC-TV**



Ch. 3

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1000-ft. above av. terrain, 905.5-ft. above ground, 1945-ft. above sea level.

Latitude 41° 23' 09.5"  
Longitude 81° 41' 23.4"

Transmitter: 6600 Broadview Rd., Parma, O.

TV tape: Recording facilities.

AM Affiliate: WKYC, 50-kw, 1100 kHz.

FM Affiliate: WKYC-FM, 27-kw, 105.7 MHz (No. 289), 900-ft. antenna height.

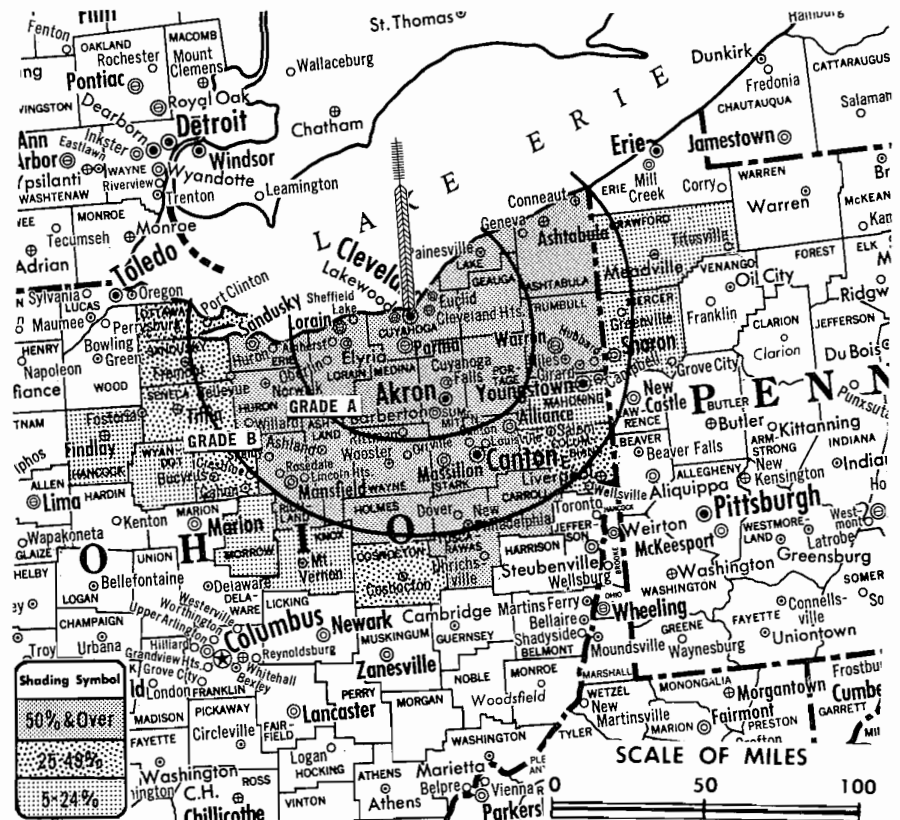
Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

Facsimile Service: AP.

News Film Service: NBC.

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).



WKYC-TV Ref: FCC File No. BPCT-1789 Granted 1/12/54

©American Map Co., Inc. N.Y. No. 14244

## WKYC-TV

Licensee: National Broadcasting Co., 1403 East Sixth St. (44114).

Studio: 1403 East Sixth St.

Telephone: 216-696-1100. TWX No.: 216-574-9561.

Ownership: See WNBC-TV, New York, N.Y.

Begin Operation: Oct. 31, 1948 as NBC owned-&-operated outlet. Deal whereby station transferred to Westinghouse approved by FCC Dec. 21, 1955 and effective Jan. 15 (Television Digest, Vol. 11:21 & 12.3). Transfer from Westinghouse back to NBC under order by FCC approved Feb. 17, 1965 (Vol. 5:7-8, 25).

Personnel:

NEAL VAN ELLS, v.p. & general manager.  
EUGENE BOHI, station manager.  
RAYMOND SMITH, manager of technical operations.  
CLIFFORD E. FORD, sales manager.  
EUGENE P. McGUIRE, business manager.  
DIRAN R. DEMIRJIAN, local sales manager.  
JIM LYLE, production manager.  
JACK DORR, advertising & sales promotion manager.  
JOSEPH VARHOLY, program director & film buyer.  
BILL LEEDS, news director.

DIGEST OF RATE CARD NO. 5A—(Jan. 5, 1970)

Hour	30 Min.	5 Min.	30 Sec.	20 Sec.	10 Sec.
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Class AAA—7:30-11 p.m., daily.

\$3000.00	\$1700.00	\$1000.00	Graded rates apply*
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\*Highest rate: \$1500.

NETWORK BASE HOURLY RATE: \$3300.

For Studio & Mobile Equipment

See Services Volume

Net Weekly Circulation	State County	Total Households	TV Homes	%
50% & Over	OHIO			
	Ashland	12,800	12,500	97
	Ashtabula	30,400	29,300	96
	Carroll	6,100	5,900	97
	Cuyahoga	548,000	533,300	97
	Erie	23,800	23,100	97
	Geauga	16,600	16,000	97
	Holmes	5,800	5,000	87
	Huron	14,900	14,300	96
	Lake	54,500	53,600	98
	Lorain	73,900	72,100	98
	Medina	22,400	21,800	97
	Portage	30,800	30,000	98
	Richland	40,300	38,900	97
	Stark	111,700	108,500	97
Summit	172,200	168,200	98	
Trumbull	69,500	67,800	98	
Tuscarawas	24,600	23,400	95	
Wayne	23,200	21,900	94	
Between 25-49%	OHIO			
	Columbiana	32,800	31,700	97
	Coshocton	9,900	9,200	93
	Crawford	15,700	15,100	96
	Ottawa	11,400	11,100	97
Between 5-24%	OHIO			
	Hancock	18,300	17,800	97
	Knox	12,200	11,700	97
	Mahoning	93,500	91,200	98
	Morrow	5,800	5,600	97
Wyandot	6,700	6,400	95	
PENNSYLVANIA	Crawford	22,500	21,200	94
	Mercer	39,700	38,100	96

Station Totals	2,249,200	2,183,200	97
Net Weekly Circulation (March 1969)		1,258,231	
Average Daily Circulation (March 1969)		893,562	

(Station also received in Canadian markets)

# Ohio—Lorain-Cleveland

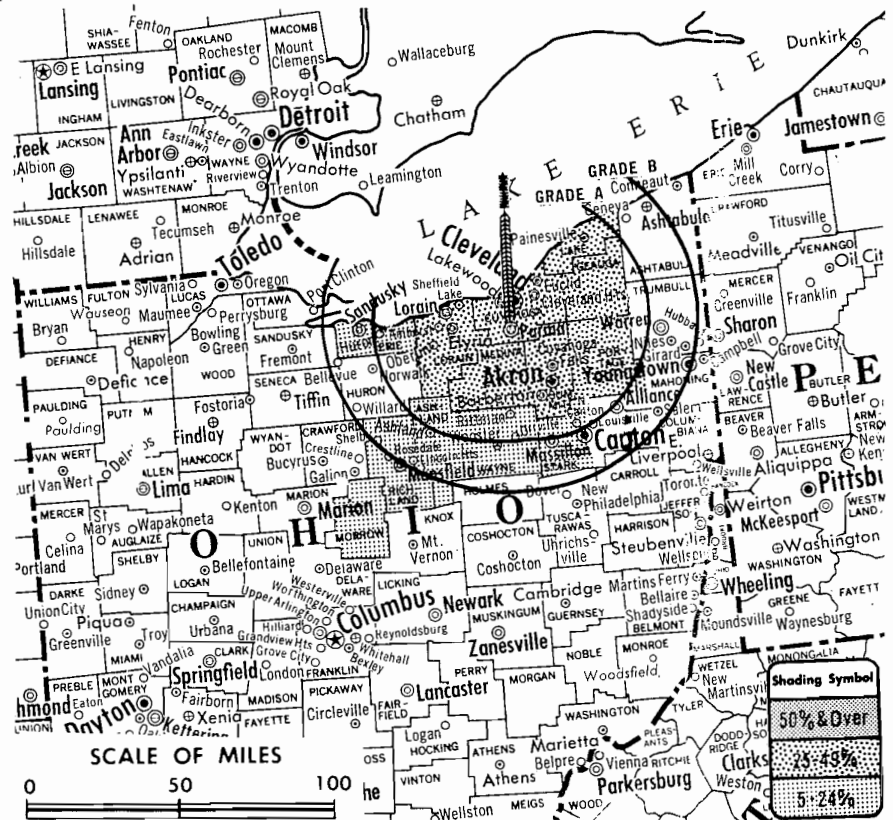
## WUAB

Ch. 43

Technical Facilities: Channel No. 43 (644-650 MHz). Authorized power: 1239-kw max. & 1030-kw horizontal visual, 248-kw max. & 220-kw horizontal aural. Antenna: 1070-ft. above av. terrain, 919-ft. above ground, 1971-ft. above sea level.  
 Latitude 41° 22' 43.5"  
 Longitude 81° 43' 11.7"

Transmitter: 2-mi. SW of Parma.  
 TV tape: Recording facilities.  
 Color: Network, live, film, slide & tape.  
 News Wire Service: UPI.

Total Households: © SRDS  
 Consumer Market Data as of 1/1/70.  
 TV Homes: TV% and Circulation  
 © 1969 American Research Bureau.  
 County coverage based on ARB study (see page 4-b).



WUAB Ref: FCC File No. BMPCT—8813 Granted 6/24/68

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## WUAB

Grantee: WUAB Inc., 8443 Day Dr., Parma, Ohio (44129).  
 Studio: 8443 Day Dr., Parma, Ohio (44129).  
 Telephone: 216-845-6043.  
 Ownership: United Artists Bcstg., 100%. United Artists also owns permittee KUAB(TV) Houston & is buying WJMY-TV, Allen Park (Detroit), WQAL-FM, Philadelphia & a controlling interest in Ponce Television Corp., licensee of WRIK-TV, Ponce, P.R.  
 Began Operation: Sept. 15, 1968.  
 Represented (sales) by Edward Petry & Co. Inc.  
 Represented (legal) by Arent, Fox, Kintner, Plotkin & Kahn.  
 Represented (engineering) by Kear & Kennedy.  
 Personnel:  
 JOHN A. SERRAO, president, United Artists Bcstg.  
 WILLIAM A. SCHWARTZ, vice president & general manager.  
 JACK J. MOFFITT, general sales manager.  
 TED BAZE, program director.  
 HARRY SYKORA, manager of engineering.  
 GARY DAVIS, promotion manager.  
 WILLIAM H. DOVER JR., director, retail services.  
 ANDREW J. KOVACH, controller.

### DIGEST OF RATE CARD NO. 2 (Sept. 15, 1969)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.  
 Class AA—7-11 p.m., daily.  
 \$1000.00 \$600.00 \$400.00 \$250.00 Graded rates apply\*

\*Highest rate: \$550.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Between 25-49%</b>	OHIO			
	Cuyahoga	548,000	533,300	97
	Geauga	16,600	16,000	97
	Lake	54,500	53,600	98
	Lorain	73,900	72,100	98
	Medina	22,400	21,800	97
<b>Between 5-24%</b>	Portage	30,800	30,000	98
	Summit	172,200	168,200	98
	OHIO			
	Ashland	12,800	12,500	97
	Erie	23,800	23,100	97
<b>5-24%</b>	Morrow	5,800	5,600	97
	Richland	40,300	38,900	97
	Stark	111,700	108,500	97
	Wayne	23,200	21,900	94
Station Totals		1,457,100	1,415,600	97
Net Weekly Circulation (March 1969)			383,924	
Average Daily Circulation (March 1969)			169,560	

For CPs & Applications  
See Services Volume

**WCPO-TV, Cincinnati**  
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>Between 25-49 %</b>	KENTUCKY			
	Clark	7,800	7,200	92
	Henry	3,700	3,500	93
	Lewis	3,900	3,500	89
	Montgomery	4,800	4,100	87
	Scott	5,300	4,900	92
<b>Between 5-24 %</b>	OHIO			
	Darke	14,200	13,700	96
	Miami	25,600	25,000	97
	INDIANA			
	Randolph	9,700	9,200	96
	KENTUCKY			
Bath	2,500	2,200	87	
Estill	4,400	3,600	81	
Fayette	52,800	50,100	95	
Green	3,800	3,400	90	
Mercer	5,100	4,700	92	
Rowan	3,700	3,300	90	
Woodford	4,200	3,900	92	
<b>Between 5-24 %</b>	OHIO			
	Clark	43,900	42,800	97
	Fayette	8,000	7,700	96
	Logan	11,100	10,700	96
	Ross	17,900	17,100	95
	Scioto	24,700	23,500	95
Shelby	10,400	10,100	97	

**WKRC-TV, Cincinnati**  
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>Between 25-49 %</b>	INDIANA			
	Jefferson	7,200	6,800	95
	KENTUCKY			
	Clark	7,800	7,200	92
	Henry	3,700	3,500	93
	Montgomery	4,800	4,100	87
<b>Between 5-24 %</b>	OHIO			
	Darke	14,200	13,700	96
	Miami	25,600	25,000	97
	INDIANA			
	Decatur	7,400	7,000	95
	Jennings	5,700	5,400	95
Orange	5,300	5,000	94	
Randolph	9,700	9,200	96	
Rush	5,700	5,500	97	
<b>Between 5-24 %</b>	KENTUCKY			
	Bath	2,500	2,200	87
	Fayette	52,800	50,100	95
	Lewis	3,900	3,500	89
	Mercer	5,100	4,700	92
	Shelby	6,300	6,000	95
<b>Between 5-24 %</b>	OHIO			
	Woodford	4,200	3,900	92
	Clark	43,900	42,800	97
	Fayette	8,000	7,700	96
	Logan	11,100	10,700	96
	Ross	17,900	17,100	95
Shelby	10,400	10,100	97	

**WLWT, Cincinnati**  
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>Between 25-49 %</b>	KENTUCKY			
	Bath	2,500	2,200	87
	Clark	7,800	7,200	92
	Franklin	10,500	10,000	95
	Henry	3,700	3,500	93
	Lewis	3,900	3,500	89
<b>Between 5-24 %</b>	OHIO			
	Scott	5,300	4,900	92
	Darke	14,200	13,700	96
	Greene	33,100	32,200	97
	Miami	25,600	25,000	97
	INDIANA			
Decatur	7,400	7,000	95	
Orange	5,300	5,000	94	
Randolph	9,700	9,200	96	
Rush	5,700	5,500	97	
<b>Between 5-24 %</b>	KENTUCKY			
	Estill	4,400	3,600	81
	Fayette	52,800	50,100	95
	Mercer	5,100	4,700	92
	Montgomery	4,800	4,100	87
	Shelby	6,300	6,000	95
<b>Between 5-24 %</b>	OHIO			
	Clark	43,900	42,800	97
	Logan	11,100	10,700	96
	Ross	17,900	17,100	95
	Scioto	24,700	23,500	95
	Shelby	10,400	10,100	97

**WEWS, Cleveland**  
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>Between 5-24 %</b>	OHIO—(Continued)			
	Morrow	5,800	5,600	97
	Wyandot	6,700	6,400	95
	PENNSYLVANIA			
	Mercer	39,700	38,100	96
	Warren	13,600	12,500	92

*Hogan-Feldmann, Inc.*  
 MEDIA BROKERS · CONSULTANTS  
 4404 Riverside Drive, Box 1545  
 Burbank, California 91505  
 Area Code 213 849-3201

# Ohio—Columbus



**WBNS-TV**



Ch. 10

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 316-kw visual, 52.5-kw aural. Antenna: 710-ft. above av. terrain, 839-ft. above ground, 1549-ft. above sea level.

Latitude 39° 58' 13"  
Longitude 83° 01' 27"

Transmitter: 770 Twin Rivers Dr.

TV tape: Recording facilities.

AM Affiliate: WBNS, 5-kw (1-kw night), 1460 kHz (CBS).

FM Affiliate: WBNS-FM, 54-kw, 97.1 MHz (No. 246), 400-ft. antenna height.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

Facsimile Service: AP.

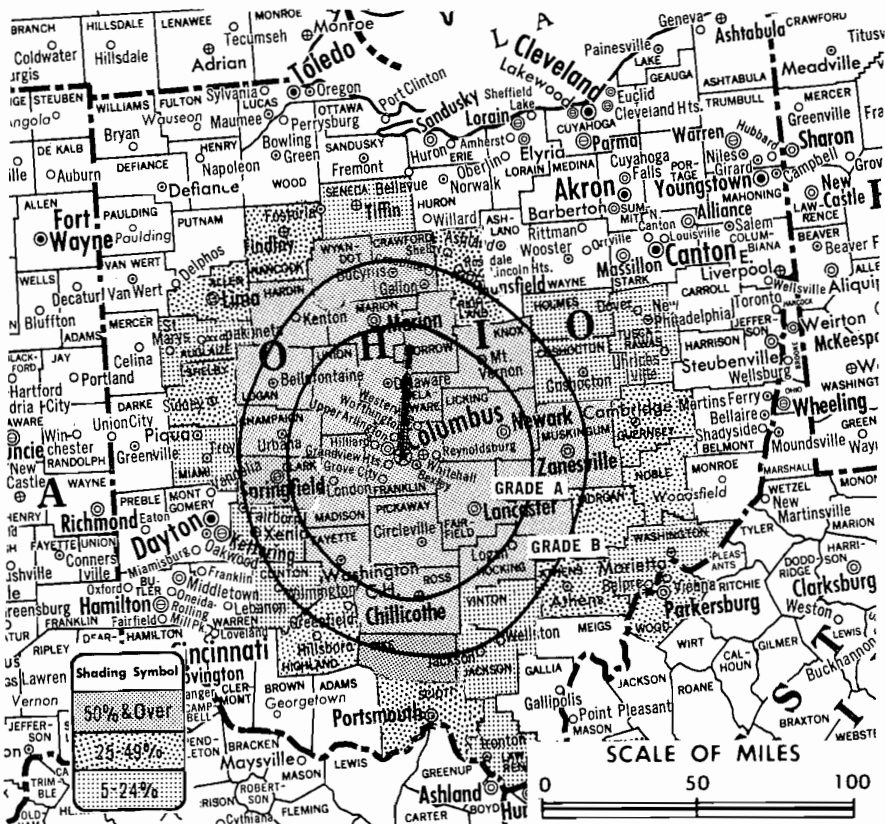
Total Households: © SRDS

Consumer Market Data as of 1/1/70.

TV Homes: TV% and Circulation

© 1969 American Research Bureau.

County coverage based on ARB study (see page 4-b).



WBNS-TV Ref: FCC File No. BPCT-2294 Granted 4/23/57

©American Map Co., Inc., N.Y., No. 14244

## WBNS-TV

Licensee: WBNS-TV Inc., 62 East Broad St. (43215).

Studio: 770 Twin Rivers Dr.

Sales Office: 62 East Broad St.

Telephone: 614-224-7121. TWX No.: 810-482-1619.

Ownership: WBNS-TV Inc., Richard A. Borel, pres. All outstanding stock in WBNS-TV Inc. is owned by Dispatch Printing Co., publishers of Columbus Dispatch, Preston Wolfe, pres.

Began Operation: Oct. 5, 1949.

Represented (sales) by Blair-TV.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Jansky & Bailey.

### Personnel:

RICHARD A. BOREL, president & general manager.  
ROBERT D. THOMAS, vice president, sales.  
JOHN A. HALDI, vice president, programs.  
L. H. NAFZGER, vice president, engineering.  
ROBERT M. SPROUSE, national sales manager.  
FRANK N. JONES, local sales manager.  
ED EAKINS, promotion director.  
DON KING, operations director.  
BETTY DIXON, film buyer.  
TOM GLEBA, public service director.  
RICHARD ZIPF, farm director.  
THOMAS DORSEY, news director.

### DIGEST OF RATE CARD NO. 16A (Feb. 15, 1970)

Hour	30 Min.	15 Min.	Min.	30 Sec.	20 Sec.	10 Sec.
Class AAA—8:30-10 p.m., daily.	\$1850	\$1100		\$400*	\$350*	\$175*

\*Class AAA—8-10:30 p.m., daily.

NETWORK BASE HOURLY RATE: \$1325.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	OHIO			
	Champaign	9,600	9,200	97
	Clark	43,900	42,800	97
	Crawford	15,700	15,100	96
	Delaware	11,600	11,300	98
	Fairfield	22,800	22,200	98
	Fayette	8,000	7,700	96
	Franklin	247,200	240,600	97
	Hardin	8,700	8,300	95
	Hocking	5,900	5,600	95
	Knox	12,200	11,700	97
	Licking	31,400	30,600	97
	Logan	11,100	10,700	96
	Madison	7,700	7,300	95
	Marion	19,600	19,100	97
	Morrow	5,800	5,600	97
	Muskingum	23,800	22,800	96
	Perry	7,400	7,100	96
	Pickaway	11,000	10,700	98
Pike	6,000	5,600	93	
Ross	17,900	17,100	95	
Union	7,100	6,800	96	
Wyandot	6,700	6,400	95	
<b>Between 25-49%</b>	OHIO			
	Allen	34,000	32,700	96
	Athens	14,400	13,400	93
	Guernsey	11,000	10,300	94
	Hancock	18,300	17,800	97
	Highland	9,400	8,800	94
	Morgan	3,300	3,100	92
Noble	3,000	2,700	90	
Richland	40,300	38,900	97	
Scioto	24,700	23,500	95	
Shelby	10,400	10,100	97	
WEST VIRGINIA				
Wood	29,800	28,300	95	
(Continued on page 609-b)				
Station Totals		1,414,300	1,367,000	97
Net Weekly Circulation (March 1969)				568,599
Average Daily Circulation (March 1969)				398,465

# Ohio—Columbus



**WLWC**



Ch. 4

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 436-ft. above av. terrain, 576-ft. above ground, 1318-ft. above sea level.

Latitude 40° 01' 31"  
Longitude 83° 01' 48"

Transmitter: 3163 Olentangy River Rd.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

News Film Service: NBC.

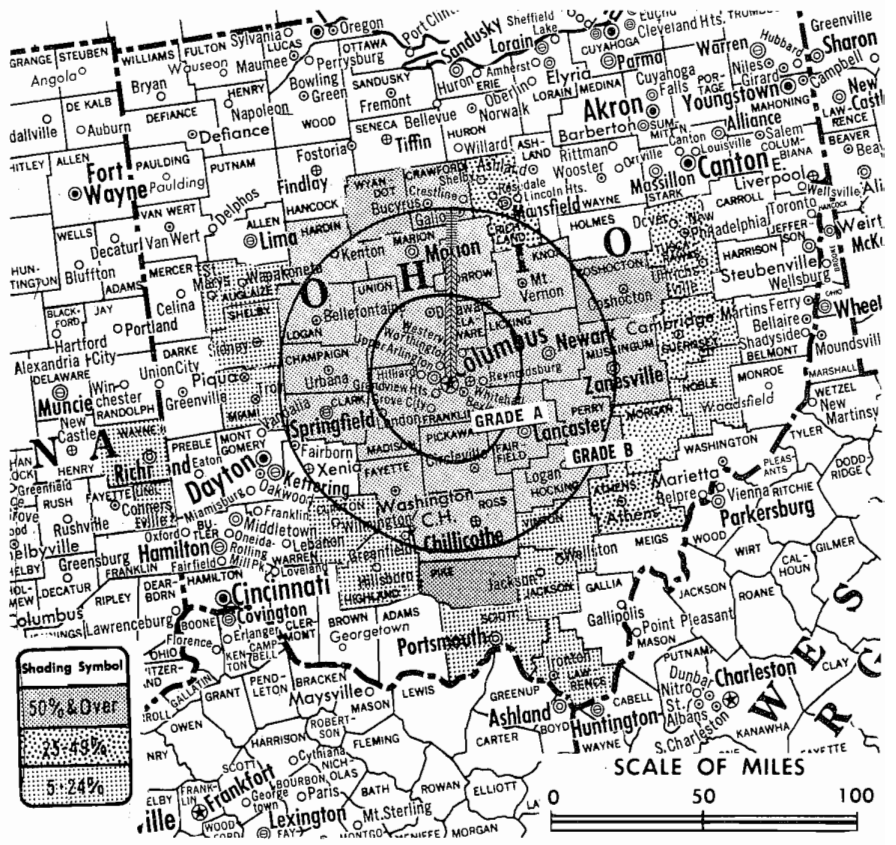
Facsimile Service: AP.

Represented (legal) by Hogan & Hartson.

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

Total Households: © SRDS  
Consumer Market Data as of 1/1/70  
TV Homes: TV% and Circulation

© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).



WLWC Ref: FCC File No. BPT-918 Granted 12/10/52

© American Map Co., Inc., N.Y., No. 14244

## WLWC

Licensee: Avco Broadcasting Corp., 3165 Olentangy River Rd., Columbus (43202).

Studio: 3165 Olentangy River Rd. Telephone: 614-263-5441.

Ownership: Subsidiary of Avco Corp. For other interests, see WLWT, Cincinnati, Ohio.

Began Operation: April 3, 1949.

Represented (sales) by Avco Radio Television Sales Inc.

Personnel:

- DAVID ABBOTT, vice president & general manager.
- LLOYD R. FORREST, general sales manager.
- LYN STOYER, local sales manager.
- WARREN BAKER, program director.
- B. D. CRAWFORD, promotion & publicity director.
- HUGH DEMOSS, news director.
- MORRIS W. BUTLER, director, community services.
- R. K. DYE, chief engineer.
- TOM ROPER, production manager.
- JUANITA MITCHELL, film director.

### DIGEST OF RATE CARD NO. 26—(Sept. 1, 1969)

Hour 30 Min. 15 Min. 40 Sec. 30 Sec. 20 Sec. 8 Sec.  
Class AA—7:30-10:30 p.m., daily.

\$1200.00 \$720.00 \$480.00 \$700.00 \$425.00 \$350.00 \$165.00

NETWORK BASE HOURLY RATE: \$1250.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	OHIO			
	Champaign	9,600	9,200	97
	Clark	43,900	42,800	97
	Coshocton	9,900	9,200	93
	Crawford	15,700	15,100	96
	Delaware	11,600	11,300	98
	Fairfield	22,800	22,200	98
	Fayette	8,000	7,700	96
	Franklin	247,200	240,600	97

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	OHIO—(Continued)			
	Hardin	8,700	8,300	95
	Hocking	5,900	5,600	95
	Knox	12,200	11,700	97
	Licking	31,400	30,600	97
	Logan	11,100	10,700	96
	Madison	7,700	7,300	95
	Marion	19,600	19,100	97
	Morrow	5,800	5,600	97
	Muskingum	23,800	22,800	96
	Perry	7,400	7,100	96
	Pickaway	11,000	10,700	98
	Pike	6,000	5,600	93
	Ross	17,900	17,100	95
Union	7,100	6,800	96	
Wyandot	6,700	6,400	95	
<b>Between 25-49%</b>	OHIO			
	Athens	14,400	13,400	93
	Guernsey	11,000	10,300	94
	Morgan	3,300	3,100	92
	Richland	40,300	38,900	97
Tuscarawas	24,600	23,400	95	
<b>Between 5-24%</b>	INDIANA			
	Union	1,600	1,500	94
	Wayne	24,000	23,100	96
	OHIO			
	Auglaize	11,500	11,000	96
	Clinton	9,700	9,300	97
	Highland	9,400	8,800	94
	Jackson	8,600	8,100	95
	Lawrence	17,900	17,100	96
	Miami	25,600	25,000	97
Noble	3,000	2,700	90	
Scioto	24,700	23,500	95	
Shelby	10,400	10,100	97	
Vinton	2,400	2,200	94	
Station Totals		1,141,200	1,102,200	96
Net Weekly Circulation (March 1969)				519,372
Average Daily Circulation (March 1969)				339,422

# Ohio—Columbus



**WTVN-TV**



Ch. 6

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 570-ft. above av. terrain, 643-ft. above ground, 1379-ft. above sea level.

Latitude 39° 52' 29"  
Longitude 82° 58' 46"

Transmitter: 901 Obetz Rd. between Parsons Ave. & Lockbourne Rd.

TV tape: Recording facilities.

Studio: Harmon & Griggs Ave.

AM Affiliate: WTVN, 5-kw, 610 kHz (ABC).

FM Affiliate: WBUK-FM, 25-kw, 96.3 MHz (No. 242), 560-ft.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

Represented (legal) by Koteen & Burt.

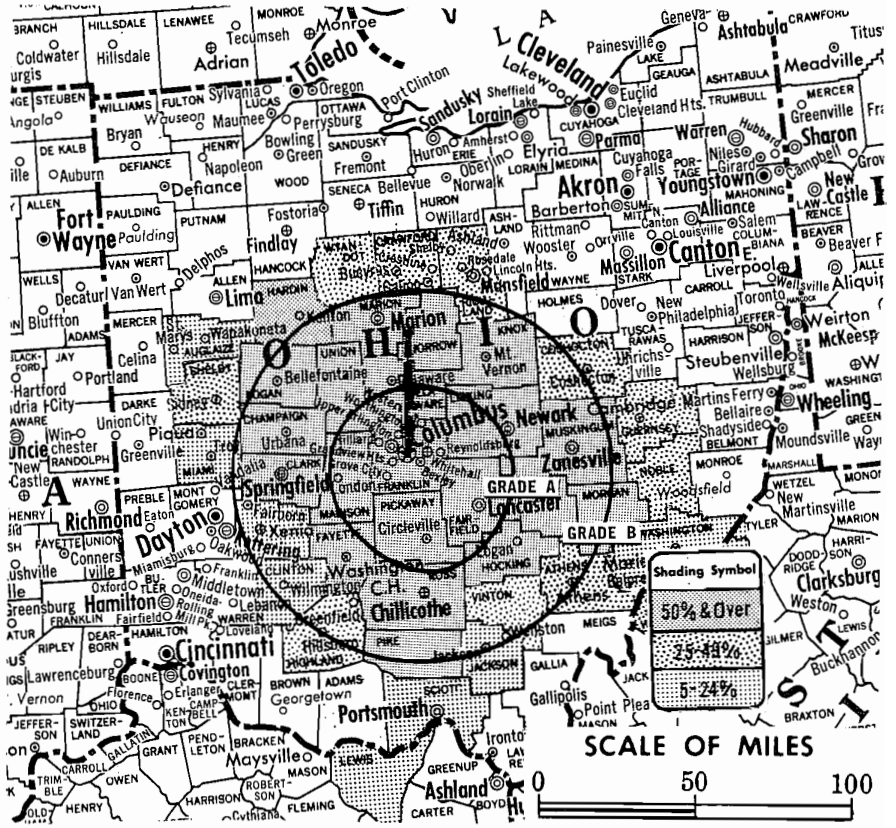
Total Households © SRDS

Consumer Market Data as of 1/1/70.

TV Homes: TV<sup>a</sup> and Circulation

© 1969 American Research Bureau.

County coverage based on ARB study (see page 4-b).



WTVN-TV Ref: FCC File No. BMPCT—2281 Granted 7/22/54

©American Map Co., Inc., N.Y., No. 14244

## WTVN-TV

Licensee: Taft Broadcasting Co., 753 Harmon Ave. (43223).

Telephone: 614-228-5801. TWX No.: 614-759-0448.

Ownership: See WKRC-TV, Cincinnati, O.

Began Operation: Sept. 29, 1949. Sale to present owners by Picture Waves Inc. approved by FCC Feb. 25, 1953 (Television Digest, Vol. 9:9).

Represented (sales) by The Katz Agency Inc.

Personnel:

LAWRENCE H. ROGERS II, president.  
JOHN L. McCLAY, executive vice president.  
FRED von STADE, v.p., general manager & film buyer.  
DICK OSTRANDER, general sales manager.  
ROBERT FOSTER, local sales manager.  
DON CHAPIN, v.p. for national sales.  
NICHOLAS A. BASSO, program manager.  
PAUL LLOYD, film director.  
EVELYN BLOOM, publicity & promotion director.  
EDWARD KOPRIVER, chief engineer.

DIGEST OF RATE CARD NO. A29—(Feb. 2, 1970)

Hour	30 Min.	15 Min.	30 Sec.	20 Sec.	10 Sec.
Class AA—7-11 p.m., daily.					
\$1800.00	\$1080.00		\$450.00	\$300.00	\$150.00

NETWORK BASE HOURLY RATE: \$1300.

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>50% &amp; Over</b>	OHIO			
	Champaign	9,600	9,200	97
	Clark	43,900	42,800	97
	Delaware	11,600	11,300	98
	Fairfield	22,800	22,200	98
	Fayette	8,000	7,700	96
	Franklin	247,200	240,600	97
	Hardin	8,700	8,300	95
	Hocking	5,900	5,600	95
	Knox	12,200	11,700	97
	Licking	31,400	30,600	97

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	OHIO—(Continued)			
	Logan	11,100	10,700	96
	Madison	7,700	7,300	95
	Marion	19,600	19,100	97
	Morgan	3,300	3,100	92
	Morrow	5,800	5,600	97
	Muskingum	23,800	22,800	96
	Perry	7,400	7,100	96
	Pickaway	11,000	10,700	98
	Pike	6,000	5,600	93
	Ross	17,900	17,100	95
Union	7,100	6,800	96	
<b>Between 25-49%</b>	OHIO			
	Athens	14,400	13,400	93
	Coshocton	9,900	9,200	93
	Crawford	15,700	15,100	96
	Guernsey	11,000	10,300	94
	Highland	9,400	8,800	94
	Noble	3,000	2,700	90
	Richland	40,300	38,900	97
	Shelby	10,400	10,100	97
	Vinton	2,400	2,200	94
Wyandot	6,700	6,400	95	
WEST VIRGINIA				
Wood	29,800	28,300	95	
<b>Between 5-24%</b>	KENTUCKY			
	Bath	2,500	2,200	87
	Lewis	3,900	3,500	89
	OHIO			
	Auglaize	11,500	11,000	96
	Clinton	9,700	9,300	97
	Greene	33,100	32,200	97
Jackson	8,600	8,100	95	
Miami	25,600	25,000	97	
Scioto	24,700	23,500	95	
Washington	16,300	15,200	94	
Station Totals		1,142,400	1,102,100	96
Net Weekly Circulation (March 1969)			531,848	
Average Daily Circulation (March 1969)			334,842	



# Ohio—Dayton



**WHIO-TV**

Ch. 7

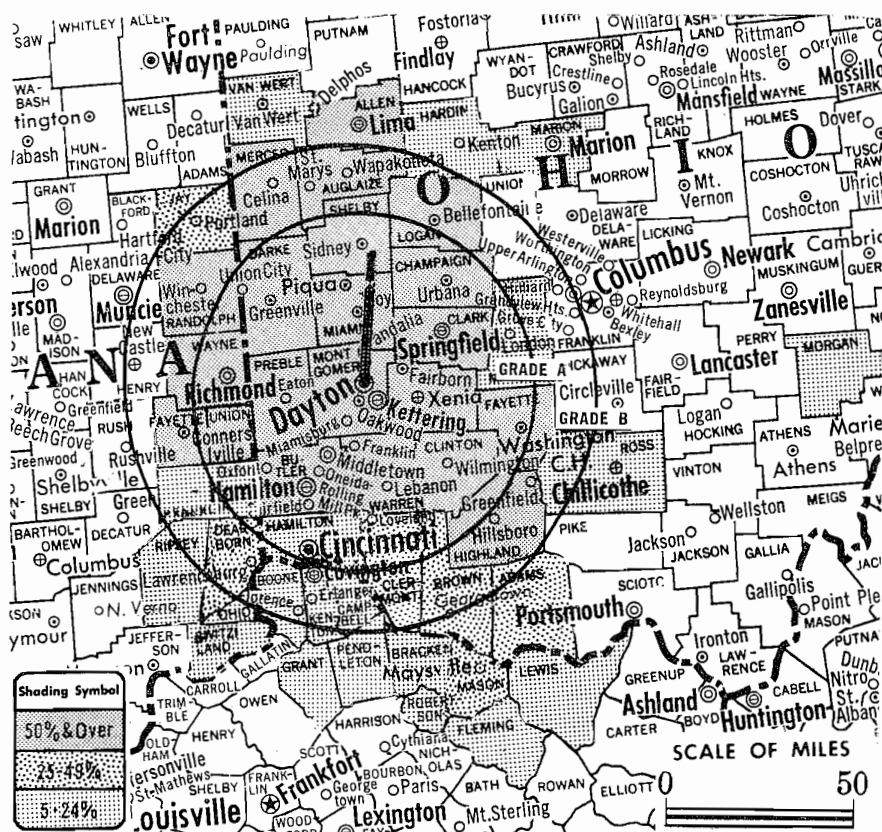


Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 200-kw visual, 39.8-kw aural. Antenna: 1140-ft. above av. terrain, 1096-ft. above ground, 2046-ft. above sea level.

Latitude 39° 44' 03"  
Longitude 84° 14' 50"

Transmitter: 3316 Germantown St.  
TV tape: Recording facilities.  
Color: Network, live, film, slide & tape.  
News Wire Service: AP, UPI.  
Facsimile Service: AP.  
AM Affiliate: WHIO, 5-kw, 1290 kHz (CBS).  
FM Affiliate: WHIO-FM, 50-kw, 99.1 MHz (No. 256), 515-ft. antenna height.

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).



WHIO-TV Ref: FCC File No. BPCT-800 Granted 7/11/52

©American Map Co., Inc., N.Y. No. 14244

## WHIO-TV

Licensee: Miami Valley Bcstg. Corp., 1414 Wilmington Ave. (45401).

Studio: 1414 Wilmington Ave.

Telephone: 513-254-5311. TWX No.: 513-944-0476.

Ownership: Cox Bcstg. Corp., 100%. James M. Cox Jr., chmn.; J. Leonard Reinsch, pres.; Frank Gaither, v.p. Cox ownership: Atlanta Newspapers, 45%; Dayton Newspapers Inc., 19.21%; Springfield Newspapers Inc., 20.35%; Jayren Corp., 5.5%; 23 others, none owning as much as 2%. James M. Cox Jr. votes stock held by Atlanta, Dayton & Springfield newspapers. J. Leonard Reinsch is sole owner of Jayren Corp. Same as Dayton Daily News and Journal Herald. Same interests (Cox) also operate WSB-TV, WSB & FM, Atlanta (Atlanta Journal and Constitution); WSOC-TV, Charlotte (WSOC); WIIC-TV, Pittsburgh; KTVU, Oakland-San Francisco; WIOD, Miami, Fla.; publish Miami (Fla.) Daily News, Springfield (O.) News and Sun (Springfield Newspapers Inc.). For CATV systems, see Group Ownership of CATV.

Began Operation: Feb. 23, 1949.

Represented (sales) by Tele-Rep Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Personnel:

STANLEY G. MOUSE, vice president & general manager.  
RAYMOND G. SPAHR, regional sales manager.  
JACK P. MCCARTHY, general sales manager.  
ROY WHITAKER JR., merchandise manager.  
DAVID SMART JR., program director.  
JOHN CLARK, director of production.  
RICHARD O. BIESER, news director.  
HARRY BUTLER, farm director.  
ALAN HIGGINS, dir. of engineering, Miami Valley Bcstg.  
EUGENE BURGER, chief engineer, WHIO-TV.

DIGEST OF RATE CARD NO. 18—(Sept. 22, 1969)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 8 Sec.  
Class AAA—7:30-10:30 p.m., daily.  
\$1800.00 \$1200.00 \$800.00 \$550.00 Graded rates apply\*

\*Highest rate: \$1575.

NETWORK BASE HOURLY RATE: \$1500.

1970-71 Edition

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	INDIANA			
	Fayette	7,000	6,700	96
	Randolph	9,700	9,200	96
	Union	1,600	1,500	94
	Wayne	24,000	23,100	96
<b>50% &amp; Over</b>	OHIO			
	Allen	34,000	32,700	96
	Auglaize	11,500	11,000	96
	Butler	65,700	63,900	97
	Champaign	9,600	9,200	97
	Clark	43,900	42,800	97
	Clinton	9,700	9,300	97
	Darke	14,200	13,700	96
	Fayette	8,000	7,700	96
	Greene	33,100	32,200	97
	Highland	9,400	8,800	94
	Logan	11,100	10,700	96
Mercer	9,500	9,100	96	
Miami	25,600	25,000	97	
Montgomery	182,700	178,600	98	
Preble	10,300	10,000	98	
Shelby	10,400	10,100	97	
Warren	22,600	21,900	97	
<b>Between 25-49%</b>	INDIANA			
	Dearborn	9,800	9,400	96
	Jay	8,500	8,000	94
<b>Between 25-49%</b>	KENTUCKY			
	Mason	6,100	5,700	93
<b>Between 5-24%</b>	OHIO			
	Adams	5,600	5,000	90
	Brown	7,700	7,200	93
	Clermont	27,700	26,900	97
<b>Between 5-24%</b>	INDIANA			
	Franklin	4,600	4,300	93
	Ohio	1,500	1,400	97

(Continued on page 609-b)

Station Totals	1,530,500	1,479,700	96
Net Weekly Circulation (March 1969)			590,693
Average Daily Circulation (March 1969)			394,041

# Ohio—Dayton



**WKFE**

Ch. 22

Technical Facilities: Channel No. 22 (518-524 MHz). Authorized power: 1081-kw visual, 108.1-kw aural. Antenna: 700-ft. above av. terrain, 650-ft. above ground, 1570-ft. above sea level.

Latitude 39° 43' 15.5"  
Longitude 84° 15' 38.9"

Transmitter: 1731 Soldiers Home Road.

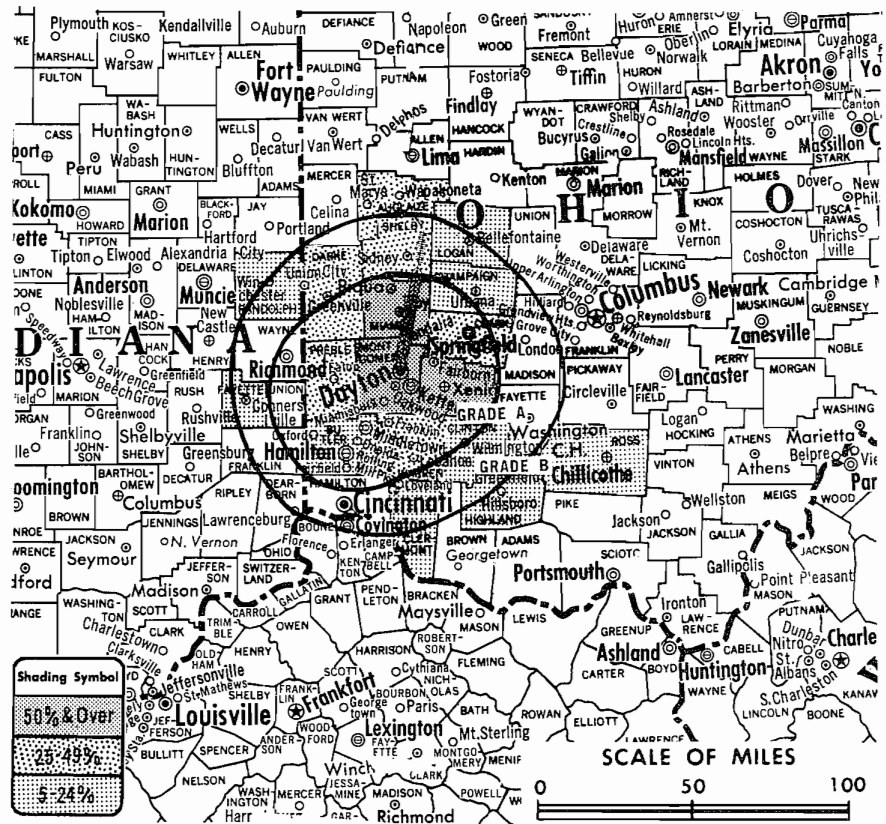
TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

New Wire Service: UPI.

Facsimile Service: UPI.

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).



WKFE Ref: FCC File No. BMPCT-7123 Granted 1/14/70

© American Map Co., Inc., N.Y. No. 14244

## WKFE

Licensee: Springfield Television Bcstg. Corp., Box 2210, Springfield, Mass.

Studio: 1731 Soldiers Home Road (45418).

Telephone: 513-263-2662.

Ownership: See WWLP, Springfield, Mass.

Began Operation: Sept. 27, 1964.

Represented (sales) by H-R Television.

Represented (legal) by Finkelstein & Firestone.

### Personnel:

- GEORGE J. MITCHELL, vice president & station manager.
- JOHN R. HUGHES, general sales manager.
- ROBERT WELLS, production manager.
- HARRY WOOSLEY, chief engineer.
- BERL GOLUB, program manager & film buyer.
- MICHAEL HENNESSY, sales promotion director.

### DIGEST OF RATE CARD NO. 8 (Sept. 1, 1969)

Hour	30 Min.	15 Min.	5 Min.	Min.	30 or 20 Sec.	10 Sec.
Class AA—7:30-11 p.m., daily.	\$700.00	\$420.00	\$280.00	\$175.00	\$110.00	\$70.00

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	OHIO			
	Greene	33,100	32,200	97
	Miami	25,600	25,000	97
	Montgomery	182,700	178,600	98
<b>Between 25-49%</b>	OHIO			
	Auglaize	11,500	11,000	96
	Clark	43,900	42,800	97
	Darke	14,200	13,700	96
	Preble	10,300	10,000	98
	Shelby	10,400	10,100	97
	Warren	22,600	21,900	97
<b>Between 5-24%</b>	INDIANA			
	Fayette	7,000	6,700	96
	Randolph	9,700	9,200	96
	OHIO			
	Butler	65,700	63,900	97
	Champaign	9,600	9,200	97
	Clermont	27,700	26,900	97
Clinton	9,700	9,300	97	
	Highland	9,400	8,800	94
	Logan	11,100	10,700	96
	Ross	17,900	17,100	95
Station Totals		1,013,000	982,000	96
Net Weekly Circulation (March 1969)				199,816
Average Daily Circulation (March 1969)				83,660

# Ohio—Dayton



**WLWD**



Ch. 2

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 510-ft. above av. terrain, 459-ft. above ground, 1395-ft. above sea level.

Latitude 39° 43' 05"  
Longitude 84° 15' 21"

Transmitter: Frytown & W. Carrollton Rds.

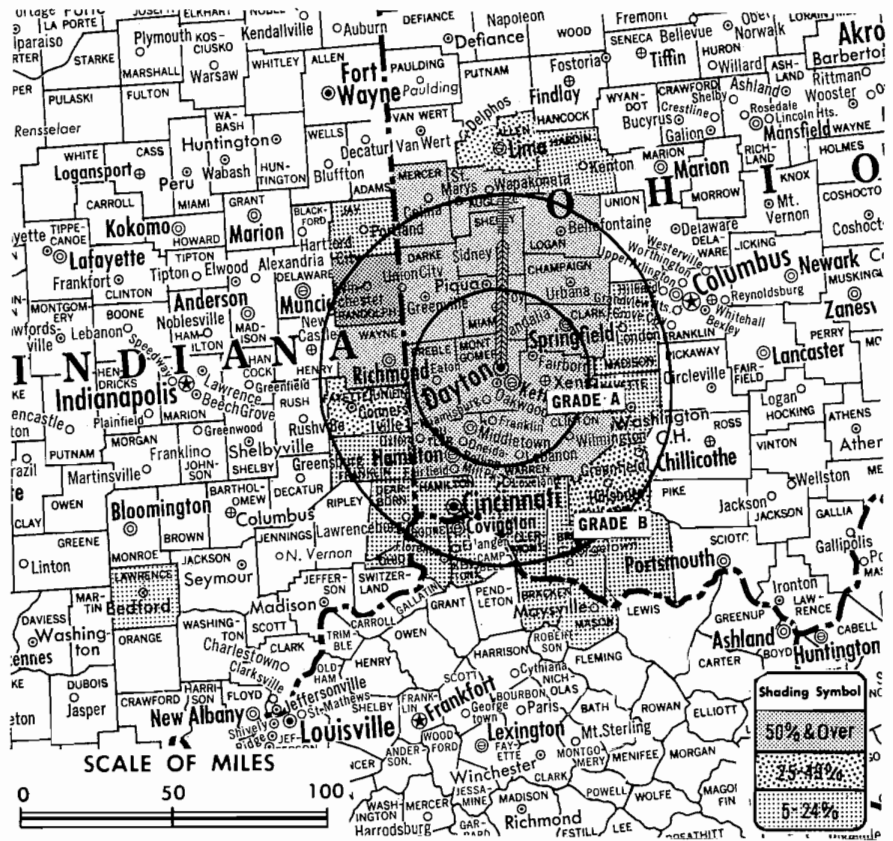
TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

Facsimile Service: AP.

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).



WLWD Ref: FCC File No. BPTC-916 Granted 12/10/52

©American Map Co., Inc., N.Y., No. 14244

## WLWD

Network Service: NBC.

Licensee: Avco Bcstg Corp., 4590 Avco Drive, Dayton (45401).

Ownership: Subsidiary of Avco Corp. For other interests see WLWT, Cincinnati, Ohio.

Studio: 4590 Avco Dr.

Telephone: 513-293-2101.

Began Operation: March 15, 1949.

Represented (sales) by Avco Radio Television Sales Inc.

Represented (legal) by Hogan & Hartson.

Personnel:

- JOHN T. MURPHY, president.
- WALTER E. BARTLETT, senior vice president, television.
- DONALD L. DAHLMAN, vice president & general manager.
- CHARLES A. McFADDEN, general sales manager.
- DONALD MEINEKE, local sales manager.
- BOYCE LANCASTER, program director.
- DONALD B. WILBURN, promotion/publicity director.
- ED HAMYLN, news director.
- DENNIS V. COLSTON, community services director.
- HAROLD THOMPSON, chief engineer.
- DON PRIJATEL, production manager.
- JOSEPH G. EVERSON, office manager.

### DIGEST OF RATE CARD NO. 16—(May 1, 1969)

Hour	30 Min.	15 Min.	Min.	20 Sec.	ID
Class AA—7:30-10:30 p.m., daily.	\$1500.00	\$900.00	\$600.00		Graded rates apply*

\*Highest rate: \$810.

NETWORK BASE HOURLY RATE: \$1600 (NBC).

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	INDIANA			
	Randolph	9,700	9,200	96
	Wayne	24,000	23,100	96
	OHIO			
	Auglaize	11,500	11,000	96

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>				
OHIO—(Continued)				
	Butler	65,700	63,900	97
	Champaign	9,600	9,200	97
	Clark	43,900	42,800	97
	Clinton	9,700	9,300	97
	Darke	14,200	13,700	96
	Greene	33,100	32,200	97
	Logan	11,100	10,700	96
	Mercer	9,500	9,100	96
	Miami	25,600	25,000	97
	Montgomery	182,700	178,600	98
	Preble	10,300	10,000	98
	Shelby	10,400	10,100	97
	Warren	22,600	21,900	97
<b>Between 25-49%</b>				
	INDIANA			
	Fayette	7,000	6,700	96
	Union	1,600	1,500	94
	OHIO			
	Allen	34,000	32,700	96
	Highland	9,400	8,800	94
<b>Between 5-24%</b>				
	INDIANA			
	Dearborn	9,800	9,400	96
	Franklin	4,600	4,300	93
	Jay	8,500	8,000	94
	Lawrence	11,800	11,200	96
	Ohio	1,500	1,400	97
	KENTUCKY			
	Boone	8,600	8,400	98
	Bracken	2,100	1,900	95
	Kenton	41,700	40,900	98
	Mason	6,100	5,700	93
	OHIO			
	Adams	5,600	5,000	90
	Brown	7,700	7,200	93
	Clermont	27,700	26,900	97
(Continued on page 609-b)				
Station Totals		1,386,200	1,340,000	96
Net Weekly Circulation (March 1969)			481,249	
Average Daily Circulation (March 1969)			314,051	

# Ohio—Kettering (Dayton)



**WKTR-TV**

Ch. 16

Technical Facilities: Channel No. 16 (482-488 MHz). Authorized power: 759-kw max. & 724-kw horizontal visual, 75.9-kw max. & 72.4-kw horizontal aural. Antenna: 531-ft. above av. terrain, 500-ft. above ground, 1421-ft. above sea level.

Latitude 39° 42' 47"  
Longitude 84° 15' 18"

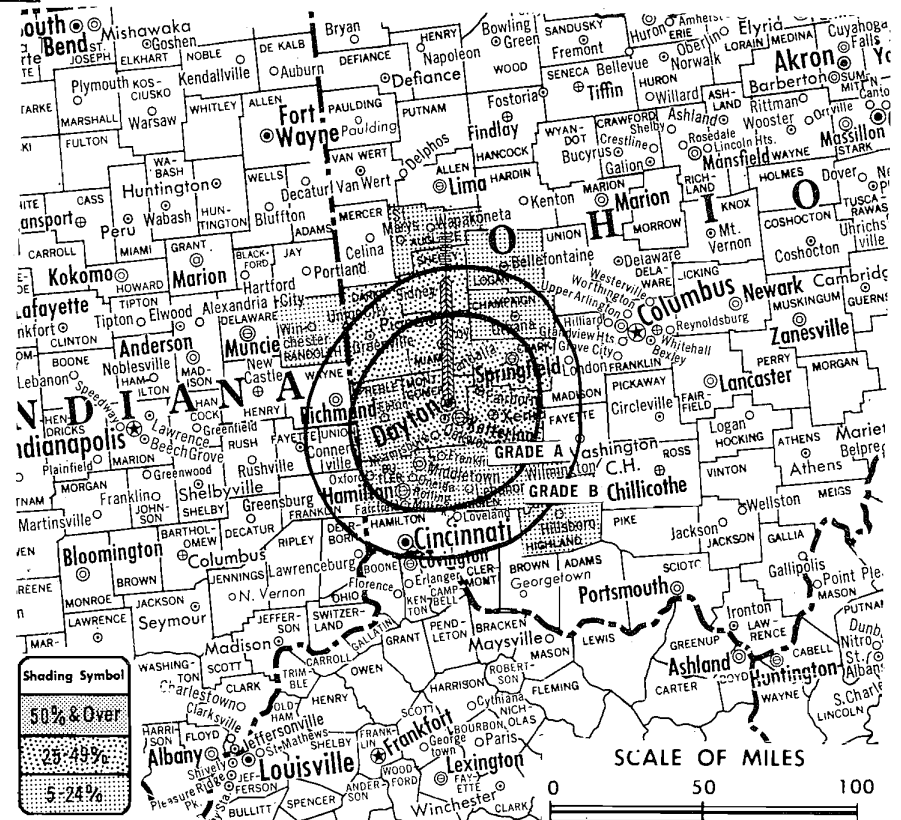
Transmitter: 2563 Lyleburn Rd., Dayton.

Color: Network, live, film, slide & tape.

New Wire Service: UPI.

Facsimile Service: UPI.

TV tape: Recording facilities.



Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).

WKTR-TV Ref: FCC File No. BPCT-3601 Granted 12/1/65

© American Map Co., Inc., N.Y., No. 14244

## WKTR-TV

Network Service: ABC.

Licensee: Kittyhawk Television Corp., 1630 East Stroop Rd., Kettering (45429).

Studio: 1630 East Stroop Rd. Telephone: 513-298-0111.

Ownership: Richard C. Landsman, pres.; Victor J. Cassano, v.p., 5.8%; E. Raymond Arn, v.p., 5.36%; J. Craig Wright Jr., secy., 0.49%; Phillip A. Littell, treas.-asst. secy.; John A. Kemper, 30.6%; John H. Pearce, 5.86%; Paul L. Kommuski, 3.63%; Arthur Stock, 3.32%; others, none with as much as 3%.

Began Operation: March 20, 1967.

Represented (sales) by Savalli/Gates Inc.

Represented (legal) by Welch & Morgan.

Represented (engineering) by Serge Bergen.

Personnel:

WILLIAM G. RHODES, president & general manager.  
FRANK L. LUHN, vice president & general sales manager.  
ERV WARNICK, chief engineer.  
STEVE FISHER, program director.  
DAVE BUTTS, promotion director.

DIGEST OF RATE CARD NO. 3—(Sept. 1, 1969)

				20 or		
Hour	30 Min.	15 Min.	5 Min.	Min.	30 Sec.	10 Sec.
Class AA—7:30-11 p.m., daily.						
\$700.00	\$420.00	\$280.00	\$175.00	.....	\$110.00	\$70.00
NETWORK BASE HOURLY RATE: \$100.						

Net Weekly Circulation	State	Total Households	TV Homes	%
<b>Between 25-49%</b>	OHIO			
	Clark	43,900	42,800	97
	Darke	14,200	13,700	96
	Greene	33,100	32,200	97
	Miami	25,600	25,000	97
<b>Between 5-24%</b>	Montgomery	182,700	178,600	98
	Shelby	10,400	10,100	97
	INDIANA			
	Randolph	9,700	9,200	96
	OHIO			
Auglaize	11,500	11,000	96	
Butler	65,700	63,900	97	
Champaign	9,600	9,200	97	
Clinton	9,700	9,300	97	
Highland	9,400	8,800	94	
Logan	11,100	10,700	96	
Preble	10,300	10,000	98	
Warren	22,600	21,900	97	
Station Totals		913,300	885,400	96
Net Weekly Circulation (March 1969)			119,869	
Average Daily Circulation (March 1969)			40,880	

For Index to Contents, See Services Volume

# Ohio—Lima

NBC abc **WIMA-TV**



Ch. 35

Technical Facilities: Channel No. 35 (596-602 MHz). Authorized power: 202-kw visual, 40-kw aural. Antenna: 540-ft. above av. terrain, 549-ft. above ground, 1419-ft. above sea level.

Latitude 40° 44' 53.5"  
Longitude 84° 07' 55.5"

Transmitter: 1424 Rice Ave.

TV tape: Recording facilities.

AM Affiliate: WIMA, 1-kw, 1150 kHz (ABC).

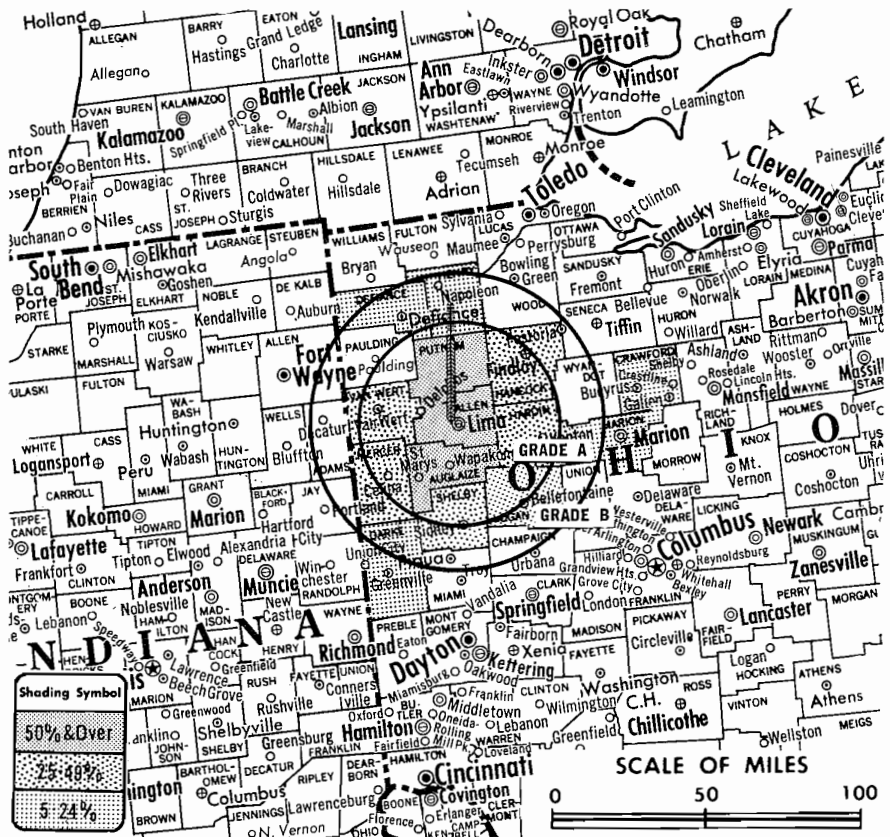
FM Affiliate: WIMA-FM, 15-kw, 102.1 MHz (No. 271), 190-ft.

Color: Network, live. film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).



WIMA-TV Ref: FCC File No. BPCT-3190 Granted 3/30/64

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## WIMA-TV

Network Service: NBC, ABC.

Licensee: WLOK Inc., 1424 Rice Ave. (45805).

Studio: 1424 Rice Ave.

Telephone: 419-225-3010. TWX No.: 419-745-4778.

Ownership: Northwestern Ohio Bcstg. Corp.; George Hamilton, pres., 45.5%; Robt. W. Mack, v.p.-treas., 42.74%; F. E. Mack, 7.27%; Suzanne Hamilton Stewart, 4.5%. WIMA-TV also has interest in a CATV system in Lima.

Began Operation: March 30, 1953. Sale to present owners by Pixley and Case families approved by FCC Dec. 1, 1954 (Television Digest, Vol. 10:44, 49).

Represented (sales) by The Meeker Co.; Busby, Finch & Woods Inc. (South & Southwest); Pearse Sales (Detroit); Gateway Reps (Pittsburgh).

Represented (legal) by Dempsey & Koplovitz.

Represented (engineering) by Cohen & Dippell.

Personnel:

- R. W. MACK, general manager.
- JOHN STEWART, station & sales manager.
- BOB SCHWARTZ, news director.
- CHARLES OSBURN, program director & film buyer.
- M. J. LAMB, chief engineer.

DIGEST OF RATE CARD NO. 5—(Sept. 15, 1969)

Hour 30 Min. 15 Min. 5 Min. Min. 30 Sec. 20 Sec. ID  
Class A—7-11 p.m., daily.  
\$275.00 \$165.00 \$110.00 \$80.00 \$65.00 \$55.00 \$55.00 \$28.00  
NETWORK BASE HOURLY RATE: \$200.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	OHIO			
	Allen	34,000	32,700	96
	Auglaize	11,500	11,000	96
	Putnam	7,700	7,400	96
<b>Between 25-49%</b>	OHIO			
	Hancock	18,300	17,800	97
	Hardin	8,700	8,300	95
	Mercer	9,500	9,100	96
	Shelby	10,400	10,100	97
	Van Wert	8,900	8,600	97
<b>Between 5-24%</b>	OHIO			
	Crawford	15,700	15,100	96
	Darke	14,200	13,700	96
	Defiance	9,900	9,600	96
	Henry	7,800	7,600	97
	Logan	11,100	10,700	96
	Marion	19,600	19,100	97
Station Totals		511,800	496,900	97
Net Weekly Circulation (March 1969)				73,247
Average Daily Circulation (March 1969)				45,586

For Color Set Penetration by Markets

See Services Volume

# Ohio—Springfield

## WSWO-TV

Ch. 26

Technical Facilities: Channel No. 26 (542-548 MHz). Authorized power: 724-kw max. & 692-kw horizontal visual, 72.4-kw max. & 69.2-kw horizontal aural. Antenna: 488-ft. above av. terrain, 520-ft. above ground, 1540-ft. above sea level.

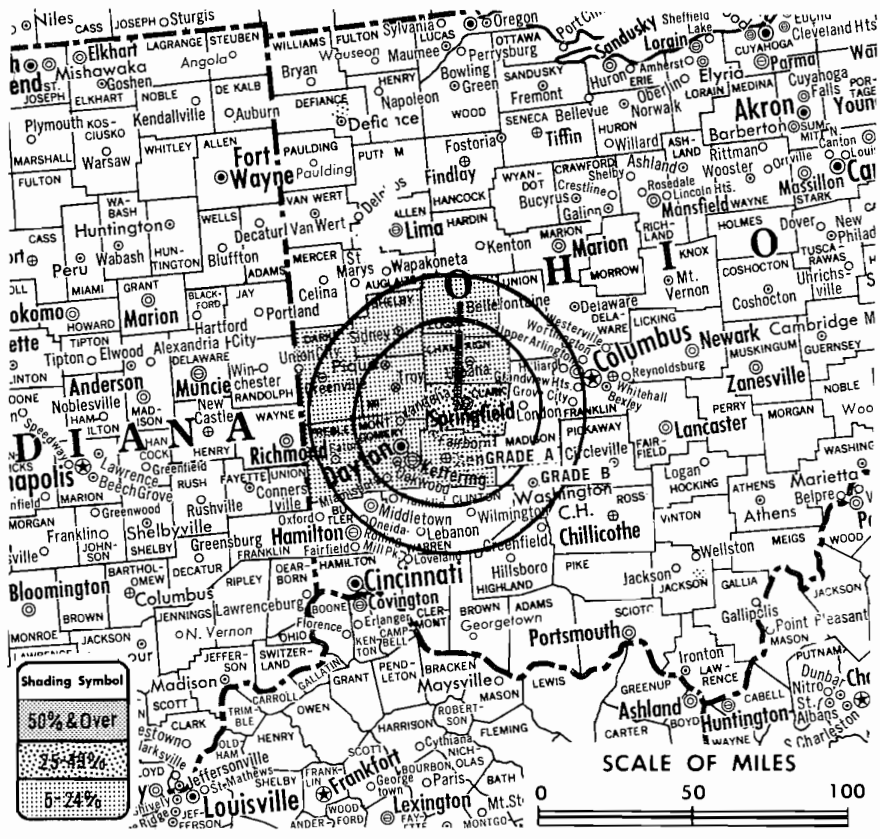
Latitude 39° 54' 33"  
Longitude 83° 51' 36"

Transmitter: 2675 Dayton-Springfield Rd.

TV tape: Recording facilities.

Color: Film, slide & tape.

News Wire Service: AP.



Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).

WSWO-TV Ref: FCC File No. BMPCT-6580 Granted 9/17/65

©American Map Co., Inc., N.Y., No. 14244

## WSWO-TV

Grantee: Southwestern Ohio Television Inc., P.O. Box 1366, Springfield, Ohio (445501).

Studio: 2675 Dayton-Springfield Rd.

Telephone: 513-325-7041.

Ownership: Joseph A. Sheridan, pres., 9.2%; Ralph Kocher, v.p., 8.4%; Forest Hogue, v.p., 4.2%; J. Frederick Doyle, secy., 8.4%; Oscar T. Martin, asst. secy., 2.5%; Ronald E. Shoemaker, treas., 5.0%; R. Laird Allender, asst. treas., 4.2%; L. Edwin Hoppes, 8.4%; Dwight Sheridan, 16.7%; Purl J. Sheridan, 8.4%; Earl Shoemaker, 8.4%.

Began Operation: July 14, 1968.

Represented (sales) by The Devney Organization.

Represented (legal) by Welch & Morgan.

Represented (engineering) by Cohen & Dippell.

Personnel:

JOSEPH A. SHERIDAN, president & general manager.  
ROBERT L. TUTTLE, station manager.  
JOHN FUDGE, supervision engineer.  
DAVID M. WATKINS, commercial coordinator.  
FREDERICK R. BODINE, production coordinator.  
A. CRAIG ROBINSON, news director.  
JOHN L. GETROST, film manager.

### DIGEST OF RATE CARD NO. 2

(Sept. 1, 1969)

Hour 30 Min. 15 Min. 5 Min. Min. 30 Sec. 20 Sec. 10 Sec.  
Class AA—7:29-9:59 p.m., daily.  
\$250.00 \$150.00 \$100.00 \$62.50 \$50.00 \$30.00 \$25.00 \$20.00

Net Weekly Circulation	State County	Total Households	TV Homes	%
Between 25-49 %	OHIO			
	Clark	43,900	42,800	97
Between 5-24 %	OHIO			
	Champaign	9,600	9,200	97
	Darke	14,200	13,700	96
	Greene	33,100	32,200	97
	Logan	11,100	10,700	96
	Miami	25,600	25,000	97
	Montgomery	182,700	178,600	98
	Preble	10,300	10,000	98
	Shelby	10,400	10,100	97
Station Totals		816,500	791,500	96
Net Weekly Circulation (March 1969)				49,639
Average Daily Circulation (March 1969)				12,717

# Ohio—Steubenville-Wheeling, West Virginia



Ch. 9

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 950-ft. above av. terrain, 881-ft. above ground, 2041-ft. above sea level.

Latitude 40° 20' 32"  
Longitude 80° 37' 14"

Transmitter: Altamont Heights, 1.3-mi. S of business center.

TV tape: Recording facilities.

Studio: Altamont Heights.

AM Affiliate: WSTV, 1-kw (.25-kw night), 1340 kHz (MBS).

FM Affiliate: WSTV-FM, 12-kw, 103.5 MHz (No. 278), 880-ft.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.

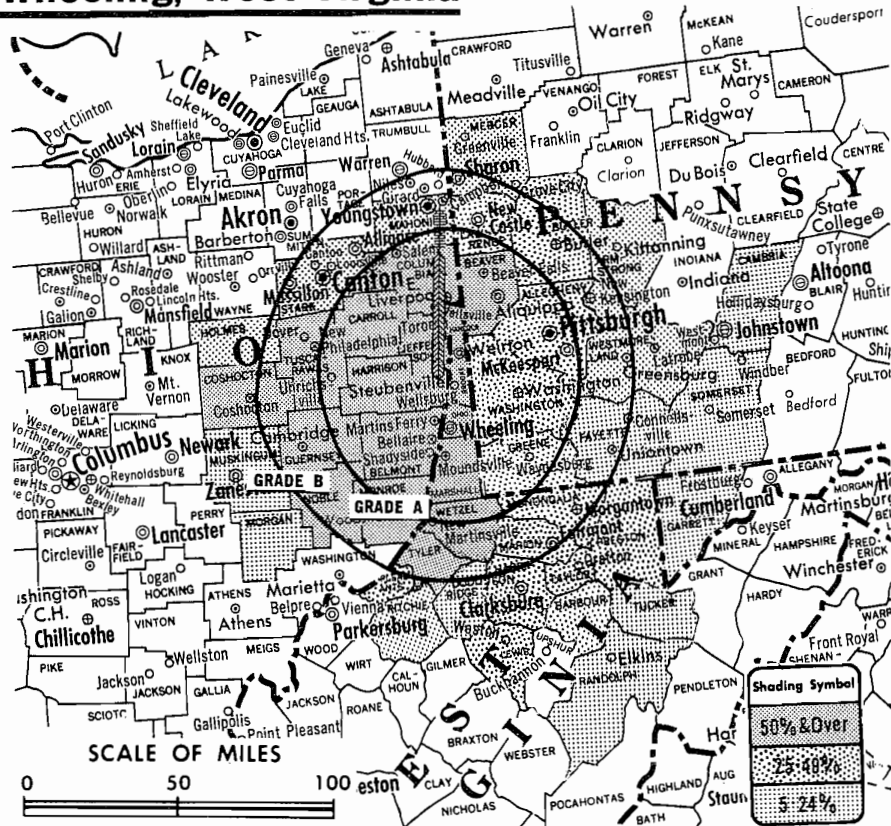
Total Households: © SRDS

Consumer Market Data as of 1/1/70.

TV Homes: TV% and Circulation

© 1969 American Research Bureau.

County coverage based on ARB study (see page 4-b).



WSTV-TV Ref: FCC File No. BPCT-1049 Granted 8/12/53  
Authorized: FCC File No. BPCT-2786 Granted 6/23/60

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## WSTV-TV

Network Service: CBS, ABC.

Licensee: Rust Craft Broadcasting Co., WSTV Broadcast Center, Market St., Steubenville, Ohio.

Telephone: 614-282-0911, Steubenville. TWX No.: 614-283-4061.

Ownership: Rust Craft Greeting Cards Inc., 100%. Majority stockholders are Louis Berkman Co., 20.4% and Parkersburg Steel Co. (Berkman family majority owner), 9.8%. Stations are: WSTV-TV, WSTV and FM; WRDW-TV, Augusta, Ga.; WRCB-TV, Chattanooga, Tenn.; WROC-TV, Rochester, N.Y. (WROC & FM); WJKS-TV, Jacksonville, Fla., WPIT & FM, Pittsburgh, Pa.; WSOL, Tampa, Fla.; WRCP & FM, Philadelphia and WWOL & FM, Buffalo, N.Y. Stations operate as Rust Craft Broadcasting Co.

Began Operation: Dec. 10, 1953. Transfer of stations from WSTV Inc. and WPIT Inc. to United Printers & Publishers (name changed to Rust Craft Greeting Cards Inc.), approved by FCC Nov. 8, 1961 (Television Digest, Vols. 17:30, 33, 2:14).

Represented (sales) by Edward Petry & Co.

Represented (legal) by Kirkland, Ellis, Hodson, Chaffetz, Masters & Rowe.

Personnel:

- JACK N. BERKMAN, president.
- FRED WEBER, executive vice president.
- GEORGE BAREN BREGGE, v.p. & general manager.
- J. B. (JEFF) DAVIDSON, general sales manager.
- GEORGE H. WILSON, promotion & publicity director.
- STAN SCOTT, news director.
- GINNY GRIFFIN, merchandising director.
- WILLIAM CHESNES, chief engineer.

DIGEST OF RATE CARD NO. 13—(March 6, 1968)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.  
Class AA—7:30-10:30 p.m., Mon.-Fri.; 7:30-11 p.m., Sat.; 7-11 p.m., Sun.

\$900.00 \$480.00 \$290.00 ..... Graded rates apply\*

\*Highest rate: \$284.

NETWORK BASE HOURLY RATE: \$950 (ABC), \$825 (CBS).

1970-71 Edition

Net Weekly Circulation	State County	Total Households	TV Homes	%
	<b>OHIO</b>			
	Belmont	24,500	23,700	97
	Carroll	6,100	5,900	97
	Columbiana	32,800	31,700	97
	Coshocton	9,900	9,200	93
	Guernsey	11,000	10,300	94
	Harrison	5,000	4,800	95
	Jefferson	30,300	29,400	97
	Monroe	4,300	4,000	93
<b>50% &amp; Over</b>	Noble	3,000	2,700	90
	Tuscarawas	24,600	23,400	95
	<b>PENNSYLVANIA</b>			
	Beaver	59,700	58,000	97
	<b>WEST VIRGINIA</b>			
	Brooke	9,500	9,300	98
	Hancock	13,500	13,300	99
	Marshall	12,200	11,800	97
	Ohio	24,200	23,600	97
	Tyler	2,800	2,600	92
	Wetzel	5,600	5,300	95
	<b>PENNSYLVANIA</b>			
	Allegheny	490,700	475,000	97
	Butler	35,600	34,500	97
	Greene	9,900	9,400	94
	Lawrence	34,200	32,800	96
	Washington	65,000	62,600	96
	<b>WEST VIRGINIA</b>			
<b>Between 25-49%</b>	Barbour	3,900	3,600	92
	Harrison	23,700	22,900	97
	Lewis	5,800	5,400	93
	Marion	19,500	18,600	95
	Monongalia	16,100	15,100	93
	Pleasants	2,300	2,200	94
	Preston	6,700	6,200	92
	Taylor	4,000	3,700	92

(Continued on page 609-b)

Station Totals	2,045,200	1,972,200	96
Net Weekly Circulation (March 1969)			503,237
Average Daily Circulation (March 1969)			242,422

# Ohio—Toledo



**WDHO-TV**

Ch. 24

Technical Facilities: Channel No. 24 (530-536 MHz). Authorized power: 916-kw max. and 363-kw horizontal visual, 183-kw max. and 72.4-kw horizontal aural. Antenna: 1410-ft. above av. terrain, 1467-ft. above ground, 2046-ft. above sea level.

Latitude 41° 40' 03"  
Longitude 82° 21' 22"

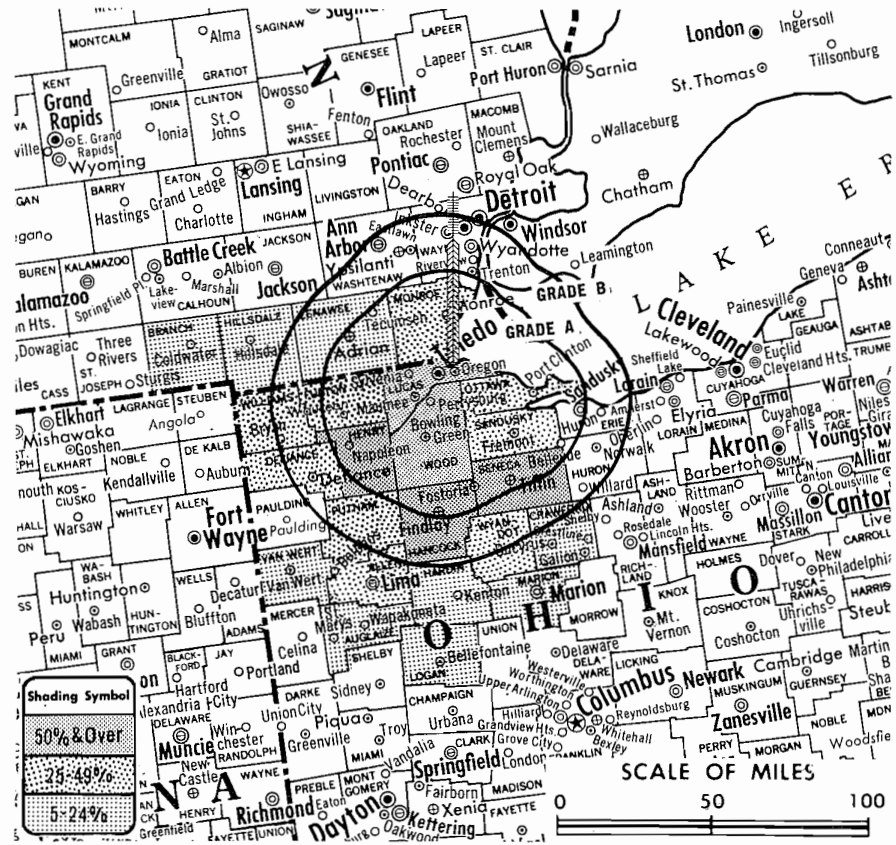
Transmitter: W of Cousino Rd., at Arquette Rd., Jerusalem, Ohio.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).



WDHO-TV Ref: FCC File No. BMPCT-6221 Granted 2/17/66

American Map Co., Inc., N.Y., No. 14244

## WDHO-TV

Network Service: ABC.

Licensee: D. H. Overmyer Telecasting Co. Inc., 300 S. Byrne Rd., Toledo (43615).

Studio: 300 S. Byrne Rd., Toledo (43615).

Telephone: 419-255-8200. TWX No.: 810-442-1646.

Ownership: D. H. Overmyer, 100%. He also holds 20% of WXIX-TV, Newport, Ky.-Cincinnati, O.; WPGH-TV, Pittsburgh, Pa.; KEMO-TV, San Francisco; WATL-TV, Atlanta, Ga. & CP for KDJO-TV, Rosenberg, Tex.

Began Operation: May 3, 1966.

Represented (sales) by H-R Television Inc.

Represented (legal) by Fly, Shuebruk, Blume & Gaguine.

Represented (engineering) by Paul Godley Co.

Personnel:

ARTHUR M. DORFNER, president.  
JAMES R. STEELE, sales manager.  
ERNEST RETY, chief engineer.  
LARRY JACQUEMOTTE, production service supervisor.  
LEE FOWLER, program service supervisor.

DIGEST OF RATE CARD NO. 6—(Sept. 14, 1969)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.  
Class AAA—7:29-11 p.m., daily.

\$400.00 \$280.00 \$185.00 \$120.00 Graded rates apply\*

\*Highest rate: \$160.

NETWORK BASE HOURLY RATE: \$150.

	Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>		OHIO			
		Hancock	18,300	17,800	97
		Henry	7,800	7,600	97
		Lucas	152,200	148,400	98
		Seneca	17,700	17,200	97
		Wood	22,500	21,800	97
<b>Between 25-49%</b>		MICHIGAN			
		Monroe	31,800	31,000	98
		OHIO			
		Allen	34,000	32,700	96
		Defiance	9,900	9,600	96
		Fulton	9,000	8,500	95
		Ottawa	11,400	11,100	97
<b>Between 5-24%</b>		Putnam	7,700	7,400	96
		Sandusky	18,300	17,900	98
		Williams	9,700	9,200	96
		Wyandot	6,700	6,400	95
		MICHIGAN			
		Branch	10,500	10,200	96
		Hillsdale	10,900	10,300	95
		Lenawee	25,000	24,100	97
		OHIO			
		Auglaize	11,500	11,000	96
	Crawford	15,700	15,100	96	
	Hardin	8,700	8,300	95	
	Logan	11,100	10,700	96	
	Marion	19,600	19,100	97	
	Van Wert	8,900	8,600	97	
	Station Totals		1,812,600	1,766,300	97
	Net Weekly Circulation (March 1969)			184,248	
	Average Daily Circulation (March 1969)			84,788	



# Ohio—Toledo

**WSPD-TV**



Ch. 13

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 316-kw visual, 18.2-kw aural (directional antenna). Antenna: 1000-ft. above av. terrain, 1049-ft. above ground, 1629-ft. above sea level.

Latitude 41° 41' 00"  
Longitude 83° 24' 49"

Transmitter: 1701 North Stadium Road, Oregon, O., 7-mi. NNE of Toledo.

TV tape: Recording facilities.

AM Affiliate: WSPD, 5-kw, 1370 kHz (NBC).

FM Affiliate: WSPD-FM, 5-kw, 101.5 MHz (No. 268), 810-ft. antenna height.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

Facsimile Service: UPI.

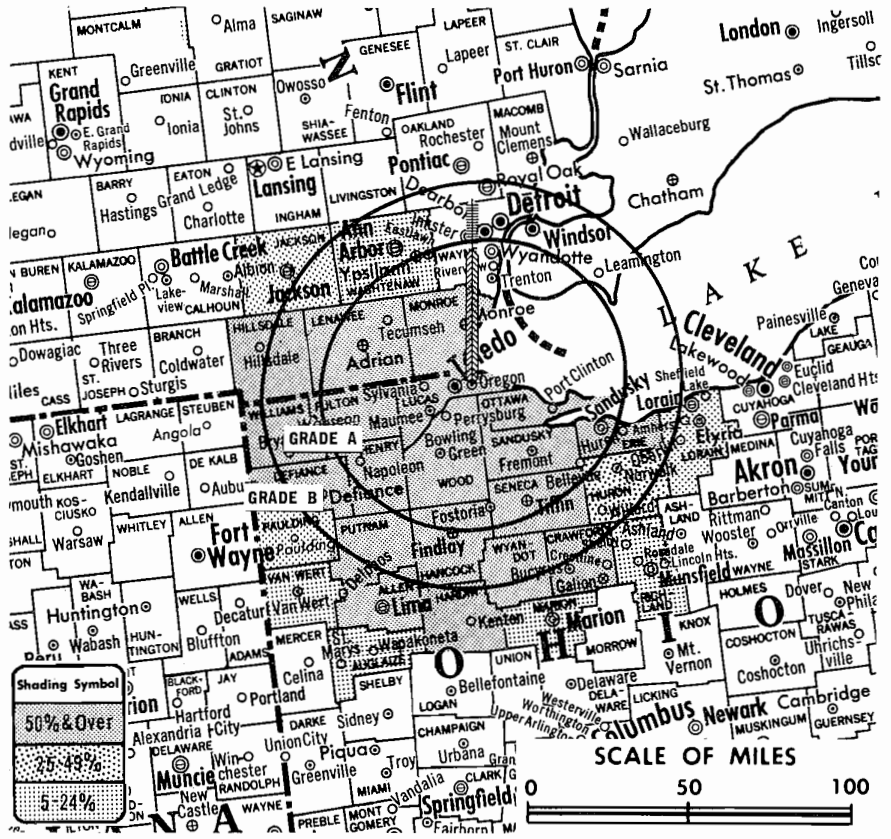
Total Households: © SRDS

Consumer Market Data as of 1/1/70.

TV Homes: TV% and Circulation

© 1969 American Research Bureau.

County coverage based on ARB study (see page 4-b).



WSPD-TV Ref: FCC File No. BMPCT-4735 Granted 5/13/59

© American Map Co., inc., N.Y., No. 14244

## WSPD-TV

Licensee: Storer Broadcasting Co., 136 Huron St. (43602).

Studio: 136 Huron St.

Telephone: 419-255-1313. TWX No.: 810-442-1748.

Ownership: Storer Bcstg. Co., 1177 Kane Concourse, Miami Beach, Fla. For other interests, see listing under Group Ownership.

Began Operation: July 21, 1948.

Represented (sales) by Storer Television Sales Inc.

Represented (legal) by Warren Zwicky.

Personnel:

KEITH McKENNEY, vice president & general manager.  
RICHARD FITZGIBBONS, general sales manager.  
DAVID CROMWELL, production manager.  
GEORGE FULOP, chief engineer.

### DIGEST OF RATE CARD NO. 27—(June 15, 1969)

Hour 30 Min. 15 Min. 5 Min. 40 Sec. 20 Sec. 10 Sec.

Class AA—7:30-11 p.m., daily.

\$1500.00 \$900.00 \$600.00 \$450.00 \$610.00\* \$380.00\* \$230.00\*

\*Class AA 1-4—7:30-11 p.m., daily.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	MICHIGAN Hillsdale	10,900	10,300	95
	Lenawee	25,000	24,100	97
	Monroe	31,800	31,000	98

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	OHIO			
	Allen	34,000	32,700	96
	Crawford	15,700	15,100	96
	Defiance	9,900	9,600	96
	Erie	23,800	23,100	97
	Fulton	9,000	8,500	95
	Hancock	18,300	17,800	97
	Hardin	8,700	8,300	95
	Henry	7,800	7,600	97
	Lucas	152,200	148,400	98
	Ottawa	11,400	11,100	97
	Putnam	7,700	7,400	96
	Sandusky	18,300	17,900	98
	Seneca	17,700	17,200	97
Williams	9,700	9,200	96	
Wood	22,500	21,800	97	
Wyandot	6,700	6,400	95	
<b>Between 25-49%</b>	OHIO Huron	14,900	14,300	96
<b>Between 5-24%</b>	MICHIGAN Jackson	42,100	40,900	97
	Washtenaw	59,400	56,300	95
	OHIO Auglaize	11,500	11,000	96
	Lorain	73,900	72,100	98
	Marion	19,600	19,100	97
	Paulding	5,200	5,000	96
	Richland	40,300	38,900	97
Van Wert	8,900	8,600	97	
Station Totals		2,236,600	2,175,700	97
Net Weekly Circulation (March 1969)			414,408	
Average Daily Circulation (March 1969)			263,618	

# Ohio—Toledo



**WTOL-TV**

Ch. 11



Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 316-kw visual, 38-kw aural. Antenna: 1000-ft. above av. terrain, 1046-ft. above ground, 1625-ft. above sea level.

Latitude 41° 40' 22"  
Longitude 83° 22' 47"

Transmitter: Cedar Point, near Norden Rd., Oregon City, Ohio.

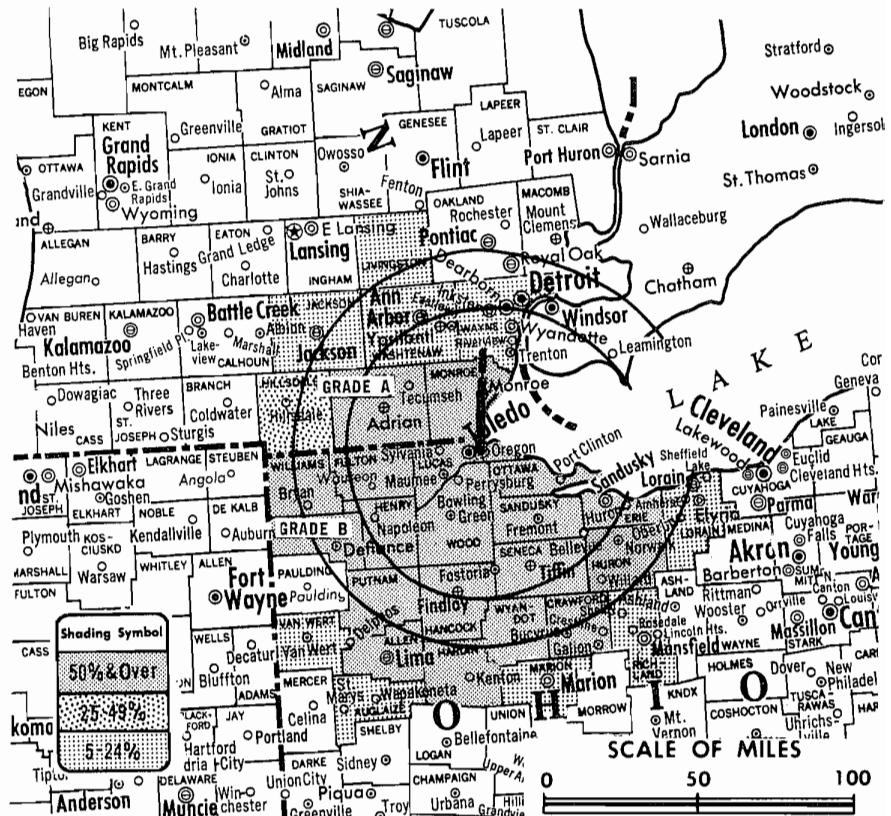
TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.

News Film Service: CBS.



Total Households: **SRDS**  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).

WTOL-TV Ref: FCC File No. BPCT-590 Granted 7/23/68

©American Map Co., Inc., N.Y., No. 14244

## WTOL-TV

Licensee: Cosmos Broadcasting Corp., 604 Jackson St., Toledo, O. (43604).

Studio: 604 Jackson St.

Telephone: 419-244-7411.

TWX No.: 810-442-1609.

Ownership: Cosmos Broadcasting Corp. For other interests see WIS-TV, Columbia, S.C.

Began Operation: Dec. 5, 1958. Sale to present owner by Frazier Reams and associates approved March 10, 1965 by FCC (Television Digest, Vol. 4:46, 5:11).

Represented (sales) by Peters, Griffin, Woodward Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Lohnes & Culver.

Personnel:

- CARTER C. HARDWICK JR., general manager.
- MICKEY L. HOOTEN, program & operations manager.
- JACK SPRING, general sales manager.
- RICHARD COULTER, national regional sales manager.
- PETER GOOD, local sales manager.
- DAVID E. MacALLISTER, production manager.
- DONALD M. HESS, promotion director.
- JOSEPH H. GILLIS JR., special projects director.
- LAMONT McLOUGHLIN, news & public affairs director.
- WYATT McDANIEL, chief engineer.

DIGEST OF RATE CARD NO. 11A  
(Feb. 9, 1970)

Hour	30 Min.	5 Min.	30 Sec.	20 Sec.	10 Sec.
Class A—7:29-11:01 p.m., daily.					
\$1500.00	\$900.00	\$380.00	\$576.00	\$500.00	\$250.00

NETWORK BASE HOURLY RATE: \$1400.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	MICHIGAN			
	Lenawee	25,500	24,100	97
	Monroe	31,800	31,000	98
	OHIO			
	Allen	34,000	32,700	96
	Crawford	15,700	15,100	96
	Defiance	9,900	9,600	96
	Erie	23,800	23,100	97
	Fulton	9,000	8,500	95
	Hancock	18,300	17,800	97
	Hardin	8,700	8,300	95
	Henry	7,800	7,600	97
	Huron	14,900	14,300	96
	Lucas	152,200	148,400	98
	Ottawa	11,400	11,100	97
Putnam	7,700	7,400	96	
Sandusky	18,300	17,900	98	
Seneca	17,700	17,200	97	
Williams	9,700	9,200	96	
Wood	22,500	21,800	97	
Wyandot	6,700	6,400	95	
<b>Between 25-49%</b>	MICHIGAN			
Hillsdale	10,900	10,300	95	
<b>Between 5-24%</b>	MICHIGAN			
Jackson	42,100	40,900	97	
Livingston	13,300	13,000	98	
Washtenaw	59,400	56,300	95	
Wayne	838,900	817,600	97	
OHIO				
Auglaize	11,500	11,000	96	
Lorain	73,900	72,100	98	
Marion	19,600	19,100	97	
Richland	40,300	38,900	97	
Van Wert	8,900	8,600	97	
<b>Station Totals</b>		2,962,000	2,884,100	97
<b>Net Weekly Circulation (March 1969)</b>			460,982	
<b>Average Daily Circulation (March 1969)</b>			296,424	

**WSTV-TV, Steubenville**  
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
	MARYLAND			
	Garrett	6,100	5,600	92
	OHIO			
	Holmes	5,800	5,000	87
	Mahoning	93,500	91,200	98
	Morgan	3,300	3,100	92
	Muskingum	23,800	22,800	96
	Stark	111,700	108,500	97
	PENNSYLVANIA			
<b>Between 5-24 %</b>	Armstrong	23,100	22,100	96
	Cambria	56,300	54,500	97
	Fayette	43,600	41,200	94
	Mercer	39,700	38,100	96
	Somerset	23,700	22,400	95
	Westmoreland	110,600	107,400	97
	WEST VIRGINIA			
	Doddridge	1,400	1,200	91
	Randolph	6,500	5,900	92
	Ritchie	2,700	2,500	90
	Tucker	1,500	1,400	91

**WBNS-TV, Columbus**  
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
	OHIO			
	Auglaize	11,500	11,000	96
	Clinton	9,700	9,300	97
	Coshocton	9,900	9,200	93
	Greene	33,100	32,200	97
<b>Between 5-24 %</b>	Holmes	5,800	5,000	87
	Jackson	8,600	8,100	95
	Lawrence	17,900	17,100	96
	Miami	25,600	25,000	97
	Seneca	17,700	17,200	97
	Tuscarawas	24,600	23,400	95
	Vinton	2,400	2,200	94
	Washington	16,300	15,200	94

**Ohio**

**WHIO-TV, Dayton**  
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
	INDIANA—(Continued)			
	Ripley	6,100	5,800	94
	Switzerland	1,800	1,600	92
	KENTUCKY			
	Boone	8,600	8,400	98
	Bracken	2,100	1,900	95
	Campbell	30,400	29,800	98
	Fleming	3,500	3,200	91
	Grant	2,500	2,300	93
<b>Between 5-24 %</b>	Kenton	41,700	40,900	98
	Lewis	3,900	3,500	89
	Pendleton	3,700	3,600	96
	Robertson	800	700	94
	OHIO			
	Hamilton	300,000	289,800	97
	Hardin	8,700	8,300	95
	Madison	7,700	7,300	95
	Marion	19,600	19,100	97
	Morgan	3,300	3,100	92
	Ross	17,900	17,100	95
	Van Wert	8,900	8,600	97

**WLWD, Dayton**  
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
	OHIO—(Continued)			
<b>Between 5-24 %</b>	Fayette	8,000	7,700	96
	Fulton	9,000	8,500	95
	Hamilton	300,000	289,800	97
	Hardin	8,700	8,300	95
	Madison	7,700	7,300	95

**TAILORED RATE...**

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**for as little as \$180**

For Further Information — PLEASE USE HANDY POSTAGE PAID ORDER CARD #6 BOUND INSIDE THE BACK COVER OF THE STATIONS VOLUME

# Ohio—Youngstown



**WFMJ-TV**



Ch. 21

Technical Facilities: Channel No. 21 (512-518 MHz). Authorized power: 1000-kw max. & 263-kw horizontal visual, 200-kw max. & 52.6-kw horizontal aural. Antenna: 990-ft. above av. terrain, 1085-ft. above ground, 2118-ft. above sea level with 0.75° tilt.

Latitude 41° 04' 46"  
Longitude 80° 38' 25"

Transmitter: Mabel St.

Studio: 101 W. Boardman St.

AM Affiliate: WFMJ, 5-kw, 1390 kHz (NBC).

Color: Network, live, film, slide & tape.

News Wire Service: AP.

News Film Service: NBC.

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).



WFMJ-TV Ref: FCC File No. BNPCT-5949 Granted 4/8/64

©American Map Co., Inc., N.Y., No. 14244

## WFMJ-TV

Licensee: The Vindicator Printing Co., 101 W. Boardman St. (44503).

Telephone: 216-744-8611. TWX No.: 216-736-0106.

Ownership: William J. Brown, pres.-treas., 19.64%; Elizabeth M. Brown, v.p.-secy., 19.64%; William F. Maag Jr. Trust, 21.34%; Alma M. Brown Trust, 15.35%; Gene A. Lower, 5.23%; William F. Maag Jr. Estate, 4.8%; John W. Smith Trust, 3.6%; others, none with as much as 3%.

Began Operation: March 8, 1953 on Channel 73. On May 5, 1954, FCC approved sale by Polan Industries of CP and equipment for Ch. 21 to WFMJ-TV (Television Digest, Vol. 10:19).

Represented (legal) by Fisher, Wayland, Duvall & Southmayd.

Represented (engineering) by Carl E. Smith.

Represented (sales) by Blair Television Associates Inc.

### Personnel:

WILLIAM J. BROWN, president.  
MITCHELL F. STANLEY, manager, sales manager & film buyer.  
GENE DONAHAY, television program manager.  
RALPH BARONE, film director.  
FRANK DIERINGER, chief engineer.

### DIGEST OF RATE CARD NO. 11—(July 1, 1969)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	20 Sec.	ID
Class A—7:30-11 p.m., daily.	\$600.00	\$360.00	\$240.00	\$210.00	\$150.00	\$110.00
NETWORK BASE HOURLY RATE:	\$550.					

	Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>		OHIO			
		Mahoning	93,500	91,200	98
		Trumbull	69,500	67,800	98
		PENNSYLVANIA			
		Lawrence	34,200	32,800	96
		Mercer	39,700	38,100	96
<b>Between 25-49%</b>		OHIO			
		Columbiana	32,800	31,700	97
		PENNSYLVANIA			
		Crawford	22,500	21,200	94
		Venango	18,500	17,200	93
<b>Between 5-24%</b>		OHIO			
		Ashtabula	30,400	29,300	96
		Carroll	6,100	5,900	97
		Jefferson	30,300	29,400	97
		Portage	30,800	30,000	98
		Stark	111,700	108,500	97
		PENNSYLVANIA			
		Beaver	59,700	58,000	97
		Butler	35,600	34,500	97
		WEST VIRGINIA			
	Brooke	9,500	9,300	98	
	Hancock	13,500	13,300	99	
Station Totals			1,508,700	1,461,900	96
Net Weekly Circulation (March 1969)				257,451	
Average Daily Circulation (March 1969)				173,699	

# Ohio—Youngstown



**WKBN-TV**



Ch. 27

Technical Facilities: Channel No. 27 (548-554 MHz). Authorized power: 1000-kw max. & 462-kw horizontal visual, 93-kw aural. Antenna: 630-ft. above av. terrain, 663-ft. above ground, 1774-ft. above sea level, using electrical beam tilt.

Latitude 41° 03' 30"  
Longitude 80° 38' 42"

Requests change to 724-kw max. & 219-kw horizontal visual, 72.4-kw max. & 21.9-kw horizontal aural, 1406-ft. above av. terrain, 1432-ft. above ground, 2549-ft. above sea level. BPCT-4309.

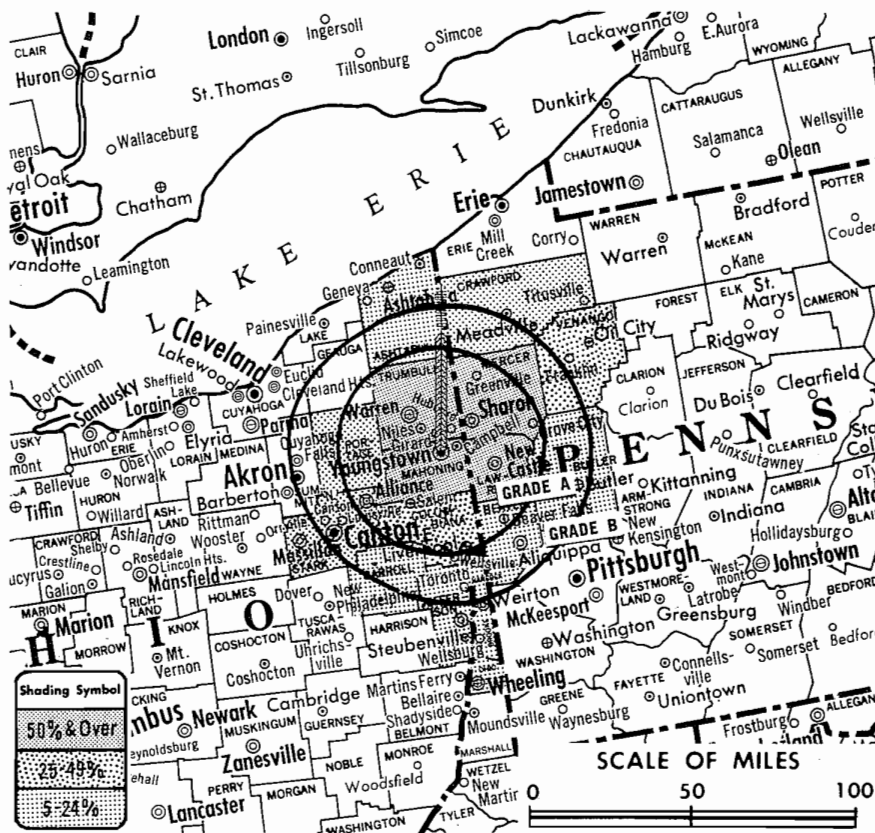
Transmitter: 3930 Sunset Blvd.

TV tape: Recording facilities.

AM Affiliate: WKBN, 5-kw, 570 kHz (CBS). FM Affiliate: WKBN-FM, 50-kw, 98.9 MHz (No. 255), 545-ft.

Color: Network, live, film, slide & tape. News Wire Service: AP.

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).



WKBN-TV Ref: FCC File No. BPCT-3060 Granted 8/19/62

©American Map Co., Inc., N.Y., No. 14244

## WKBN-TV

Licensee: WKBN Broadcasting Corp., 3930 Sunset Blvd. (44512).

Studio: 3930 Sunset Blvd.

Telephone: 216-782-1144. TWX No.: 216-736-0108.

Ownership: W. P. Williamson Jr., pres., 100%; W. P. Williamson III, exec. v.p.; David Stewart, treas.; Ruth L. Cruikshank, secy. W. P. Williamson Jr. increased holdings from 60 to 100% in 1958 by purchasing 40% held by publisher of Cleveland Plain Dealer and News for undisclosed amount and retiring stock to treas. (Television Digest, Vol. 14:34).

Began Operation: Jan. 11, 1953.

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Wilner, Scheiner & Greeley.

Represented (engineering) by David L. Steel Sr.

Personnel:

W. P. WILLIAMSON JR., president.  
W. P. WILLIAMSON III, executive vice president.  
DAVID V. STEWART, sales director.  
TED CONNER, public relations director.  
NORMAN BERGER, TV program director & film buyer.  
B. T. WILKENS, chief engineer.

DIGEST OF RATE CARD NO. P12 & A15—(Feb. 9, 1970)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 8 Sec.

Class A—7:30-11 p.m., Mon.-Sat.; 6-11-p.m., Sun.

\$500.00 \$300.00 \$200.00 \$150.00 Graded rates apply\*

\*Highest rate: \$150.

NETWORK BASE HOURLY RATE: \$550.

Net Weekly Circulation	State County	Total Households	TV Homes	Homes %
<b>50% &amp; Over</b>	OHIO			
	Mahoning	93,500	91,200	98
	Trumbull	69,500	67,800	98
	PENNSYLVANIA			
	Lawrence	34,200	32,800	96
	Mercer	39,700	38,100	96
<b>Between 25-49%</b>	OHIO			
	Columbiana	32,800	31,700	97
	PENNSYLVANIA			
	Venango	18,500	17,200	93
<b>Between 5-24%</b>	OHIO			
	Ashtabula	30,400	29,300	96
	Carroll	6,100	5,900	97
	Jefferson	30,300	29,400	97
	Portage	30,800	30,000	98
	Stark	111,700	108,500	97
	PENNSYLVANIA			
	Beaver	59,700	58,000	97
	Butler	35,600	34,500	97
	Crawford	22,500	21,200	94
WEST VIRGINIA				
Brooke	9,500	9,300	98	
Hancock	13,500	13,300	99	
Ohio	24,200	23,600	97	
Station Totals		1,489,300	1,443,900	97
Net Weekly Circulation (March 1969)				252,429
Average Daily Circulation (March 1969)				162,163

# Ohio—Youngstown



**WYTV**



Ch. 33

Technical Facilities: Channel No. 33 (584-590 MHz). Authorized power: 209-kw visual, 20.9-kw aural. Antenna: 580-ft. above av. terrain, 643-ft. above ground, 1668-ft. above sea level.

Latitude 41° 03' 42.6"  
Longitude 80° 38' 6.5"

Transmitter: 3800 Shady Run Rd., Youngstown.

Studio: 3800 Shady Run Rd.

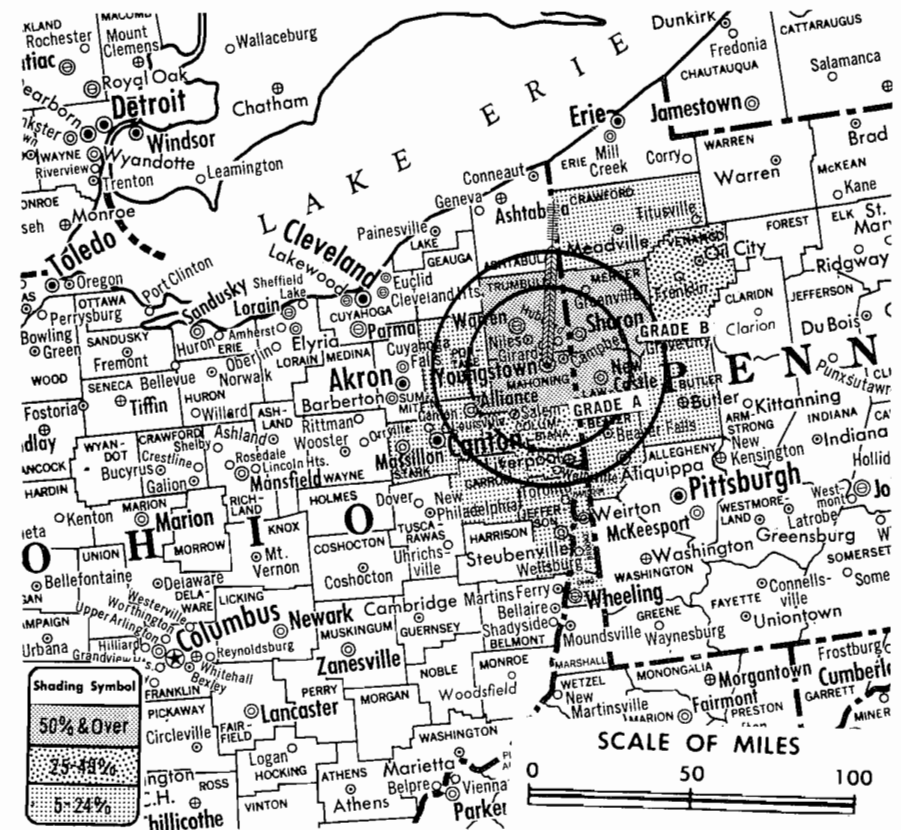
Color: Network, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.

News Film Service: ABC.

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV % and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).



WYTV Ref: FCC File No. BPCT-2568 Granted 7/29/59

©American Map Co., Inc., N.Y., No. 1424

## WYTV

Licensee: WYTV Inc., 3800 Shady Run Rd., Youngstown (44502).

Telephone: 216-788-2424. TWX No.: 216-736-0110.

Ownership: Edwin G. Richter Jr., 25%; Edgewood Investment, 25%; Adam Young, 26.4%; Howard D. Duncan Jr., 20%; James F. O'Grady, 3%; William L. Wallace, .6%. Note: Sale to Auro-video Inc. pends.

Began Operation: April 4, 1953 as New Castle outlet, but left air Jan. 14, 1955, awaiting FCC action on petition to move transmitter to Youngstown, O. Resumed operation Oct. 30, 1957 from present transmitter site (Television Digest, Vol. 13:44). Changed to Ch. 33 operation in Youngstown Nov. 26, 1959 (Vol. 15:48). Sale to present owners by WKST-TV Inc. (wholly-owned by Communications Industries Corp.) was approved Feb. 5, 1965 by FCC (Vols. 4:47, 5:7). Sale to WKST-TV Inc. by Samuel Townsend approved April 12, 1961 by FCC (Vols. 16:39 & 17:16).

Represented (sales) by Avery-Knodel.

Represented (legal) by McKenna & Wilkinson.

Personnel:

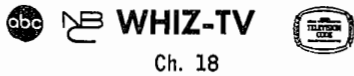
HOWARD D. DUNCAN JR., v.p. & general manager.  
ROBERT CARANO, general sales manager.  
ARTHUR TAYLOR, chief engineer.  
JOHN R. BEILBY, local sales manager.

### DIGEST OF RATE CARD NO. 6—(May 1, 1969)

Hour 30 Min. 15 Min. 5 Min. Min. 30 Sec. 20 Sec.  
Class AA—7:30-11 p.m., daily.  
\$450.00 \$300.00 \$160.00 \$140.00 \$100.00 \$105.00 \$90.00  
NETWORK BASE HOURLY RATE: \$450.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	OHIO			
	Mahoning	93,500	91,200	98
	Trumbull	69,500	67,800	98
	PENNSYLVANIA			
	Lawrence	34,200	32,800	96
	Mercer	39,700	38,100	96
<b>Between 25-49%</b>	OHIO			
	Columbiana	32,800	31,700	97
	PENNSYLVANIA			
	Venango	18,500	17,200	93
<b>Between 5-24%</b>	OHIO			
	Carroll	6,100	5,900	97
	Jefferson	30,300	29,400	97
	Portage	30,800	30,000	98
	PENNSYLVANIA			
	Beaver	59,700	58,000	97
	Butler	35,600	34,500	97
	Crawford	22,500	21,200	94
	WEST VIRGINIA			
	Brooke	9,500	9,300	98
Hancock	13,500	13,300	99	
Ohio	24,200	23,600	97	
Station Totals		1,332,000	1,290,000	96
Net Weekly Circulation (March 1969)				212,873
Average Daily Circulation (March 1969)				116,674

# Ohio—Zanesville



Technical Facilities: Channel No. 18 (494-500 MHz). Authorized power: 212-kw visual, 37.2-kw aural. Antenna: 540-ft. above av. terrain, 506-ft. above ground, 1410-ft. above sea level.

Latitude 39° 55' 42"  
Longitude 81° 59' 06"

Transmitter: Downerd Rd.

AM Affiliate: WHIZ, 1-kw (.25-kw, night), 1240 kHz (NBC).

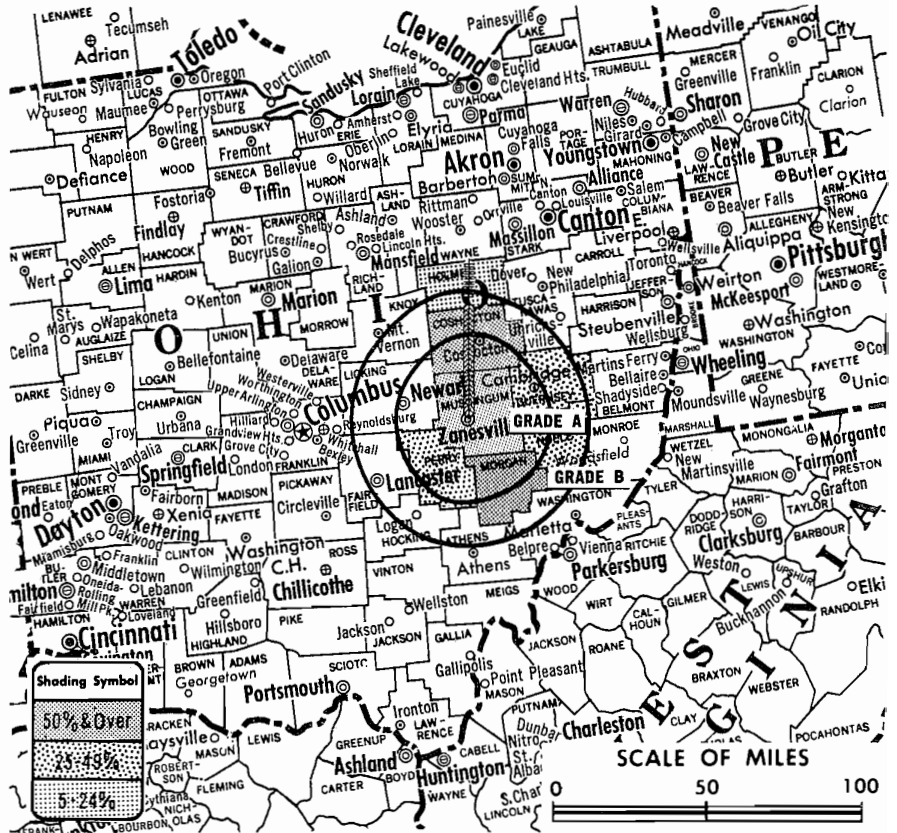
FM Affiliate: WHIZ-FM, 15-kw, 102.5 MHz (No. 273), 490-ft. antenna height.

Color: Network, live, film, slide.

News Wire Service: UPI.

Facsimile Service: UPI.

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).



WHIZ-TV Ref: FCC File No. BPCT-3305 Granted 4/13/64

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## WHIZ-TV

Network Service: NBC; also CBS, on per program basis.

Licensee: Southeastern Ohio Television System, Downerd Rd.

Studio: Downerd Rd. (43701).

Telephones: 614-452-5431 (office); 614-453-0361 (studio).

Ownership: General partnership: T/R Inc., 63%; Southeastern Ohio Bcstg. System Inc., licensee of WHIZ radio, 20%; Ernest B. Graham, 11%; Clarence A. Graham, 6%. Ownership interlocks with Zanesville Publishing Co. Zanesville Publishing owners are Clay Littick, 47.5%; Arthur S. Littick, 47.5%; Wm. O. Littick, 5%. Southeastern Ohio Bcstg. System Inc. owners are T/R Inc., 60%; Ernest Graham, 20%; Clarence Graham, 20%. T/R Inc. also operates radios WNXT & FM, Portsmouth; WOMP & FM, Bellaire, O.; Zanesville Publishing Co. operates WZIP & FM, Cincinnati, O. Note: Sale of WZIP & FM pends.

Began Operation: May 15, 1953.

Represented (sales) by Savalli/Gates National Representatives Inc.; Regional Reps Corp.

Represented (legal) by Sells & Gregory.

Personnel:

ALLAN LAND, broadcasting group manager & film buyer.  
ROBERT HODOUS, general manager.  
NATE MILDER, director of sales.  
C. E. HARTMEYER, chief engineer.  
REED MELLON, director of programs.  
RALPH YOUNG, film operation manager.

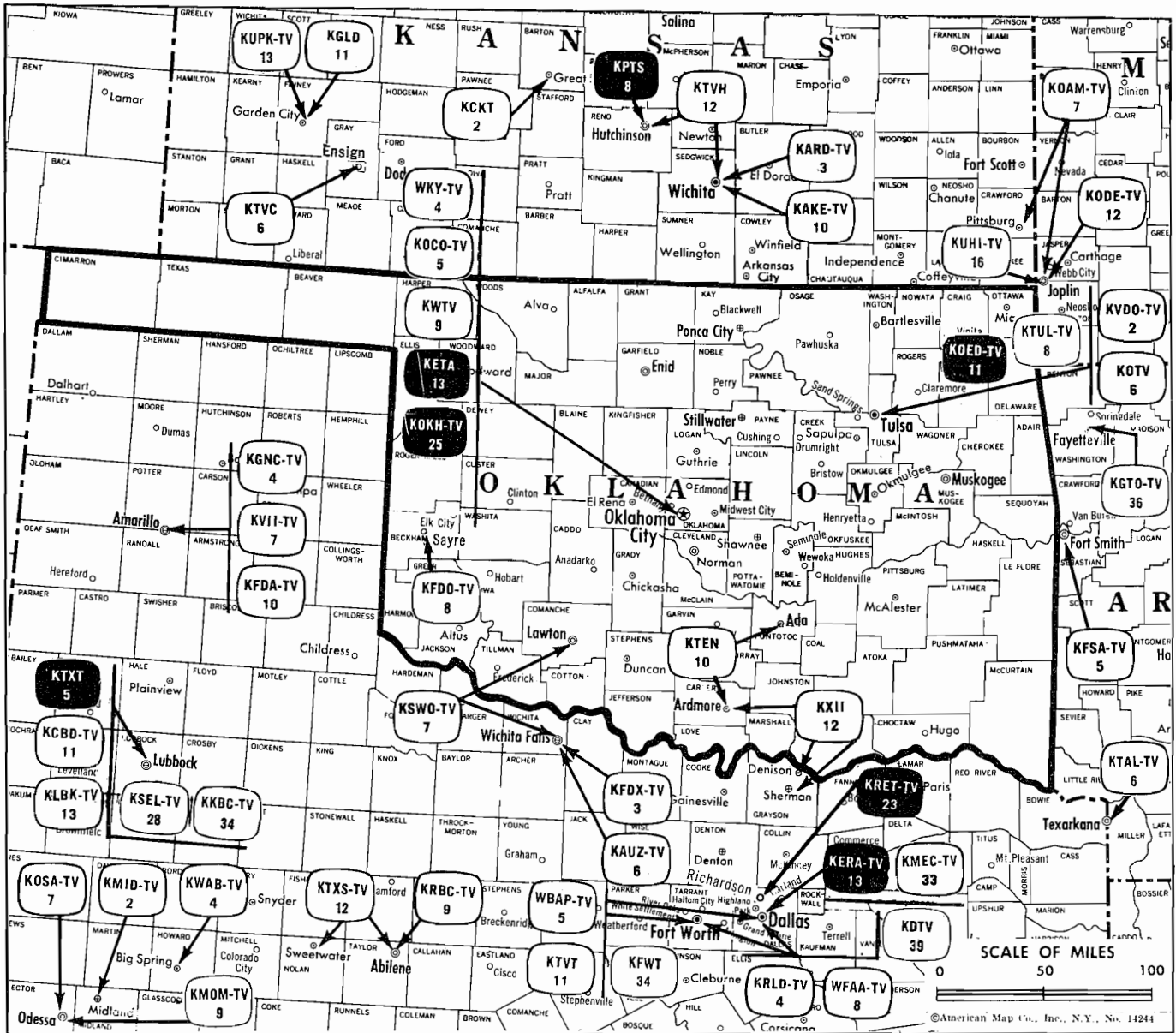
## DIGEST OF RATE CARD NO. 2

(March 1, 1969)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class A—6:29-11 p.m., daily.	\$180.00	\$108.00	\$72.00	\$60.00	\$45.00	\$36.00	\$30.00
NETWORK BASE HOURLY RATE: \$140 (NBC).							

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	OHIO			
	Coshocton	9,900	9,200	93
	Morgan	3,300	3,100	92
	Muskingum	23,800	22,800	96
<b>Between 25-49%</b>	OHIO			
	Guernsey	11,000	10,300	94
	Noble Perry	3,000 7,400	2,700 7,100	90 96
<b>Between 5-24%</b>	OHIO			
Holmes	5,800	5,000	87	
Station Totals		175,700	166,900	95
Net Weekly Circulation (March 1969)				35,556
Average Daily Circulation (March 1969)				26,364

# Oklahoma



Market	ARB Net Weekly Circulation	Rank	ARB ADI TV Households	Rank
Oklahoma City	398,261	51	375,400	42
Tulsa	361,461	56	316,100	53
Wichita Falls-Lawton	143,990	132	137,900	101
Ardmore-Ada	67,053	179	42,500	173

Oklahoma Station Status as of March 1, 1970

	VHF	UHF	TOTAL
Commercial Television Stations	10	0	10
Educational Television Stations	2	1	3
			13

**HAMILTON-LANDIS & ASSOCIATES, INC.—NATIONWIDE MEDIA BROKERS**  
 THE OFFICE NEAREST YOU IS—1511 BRYAN ST., DALLAS, TEX. 75201 • (214) 748-0345



**State Educational Technical Facilities**  
(Complete Data in Educational Directory)

**KETA**  
**Oklahoma City**  
Ch. 13

Non-Commercial Educational Station

Licensee: Oklahoma Educational Television Authority, Box 2146, Norman, Okla. (73069).

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 260-kw visual, 37.1-kw aural. Antenna: 1450-ft. above av. terrain, 1572-ft. above ground, 2724-ft. above sea level.

Latitude 35° 32' 58"  
Longitude 97° 29' 48"

**KOKH-TV**  
**Oklahoma City**  
Ch. 25

Non-Commercial Educational Station

Licensee: Independent School District No. 89, 900 N. Klein St., Oklahoma City, Okla. (73106).

Technical Facilities: Channel No. 25 (536-542 MHz). Authorized power: 275-kw visual, 55-kw aural. Antenna: 460-ft. above av. terrain, 500-ft. above ground, 1690-ft. above sea level.

Latitude 35° 38' 08"  
Longitude 97° 30' 58"

**KOED-TV**  
**Tulsa**  
Ch. 11

Non-Commercial Educational Station

Licensee: Oklahoma Educational Television Authority, Box 2146, Norman, Okla. (73069).

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 259-kw visual, 37-kw aural. Antenna: 1270-ft. above av. terrain, 1133-ft. above ground, 2146-ft. above sea level.

Latitude 36° 11' 26"  
Longitude 96° 05' 50"

**State Cross Reference List**  
Communities That Receive Programs of  
Stations That Are Located Elsewhere

**KFDX-TV**  
**Lawton**  
(See Wichita Falls, Tex.)

**KAUZ-TV**  
**Lawton**  
(See Wichita Falls, Tex.)

**La Rue Media Brokers Inc.**

**Radio Television CATV**

Completed Sales

Radio: Tulsa, Oklahoma \$500,000  
Radio: Houston, Tex. FM \$300,000

116 Central Park South  
New York, N.Y. 10019

**President**  
**Hugh Ben LaRue**

**Area Code 212**  
**265-3430**

# Oklahoma—Ada-Ardmore



Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 316-kw visual, 47.5-kw aural. Antenna: 760-ft. above av. terrain, 725-ft. above ground, 1719-ft. above sea level.

Latitude 34° 54' 08"  
Longitude 96° 40' 37"

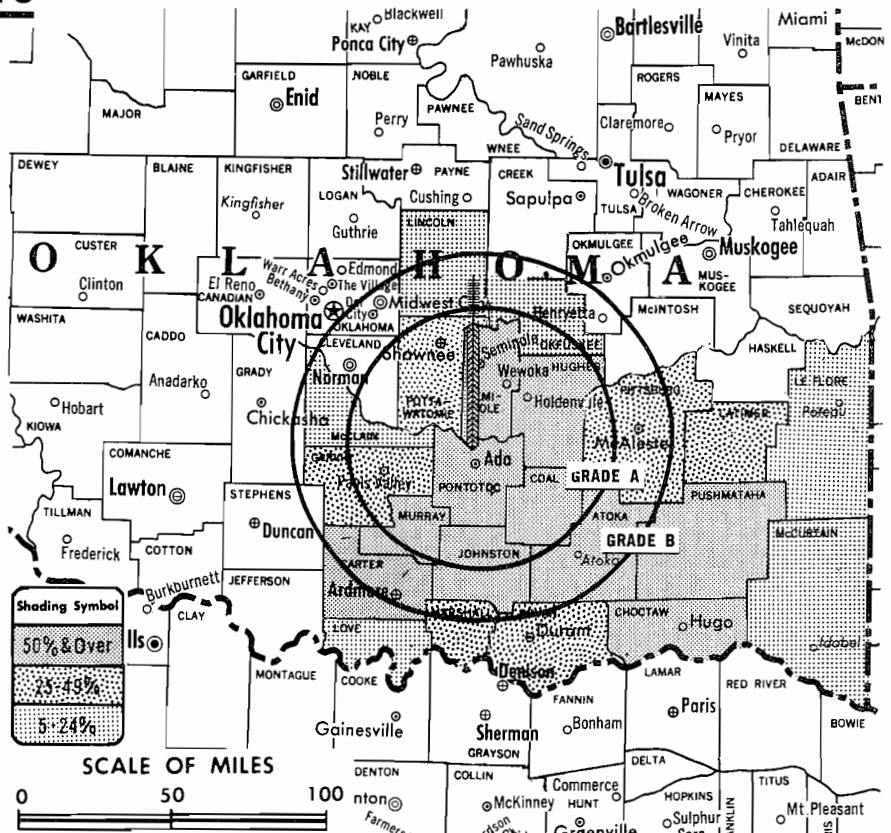
Transmitter: 8.5-mi. N of Ada on State Hwy. 99.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

News Film Service: ABC.



KTEN Ref: FCC File No. BPCT-3560 Granted 5/28/65

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## KTEN

Network Service: ABC; also CBS & NBC, on per program basis.

Licensee: Eastern Oklahoma Television Co. Inc., Box 10, Ada.

Studio: 1600 Arlington St., Ada (74820).

Telephone: 405-332-3311. TWX No.: 405-332-1141.

Ownership: Bill Hoover, pres., 66.59%; over 40 other stockholders, only 3 with as much as 2.5%. Eastern Oklahoma Television also owns radio KEOR, Atoka, Okla. & holds CP for FM station in Ada. KTEN Cablevision which operates a CATV system in Ada.

Began Operation: April 28, 1954.

Represented (sales) by Savalli/Gates.

Represented (legal) by Fletcher, Heald, Rowell, Kenahan & Hildreth.

Represented (engineering) by Jules Cohen & Associates.

### Personnel:

BILL HOOVER, president, general manager & film buyer.  
R. JACK HOOVER, vice president & program manager.  
BOB LAWSON, traffic manager.  
GEORGE MILLER, news director.  
FRED SMITH, chief engineer.  
JACK M. HOOVER, radio station manager.

### DIGEST OF RATE CARD NO. 6 (Aug. 1, 1969)

Hour 30 Min. 15 Min. 10 Min. 5 Min. Min. 30 Sec. 10 Sec.  
Class AA—7-9:30 p.m., daily.  
\$300.00 \$180.00 \$150.00 \$120.00 \$105.00 \$100.00 \$60.00 \$30.00  
NETWORK BASE HOURLY RATE: \$200 (ABC), \$250 (NBC).

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	OKLAHOMA			
	Atoka	2,300	2,100	94
	Carter	13,400	12,500	94
	Choctaw	3,900	3,200	83
	Coal	1,100	1,100	95
	Hughes	3,800	3,600	95
	Johnston	2,800	2,500	89
	Murray	4,000	3,900	96
	Pontotoc	9,700	9,300	96
	Pushmataha	2,200	1,900	86
Seminole	9,400	8,900	95	
<b>Between 25-49%</b>	OKLAHOMA			
	Bryan	7,500	6,700	90
	Garvin	9,600	9,200	96
	Latimer	1,800	1,500	84
	Marshall	2,200	2,100	94
	Pittsburg	12,200	11,200	92
Pottawatomie	14,800	14,000	94	
<b>Between 5-24%</b>	OKLAHOMA			
	Le Flore	10,400	9,400	90
	Lincoln	5,600	5,400	96
	Love	1,200	1,100	91
	McClain	3,900	3,800	96
McCurain	6,800	6,000	87	
Okfuskee	2,300	2,100	89	
Station Totals		248,100	230,700	93
Net Weekly Circulation (March 1969)				61,312
Average Daily Circulation (March 1969)				33,753

# Oklahoma—Ardmore & Sherman-Denison, Texas



**KXII**

Ch. 12

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 214-kw visual, 32.4-kw aural. Antenna: 1030-ft. above av. terrain, 978-ft. above ground, 1828-ft. above sea level.

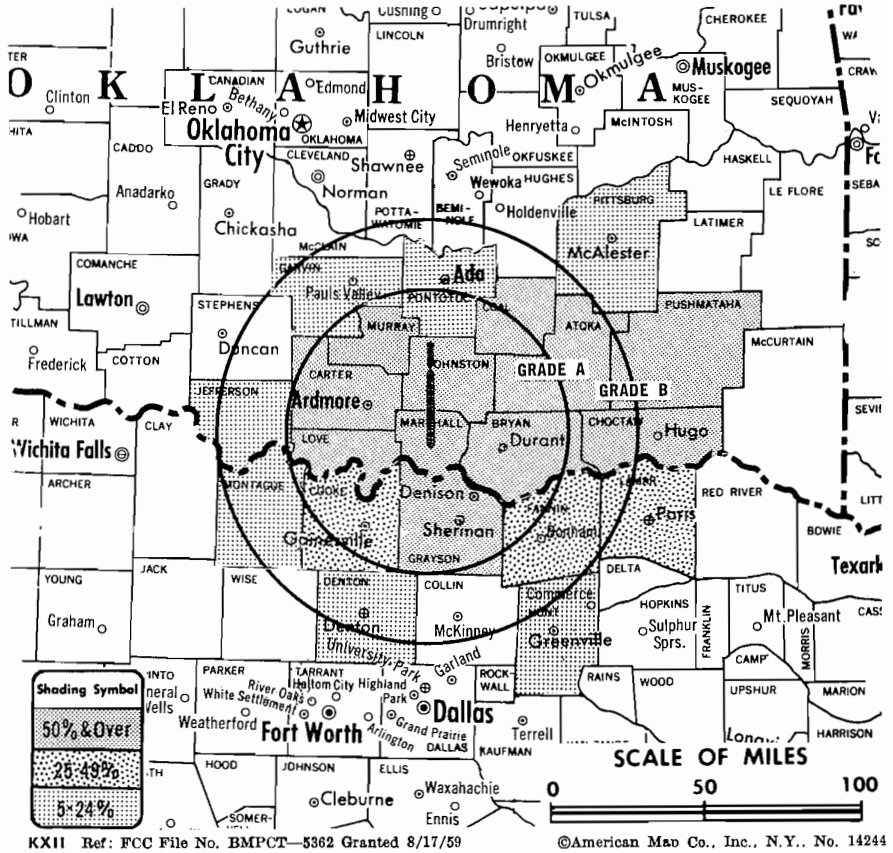
Latitude 34° 02' 29"  
Longitude 96° 48' 04"

Transmitter: 3.8-mi. SSW of Madill.

Color: Network, film & slide.

News Wire Service: UPI.

Facsimile Service: UPI.



Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).

## KXII

Network Service: NBC; also CBS, on per program basis.

Grantee (STA): Texoma Broadcasters Inc., P.O. Box 1175, Sherman, Texas (75090).

Studios: Hwy. 75 N., midway between Sherman & Denison; 424 1st St., Ardmore.

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

Ownership: See KLFY-TV, Lafayette, La.

Began Operation: Aug. 12, 1956. Sale to present owners by John E. Riesen, executor for estate of founder John F. Easley approved June 17, 1959 by FCC (Vol. 15:17, 23, 25).

Represented (sales) by H-R Television.

Represented (engineering) by A. Earl Cullum Jr. Consulting Engineers.

Personnel:

- M. N. BOSTICK, president.
- C. H. BALDING, manager.
- PETE McNEE, national sales manager.
- GIL LEE, operations director.
- BILL GREEN, chief engineer.

### DIGEST OF RATE CARD NO. 4 (Feb. 1, 1969)

Hour	30 Min.	15 Min.	Min.	30 Sec.	20 Sec.	ID	
Class AA—6:30-10 p.m., daily.	\$275.00	\$165.00	\$105.00	\$40.00	\$60.00	\$48.00	\$30.00
NETWORK BASE HOURLY RATE: \$200 (NBC).							

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	OKLAHOMA			
	Atoka	2,300	2,100	94
	Bryan	7,500	6,700	90
	Carter	13,400	12,500	94
	Choctaw	3,900	3,200	83
	Coal	1,100	1,100	95
	Johnston	2,800	2,500	89
	Love	1,200	1,100	91
	Marshall	2,200	2,100	94
	Murray	4,000	3,900	96
Pushmataha	2,200	1,900	86	
<b>Between 25-49%</b>	TEXAS			
	Grayson	26,200	24,600	94
	TEXAS			
<b>Between 5-24%</b>	TEXAS			
	Cooke	7,900	7,400	94
	Fannin	8,600	7,700	90
Lamar	9,400	7,900	84	
<b>Between 5-24%</b>	OKLAHOMA			
	Garvin	9,600	9,200	96
	Jefferson	2,800	2,600	94
	Pittsburg	12,200	11,200	92
	Pontotoc	9,700	9,300	96
<b>Between 5-24%</b>	TEXAS			
	Denton	22,100	21,000	95
	Hunt	12,600	11,700	93
Montague	4,700	4,400	94	
<b>Station Totals</b>		<b>855,100</b>	<b>814,200</b>	<b>95</b>
Net Weekly Circulation (March 1969)				<b>67,053</b>
Average Daily Circulation (March 1969)				<b>43,360</b>

# Oklahoma—Lawton



**KSWO-TV**



Ch. 7

(Also serves Wichita Falls, Tex.)

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, Okla., near Wichita Falls, Tex.

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

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

News Film Service: ABC.

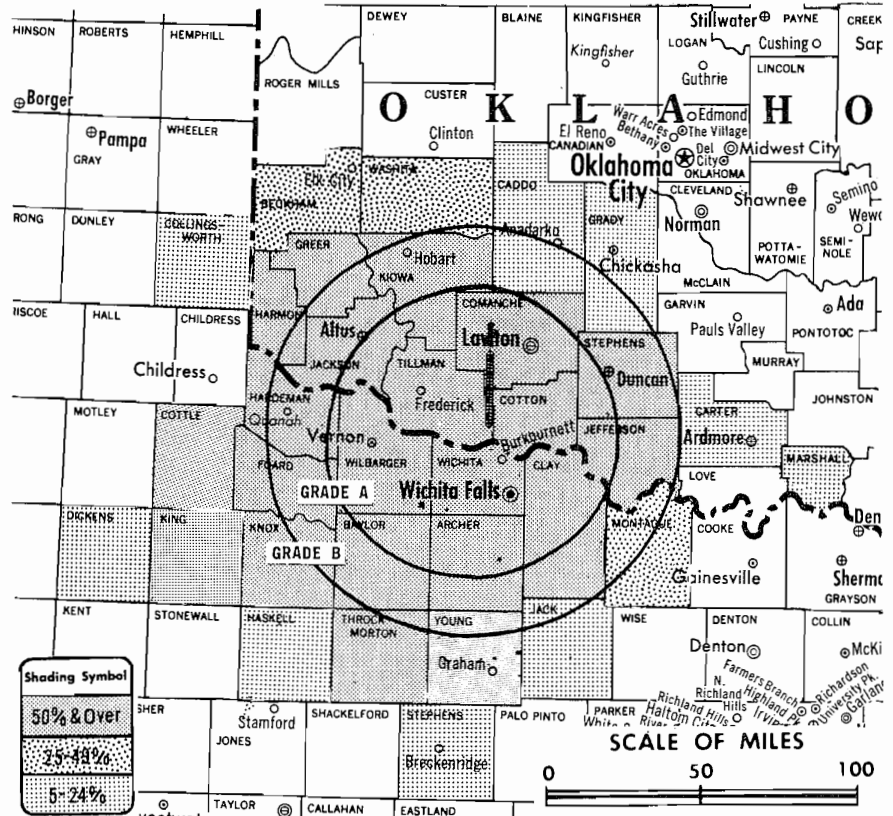
Total Households © SRDS

Consumer Market Data as of 1/1/70.

TV Homes: TV% and Circulation

© 1969 American Research Bureau.

County coverage based on ARB study (see page 4-b).



KSWO-TV Ref: FCC File No. BMPCT-5424 Granted 1/18/60

©American Map Co., Inc. N.Y., No. 14244

## KSWO-TV

Licensee: KSWO-TV Co. Inc., Box 708 (73502).

Studio: Administration Bldg., 4-mi. E of Lawton.

Telephones: 405-355-7000, Lawton; 405-723-2233, Wichita Falls.

TWX No.: 405-355-8556.

Ownership: R. H. Drewry, 69%; T. R. Warkentin Estate (Lawton Burton, executor), 15.5%; Edith Scott, 15.5%. Licensee owns 90% of KRHD, Duncan, Okla. Drewry & the Warkentin estate are stockholders in KMID-TV, Midland, Tex. and control radio KGWA, Enid, Okla.

Began operation: March 8, 1953.

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by Wilner, Scheiner & Greeley.

Personnel:

R. H. DREWRY, president & general manager.

BILL FORT, station & general sales manager.

PAUL GOODE, comptroller & film buyer.

JIMMY LOCKERD, chief engineer.

DON LONG, program director.

### DIGEST OF RATE CARD NO. 11

(May 1, 1969)

Hour	30 Min.	15 Min.	Min.	30 or 20 Sec.	10 Sec.
Class AA—6:30-10 p.m., daily.	\$450.00	\$270.00	\$140.00	\$100.00	\$55.00 \$50.00

NETWORK BASE HOURLY RATE: \$375.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	OKLAHOMA			
	Comanche	31,400	30,000	96
	Cotton	2,000	1,800	95
	Greer	2,200	1,900	89

Net Weekly Circulation	State County	Total Households	TV Homes	%
	OKLAHOMA—(Continued)			
	Harmon	1,200	1,100	92
	Jackson	11,800	11,200	95
	Jefferson	2,800	2,600	94
	Kiowa	4,300	4,000	94
	Stephens	14,500	13,800	95
	Tillman	4,400	4,100	94
<b>50% &amp; Over</b>	TEXAS			
	Archer	2,000	2,000	97
	Baylor	1,500	1,400	97
	Clay	2,200	2,100	96
	Cottle	500	400	89
	Foard	1,000	1,000	94
	Hardeman	2,200	1,900	91
	King	200	200	85
	Knox	1,700	1,500	91
	Throckmorton	300	300	90
<b>Between 25-49%</b>	OKLAHOMA			
	Beckham	5,400	4,900	90
	Washita	6,400	6,100	95
<b>Between 5-24%</b>	TEXAS			
	Montague	4,700	4,400	94
<b>Between 5-24%</b>	OKLAHOMA			
	Caddo	8,100	7,600	94
	Carter	13,400	12,500	94
	Grady	9,300	8,700	94
	Marshall	2,200	2,100	94
	TEXAS			
	Collingsworth	1,100	1,000	84
	Dickens	800	700	93
	Haskell	3,000	2,800	92
	Jack	2,300	2,200	95
Stephens	3,200	2,900	91	
Station Totals		222,700	210,400	94
Net Weekly Circulation (March 1969)				134,719
Average Daily Circulation (March 1969)				83,851

# Oklahoma—Oklahoma City



**KOCO-TV**



Ch. 5

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 7.52-kw aural. Antenna: Directional, 1520-ft. above av. terrain, 1563-ft. above ground, 2726-ft. above sea level.

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

Transmitter: 1/3-mi. E of N. Kelly Ave. on Britton Rd.

Studio: 63rd at Portland.

Telephone: 405-848-3311.

TWX No.: 405-842-3252.

News Wire Service: AP.

Facsimile Service: AP.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

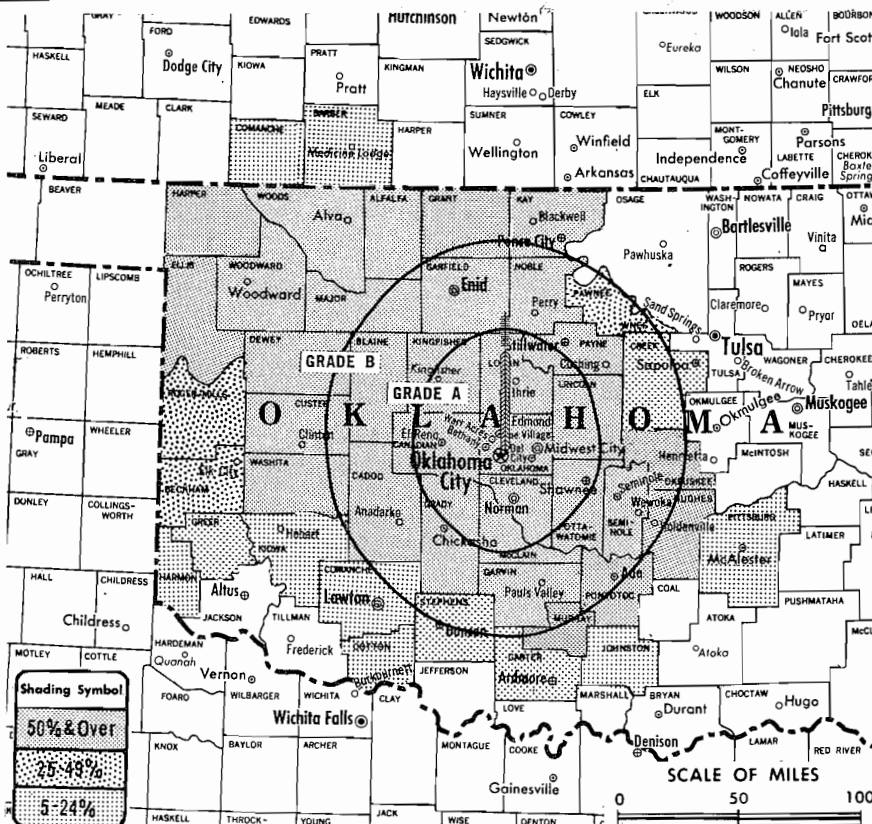
Total Households: © SRDS

Consumer Market Data as of 1/1/70.

TV Homes: TV% and Circulation

© 1969 American Research Bureau.

County coverage based on ARB study (see page 4-b).



KOCO-TV Ref: FCC File No. BPCT-2794 Granted 8/2/60

© American Map Co., Inc., N.Y., No. 14244

## KOCO-TV

Licensee: Cimarron Television Corp., 63rd at Portland, Oklahoma City (73116).

Ownership: John E. Kirkpatrick, pres., 10%; Ben K. West, v.p. & gen. mgr., 3%; Robert S. Kerr Jr., v.p., 1%; S. B. Robinson, secy.; Jean I. Everest, treas., 9%; Dean A. McGee, 10%; B. D. Eddie, 6.346%; estate of Grayce B. Flynn, 10%; Leonard H. Savage, 10%; Howard J. Bozarth, 2%; others, none with more than 4%. Note: Sale to Combined Communications Corp. (KTAR-TV, Phoenix-Mesa) pends.

Began Operation: July 6, 1954. Sale to Capital City Investment Co. (now Cimarron Television Corp.) approved by FCC Sept. 27, 1961. Sale to L. E. Caster (75%) and Ashley L. Robison (25%) by Streets Electronics Inc. approved Dec. 11, 1957 by FCC (Television Digest, Vol. 13:41, 45, 50). Transfer to Caster Estate, et al. approved March 5, 1958 by FCC (Vol. 14:7, 8, 10). Transfer to present owners approved Oct. 31, 1961 (Vol. 17:23, 1, 4).

Represented (sales) by Blair Television Associates Inc.

Represented (engineering) by A. Earl Cullum Jr. Consulting Engineers.

Represented (legal) by Fly, Shuebruk, Blume & Gaguine.

Personnel:

BEN K. WEST, v.p. & general manager.  
J. B. CHASE, national sales manager.  
HUGH ABFALTER, chief engineer.  
JAMES H. PITTS, comptroller.  
ALEX KOLENSKY, local sales manager.  
BILL THRASH, program director.

DIGEST OF RATE CARD NO. 11A  
(May 4, 1969)

Hour 30 Min. 15 Min. 5 Min. Min. 30 Sec. 20 Sec.  
Class AA—6:30-10 p.m., daily.  
\$1000.00 \$600.00 \$280.00 \$250.00 \$210.00 \$275.00 \$205.00  
NETWORK BASE HOURLY RATE: \$875.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>OKLAHOMA</b>				
	Alfalfa	4,000	3,700	92
	Blaine	3,300	3,100	94
	Caddo	8,100	7,600	94
	Canadian	10,800	10,400	96
	Cleveland	22,500	21,200	94
	Custer	7,700	7,200	93
	Dewey	1,400	1,300	90
	Ellis	1,200	1,000	85
	Garfield	19,400	18,500	95
	Garvin	9,600	9,200	96
	Grady	9,300	8,700	94
	Grant	2,200	2,000	94
	Harper	2,000	1,800	93
	Hughes	3,800	3,600	95
	Kay	18,300	17,400	95
	Kingfisher	3,200	3,100	96
	Lincoln	5,600	5,400	96
	Logan	5,500	5,100	94
	McClain	3,900	3,800	96
	Major	2,000	1,700	86
	Murray	4,000	3,900	96
	Noble	3,300	3,100	96
	Okfuskee	2,300	2,100	89
	Oklahoma	179,900	172,900	96
	Payne	14,700	13,800	94
	Pontotoc	9,700	9,300	96
	Pottawatomie	14,800	14,000	94
	Seminole	9,400	8,900	95
	Washita	6,400	6,100	95
	Woods	4,900	4,500	92
	Woodward	4,800	4,300	89

50% & Over

(Continued on page 627-b)

Station Totals	532,900	505,300	94
Net Weekly Circulation (March 1969)			365,044
Average Daily Circulation (March 1969)			223,718

# Oklahoma—Oklahoma City



**KWTV**

Ch. 9



Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 316-kw visual, 33.9-kw aural. Antenna: 1520-ft. above av. terrain, 1572-ft. above ground, 2724-ft. above sea level.

Latitude 35° 32' 58"  
Longitude 97° 29' 48"

Transmitter: 7401 N. Kelley.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.



Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).

KWTV Ref: FCC File No. BMPCT-1471 Granted 11/3/53

©American Map Co., Inc., N.Y., No. 14244

## KWTV

Licensee: Griffin Television Inc., Box 14159 (73114).  
Studio: 7401 N. Kelley Blvd. (73111). Telephone: 405-843-6641.  
TWX No.: 910-830-6852.  
Ownership: John T. Griffin, 100%.  
Began Operation: Dec. 20, 1953.  
Represented (sales) by Edward Petry & Co. Inc.  
Represented (legal) by Fletcher, Heald, Rowell, Kenehan & Hildreth.  
Represented (engineering) by Cohen & Dippell.  
Personnel:  
JOHN GRIFFIN, president.  
JACQUES DeLIER, executive vice president & general manager.  
GIL SCHNEIDER, national sales manager.  
JACK SALLASKA, program director & film buyer.  
BILL SLATTER, news director.  
WAYNE C. LILES, farm director.  
EUGENE S. CLARK, chief engineer.

### DIGEST OF RATE CARD NO. 14A—(Feb. 2, 1970)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 8 Sec.  
Class AA—6:30-10 p.m., daily.  
\$950.00 \$570.00 \$380.00 \$285.00 Graded rates apply\*

\*Highest rate: \$344.

NETWORK BASE HOURLY RATE: \$1100.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	OKLAHOMA			
	Alfalfa	4,000	3,700	92
	Beckham	5,400	4,900	90
	Blaine	3,300	3,100	94
	Caddo	8,100	7,600	94
	Canadian	10,800	10,400	96
	Carter	13,400	12,500	94

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	OKLAHOMA—(Continued)			
	Cleveland	22,500	21,200	94
	Custer	7,700	7,200	93
	Dewey	1,400	1,300	90
	Ellis	1,200	1,000	85
	Garfield	19,400	18,500	95
	Garvin	9,600	9,200	96
	Grady	9,300	8,700	94
	Grant	2,200	2,000	94
	Greer	2,200	1,900	89
	Harmon	1,200	1,100	92
	Harper	2,000	1,800	93
	Hughes	3,800	3,600	95
	Kay	18,300	17,400	95
	Kingfisher	3,200	3,100	96
	Lincoln	5,600	5,400	96
	Logan	5,500	5,100	94
	McClain	3,900	3,800	96
	Major	2,000	1,700	86
	Murray	4,000	3,900	96
	Noble	3,300	3,100	96
Okfuskee	2,300	2,100	89	
Oklahoma	179,900	172,900	96	
Payne	14,700	13,800	94	
Pontotoc	9,700	9,300	96	
Pottawatomie	14,800	14,000	94	
Seminole	9,400	8,900	95	
Washita	6,400	6,100	95	
Woods	4,900	4,500	92	
Woodward	4,800	4,300	89	
<b>Between 25-49%</b>	OKLAHOMA			
	Kiowa	4,300	4,000	94
Roger Mills	1,000	900	88	
<b>Between 5-24%</b>	KANSAS			
	Barber	2,300	2,200	93
(Continued on page 627-b)				
Station Totals		589,000	555,400	94
Net Weekly Circulation (March 1969)			383,010	
Average Daily Circulation (March 1969)			269,687	

# **When audience estimates will help TOMORROW, Call for ARB Overnights TODAY!**

An ARB Overnight coincidental survey can give overnight results on what's happening . . .

A new program comes up on the schedule and is telecast. How did it go? What happened with the competition?

A program is moved from one day to another or from this time to that. Was it a good move? How long must you wait to find out what happened?

Not long, if you had arranged for an ARB Overnight Survey. Ratings, shares — and audience composition estimates, too, if you want them — will be called to you the next working day.

As each change occurs on your schedule, a good move is to reach for your phone. Let ARB find out for you what's happening.

## **Call Your ARB Representative**

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San Francisco . . . . .	(415) 391-1702
Dallas . . . . .	(214) 748-5595

*All ARB Audience Reports are estimates and are subject to limitations and possible errors. A description of the limitations and possible errors will be furnished upon request.*

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*A Subsidiary of Control Data Corporation*

# Oklahoma—Oklahoma City



**WKY-TV**



Ch. 4

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 100-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: 1300 E. Britton Rd.

TV tape: Recording facilities.

AM Affiliate: WKY, 5-kw, 930 kHz.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.



WKY-TV Ref: FCC File No. BMPCT-5994 Granted 8/13/64

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Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).

## WKY-TV

Licensee: WKY Television System Inc., Box 14668, Oklahoma City (73114).

Telephone: 405-478-1212.

TWX No.: 405-842-3245.

Studio: 500 E. Britton Rd.

Ownership: Oklahoma Publishing Co., publisher of the Daily Oklahoman, Oklahoma City Times and The Farmer Stockman. WKY Television System Inc. officers: E. K. Gaylord, chmn.; Edward L. Gaylord, pres.-treas.; Eugene B. Dodson, exec. v.p.; Norman P. Bagwell, v.p.; James R. Terrell, v.p.; Crawford P. Rice, v.p.; S. A. Adams, secy.-asst. treas. Also operates WTVT, Tampa-St. Petersburg, Fla.; WTVT (TV), Milwaukee; KTVT, Dallas-Ft. Worth; KHTV, Houston.

Began Operation: June 6, 1949.

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Pierson, Ball & Dowd.

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

### Personnel:

NORMAN P. BAGWELL, v.p. & station manager.  
LEE ALLAN SMITH, assistant station manager.  
TOM PARRINGTON, television & sales manager.  
NICK PANOS, national sales manager.  
JOE JERKINS, operations manager.  
W. J. WILLIS, promotion manager.  
ERNIE SCHULTZ, news director.  
H. J. LOVELL, technical operations director.  
R. M. HAYWARD, chief engineer.

### DIGEST OF RATE CARD NO. A24 & P22 (Dec. 1, 1969)

Hour	30 Min.	15 Min.	30 Sec.	20 Sec.	10 Sec.
Class AA—6:30-10 p.m., daily.	\$1000.00	\$600.00	\$360.00	\$240.00	\$125.00
NETWORK BASE HOURLY RATE: \$1175.					

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>OKLAHOMA</b>				
	Alfalfa	4,000	3,700	92
	Beckham	5,400	4,900	90
	Blaine	3,300	3,100	94
	Caddo	8,100	7,600	94
	Canadian	10,800	10,400	96
	Cleveland	22,500	21,200	94
	Custer	7,700	7,200	93
	Dewey	1,400	1,300	90
	Ellis	1,200	1,000	85
	Garfield	19,400	18,500	95
	Garvin	9,600	9,200	96
	Grady	9,300	8,700	94
	Grant	2,200	2,000	94
	Greer	2,200	1,900	89
	Harmon	1,200	1,100	92
	Harper	2,000	1,800	93
	Hughes	3,800	3,600	95
<b>50% &amp; Over</b>	Kay	18,300	17,400	95
	Kingfisher	3,200	3,100	96
	Lincoln	5,600	5,400	96
	Logan	5,500	5,100	94
	McClain	3,900	3,800	96
	Major	2,000	1,700	86
	Murray	4,000	3,900	96
	Noble	3,300	3,100	96
	Okfuskee	2,300	2,100	89
	Oklahoma	179,900	172,900	96
	Payne	14,700	13,800	94
	Pontotoc	9,700	9,300	96
	Pottawatomie	14,800	14,000	94
	Roger Mills	1,000	900	88
	Seminole	9,400	8,900	95
	Washita	6,400	6,100	95
	Woods	4,900	4,500	92
	Woodward	4,800	4,300	89

(Continued on page 627-b)

Station Totals	734,800	696,300	94
Net Weekly Circulation (March 1969)			398,261
Average Daily Circulation (March 1969)			309,942



# Oklahoma—Sayre (Elk City)



**KFDO-TV**



Ch. 8

[Satellite of KFDA-TV, Amarillo, Tex.]

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 26.3-kw visual, 5.26-kw aural. Antenna: 580-ft. above av. terrain, 647-ft. above ground, 2767-ft. above sea level.

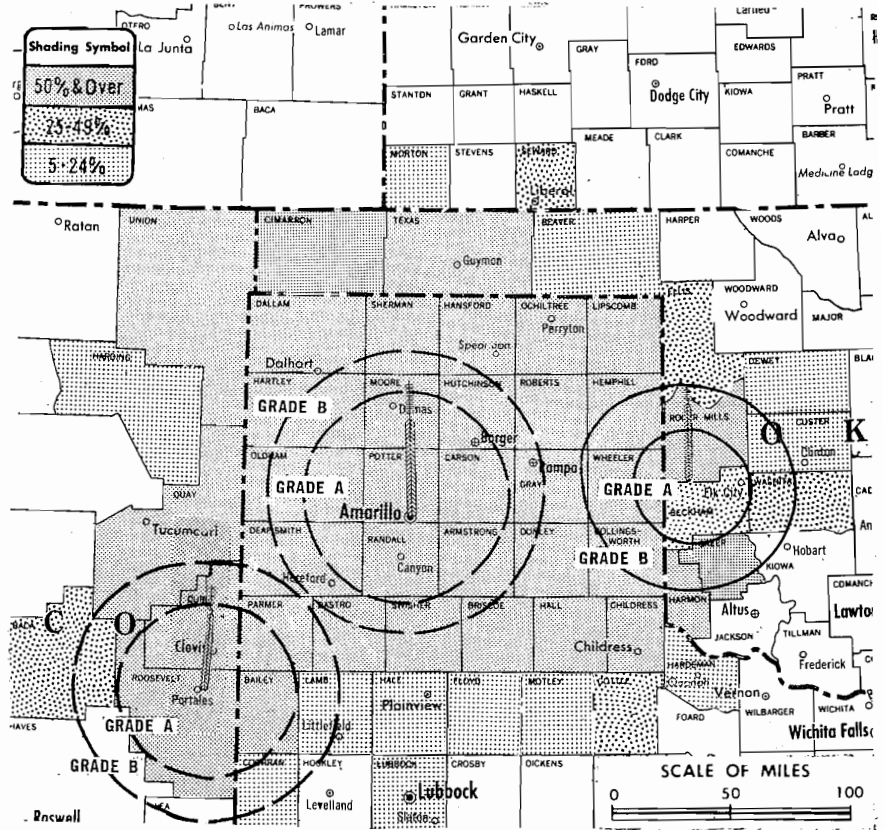
Latitude 35° 25' 25"  
Longitude 99° 50' 30"

Transmitter: 14.3-mi. NW of Sayre.

Color: Network, film, slide & tape.

ARB Data: Included with parent KFDA-TV, Amarillo. Map reflects coverage of parent & satellites.

County coverage based on ARB study (see page 4-b).



KFDO-TV Ref: FCC File No. BPCT-3590 Granted 11/17/65

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## KFDO-TV

Licensee: Bass Bcstg. Co., Box 1400, Amarillo, Tex. (79105).

Telephone: 405-928-3233.

Ownership: Bass Bcstg.; see KFDA-TV, Amarillo, Tex.

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

Represented (sales) by Blair Television Associates Inc.

Represented (legal) by Miller, Schroeder & Bankson.

Represented (engineering) by Commercial Radio Equipment Co.

Personnel:

PAT GILBREATH, resident engineering supervisor.

Rates: See KFDA-TV, Amarillo, Tex.

NETWORK BASE HOURLY RATE: Bonus to KFDA-TV, Amarillo, Tex.

# TAILORED RATE...

You can run YOUR full-page station ad facing YOUR station listing

## for as little as \$180

For Further Information - PLEASE USE HANDY POSTAGE PAID ORDER CARD #6 BOUND INSIDE THE BACK COVER OF THE STATIONS VOLUME

# Oklahoma—Tulsa



**KOTV**

Ch. 6



Technical Facilities: Channel No. 6 (82-77 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1310-ft. above av. terrain, 1133-ft. above ground, 2146-ft. above sea level.

Latitude 36° 11' 26"  
Longitude 96° 05' 50"

Transmitter: 6.4-mi. WNW of Tulsa near Sand Springs.

Studio: Third & Frankfort Sts.

TV tape: Recording facilities.

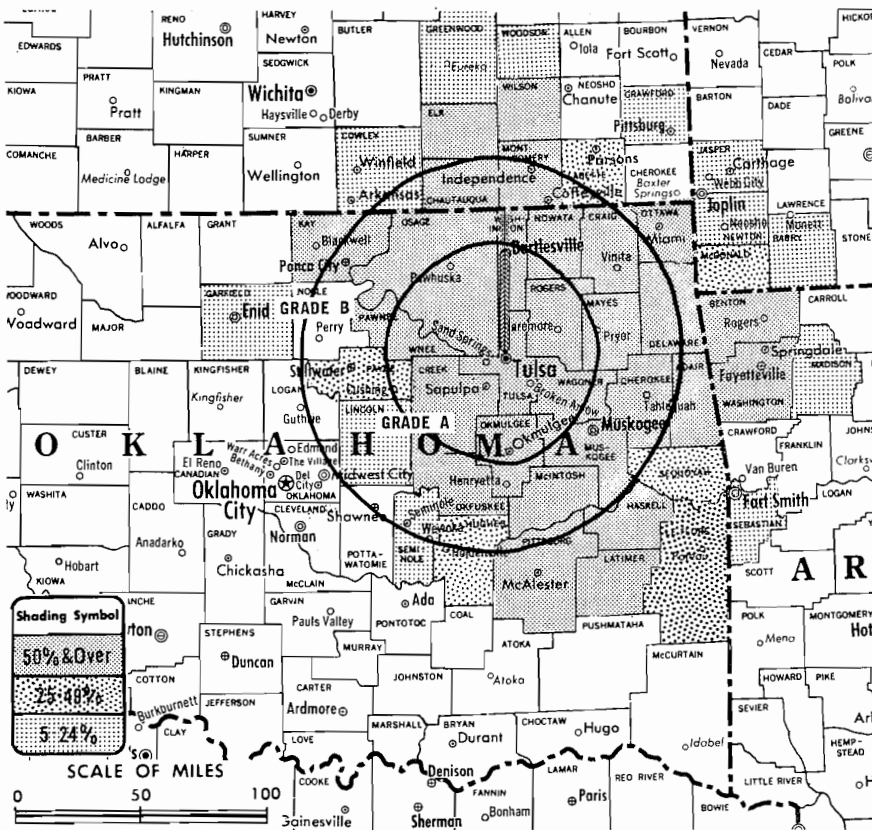
Color: Network, live, film, slide & tape.

News Wire Service: AP.

Facsimile Service: AP.

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

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).



KOTV Ref: FCC File No. BMPT—2203 Granted 8/20/54

©American Map Co., Inc., N.Y., No. 14244

## KOTV

Licensee: Corinthian Television Corp., Third & Frankfort Sts.

Telephone: 918-582-9233. TWX No.: 918-923-3356.

Ownership: Corinthian Bcstg. Corp. John Hay Whitney, 26.5%; WWC Assoc., 39.1%; general public, 22.1%; past & present management, 12.3%. Also controls KHOU-TV, Houston; WANE-TV, Ft. Wayne; WISH-TV, Indianapolis, Ind.; KXTV, Sacramento, Cal. For other interests, see Corinthian under Group Ownership.

Began Operation: Oct. 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 present owners approved by FCC May 13, 1954 (Vol. 10:20).

Represented (sales) by Harrington, Righter & Parsons.

Represented (legal) by Covington & Burling.

Personnel:

JAMES C. RICHDALÉ JR., president.  
GEORGE STEVENS, v.p. & general manager.  
DALE HART, sales manager.  
ARTHUR ELLIOTT, operations, prog. mgr. & film buyer.  
J. CLYDE PARKER, promotion manager.

### DIGEST OF RATE CARD NO. 13 (June 16, 1969)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec.\* 10 Sec.\*  
Class AA—6:30-10 p.m., Mon.-Sat.; 6-10 p.m., Sun.  
\$1000.00 \$600.00 \$450.00 \$330.00 \$265.00 \$250.00 \$125.00

\*6:59-10:01 p.m., Mon.-Fri.; 5:59-10:15 p.m., Sun.; 6:59-10:30, Sat.

NETWORK BASE HOURLY RATE: \$925.

Net Weekly Circulation	State County	Total Households	TV Homes	%
50% & Over	ARKANSAS			
	Benton	14,800	13,300	90
	Washington	24,000	21,500	89

Net Weekly Circulation	State County	Total Households	TV Homes	%
50% & Over	KANSAS			
	Chautauqua	2,200	2,100	94
	Elk	1,200	1,100	91
	Montgomery	16,200	15,100	93
	Wilson	5,100	4,700	91
	OKLAHOMA			
	Adair	5,000	4,300	86
	Cherokee	5,400	4,900	91
	Craig	4,500	4,200	93
	Creek	16,300	15,200	93
	Delaware	4,300	3,700	88
	Haskell	1,600	1,500	91
	Kay	18,300	17,400	95
	Latimer	1,800	1,500	84
	Mc Intosh	2,500	2,300	92
	Mayer	7,300	6,800	93
	Muskogee	21,100	19,700	93
Nowata	3,200	3,100	95	
Okfuskee	2,300	2,100	89	
Okmulgee	11,100	10,500	94	
Osage	10,200	9,800	96	
Ottawa	9,300	8,900	95	
Pawnee	3,000	2,800	94	
Pittsburg	12,200	11,200	92	
Rogers	7,800	7,400	94	
Tulsa	147,100	141,800	96	
Wagoner	5,200	4,800	94	
Washington	17,700	17,200	97	

Net Weekly Circulation	State County	Total Households	TV Homes	%
Between 25-49%	KANSAS			
	Labette	8,200	7,800	94
	OKLAHOMA			
	Hughes	3,800	3,600	95
	Le Flore	10,400	9,400	90
Payne	14,700	13,800	94	
Sequoyah	5,300	4,700	89	

(Continued on page 627-b)

Station Totals	956,000	907,600	94
Net Weekly Circulation (March 1969)		347,247	
Average Daily Circulation (March 1969)		251,019	

# Oklahoma—Tulsa



**KTUL-TV**



Ch. 8

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 316-kw visual, 63-kw aural. Antenna: 1880-ft. above av. terrain, 1909-ft. above ground, 2549-ft. above sea level.

Latitude 35° 58' 8.5"  
Longitude 95° 36' 55"

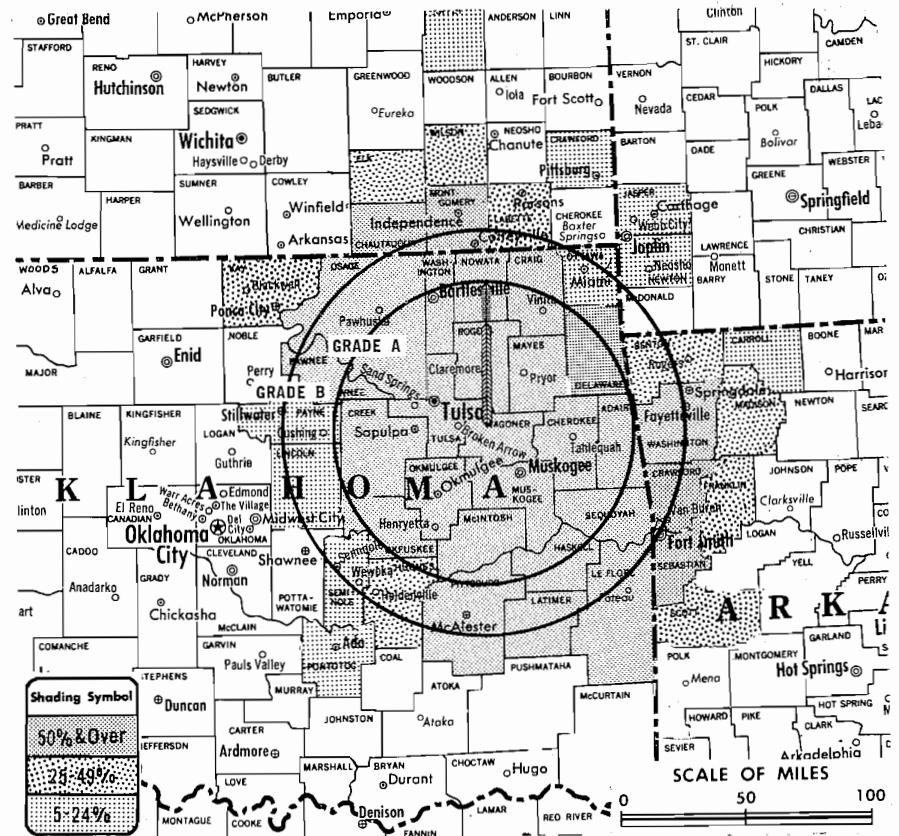
Transmitter: 2.3-mi. NE of Coweta, Okla.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

Facsimile Service: UPI.



Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).

KTUL-TV Ref: FCC File No. BPCT-2941 Granted 2/19/64

©American Map Co., Inc., N.Y., No. 14214

## KTUL-TV

Licensee: Leake TV Inc., Box 9697, Tulsa (74107).  
Studio: Lookout Mt., Tulsa.  
Telephone: 918-446-6184. TWX No.: 910-845-2181.  
Ownership: See KATV, Little Rock, Ark.  
Began Operation: Sept. 18, 1954.  
Represented (sales) by Peters, Griffin, Woodward Inc.  
Represented (legal) by Fletcher, Heald, Rowell, Kenehan & Hildreth.  
Represented (engineering) by Cohen & Dippell.  
Personnel:  
ARTHUR E. MUTH, vice president & general manager.  
ED HUNT, general sales manager.  
ROBERT N. HOWER, program director.  
BARBARA ROBERTS, promotion manager.  
ROBERT E. SNIDER, vice president, engineering.  
LEWIS E. BROWN, chief engineer.  
JACK MORRIS, news director.  
BETTY BOYD, community relations director.

### DIGEST OF RATE CARD NO. 18—(May 19, 1969)

Hour	30 Min.	15 Min.	Min.	20 Sec.	8 Sec.
Class A—6:30-10 p.m., daily.					
\$950.00	\$600.00				

Graded rates apply\*

\*Highest rate: \$300.

NETWORK BASE HOURLY RATE: \$900.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	ARKANSAS			
	Crawford	8,700	7,800	89
	Sebastian	27,600	26,100	95
	Washington	24,000	21,500	89
	KANSAS			
	Chautauqua	2,200	2,100	94
Montgomery	16,200	15,100	93	

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	OKLAHOMA			
	Adair	5,000	4,300	86
	Cherokee	5,400	4,900	93
	Craig	4,500	4,200	93
	Creek	16,300	15,200	93
	Delaware	4,300	3,700	88
	Haskell	1,600	1,500	91
	Latimer	1,800	1,500	84
	Le Flore	10,400	9,400	90
	Mc Intosh	2,500	2,300	92
	Mays	7,300	6,800	93
	Muskogee	21,100	19,700	93
	Nowata	3,200	3,100	95
	Okfuskee	2,300	2,100	89
	Okmulgee	11,100	10,500	94
	Osage	10,200	9,800	96
	Pawnee	3,000	2,800	94
Pittsburg	12,200	11,200	92	
Rogers	7,800	7,400	94	
Sequoyah	5,300	4,700	89	
Tulsa	147,100	141,800	96	
Wagoner	5,200	4,800	94	
Washington	17,700	17,200	97	
<b>Between 25-49%</b>	ARKANSAS			
	Benton	14,800	13,300	90
	Franklin	3,300	3,000	89
	Madison	2,500	2,000	81
Scott	1,800	1,500	87	
<b>Between 5-24%</b>	KANSAS			
	Elk	1,200	1,100	91
	Labette	8,200	7,800	94
Wilson	5,100	4,700	91	
<b>50% &amp; Over</b>	OKLAHOMA			
	Hughes	3,800	3,600	95
Kay	18,300	17,400	95	
<b>Between 5-24%</b>	ARKANSAS			
Carroll	4,500	4,000	90	

(Continued on page 627-b)

Station Totals	963,500	913,800	94
Net Weekly Circulation (March 1969)			361,461
Average Daily Circulation (March 1969)			246,168

# Oklahoma—Tulsa



**KVOO-TV**



Ch. 2

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1330-ft. above av. terrain, 1175.5-ft. above ground, 2147-ft. above sea level.

Latitude 36° 11' 46"  
Longitude 96° 05' 53"

Transmitter: Bigheart Mt.

Studio: 3701 S. Peoria (74105).

TV tape: Recording facilities.

AM Affiliate: KVOO, 50-kw, 1170 kHz (NBC).

Color: Network, live, film, slide & tape.

News Wire Service: AP.

Facsimile Service: UPI.

Total Households: © SRDS

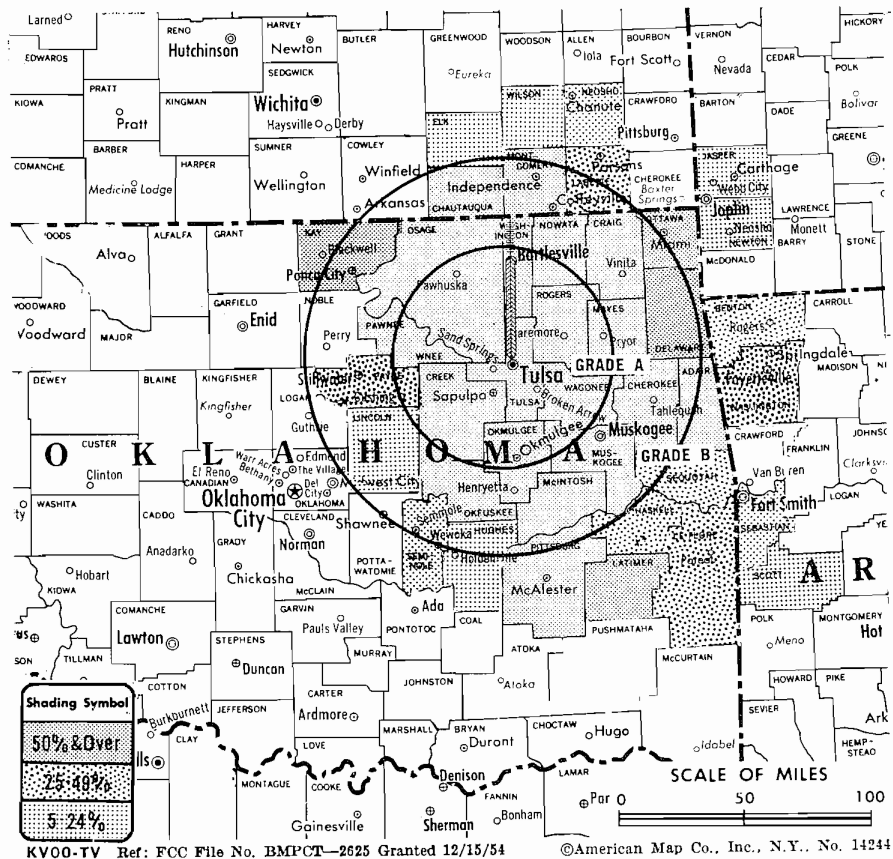
Consumer Market Data as of 1/1/70.

TV Homes: TV% and Circulation

© 1969 American Research Bureau.

County coverage based on ARB study (see

page 4-b).



## KVOO-TV

Licensee: Central Plains Enterprises Inc., 3701 S. Peoria.

Telephone: 918-742-5561. TWX No.: 918-845-2134.

Ownership: Southwestern Sales Corp., 38.88%; Harold C. Stuart, pres., 12%; Dean A. McGee, chairman, 7.44%; Grayce B. Flynn estate, 19.3%; Travis M. Kerr, 6.88%; Tulsa U., 1.52%; Oklahoma State U., 1.52%; & others. Southwestern Sales Corp. (radio KVOO, Tulsa, Okla.) is controlled by Mr. & Mrs. Harold C. Stuart.

Began Operation: Dec. 5, 1954.

Represented (sales) by Tele-Rep Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Jansky & Bailey.

Personnel:

HAROLD C. STUART, president.  
JOHN DEVINE, executive vice president & general manager.  
TOM BELCHER, general sales manager.  
BRUCE WASHBURN, program director.  
ALBERT DORY, production supervisor.  
ALLEN COX, promotion director.  
ANN R. FELLOWS, public relations director.  
JACK MORRIS, news director.  
JOHN M. BUSHNELL, director of engineering.  
JOHN BARTH, chief engineer.

DIGEST OF RATE CARD NO. III-B—(Sept. 15, 1969)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class A—6:30-10 p.m., daily.	\$1000.00	\$600.00	\$400.00	\$300.00	Graded rates apply*	

\*Highest rate: \$581.

NETWORK BASE HOURLY RATE: \$925.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	KANSAS			
	Chautauqua	2,200	2,100	94
	Montgomery	16,200	15,100	93

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	OKLAHOMA			
	Adair	5,000	4,300	86
	Cherokee	5,400	4,900	91
	Craig	4,500	4,200	93
	Creek	16,300	15,200	93
	Delaware	4,300	3,700	88
	Kay	18,300	17,400	95
	Latimer	1,800	1,500	84
	Mc Intosh	2,500	2,300	92
	Mayes	7,300	6,800	93
	Muskogee	21,100	19,700	93
	Nowata	3,200	3,100	95
	Okfuskee	2,300	2,100	89
	Okmulgee	11,100	10,500	94
	Osage	10,200	9,800	96
	Ottawa	9,300	8,900	95
	Pawnee	3,000	2,800	94
Pittsburg	12,200	11,200	92	
Rogers	7,800	7,400	94	
Tulsa	147,100	141,800	96	
Wagoner	5,200	4,800	94	
Washington	17,700	17,200	97	
<b>Between 25-49%</b>	ARKANSAS			
	Benton	14,800	13,300	90
	Washington	24,000	21,500	89
	KANSAS			
Labette	8,200	7,800	94	
<b>Between 5-24%</b>	OKLAHOMA			
	Haskell	1,600	1,500	91
	Le Flore	10,400	9,400	90
	Payne	14,700	13,800	94
	Sequoyah	5,300	4,700	89
<b>Between 5-24%</b>	ARKANSAS			
	Scott	1,800	1,500	87
	Sebastian	27,600	26,100	95
KANSAS				
Eik	1,200	1,100	91	

(Continued on next page)

Station Totals	919,500	872,900	94
Net Weekly Circulation (March 1969)		325,537	
Average Daily Circulation (March 1969)		214,128	

**KOCO-TV, Oklahoma City**  
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>Between 25-49 %</b>	OKLAHOMA			
	Beckham	5,400	4,900	90
	Pawnee	3,000	2,800	94
	Roger Mills	1,000	900	88
<b>Between 5-24 %</b>	KANSAS			
	Barber	2,300	2,200	93
	Comanche	900	800	89
	OKLAHOMA			
	Carter	13,400	12,500	94
	Comanche	31,400	30,000	96
	Cotton	2,000	1,800	95
	Creek	16,300	15,200	93
	Greer	2,200	1,900	89
	Harmon	1,200	1,100	92
	Johnston	2,800	2,500	89
	Kiowa	4,300	4,000	94
	Pittsburg	12,200	11,200	92
	Stephens	14,500	13,800	95

**WKY-TV, Oklahoma City**  
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>Between 25-49 %</b>	OKLAHOMA			
	Jackson	11,800	11,200	95
	Kiowa	4,300	4,000	94
	Pawnee	3,000	2,800	94
	Pittsburg	12,200	11,200	92
<b>Between 5-24 %</b>	KANSAS			
	Barber	2,300	2,200	93
	Comanche	900	800	89
	OKLAHOMA			
	Atoka	2,300	2,100	94
	Carter	13,400	12,500	94
	Comanche	31,400	30,000	96
	Creek	16,300	15,200	93
	Jefferson	2,800	2,600	94
	Johnston	2,800	2,500	89
	Latimer	1,800	1,500	84
	Marshall	2,200	2,100	94
	Okmulgee	11,100	10,500	94
	Osage	10,200	9,800	96
	Pushmataha	2,200	1,900	86
	Sequoyah	5,300	4,700	89
	Stephens	14,500	13,800	95

**KWTV, Oklahoma City**  
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>Between 5-24 %</b>	OKLAHOMA			
	Comanche	31,400	30,000	96
	Jackson	11,800	11,200	95
	Johnston	2,800	2,500	89
	Latimer	1,800	1,500	84
	Marshall	2,200	2,100	94
	Pawnee	3,000	2,800	94
	Pittsburg	12,200	11,200	92
	Pushmataha	2,200	1,900	86
Stephens	14,500	13,800	95	

**Oklahoma**

**KOTV, Tulsa**  
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>Between 5-24 %</b>	ARKANSAS			
	Madison	2,500	2,000	81
	Sebastian	27,600	26,100	95
	KANSAS			
	Cowley	11,900	11,200	94
	Crawford	14,400	13,700	95
	Greenwood	3,100	2,900	93
	Woodson	1,200	1,100	91
	MISSOURI			
	Jasper	28,800	27,400	95
	Newton	10,200	9,700	96
	OKLAHOMA			
Garfield	19,400	18,500	95	
Lincoln	5,600	5,400	96	
Seminole	9,400	8,900	95	

**KTUL-TV, Tulsa**  
(ARB Data Continued)

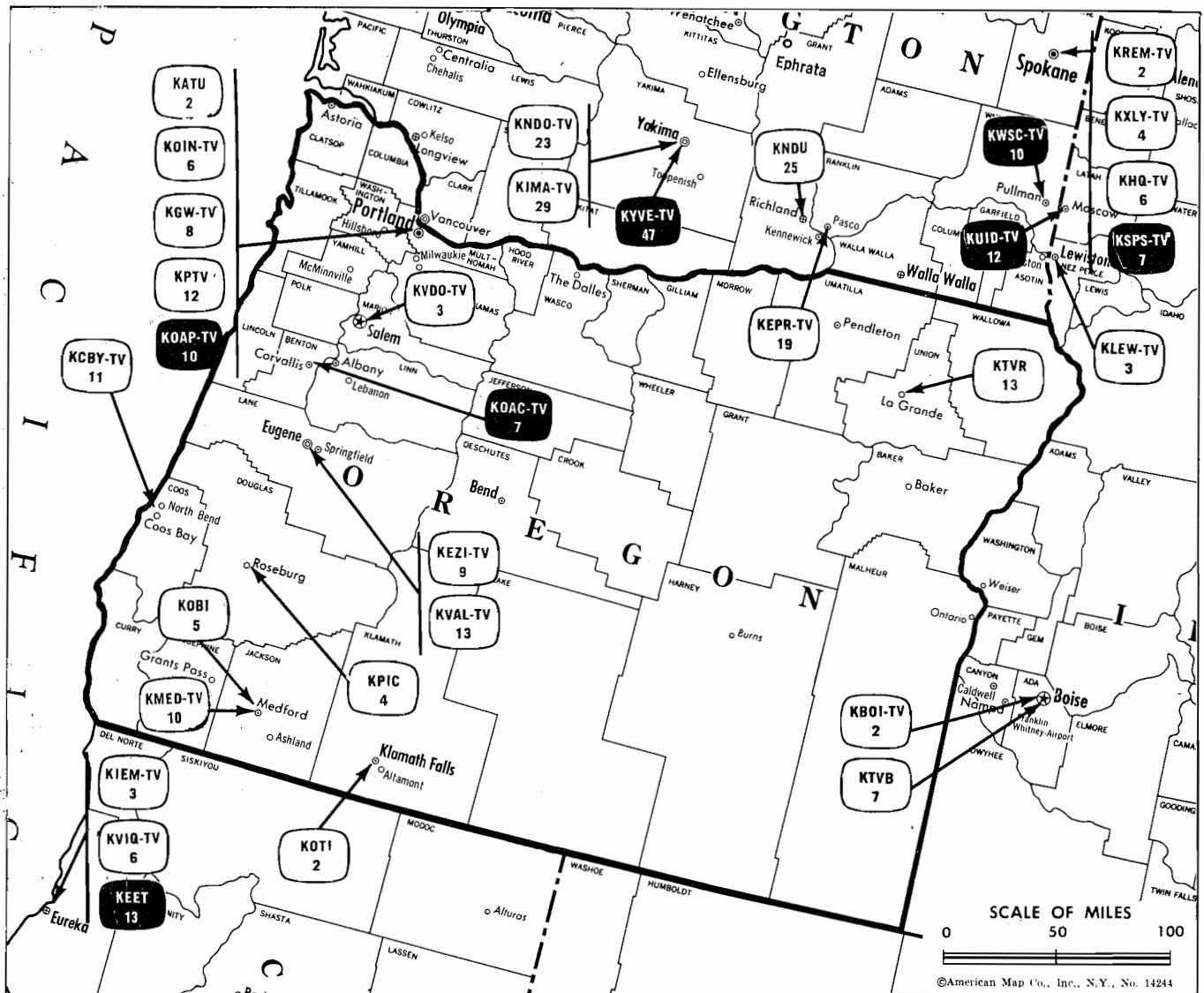
Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>Between 5-24 %</b>	KANSAS			
	Coffey	2,300	2,100	90
	Crawford	14,400	13,700	95
	MISSOURI			
	Jasper	28,800	27,400	95
	Newton	10,200	9,700	96
	OKLAHOMA			
	Lincoln	5,600	5,400	96
	Ottawa	9,300	8,900	95
	Payne	14,700	13,800	94
Pontotoc	9,700	9,300	96	
Seminole	9,400	8,900	95	

**KVOO-TV, Tulsa**  
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>Between 5-24 %</b>	KANSAS—(Continued)			
	Neosho	6,800	6,400	95
	Wilson	5,100	4,700	91
	MISSOURI			
	Jasper	28,800	27,400	95
	Newton	10,200	9,700	96
	OKLAHOMA			
	Hughes	3,800	3,600	95
	Lincoln	5,600	5,400	96
	Seminole	9,400	8,900	95

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# Oregon



Market	ARB Net Weekly Circulation	Rank	ARB ADI TV Households	Rank
Portland	558,750	29	501,400	27
Eugene	126,904	143	100,700	134
Medford	69,713	176	43,000	172
Klamath Falls	20,623	210	17,900	197

### Oregon Station Status as of March 1, 1970

- Commercial Television Stations
- Educational Television Stations

VHF	UHF	TOTAL
13	0	13
2	0	2
		15

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# Oregon—Coos Bay



**KCBY-TV**

Ch. 11

[Satellite of KVAL-TV, Eugene, Ore.]

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 11.4-kw visual, 1.15-kw aural. Antenna: 680-ft. above av. terrain, 200-ft. above ground, 1144-ft. above sea level.

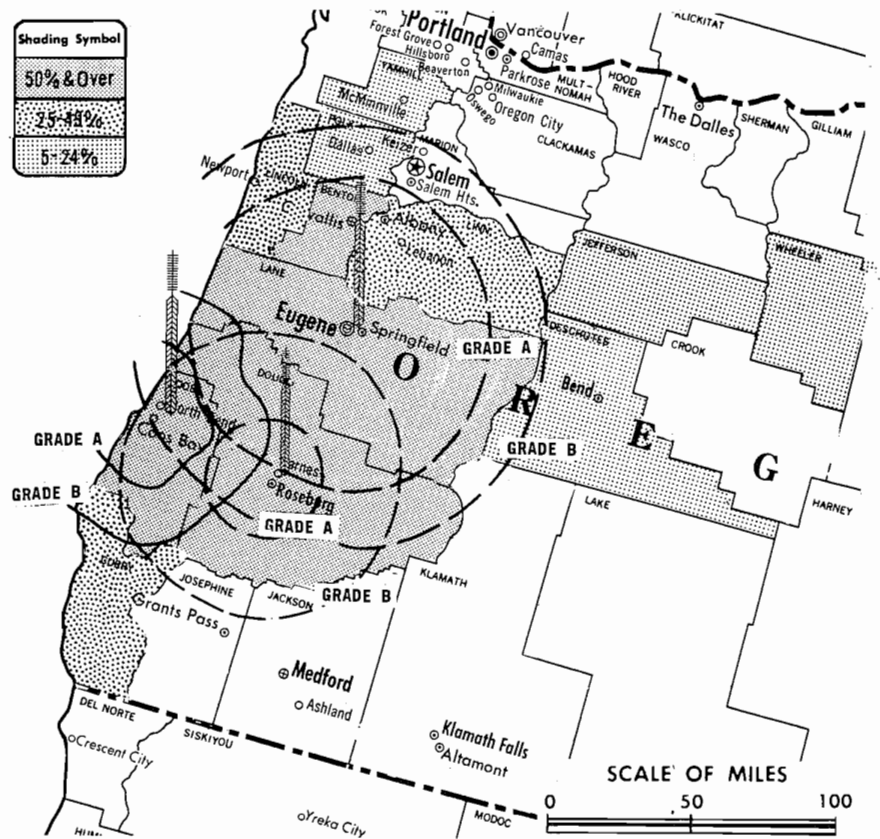
Latitude 43° 23' 26"

Longitude 124° 07' 48"

Transmitter: 5-mi. ENE of city center.

Color: Network, film & slide.

Shading Symbol	
	50% & Over
	25-49%
	5-24%



County coverage based on ARB study (see page 4-b).

KCBY-TV Ref: FCC File No. BPCT-2309 Granted 9/23/59

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## KCBY-TV

Network Service: NBC, same as KVAL-TV, Eugene, Ore.

Licensee: Eugene Television Inc., P.O. Box 1156, Coos Bay, Ore. (97420).

Studio: Coal Bank, Slough Rd.

Telephone: 503-269-1111.

Ownership: See KVAL-TV, Eugene, Ore.

Began Operation: Oct. 1, 1960.

Represented (sales) by H-R Television.

Represented (legal) by Dow, Lohnes & Albertson.

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

Personnel:

S. W. McGREADY, general manager.

TOM BLANKENSHIP, operations manager.

IRV BROWN, chief engineer.

Rates: Sold in combination with KVAL-TV, Eugene.

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

ARB Data: Included with parent KVAL-TV, Eugene, Ore. Map reflects coverage of parent & satellites KCBY-TV, Coos Bay & KPIC, Roseburg, Ore.

## State Educational Technical Facilities (Complete Data in Educational Directory)

### KOAC-TV

Corvallis

Ch. 7

Non-Commercial Educational Station

Licensee: State Board of Higher Education, Box 3175, Eugene, Ore.

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 263-kw visual, 26.3-kw aural. Antenna: 1230-ft. above av. terrain, 273-ft. above ground, 1773-ft. above sea level.

Latitude 44° 38' 25"

Longitude 123° 16' 25"

### KOAP-TV

Portland

Ch. 10

Non-Commercial Educational Station

Licensee: State Board of Higher Education, Box 3175, Eugene, Ore.

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 60.3-kw visual, 12-kw aural. Antenna: 950-ft. above av. terrain, 200-ft. above ground, 949-ft. above sea level.

Latitude 45° 29' 25"

Longitude 122° 41' 45"

# Oregon—Eugene



**KEZI-TV**



Ch. 9

**Technical Facilities:** Channel No. 9 (186-192 MHz). Authorized power: 316-kw visual, 47.4-kw aural. Antenna: 1570-ft. above av. terrain, 255-ft. above ground, 2385-ft. above sea level.

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

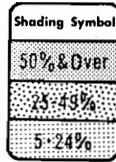
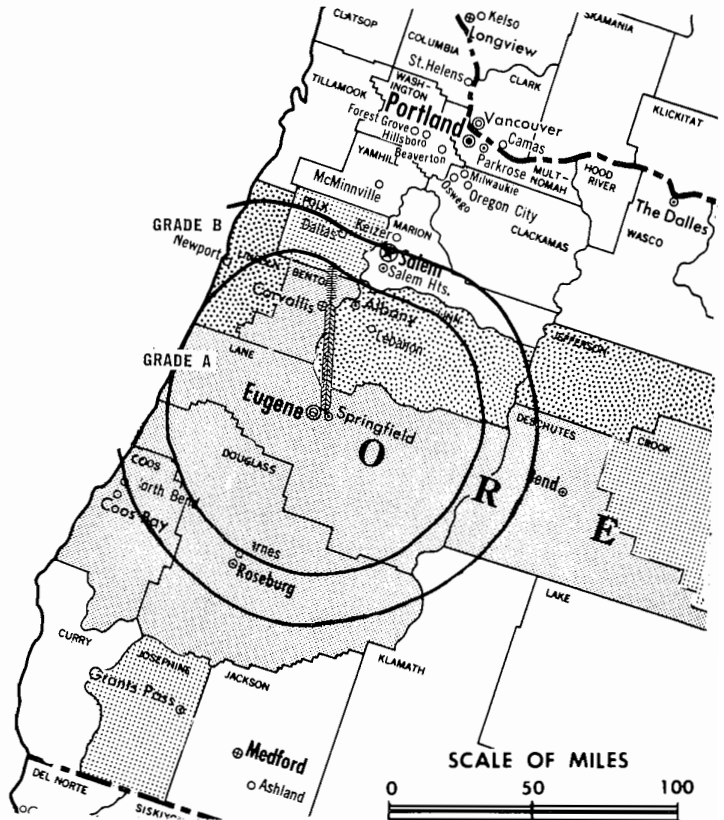
**Transmitter:** Coburg Hills.

**TV tape:** Recording facilities.

**Color:** Network, live, film, slide & tape.

**News Wire Service:** AP.

**News Film Service:** ABC.



Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).

KEZI-TV Ref: FCC File No. BPCT-2436 Granted 7/27/60

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## KEZI-TV

**Network Service:** ABC.

**Licensee:** Liberty Television Inc., 2225 Coburg Rd. (97401).

**Studio:** 2225 Coburg Rd.

**Telephone:** 503-343-3301.

**TWX No.:** 503-485-0488.

**Ownership:** Donald E. Tykeson, pres., 13.333%; Durward L. Boyles, 21.999%; C. E. Carlson, 8.888%; Carolyn S. Chambers, 8%; Julio W. Silva, 7.666%; U.S. Natl. Bank of Ore. (trustee, estate of Elizabeth M. Silva), 6.666%; J. Hobart Wilson, 5.811%; Ray F. Siegenthaler, 5.647%; William D. Elkins, 5.647%; 45 others, none with as much as 3%. Liberty TV also is Ch. 35 applicant for Yakima, Wash.

**Began Operation:** Dec. 19, 1960.

**Represented (sales)** by Edward Petry & Co.; Cam-Co Broadcast Sales (Seattle); Charles L. Burrow Co. (Portland).

**Represented (legal)** by Fly, Shuebruk, Blume & Gaguine.

**Represented (engineering)** by Jules Cohen & Associates.

**Personnel:**

DON E. TYKESON, president & general manager.  
JIM MAGNUSON, station manager.  
SPENCER ELLSWORTH, operations manager.  
ANTONIUS MOULDER, chief engineer.

### DIGEST OF RATE CARD NO. III—(Nov. 4, 1969)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.  
Class AA—7:30-10:59 p.m., daily  
\$375.00 \$190.00 \$105.00 \$80.00 \$160.00 \$80.00 \$64.00  
**NETWORK BASE HOURLY RATE: \$325.**

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	OREGON			
	Benton	14,500	13,000	90
	Coos	17,800	15,700	88
	Deschutes	8,300	7,600	91
	Douglas	24,200	22,500	93
	Lane Inner	43,100	40,700	94
Lane Outer	23,100	21,800	94	
<b>Between 25-49%</b>	OREGON			
	Jefferson	3,400	3,100	92
	Lincoln	8,300	7,300	88
Linn	21,300	20,000	94	
<b>Between 5-24%</b>	OREGON			
	Crook	3,000	2,800	92
	Josephine	13,400	12,200	91
	Polk	11,500	10,800	94
<b>Station Totals</b>		243,400	226,200	92
<b>Net Weekly Circulation (March 1969)</b>				114,293
<b>Average Daily Circulation (March 1969)</b>				69,682



# Oregon—Eugene



**KVAL-TV**



Ch. 13

[Also operates satellites KPIC, Roseburg, Ore. and KCBY-TV, Coos Bay, Ore.]

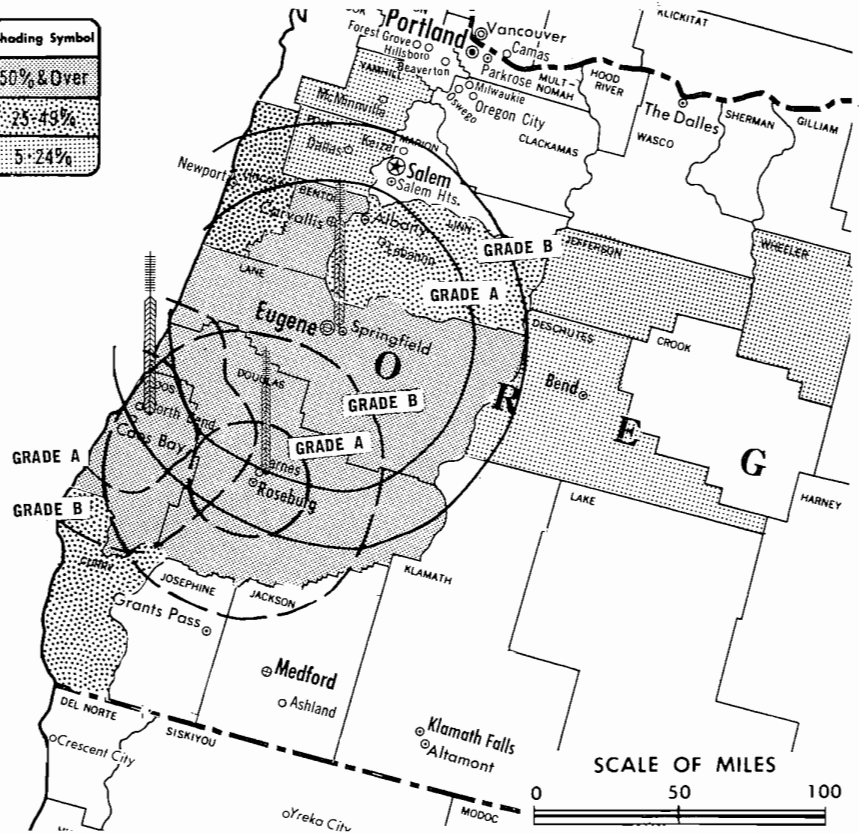
Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 316-kw visual, 63-kw aural. Antenna: 1476-ft. above av. terrain, 848-ft. above ground, 2142-ft. above sea level.

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

Transmitter: Blanton Heights.  
TV tape: Recording facilities.  
Color: Network, live, film, slide & tape.  
News Wire Service: UPI.  
News Film Service: NBC.

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).

Shading Symbol
50% & Over
25-49%
5-24%



KVAL-TV Ref: FCC File No. BPCT—3588 Granted 2/23/66  
KPIC Ref: FCC File No. BMPCT—3395 Granted 10/26/55  
KCBY-TV Ref: FCC File No. BPCT—2309 Granted 9/23/59

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## KVAL-TV

Licensee: Eugene Television Inc., Blanton Heights, Eugene.  
Studio: Blanton Heights, Box 1313, Eugene, Ore. (97401).  
Telephone: 503-342-4961. TWX No.: 510-597-0365.  
Ownership: W. D. Abel, 9.28%; Harvey S. Benson, 6.67%; Robert P. Booth, 9.28%; C. H. Fisher, 26.67%; Edward T. Gardner, 6.67%; Willis B. Shepard, 7.62%; Anne Smith, 7.62%; Janeth H. Sponenburgh, 7.62%; C. Philip Tillman, 9.29%; Thomas Winn, 9.29%. Eugene TV owns 50% of satellite KPIC, Roseburg, Ore. and 100% of KCBY-TV (Ch. 11) Coos Bay, Ore.  
Began Operation: April 15, 1954.  
Represented (sales) by H-R Television; Art Moore & Assoc. Inc. (Pacific Northwest).  
Represented (legal) by Dow, Lohnes & Albertson.  
Represented (engineering) by A. D. Ring & Associates.  
Personnel:  
S. W. McCREADY, vice president & general manager.  
JOHN DOYLE, program director.  
GORDON BUSSEY, promotion manager.  
PAT BROOKS, film director.  
WILLIAM R. RILEY, chief engineer.

### DIGEST OF RATE CARD NO. 13—(Jan. 8, 1968)

Hour	30 Min.	15 Min.	5 Min.	Min. or 30 Sec.	10 Sec.
Class AA—7:30-10 p.m., daily.					
\$396.00	\$238.00	\$158.00	\$119.00	\$115.00	\$47.00

### Three-station Combination Rates (Oregon Triangle TV)

\$592.00	\$355.00	\$236.00	\$166.00	\$165.00	\$88.00
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NETWORK BASE HOURLY RATE: \$400.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	OREGON			
	Benton	14,500	13,000	90
	Coos	17,800	15,700	88
	Douglas	24,200	22,500	93
	Lane Inner	43,100	40,700	94
Lane Outer	23,100	21,800	94	
<b>Between 25-49%</b>	OREGON			
	Curry	3,800	3,400	88
	Lincoln	8,300	7,300	88
Linn	21,300	20,000	94	
<b>Between 5-24%</b>	OREGON			
	Deschutes	8,300	7,600	91
	Jefferson	3,400	3,100	92
	Polk	11,500	10,800	94
	Wheeler	500	500	91
Yamhill	12,200	11,300	93	
Station Totals		568,600	532,400	93
Net Weekly Circulation (March 1969)			126,904	
Average Daily Circulation (March 1969)			95,689	

ARB Data: Figures include coverage of satellites  
KCBY-TV, Coos Bay and KPIC, Roseburg, Ore.  
Map reflects coverage of parent & satellites.

# Oregon—Klamath Falls

**abc** **KOTI**

Ch. 2

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 13.5-kw visual, 2.63-kw aural. Antenna: 1050-ft. above av. terrain, 109-ft. above ground, 5549-ft. above sea level.

Latitude 42° 15' 44"  
Longitude 121° 45' 38"

Transmitter: 3-mi. NNE of city.

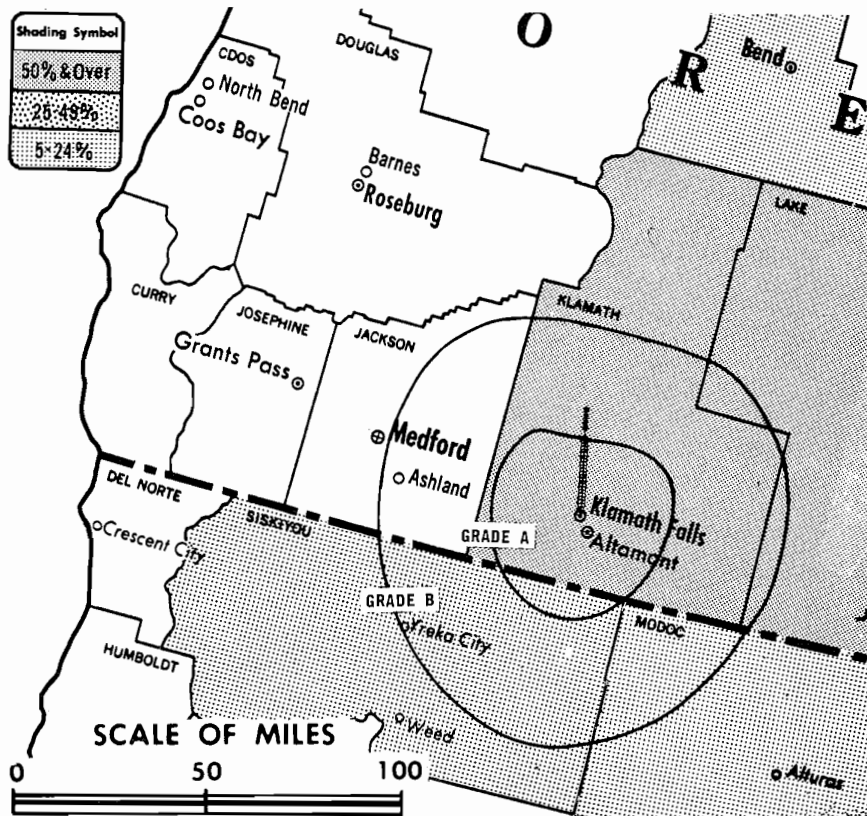
TV tape: Recording facilities.

Color: Network, film, slide & tape.

News Wire Service: UPI.

Represented (legal) by Dempsey & Koplovitz.

Represented (engineering) by Lohnes & Culver.



KOTI Ref: FCC File No. BMPCT-3891 Granted 8/3/56

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Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).

## KOTI

Network Service: ABC, CBS (EMP), NBC.

Licensee: Southern Oregon Broadcasting Co., Box 5M, Medford, Ore. (97501).

Studio: Third & Main Sts., P.O. Box 2K (97601).

Telephone: 503-884-8131.

Ownership: Same as KOBI, Medford, Ore.

Began Operation: Aug. 13, 1956.

Represented (sales) by Adam Young Inc.; Art Moore & Assoc. Inc. (Pacific Northwest).

Personnel:

WILLIAM B. SMULLIN, president.  
DON R. STONEHILL, vice president & station manager.  
NORM HOATSON, chief engineer.  
DAN MARKHAM, national sales manager.

### DIGEST OF RATE CARD NO. 6 (Sept. 1, 1968)

Hour	30 Min.	15 Min.	10 Min.	Min.	30 Sec.	20 Sec.
Class AA—7-10 p.m., daily.	\$200.00	\$120.00	\$80.00	\$70.00	\$50.00	\$37.00
	\$33.00					

Note: For combination discounts, see KOBI, Medford, Ore.

**NETWORK BASE HOURLY RATE: \$110.00 (CBS), \$150 (ABC).**  
Also has combination rate with KOBI, Medford, Ore. & KIEM-TV, Eureka, Cal.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	OREGON			
	Klamath Lake	17,200 1,800	16,300 1,600	95 89
<b>Between 5-24%</b>	CALIFORNIA			
	Modoc	2,500	2,200	89
	Siskiyou	12,000	10,800	90
	OREGON			
	Deschutes	8,300	7,600	91
Station Totals		124,300	116,700	94
Net Weekly Circulation (March 1969)				20,623
Average Daily Circulation (March 1969)				15,900

For Index to Contents

See Services Volume

# KOTI-TV Klamath Falls serves the dynamic southeastern Oregon market...

**Where** Weyerhaeuser's new \$25 million plywood plant addition will boost its annual payroll to an estimated \$17.5 million.

**Where** Kingsley Field, vital Aerospace Defense Command base continues to expand — adding new military personnel, new civilian personnel, new buildings and equipment.

**Where** plans for the Pacific Northwest's major year-round recreational area development call for spectacular ski and snowmobile facilities, hiking and riding trails, winter and summer home sites — an alpine wonderland.

**Where** the newly complete \$5 million Shasta Plaza Shopping Center is the site of J. C. Penney's largest and most modernly designed Pacific Northwest retail unit — the site also housing retail outlets of Montgomery-Ward, McFarland Candies, Hallmark Greeting Cards and other nationally famous companies.

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**KLAMATH FALLS, ORE.**  
ABC NBC CBS



**KOBI 5 Medford, Ore. / KOTI 2 Klamath Falls, Ore.**  
**KRCR 7 Redding, Calif. / KIEM 3 Eureka, Calif.**

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Phone (415) 781-6124

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# Oregon—LaGrande



**KTVR**

Ch. 13



[Satellite of KTVB, Boise, Ida.]

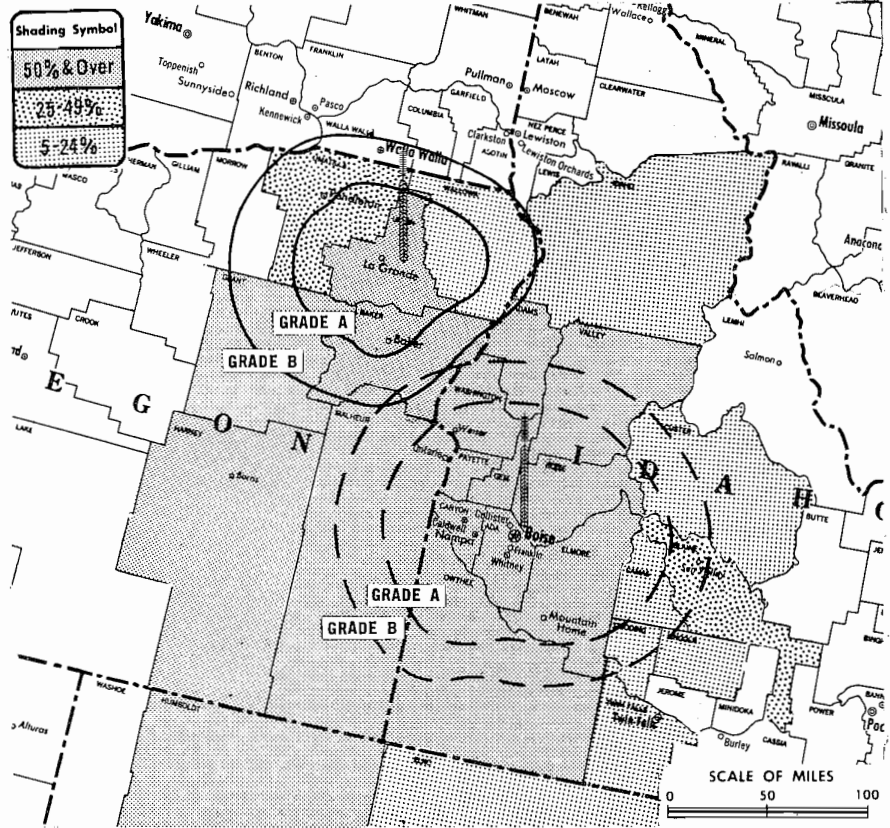
Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 12.9-kw visual, 2.45-kw aural. Antenna: 2603-ft. above av. terrain, 87-ft. above ground, 7219-ft. above sea level.

Latitude 45° 18' 33"  
Longitude 117° 44' 09"

Transmitter: Mt. Fanny, 17.5-mi. E of LaGrande.

Color: Network.

News Wire Service: UPI.



County coverage based on ARB study (see page 4-b).

KTVR Ref: FCC File No. BPCT-3165 Granted 2/11/63

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## KTVR

Licensee: KTVB Inc., Box 390, Boise, Ida.

Ownership: See KTVB, Boise, Ida.

Began Operation: Dec. 6, 1964.

Represented (sales) by Avery-Knodel Inc.; Bob Hix Co. Inc. (Mountain States); Television Network of Idaho; Charles L. Burrow Co. (Seattle-Portland).

Represented (legal) by Fisher, Wayland, Duvall & Southmayd.

Personnel:

GEORGIA M. DAVIDSON, president.  
ROBERT E. KRUEGER, exec. v.p. & general manager.  
GENE TUTTLE, resident engineer.

Rates: Sold in combination with KTVB, Boise, Ida.

NETWORK BASE HOURLY RATE: Bonus to KTVB, Boise, Ida.

ARB Data included with parent KTVB, Boise, Ida.  
Map reflects coverage of both parent & satellite.

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Beverly Hills 9645 Wilshire Blvd. (213) 274-8151

# Oregon—Medford



Ch. 10

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 132-kw visual, 26.3-kw aural. Antenna: 3309-ft. above av. terrain, 154-ft. above ground, 7626-ft. above sea level.

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

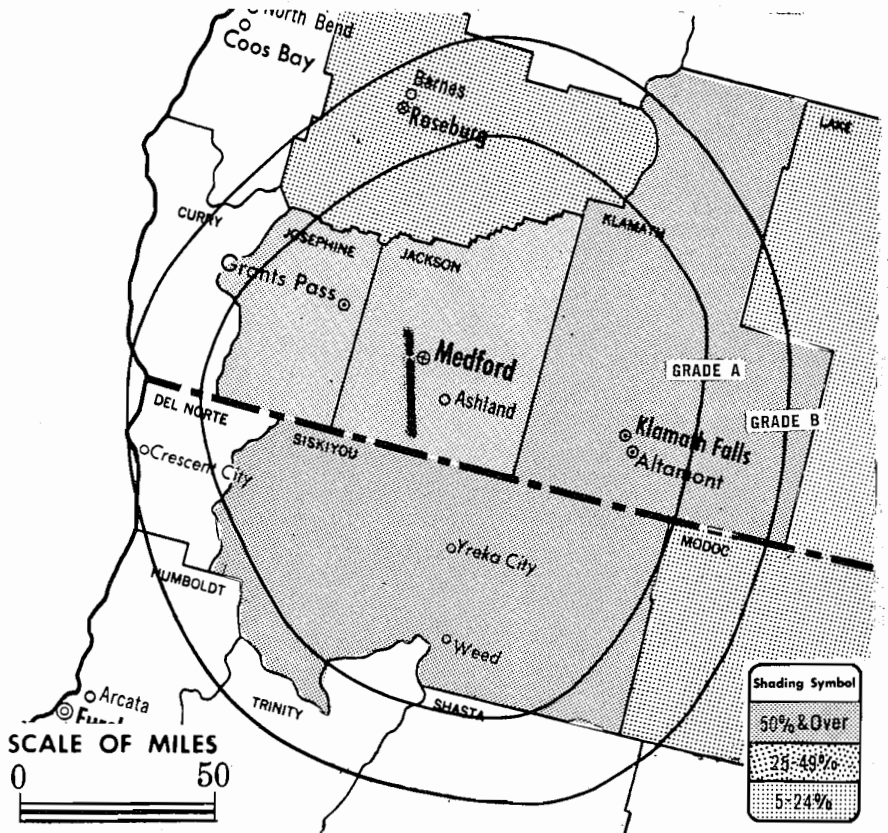
Transmitter: Mt. Ashland, 8-mi. S of Ashland, Ore.

TV tape: Recording facilities.

AM Affiliate: KMED, 5-kw (1-kw, night), 1440 kHz (NBC).

Color: Network, live, film, slide & tape.

News Wire Service: UPI.



Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).

KMED-TV Ref: FCC File No. BPCT-3808 Granted 10/19/65

©American Map Co., Inc., N.Y., No. 14244

## KMED-TV

Network Service: ABC, NBC.

Licensee: Radio Medford Inc., Box 10, Medford (97501).

Studio: Rossanley Dr., Medford.

Telephone: 503-773-7373. TWX No.: 510-757-0606.

Ownership: Radio Medford Inc. Also owns Radio Redding Inc., KQMS, Redding, Cal. J. L. DeArmond, pres., Dwight H. Findley, George R. Johnson, B. L. Lageson, John R. Dallenback, 20% each.

Began Operation: Oct. 3, 1961.

Represented (sales) by H-R Television; Charles Burrow Co. (Portland & Seattle).

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by A. E. Towne Assoc. Inc., San Francisco.

Personnel:

J. L. DeARMOND, president.

RAY JOHNSON, exec. v.p. & general manager.

ART CHIPMAN, national sales manager.

ELLIS FEINSTEIN, director of engineering.

DIGEST OF RATE CARD NO. 3—(Sept. 1, 1969)

Hour 30 Min. 15 Min. 5 Min. Min. 30 Sec. 20 Sec. 8 Sec.

Class AA—7-10 p.m., daily.

\$350.00 \$210.00 \$150.00 \$100.00 \$80.00 \$60.00 \$55.00 \$35.00

NETWORK BASE HOURLY RATE: \$350.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	CALIFORNIA			
	Siskiyou	12,000	10,800	90
	OREGON			
	Jackson	32,500	30,800	95
	Josephine	13,400	12,200	91
	Klamath	17,200	16,300	95
<b>Between 5-24%</b>	CALIFORNIA			
	Modoc	2,500	2,200	89
	OREGON			
	Douglas	24,200	22,500	93
	Harney	2,200	1,900	88
	Lake	1,800	1,600	89
Station Totals		132,700	123,900	93
Net Weekly Circulation (March 1969)				62,365
Average Daily Circulation (March 1969)				44,994

For Studio & Mobile Equipment

See Services Volume

# Oregon—Medford



Ch. 5

Technical Facilities: Channel No. 5 (76-82 MHz.) Authorized power: 60-kw visual, 8.1-kw aural. Antenna: 2700-ft. above av. terrain, 140-ft. above ground, 5405-ft. above sea level.

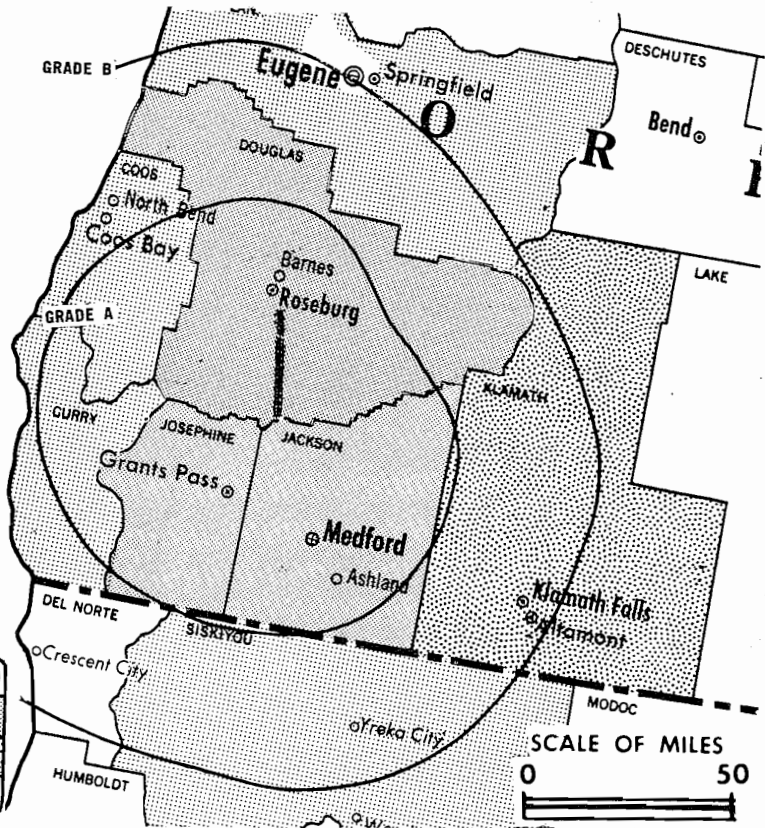
Latitude 42° 41' 49"  
Longitude 123° 13' 39"

Transmitter: King Mtn.

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

Color: Network, live, film, slide & tape.

News Wire Service: UPI.



Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).

KOB1 Ref: FCC File No. BPCT-3683 Granted 7/26/67

©American Map Co., Inc., N.Y., No. 14244

## KOB1

Network Service: ABC, CBS.

Licensee: Oregon Broadcasting Co., Box 5M (97501).

Studio: 2000 Crater Lake Hwy. (97501).

Telephone: 503-779-5555. TWX No.: 510-757-0607.

Ownership: California-Oregon Bcstg. Inc., 100%. (Mr. & Mrs. William Smullin, 70%; Earl E. Voorhies & family, 30%). KOB1 also owns KOTI, Klamath Falls, Ore. Voorhies family owns Grants Pass Courier (KAGI). Cal.-Ore. Bcstg. Inc. also owns 50% of KPIC, Roseburg, Ore. and controls KRCR-TV, Redding, Cal.

Began Operation: Aug. 1, 1953.

Represented (legal) by Dempsey & Kopolovitz.

Represented (engineering) by Lohnes & Culver.

Represented (sales) by Adam Young; Art Moore & Assoc. Inc. (Pacific Northwest).

### Personnel:

WILLIAM B. SMULLIN, president.  
JEROLD R. POULOS, vice president & general manager.  
JERRY KELLY, manager.  
WILLIAM KIRK, chief engineer.  
ROBERT LINDSTROM, regional sales manager.

For Group Ownership, See Services Volume

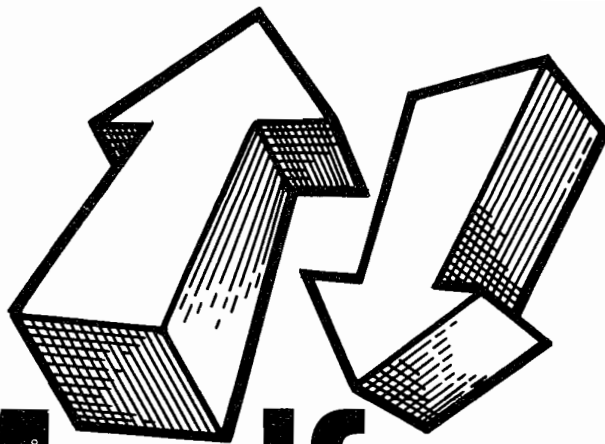
### DIGEST OF RATE CARD NO. 8—(Nov. 6, 1968)

Hour 30 Min. 15 Min. Min. 30 Sec. 20 Sec.  
Class AA—7-10 p.m., daily.  
Program rates on request \$122.00 \$72.00 \$72.00

Note: There is a discount from combined rates of 4 stations when KOB1 is ordered with KOTI, Klamath Falls, KIEM-TV, Eureka & KRCC-TV, Redding, Cal.

NETWORK BASE HOURLY RATE: \$300 (ABC), \$300 (CBS).

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	OREGON			
	Douglas	24,200	22,500	93
	Jackson	32,500	30,800	95
	Josephine	13,400	12,200	91
<b>Between 25-49%</b>	OREGON			
	Klamath	17,200	16,300	95
<b>Between 5-24%</b>	CALIFORNIA			
	Siskiyou	12,000	10,800	90
	OREGON			
	Coos	17,800	15,700	88
	Curry	3,800	3,400	88
Lane Outer	23,100	21,800	94	
Station Totals		188,900	175,800	93
Net Weekly Circulation (March 1969)				69,713
Average Daily Circulation (March 1969)				50,459



# Medford is 51 miles from Medford

ONE IS IN OREGON.  
THE OTHER IS PARTLY.

Actually, cities don't move around. But television transmitters do. When comparing Medford's two tv stations, you'll find it profitable to keep in mind that their transmitters are now a full 51 miles apart.

KOBI 5 moved its transmitter north atop strategic King Mountain. The other station moved south towards the California border. Both moves were for the purpose of expanded coverage. But the effects, in favor of KOBI 5 advertisers, are clearly shown in the contour maps in these pages.

KOBI has added a huge, new unduplicated CBS audience—in OREGON. A whole, new area that had been without a CBS signal before.

In contrast, the major part of the added coverage of the other station falls across the border into northern California—an area already served with identical network programming from a northern California station. Anything wrong with that? Not unless the market you have in mind is Medford, OREGON. In which case, your best buy is clearly KOBI 5.

**KOBI 5**  
**MEDFORD, ORE.**



**KOBI 5 Medford, Ore. / KOTI 2 Klamath Falls, Ore.**  
**KRCR 7 Redding, Calif. / KIEM 3 Eureka, Calif.**

National Sales Office: 500 Sansome St., San Francisco, Calif. 94111.  
Phone (415) 781-6124

or call ADAM YOUNG-VTM

In the Pacific Northwest ART MOORE & ASSOCIATES

# Oregon—Portland



**KATU**



Ch. 2

**Technical Facilities:** Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1550-ft. above av. terrain, 858-ft. above ground, 1838-ft. above sea level.

Latitude 45° 31' 15"  
Longitude 122° 44' 37.5"

**Transmitter:** Skyline Blvd. at Stone Rd.

**Studio:** 2153 N.E. Sandy Blvd., Portland (97232).

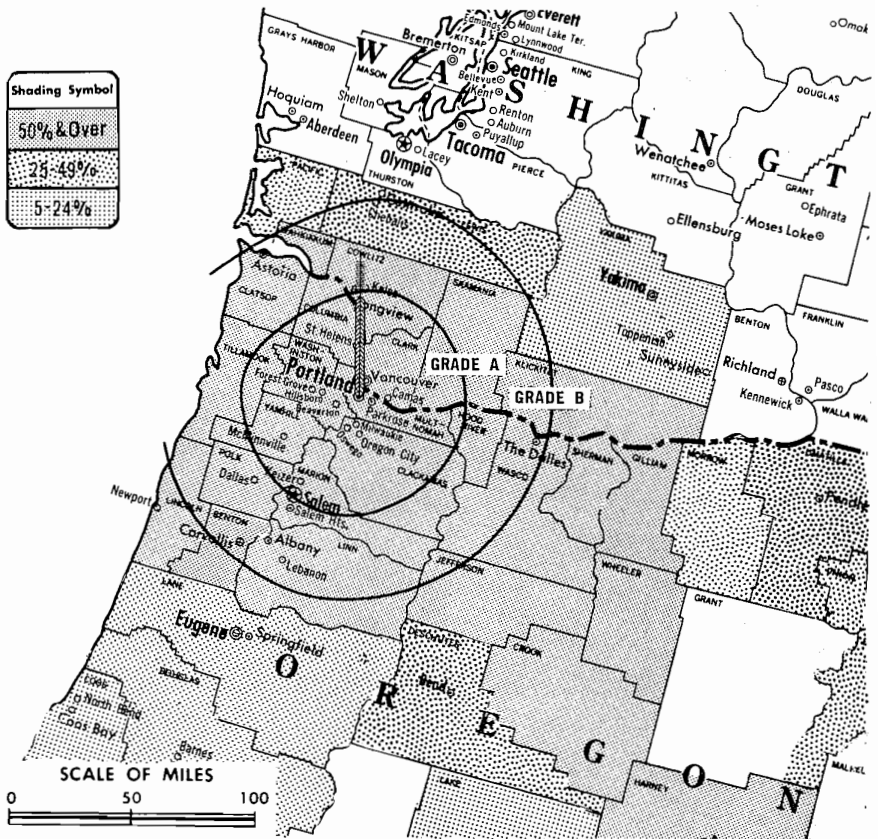
**TV tape:** Recording facilities.

**Color:** Network, live, film, slide & tape.

**News Wire Service:** AP, UPI.

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).

Shading Symbol
50% & Over
25-49%
5-24%



KATU Ref: FCC File No. BPCT-3063 Granted 6/26/63

©American Map Co., Inc., N.Y., No. 14244

## KATU

**Licensee:** Fisher's Blend Station Inc., Portland.

**Telephone:** 503-235-8751. **TWX No.:** 910-464-4700.

**Ownership:** J. L. Locke, chmn.; W. W. Warren, pres.; John A. Zehntbauer Estate, 10%; Joseph E. Franz, 10%; Fisher's Blend Station Inc., 80% (KOMO-TV & KOMO, Seattle, Wash.)

**Began Operation:** March 15, 1962.

**Represented (sales) by** Katz Television.

**Represented (legal) by** Fisher, Wayland, Duvall & Southmayd.

**Represented (engineering) by** A. D. Ring & Associates.

**Personnel:**

- W. W. WARREN, president.
- W. J. HUBBACH, v.p. & general manager.
- THOMAS R. DARGAN, station manager.
- RICHARD Z. THOMPSON, program manager & film buyer.
- WILLIAM VANDERMAY, chief engineer.
- GARY FERLISI, general sales manager.
- SKIP HINMAN, sales manager.
- BRUCE A. RUMINSKI, public service manager.

**DIGEST OF RATE CARD NO. A16**  
(Sept. 18, 1969)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. 10 Sec.  
Class AA—7:31-10:59 p.m., daily.  
\$1200.00 \$700.00 \$505.00 \$410.00 \$400.00 \$350.00 \$180.00

**NETWORK BASE HOURLY RATE:** \$1050.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	OREGON			
	Benton	14,500	13,000	90
	Clackamas	51,400	48,800	95
	Clatsop	10,500	9,600	91
	Columbia	7,800	7,300	94
	Crook	3,000	2,800	92
	Gilliam	1,000	900	90

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	<b>OREGON—(Continued)</b>			
	Harney	2,200	1,900	88
	Hood River	4,800	4,300	90
	Jefferson	3,400	3,100	92
	Lincoln	8,300	7,300	88
	Linn	21,300	20,000	94
	Marion	48,100	45,100	94
	Multnomah	205,900	194,100	94
	Polk	11,500	10,800	94
	Sherman	800	800	95
	Tillamook	5,100	4,500	89
	Wasco	8,100	7,400	91
	Washington	43,200	41,600	96
	Wheeler	500	500	91
	Yamhill	12,200	11,300	93
	<b>WASHINGTON</b>			
	Clark	36,100	34,700	96
Cowlitz	20,000	19,000	95	
Klickitat	4,500	4,000	89	
Skamania	1,600	1,500	91	
Wahkiakum	1,500	1,400	92	
<b>Between 25-49%</b>	<b>OREGON</b>			
	Baker	5,300	4,800	91
	Deschutes	8,300	7,600	91
	Morrow	1,700	1,500	89
	Umatilla	15,300	13,800	90
Union	6,400	5,800	89	
<b>WASHINGTON</b>				
Lewis	14,700	13,500	92	
Pacific	4,100	3,700	90	
<b>Between 5-24%</b>	<b>OREGON</b>			
	Coos	17,800	15,700	88
	Douglas	24,200	22,500	93
	Lake	1,800	1,600	89
	Lane Inner	43,100	40,700	94
	Lane Outer	23,100	21,800	94
<b>WASHINGTON</b>				
Yakima	46,900	43,700	93	
<b>Station Totals</b>		<b>821,900</b>	<b>768,700</b>	<b>94</b>
<b>Net Weekly Circulation (March 1969)</b>				<b>498,059</b>
<b>Average Daily Circulation (March 1969)</b>				<b>284,159</b>



# Oregon—Portland



**KGW-TV**



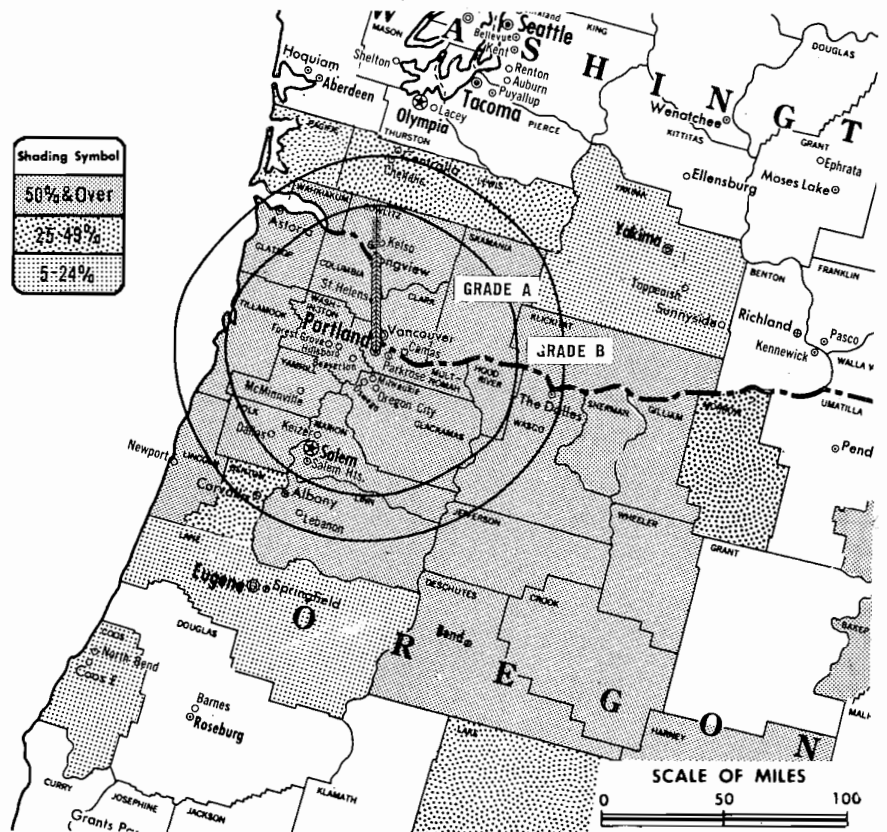
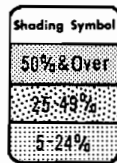
Ch. 8

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.  
Studio: 1501 S.W. Jefferson (97201).  
TV tape: Recording facilities.  
AM Affiliate: KGW, 5-kw, 620 kHz. (NBC).  
FM Affiliate: KINK, 97-kw, 101.9 MHz (No. 270), 1610-ft.  
Color: Network, live, film, slide & tape.  
News Wire Service: AP, UPI.  
News Film Service: NBC.  
Facsimile Service: UPI.

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).



KGW-TV Ref: FCC File No. BMPCT-5918 Granted 11/21/63 ©American Map Co., Inc., N.Y., No. 14244

## KGW-TV

Licensee: King Bcstg. Co., Portland.  
Telephone: 503-224-8620. TWX No.: 503-224-1901.  
Ownership: Bullitt Family, majority owner. Officers: Stimson Bullitt, pres.; Payson Hall, v.p., finances; Jay W. Wright, v.p., engineering; Ancil H. Payne, v.p., broadcasting; Jonathan Wetzel, secy. King Broadcasting Co. owns KING-TV, KING & KING-FM, Seattle, Wash. and KREM-TV, KREM & KREM-FM, Spokane, Wash.  
Began Operation: Dec. 15, 1956.  
Represented (sales) by Blair-TV.  
Represented (legal) by Wilmer, Cutler & Pickering.  
Represented (engineering) by A. Earl Cullum Jr. Consulting Engineers.  
Personnel:  
ANCIL H. PAYNE, v.p. & general manager.  
JOHN H. PINDELL, general sales manager.  
KEITH A. LOLLIS, program director & film buyer.  
NORM HEFFRON, news manager.  
RICHARD ROSS, news director.  
CLARE HANAWALT, chief engineer.  
RICHARD WRIGHT, publicity & promotion manager.  
FRED EICHHORN, marketing manager.  
LeROY SMITH, operations director.

### DIGEST OF RATE CARD NO. 13—(Feb. 1, 1969)

Hour	30 Min.	15 Min.	Min.	30 Sec.	20 Sec.	10 Sec.
Class AA—7:30-10:30 p.m., daily.	\$1300.00	\$780.00	\$520.00	\$350.00*	\$350.00	\$210.00

\*Section II, not available in Section I Class AA time.

NETWORK BASE HOURLY RATE: \$1225.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	OREGON			
	Baker	5,300	4,800	91
	Clackamas	51,400	48,800	95
	Clatsop	10,500	9,600	91
	Columbia	7,800	7,300	94
	Crook	3,000	2,800	92
	Deschutes	8,300	7,600	91
	Gilliam	1,000	900	90
	Harney	2,200	1,900	88
	Hood River	4,800	4,300	90
	Jefferson	3,400	3,100	92
	Lincoln	8,300	7,300	88
	Linn	21,300	20,000	94
	Marion	48,100	45,100	94
	Multnomah	205,900	194,100	94
	Polk	11,500	10,800	94
	Sherman	800	800	95
	Tillamook	5,100	4,500	89
	Union	6,400	5,800	89
	Wasco	8,100	7,400	91
	Washington	43,200	41,600	96
Wheeler	500	500	91	
Yamhill	12,200	11,300	93	
WASHINGTON	Clark	36,100	34,700	96
	Cowlitz	20,000	19,000	95
	Klickitat	4,500	4,000	89
	Skamania	1,600	1,500	91
	Wahkiakum	1,500	1,400	92
<b>Between 25-49%</b>	OREGON			
	Benton	14,500	13,000	90
	Lake	1,800	1,600	89
Morrow	1,700	1,500	89	

(Continued on page 643-b)

Station Totals	841,600	787,500	93
Net Weekly Circulation (March 1969)			494,195
Average Daily Circulation (March 1969)			320,345

# Oregon—Portland



**KOIN-TV**



Ch. 6

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 15-kw aural. Antenna: 1760-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.

Studio: 140 S.W. Columbia St.

TV tape: Recording facilities.

AM Affiliate: KOIN, 5-kw, 970 kHz (CBS).

FM Affiliate: KOIN-FM, 100-kw, 101.1 MHz (No. 266), 1640-ft. antenna height.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

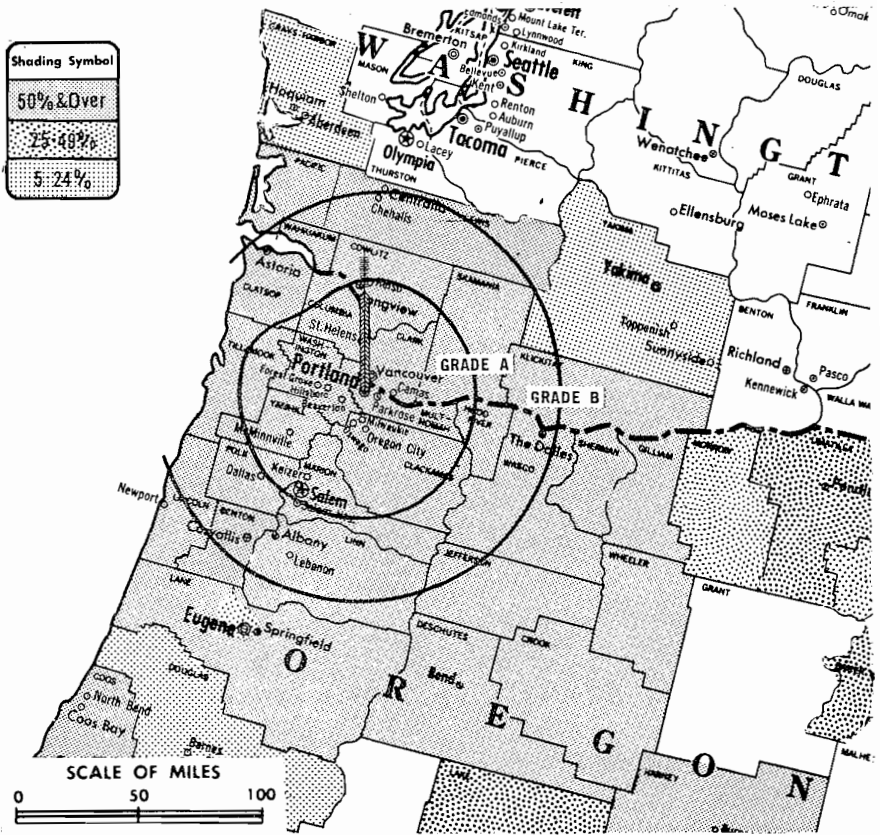
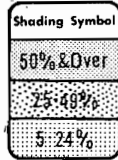
Total Households: © SRDS

Consumer Market Data as of 1/1/69.

TV Homes: TV% and Circulation

© 1968 American Research Bureau.

County coverage based on ARB study (see page 1-b).



KOIN-TV Ref: FCC File No. BMPCT-5941 Granted 3/19/64

©American Map Co., Inc., N.Y., No. 1421

## KOIN-TV

Licensee: Mt. Hood Radio & Television Bcstg. Corp., 140 S.W. Columbia St., Portland (97201).

Telephone: 503-228-3333.

TWX No.: 503-224-1974.

Ownership: M. M. Tonkon & Harvey Benson, 50% (as trustees under voting trust of original stockholders); Newhouse Bcstg. Corp. 50%. KOIN-TV officers: C. Howard Lane, pres.; E. R. Vadeboncoeur, v.p.; Andrew Jacobs Jr., v.p.; Harvey S. Benson, secy.; Moe M. Tonkon, treas.; Clyde E. Phillips, asst. secy.; Fred W. Albertson, director. Newhouse family also publishes Portland Oregonian and Oregon Journal, Syracuse Post Standard and Herald-Journal. For other broadcasting and newspaper interests see WSYR-TV, Syracuse.

Began Operation: Oct. 15, 1953.

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

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by John Creutz.

Personnel:

- C. HOWARD LANE, president & managing director.
- ROBERT MCGILL, general sales manager.
- EARLE STEPHENS, local sales manager.
- JOHN PALMER, national sales manager.
- JULES MORELAND, program director.
- JOHN MCGHIE, production manager.
- LUKE ROBERTS, public affairs director.
- MARILYN DAY, promotion manager.
- LOUIS BOOKWALTER, director of engineering.
- RALPH GREER, traffic manager.

DIGEST OF RATE CARD NO. 14  
(Sept. 15, 1969)

Hour 30 Min. 15 Min. Min. 30 Sec. 20 Sec. 10 Sec.  
Class AA—7:30-11 p.m., daily.  
\$1200.00 \$720.00 \$400.00 . . . . . \$475.00 \$425.00 \$275.00  
NETWORK BASE HOURLY RATE: \$1225.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>				
<b>OREGON</b>				
	Benton	14,500	13,000	90
	Clackamas	51,400	48,800	95
	Clatsop	10,500	9,600	91
	Columbia	7,800	7,300	94
	Coos	17,800	15,700	88
	Crook	3,000	2,800	92
	Deschutes	8,300	7,600	91
	Gilliam	1,000	900	90
	Harney	2,200	1,900	88
	Hood River	4,800	4,300	90
	Jefferson	3,400	3,100	92
	Lane Outer	23,100	21,800	94
	Lincoln	8,300	7,300	88
	Linn	21,300	20,000	94
	Marion	48,100	45,100	94
	Multnomah	205,900	194,100	94
	Polk	11,500	10,800	94
	Sherman	800	800	95
	Tillamook	5,100	4,500	89
	Wasco	8,100	7,400	91
	Washington	43,200	41,600	96
	Wheeler	500	500	91
	Yamhill	12,200	11,300	93
<b>WASHINGTON</b>				
	Clark	36,100	34,700	96
	Cowlitz	20,000	19,000	95
	Klickitat	4,500	4,000	89
	Lewis	14,700	13,500	92
	Pacific	4,100	3,700	90
	Skamania	1,600	1,500	91
	Wahkiakum	1,500	1,400	92
<b>Between 25-49%</b>				
	OREGON			
	Baker	5,300	4,800	91
	Lake	1,800	1,600	89
	Lane Inner	43,100	40,700	94
	Morrow	1,700	1,500	89

(Continued on page 643-b)

Station Totals	821,900	768,700	93
Net Weekly Circulation (March 1969)			558,750
Average Daily Circulation (March 1969)			378,356

# Oregon—Portland

**KPTV**

Ch. 12

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 309-kw visual, 61.7-kw aural. Antenna: 1780-ft. above av. terrain, 1049-ft. above ground, 2049-ft. above sea level.

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

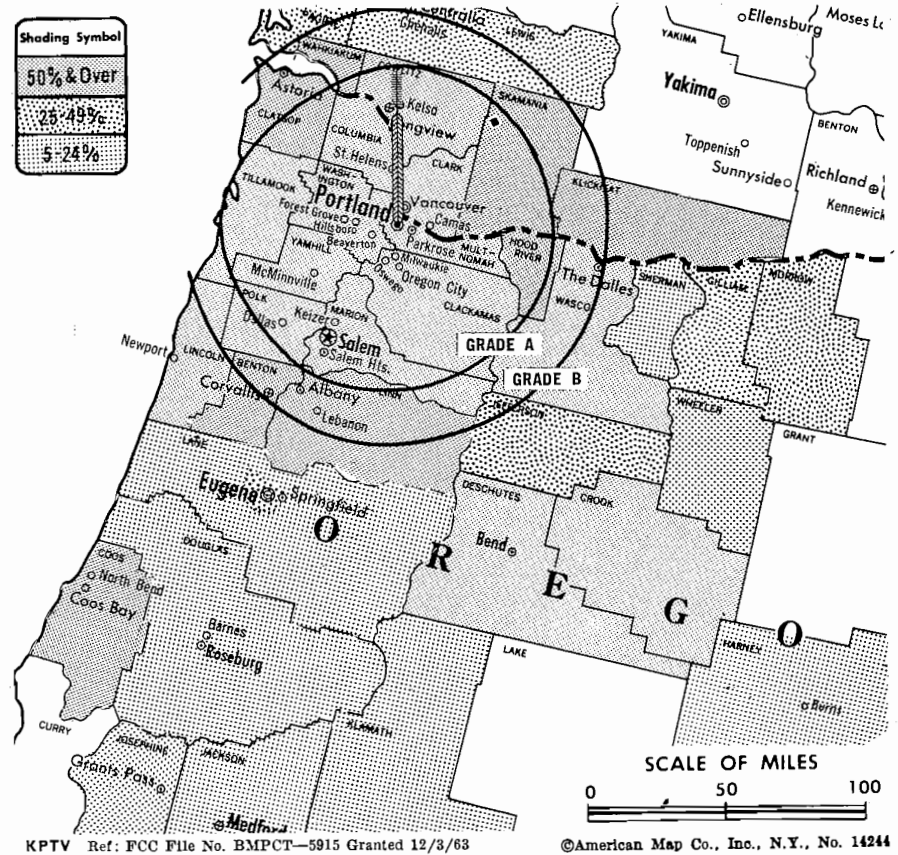
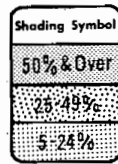
Transmitter: 212 NW Miller Rd.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.



Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).

## KPTV

Licensee: Oregon Television Inc., P.O. Box 3401 (97208).

Studio: 735 SW 20th Place (97205).

Telephone: 503-222-9921.

TWX No.: 910-464-6136.

Ownership: Chris-Craft Industries Inc., 100%. Oregon Television Inc. officers are: Herbert J. Siegel, chmn. of board; John S. Hansen, pres.; John Hopkins, v.p.; C. Leonard Gordon, v.p.; Robert Hunter, secy.-treas. Chris-Craft Industries Inc. also owns KCOP, Los Angeles and WTCN-TV, Minneapolis, Minn.

Began Operation: March 9, 1955. 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 by FCC. (Note: 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 by FCC Nov. 8, 1967 (Vol. 7:46). Later Baldwin-Montrose merged into Chris-Craft.

Represented (sales) by Tele-Rep Inc.; Cam-Co. (Seattle).

Represented (legal) by Hogan & Hartson.

Personnel:

JOHN S. HANSEN, president & general manager.  
BLAKE BYRNE, sales manager.  
GORDON WHITE, program manager & film buyer.  
ELIZABETH MORRIS, promotion manager.  
GENE PHELPS, chief engineer.

DIGEST OF RATE CARD NO. 19  
(Sept. 1, 1969)

Hour	30 Min.	15 Min.	5 Min.	Min.	30/20 Sec.
Class AA—7-11 p.m., daily.	\$1100.00	\$660.00	\$440.00	\$275.00	\$300.00
	\$150.00				

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	<b>OREGON</b>			
	Benton	14,500	13,000	90
	Clackamas	51,400	48,800	95
	Clatsop	10,500	9,600	91
	Columbia	7,800	7,300	94
	Coos	17,800	15,700	88
	Crook	3,000	2,800	92
	Deschutes	8,300	7,600	91
	Hood River	4,800	4,300	90
	Lincoln	8,300	7,300	88
	Linn	21,300	20,000	94
	Marion	48,100	45,100	94
	Multnomah	205,900	194,100	94
	Polk	11,500	10,800	94
	Tillamook	5,100	4,500	89
	Wasco	8,100	7,400	91
	Washington	43,200	41,600	96
	Yamhill	12,200	11,300	93
<b>WASHINGTON</b>	Clark	36,100	34,700	96
	Cowlitz	20,000	19,000	95
	Klickitat	4,500	4,000	89
	Skamania	1,600	1,500	91
	Wahkiakum	1,500	1,400	92
<b>Between 25-49%</b>	<b>OREGON</b>			
	Gilliam	1,000	900	90
	Jefferson	3,400	3,100	92
	Lane Inner	43,100	40,700	94
	Morrow	1,700	1,500	89
Union	6,400	5,800	89	
<b>WASHINGTON</b>	Lewis	14,700	13,500	92
	Pacific	4,100	3,700	90
(Continued on page 643-b)				
Station Totals		773,200	723,400	93
Net Weekly Circulation (March 1969)				450,476
Average Daily Circulation (March 1969)				240,061

# Oregon—Roseburg

NB

**KPIC**

Ch. 4

[Satellite of KVAL-TV, Eugene, Ore.]

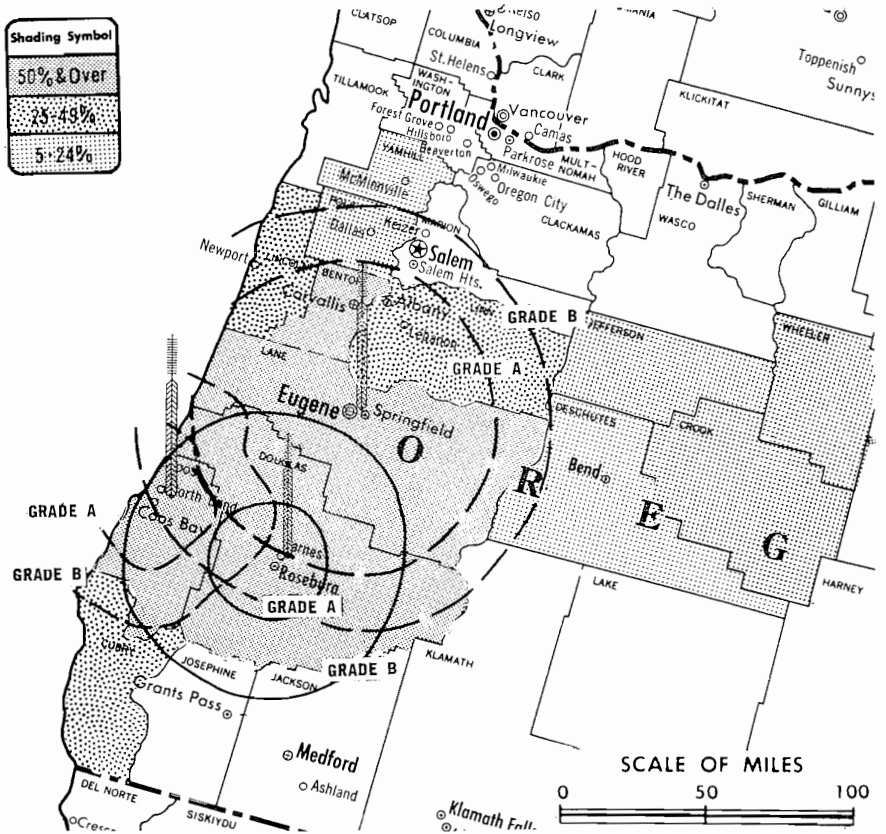
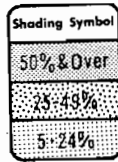
Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 5.37-kw visual, .55-kw aural. Antenna: 1000-ft. above av. terrain, 173-ft. above ground, 1873-ft. above sea level.

Latitude 43° 14' 39.6"

Longitude 123° 18' 42.0"

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

Color: Network, film & slide.



County coverage based on ARB study (see page 4-b).

KPIC Ref: FCC File No. BMPCT-3395 Granted 10/26/55

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## KPIC

Network Service: NBC, same as KVAL-TV.

Licensee: South West Oregon Television Broadcasting Corp., 1850 NE Stephens St. (97470).

TWX No.: 503-675-0213.

Ownership: Eugene Television Inc. (KVAL-TV), 50%; Redwood Bcstg. Co. (KOB, Medford, Ore.), 50%.

Began Operation: April 1, 1956.

Represented (sales) by H-R Television.

Represented (legal) by Dow, Lohnes & Albertson.

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

Personnel:

S. W. McCREADY, general manager.  
DICK BOOTH, operations manager.  
JAMES ZIMMERLY, chief engineer.

## DIGEST OF RATE CARD NO. 2

(Sept. 1, 1962)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	8 Sec.	
Class AA—7:30-10 p.m., daily.	\$225.00	\$125.00	\$75.00	\$45.00	\$45.00	\$38.00	\$22.50

Combination Rate: See KVAL-TV, Eugene.

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

ARB Data: Figures included with parent KVAL-TV, Eugene, Ore. Map reflects coverage of parent & satellites.

**KOIN-TV**  
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>Between 25-49 %</b>	OREGON—(Continued)			
	Umatilla	15,300	13,800	90
	Union	6,400	5,800	89
<b>Between 5-24 %</b>	OREGON			
	Douglas	24,200	22,500	93
	WASHINGTON			
	Grays Harbor	18,800	17,000	90
	Yakima	46,900	43,700	93

**KGW-TV**  
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>Between 25-49 %</b>	WASHINGTON			
	Lewis	14,700	13,500	92
	Pacific	4,100	3,700	90
<b>Between 5-24 %</b>	OREGON			
	Coos	17,800	15,700	88
	Lane Inner	43,100	40,700	94
	Lane Outer	23,100	21,800	94
	WASHINGTON			
	Yakima	46,900	43,700	93

**Oregon—Portland**

**KPTV**  
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>Between 5-24 %</b>	OREGON			
	Baker	5,300	4,800	91
	Douglas	24,200	22,500	93
	Harney	2,200	1,900	88
	Jackson	32,500	30,800	95
	Josephine	13,400	12,200	91
	Klamath	17,200	16,300	95
	Lane Outer	23,100	21,800	94
	Sherman	800	800	95
	Wheeler	500	500	91
	WASHINGTON			
	Grays Harbor	18,800	17,000	90

For ARB & Nielsen County-by-County

TV Household Data

See Services Volume

to each his own



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# Oregon—Salem

## KVDO-TV

Ch. 3

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 18.6-kw visual, 3.7-kw aural. Antenna: 1070-ft. above av. terrain, 300-ft. above ground, 1419-ft. above sea level.

Latitude 44° 51' 17"  
Longitude 123° 07' 17"

Transmitter: Prospect Hill, 7-mi. SW of Salem.

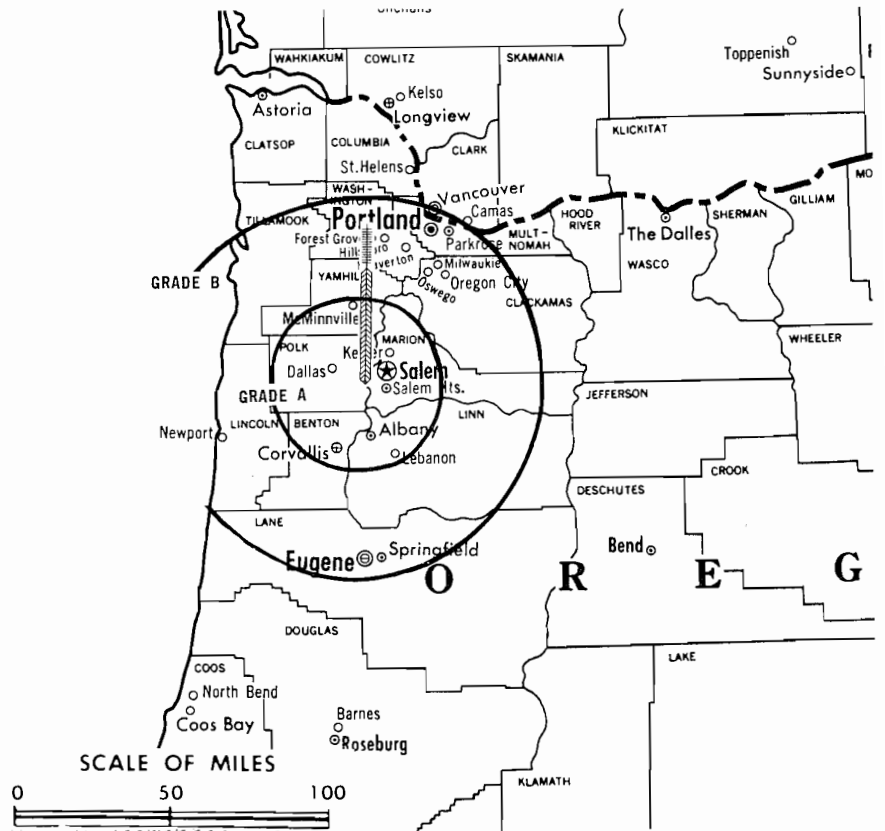
Color: Live, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.

TV tape: Recording facilities.

ARB Data: Not available.



KVDO-TV Ref: FCC File No. BPCT-4050 Granted 3/5/69

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## KVDO-TV

Grantee: Channel 3 Inc., 3000 Portland Rd. N.E., Salem, Ore. (97303).

Studio: 3000 Portland Rd. N.E., Salem (97303).

Telephone: 503-581-6300.

Ownership: Harry E. Godsil, pres.; T. Harold Tomlinson, v.p.; Kenneth Sherman, secy.; Margaret S. Marshall (executrix, Willard C. Marshall estate), James L. Payne, Palmer R. Sather, Otto J. Wilson, G. Reynolds Allen, Coburn L. Grabenhorst, Carl A. Gerlinger & Jerry H. Walling, 9% each.

Began Operation: Feb. 24, 1970.

Represented (sales) by Tacher Co.

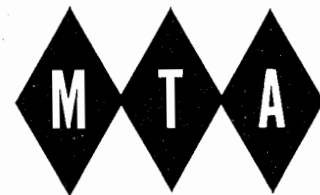
Represented (legal) by Fly, Shuebruk, Blume & Gaguine.

Personnel:

HARRY E. GODSIL, general manager.  
ROBERT RIDGWAY, chief engineer.  
JIM HOLLON, news director.  
JILL KAUFFMAN, operations manager.

### DIGEST OF RATE CARD NO. 1A (Spring 1970)

Hour	30 Min.	15 Min.	5 Min.	Min.	30 Sec.	20 Sec.	10 Sec.
Class AA—6-10:30 p.m.	\$250	\$210	\$180	\$150	\$100	\$50	\$50
	\$250	\$210	\$180	\$150	\$100	\$50	\$40



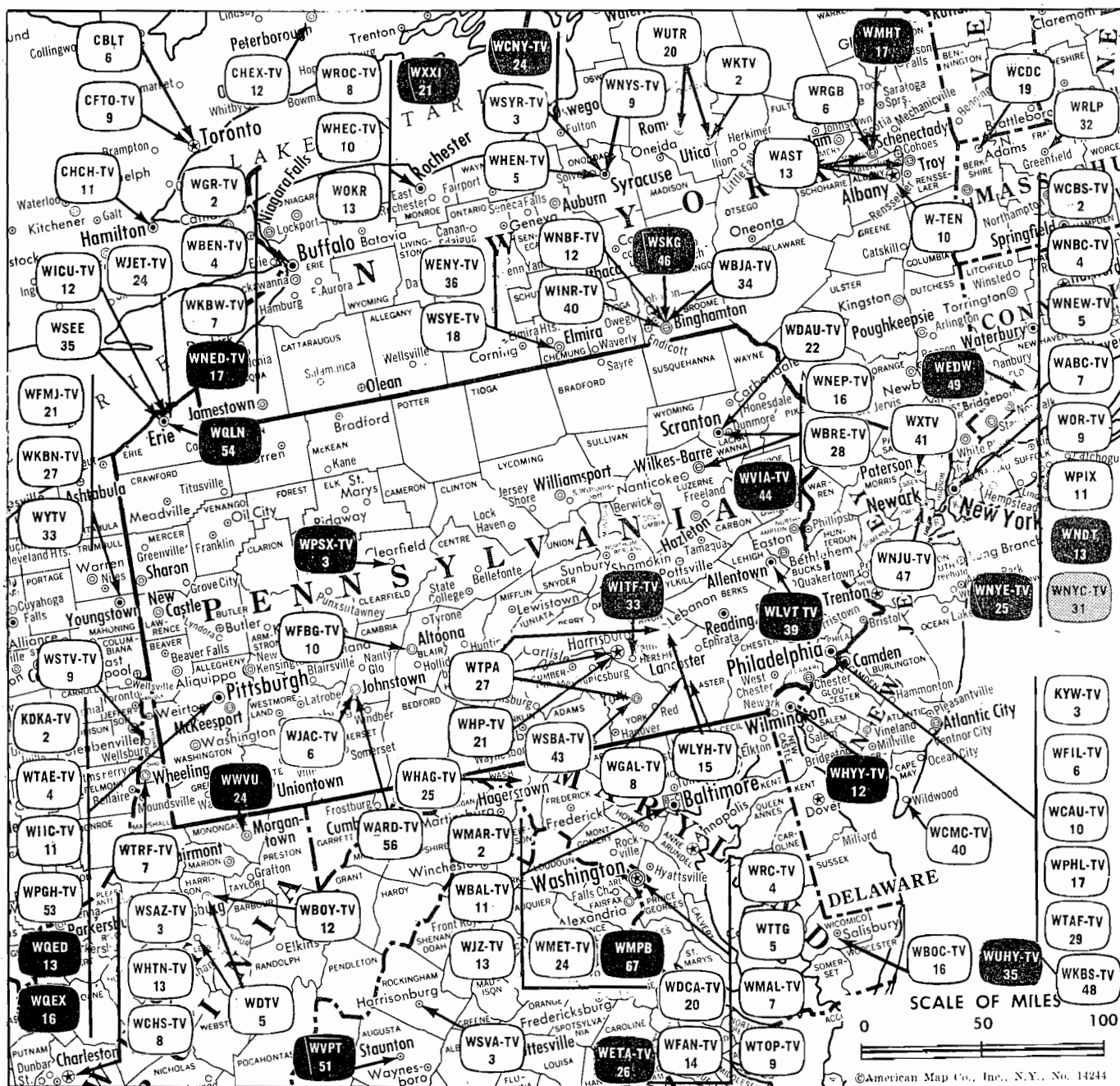
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# Pennsylvania



Market	ARB Net Weekly Circulation	Rank	ARB ADI TV Households	Rank
Philadelphia	2,177,732	4	2,095,900	4
Pittsburgh	1,161,086	10	949,800	10
Johnstown-Altoona	509,279	35	225,100	74
Harrisburg-York-Lancaster-Lebanon	481,077	41	338,300	48
Wilkes-Barre-Scranton	319,441	63	285,300	58
Erie	174,254	111	98,900	136

**Pennsylvania Station Status as of March 1, 1970**

	VHF	UHF	TOTAL
Commercial Television Stations	10	14	24
Educational Television Stations	2	6	8
			<u>32</u>

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# Pennsylvania

**State Cross Reference List**  
Communities That Receive Programs of  
Stations That Are Located Elsewhere

## WJAC-TV, Altoona

(See Johnstown, Pa.)

## WGAL-TV, Harrisburg

(See Lancaster, Pa.)

## WFBG-TV, Johnstown

(See Altoona, Pa.)

## WGAL-TV, Lebanon

(See Lancaster, Pa.)

## WBRE-TV, Scranton

(See Wilkes-Barre, Pa.)

## WGAL-TV, York

(See Lancaster, Pa.)

## WDAU-TV, Wilkes-Barre

(See Scranton, Pa.)

**State Educational Technical Facilities**  
(Complete Data in Educational Directory)

## WLVT-TV

### Allentown-Bethlehem

Ch. 39

Non-Commercial Educational Station

Licensee: Lehigh Valley ETV Corp., South Mountain Dr. West, Bethlehem, Pa. (18015).

Technical Facilities: Channel No. 39 (620-626 MHz). Authorized power: 708-kw max. and 617-kw horizontal visual, 140-kw max. and 123-kw horizontal aural. Antenna: 987-ft. above av. terrain, 507-ft. above ground, 1507-ft. above sea level.

Latitude	40°	33'	58"
Longitude	75°	26'	06"

## WPSX-TV

### Clearfield

Ch. 3

Non-Commercial Educational Station

Grantee: Pennsylvania State University, c/o Marlowe Froke, University Park, Pa. (16802).

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 880-ft. above av. terrain, 539-ft. above ground, 2667-ft. above sea level.

Latitude	41°	07'	21"
Longitude	78°	26'	28"

## WQLN

### Erie

Ch. 54

Non-Commercial Educational Station

Licensee: ETV of Northwest Pa. Inc., Waterford Pike, Erie.

Technical Facilities: Channel No. 54 (710-716 MHz). Authorized power: 912-kw max. & 215-kw horizontal visual, 91.2-kw max. & 28.8-kw horizontal aural. Antenna: 880-ft. above av. terrain, 714-ft. above ground, 2014-ft. above sea level.

Latitude	42°	02'	30"
Longitude	80°	04'	05"

## WITF-TV

### Hershey

Ch. 33

Non-Commercial Educational Station

Licensee: South Central Educational Broadcasting Council, Box Z.

Technical Facilities: Channel No. 33 (584-590 MHz). Authorized power: 513-kw visual, 51.3-kw aural. Antenna: 867-ft. above av. terrain, 188-ft. above ground, 1413-ft. above sea level.

Latitude	40°	20'	45"
Longitude	76°	53'	06"

## WUHY-TV

### Philadelphia

Ch. 35

Non-Commercial Educational Station

Licensee: WHYY Inc., 4548 Market St.

Technical Facilities: Channel No. 35 (596-602 MHz). Authorized power: 141-kw visual, 14.1-kw aural. Antenna: 500-ft. above av. terrain, 585-ft. above ground, 625-ft. above sea level.

Latitude	39°	57'	04"
Longitude	75°	10'	08"

## WQED

### Pittsburgh

Ch. 13

Non-Commercial Educational Station

Licensee: Metropolitan Pittsburgh Educational Television, 4337 Fifth Ave., Pittsburgh (15213).

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 316-kw visual, 158-kw aural. Antenna: 660-ft. above av. terrain, 543-ft. above ground, 1765-ft. above sea level.

Latitude	40°	26'	46"
Longitude	79°	57'	51"

## WQEX

### Pittsburgh

Ch. 16

Non-Commercial Educational Station

Licensee: Same as WQED, Pittsburgh.

Technical Facilities: Channel No. 16 (482-488 MHz). Authorized power: 138-kw visual, 69.2-kw aural, using .7 degree beam tilt. Antenna: 717-ft. above av. terrain, 597-ft. above ground, 1762-ft. above sea level.

Latitude	40°	26'	46"
Longitude	79°	57'	51"

## WVIA-TV

### Scranton & Wilkes-Barre

Ch. 44

Non-Commercial Educational Station

Licensee: Northeastern Pa. ETV Assn., Box 4444, Scranton.

Technical Facilities: Channel No. 44 (650-656 MHz). Authorized power: 1131-kw max. and 1000-kw horizontal visual, 113.1-kw max. and 100-kw horizontal aural. Antenna: 1094-ft. above av. terrain, 243-ft. above ground, 2359-ft. above sea level.

Latitude	41°	10'	57"
Longitude	75°	52'	20"



# Pennsylvania—Altoona



**WFBG-TV**



Ch. 10

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 224-kw visual, 40.6-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.

TV tape: Recording facilities.

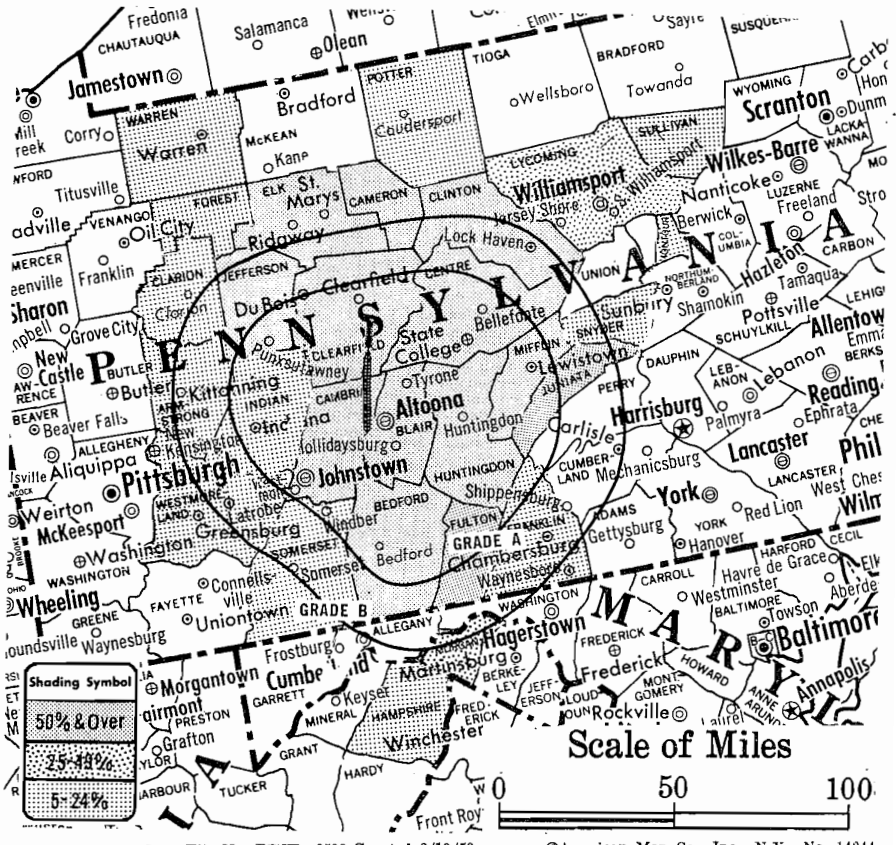
AM Affiliate: WFBG, 5-kw (1-kw night), 1290 kHz (ABC).

FM Affiliate: WFBG-FM, 30-kw, 98.1 MHz (No. 251), 1020-ft. antenna height (ABC).

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).



WFBG-TV Ref: FCC File No. BPCT-2893 Granted 2/19/59

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## WFBG-TV

Network Service: CBS.

Licensee: Triangle Publications, Inc. (Radio & TV Div.), 4100 City Line Ave., Philadelphia, Pa. (19131).

Studio: 5000 Sixth Ave., Altoona, Pa. (16602).

Telephone: 814-944-2031. TWX No.: 501-691-4841.

Ownership: Triangle Publications, Inc. See WFIL-TV, Philadelphia.

Began Operation: March 1, 1953. Sale to present owner by William F. Gable Co. dept. store approved Jan. 11, 1956 by FCC (Television Digest, Vol. 11:33, 39, 47 & 12:2).

Represented (sales) by Blair-TV; Dome-Messervey Inc. (Pittsburgh, Pa.)

Represented (legal) by Wilner, Scheiner & Greeley.

Represented (engineering) by Kear & Kennedy.

Personnel:

JOHN STILLI, general manager.  
BRUCE LAWRENCE, general sales manager.  
JOSEPH LASTORT, local sales manager.  
DON CUNNINGHAM, program director.  
RICHARD KLINE, chief engineer.  
TOM MURPHY, business manager.

DIGEST OF RATE CARD NO. 17  
(Feb. 2, 1970)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	ID
Class AAA—7:30-11 p.m., daily.						
\$1000.00	\$650.00				\$200.00	\$120.00

NETWORK BASE HOURLY RATE: \$1000 (CBS).

For Publishers with TV Station  
Ownership, See Services Volume

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	PENNSYLVANIA			
	Bedford	12,600	11,700	93
	Blair	43,400	41,600	96
	Cambria	56,300	54,500	97
	Cameron	2,300	2,200	97
	Centre	22,600	21,100	93
	Clearfield	22,400	21,500	96
	Clinton	11,100	10,600	96
	Elk	10,900	10,400	95
	Fulton	3,100	2,800	89
	Huntingdon	10,900	10,200	93
	Jefferson	13,500	12,900	95
	Juniata	4,900	4,400	90
Mifflin	13,900	12,800	92	
<b>Between 25-49%</b>	PENNSYLVANIA			
	Lycoming	36,700	34,000	93
	WEST VIRGINIA			
Morgan	2,800	2,600	93	
<b>Between 5-24%</b>	PENNSYLVANIA			
	Armstrong	23,100	22,100	96
	Clarion	10,200	9,700	95
	Forest	1,000	1,000	97
	Franklin	29,700	27,400	92
	Indiana	20,900	19,900	95
	Montour	4,300	4,000	93
	Potter	4,800	4,500	93
	Snyder	7,500	6,700	90
	Somerset	23,700	22,400	95
	Sullivan	1,800	1,700	94
	Warren	13,600	12,500	92
	Westmoreland	110,600	107,400	97
WEST VIRGINIA				
Hampshire	3,200	2,900	89	
Station Totals		1,672,300	1,601,500	95
Net Weekly Circulation (March 1969)			225,787	
Average Daily Circulation (March 1969)			164,727	

# Pennsylvania—Erie



**WICU-TV**

Ch. 12

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.

TV tape: Recording facilities.

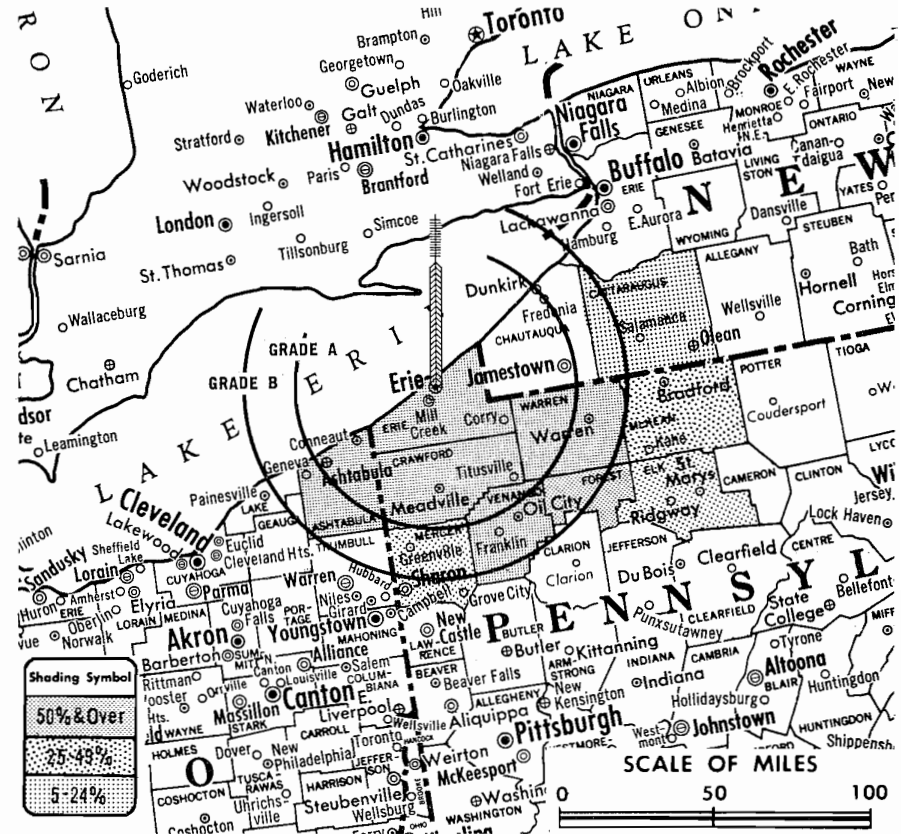
Represented (engineering) by Carl E. Smith Consulting Radio Engineers.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

Facsimile Service: AP.

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV % and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).



WICU-TV Ref: FCC File No. BMPCT-1113 Granted 6/28/57

© American Map Co., Inc., N.Y., No. 14244

## WICU-TV

Licensee: Lamb Communications Inc., 3514 State St. (16508).

Studio: 3514 State St.

Telephone: 814-454-5201.

TXW No.: 814-453-6879.

Ownership: Lamb Communications, 89.36%; Edward H. & Prudence Lamb, .07% each; Edward Lamb & Priscilla Lamb Guyton, .02% each; approx. 3000 others.

Began Operation: March 15, 1949.

Represented (sales) by Avery-Knodel Inc.; Andy McDermott (Canada).

Represented (legal) by Fly, Shuebruk, Blume & Gaguine.

### Personnel:

ARTHUR M. INGRAM, president.  
ERIC JOHNSON, general manager.  
PAUL WHITTINGHAM, national sales manager.  
CLARENCE PAOLELLA, regional/local sales manager.  
MICHAEL CSOP, chief engineer.  
FRED MARINO, news director.  
JAMES RENSHAW, program director.

### DIGEST OF RATE CARD NO. 21 (Sept. 1, 1969)

Hour	30 Min.	15 Min.	5 Min.	Min. or 30 Sec.	20 Sec.	ID
Class A—7:30-11 p.m., daily.	\$800.00	\$550.00	\$450.00	\$300.00	\$130.00	\$120.00
NETWORK BASE HOURLY RATE: \$850.						

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	OHIO			
	Ashtabula	30,400	29,300	96
	PENNSYLVANIA			
	Crawford	22,500	21,200	94
	Erie	80,200	77,700	97
	Forest	1,000	1,000	97
	Venango	18,500	17,200	93
Warren	13,600	12,500	92	
<b>Between 5-24%</b>	NEW YORK			
	Chautauqua	51,000	48,900	96
	PENNSYLVANIA			
Mc Kean	16,100	15,200	94	
<b>Station Totals</b>	NEW YORK			
	Cattaraugus	26,400	25,100	95
	PENNSYLVANIA			
Elk	10,900	10,400	95	
Mercer	39,700	38,100	96	
Station Totals		946,500	914,400	96
Net Weekly Circulation (March 1969)				174,254
Average Daily Circulation (March 1969)				120,125

For Color Set Penetration by Markets  
See Services Volume

# Pennsylvania—Erie



## WJET-TV

Ch. 24

Technical Facilities: Channel No. 24 (530-536 MHz). Authorized power: 500-kw max. and 295-kw horizontal visual, 52.4-kw max. and 30.2-kw horizontal aural. Antenna: 740-ft. above av. terrain, 600-ft. above ground, 1910-ft. above sea level.

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

Transmitter: U.S. Route 19, 3.75-mi. S of Erie City limits.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

AM Affiliate: WJET, 1-kw (.250-kw night), 1400 kHz (MBS).

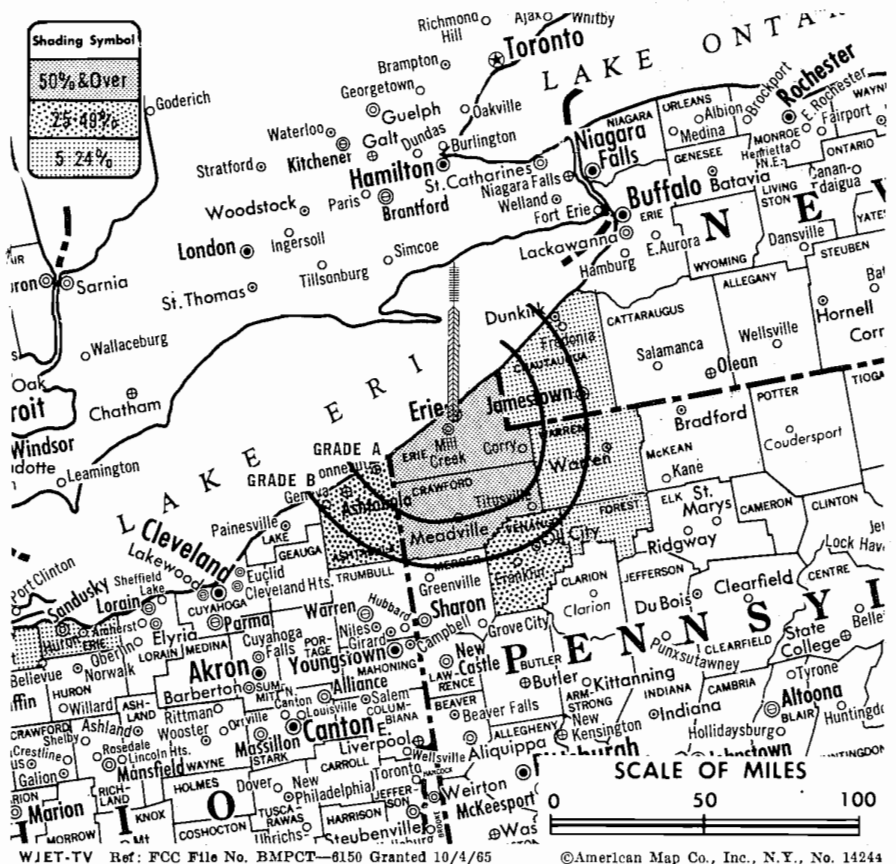
Total Households: © SRDS

Consumer Market Data as of 1/1/70.

TV Homes: TV% and Circulation

© 1969 American Research Bureau.

County coverage based on ARB study (see page 4-b).



## WJET-TV

Licensee: Jet Broadcasting Co. Inc., 1635 Ash St. (16503).

Studio: 8700 Waterford Pike Rd. (16509).

Telephone: 814-864-4902.

Ownership: Myron Jones, pres., 63.5%; William Fleckenstein, v.p., secy.-treas., 36.5%. Myron Jones also controls radios WHOT, Campbell, O. and WRED(FM), Youngstown, O.; WEEP & FM, Pittsburgh, Pa.; 50% of WTIV, Titusville, Pa.

Began Operation: April 3, 1966.

Represented (sales) by Adam Young Inc.

Represented (legal) by Midlen & Harrison.

Represented (engineering) by Raymond E. Rohrer & Associates.

Personnel:

MYRON JONES, president.

PETE COTICCHIA, general manager.

KEN FANAZINI, program director.

JOHN KANZUS, chief engineer.

### DIGEST OF RATE CARD NO. 5

(June 1, 1969)

Hour 30 Min. 15 Min. 5 Min. Min. 30 Sec. 20 Sec.  
Class AA—7:30-10:30 p.m., daily.  
\$300.00 \$180.00 \$150.00 \$70.00 \$60.00\* \$51.00\* \$48.00\*

\*Class AA—7:30-11:01 p.m., daily.

NETWORK BASE HOURLY RATE: \$225.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	PENNSYLVANIA			
	Crawford	22,500	21,200	94
	Erie	80,200	77,700	97
<b>Between 25-49%</b>	OHIO			
	Ashtabula	30,400	29,300	96
<b>Between 5-24%</b>	PENNSYLVANIA			
	Venango	18,500	17,200	93
<b>Between 5-24%</b>	NEW YORK			
	Chautauqua	51,000	48,900	96
<b>Between 5-24%</b>	PENNSYLVANIA			
	Forest	1,000	1,000	97
Station Totals		554,400	530,400	95
Net Weekly Circulation (March 1969)				105,451
Average Daily Circulation (March 1969)				61,658

**When audience estimates will help TOMORROW,**

**Call for ARB Overnights TODAY!**

# Pennsylvania—Erie



**WSEE**

Ch. 35

Technical Facilities: Channel No. 35 (596-602 MHz). Authorized power: 2000-kw max. & 602-kw horizontal visual, 200-kw max. & 60.2-kw horizontal aural. Antenna: 960-ft. above av. terrain, 760-ft. above ground, 2100-ft. above sea level.

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

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

Studio: 1220 Peach St.

Telephone: 814-455-7575.

TWX No.: 814-453-6875.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

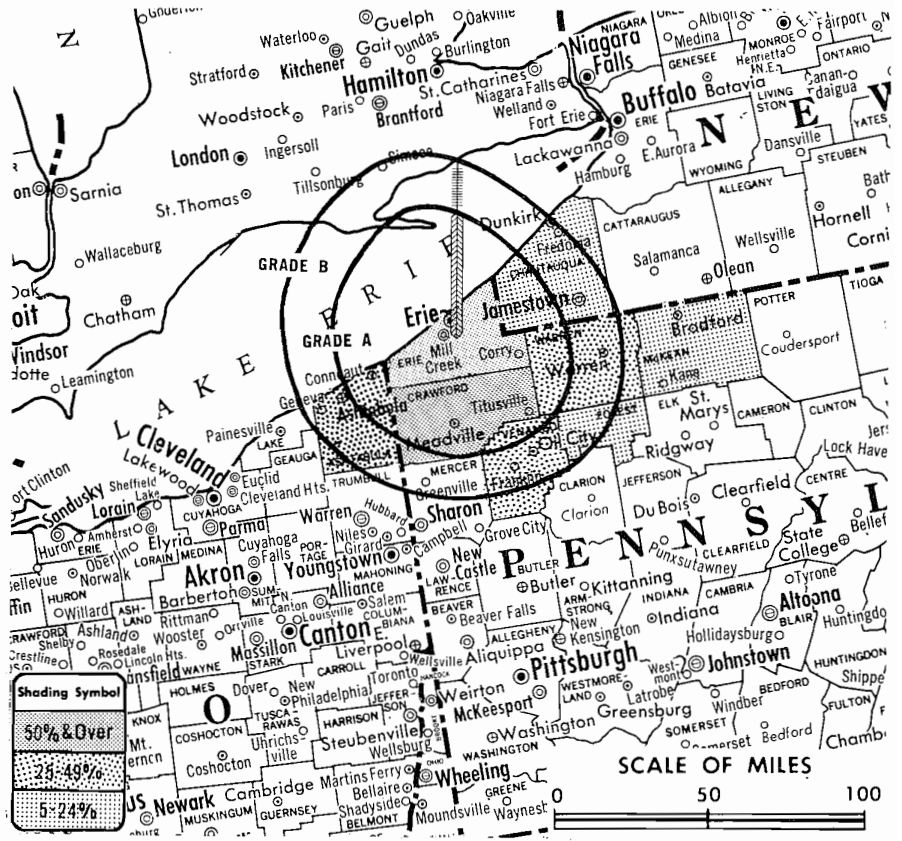
Total Households: © SRDS

Consumer Market Data as of 1/1/70.

TV Homes: TV % and Circulation

© 1969 American Research Bureau.

County coverage based on ARB study (see page 4-b).



WSEE Ref: FCC File No. BPCT-4176 Granted 2/20/69

©American Map Co., Inc., N.Y., No. 14244

## WSEE

Network Service: CBS.

Licensee: Great Lakes Television Co., 1220 Peach St. (16501).

Ownership: George J. Mead, 17.130%; John W. English, 7.062%; James R. McBrier, 6.161%; Marie C. Held, 3.757%; John J. Galbo, 2.705%; Edward Mead, 1.202%; J. Jacob Young, 11.946%; Margaret M. Simmons, co-trustee for estate of J. Thomas Simmons, 8.565%; A. R. Minadeo, 13.824%; Edward G. Zellefrow & James J. Penna, 2.404% each; James Mead, .977%; Mary M. Flanagan, .977%; Grace F. Mead estate, 13.824%; and Eleanor B. Boland, executrix for estate of John J. Boland Jr., 7.062%. Great Lakes Television Co. officers: George J. Mead, pres.; John W. English, 1st v.p. & secy.; James R. McBrier, 2nd v.p.; John J. Held, treas.; Edward G. Zellefrow, asst. secy. George J. Mead is publisher of Erie Times and Morning News.

Began Operation: April 25, 1954.

Represented (sales) by The Meeker Co.; Kettell-Carter (New England); Robert Dome (Philadelphia & Pittsburgh); Busby, Finch & Woods Inc. (South & Southwest).

Represented (legal) by Haley, Bader & Potts.

Represented (engineering) by Jansky & Bailey.

Personnel:

EDWARD ZELLEFWROW, general manager & film buyer.  
JAMES J. PENNA, technical supervisor.  
ARTHUR MARTINUCCI, operations coordinator & supervisor.  
MELVIN T. KOFOD, general sales manager.  
FRANK HERRICK, film director.  
MAC DONALD WHITLEY, office manager.

## DIGEST OF RATE CARD NO. 12

(Jan. 1, 1970)

Hour 30 Min. 15 Min. 10 Min. 5 Min. 30 Sec. 20 Sec.  
Class AA—7:30-11 p.m., daily.  
\$440.00 \$265.00 \$175.00 \$155.00 \$110.00 \$60.00 \$60.00

NETWORK BASE HOURLY RATE: \$275.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	PENNSYLVANIA			
	Crawford	22,500	21,200	94
	Erie	80,200	77,700	97
<b>Between 25-49%</b>	OHIO			
	Ashtabula	30,400	29,300	96
	PENNSYLVANIA			
	Venango	18,500	17,200	93
	Warren	13,600	12,500	92
<b>Between 5-24%</b>	NEW YORK			
	Chautauqua	51,000	48,900	96
	PENNSYLVANIA			
	Forest	1,000	1,000	97
	Mc Kean	16,100	15,200	94
Station Totals		566,900	547,200	96
Net Weekly Circulation (March 1969)				115,448
Average Daily Circulation (March 1969)				71,472

# Pennsylvania—Harrisburg



## WHP-TV

Ch. 21

Technical Facilities: Channel No. 21 (512-518 MHz). Authorized power: 1500-kw max. & 1024-kw horizontal visual, 302-kw max. & 204-kw horizontal aural. Antenna: 900-ft. above av. terrain, 172-ft. above ground, 1482-ft. above sea level.

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

Transmitter: Blue Mountain.

Color: Network, live, film, slide & tape.

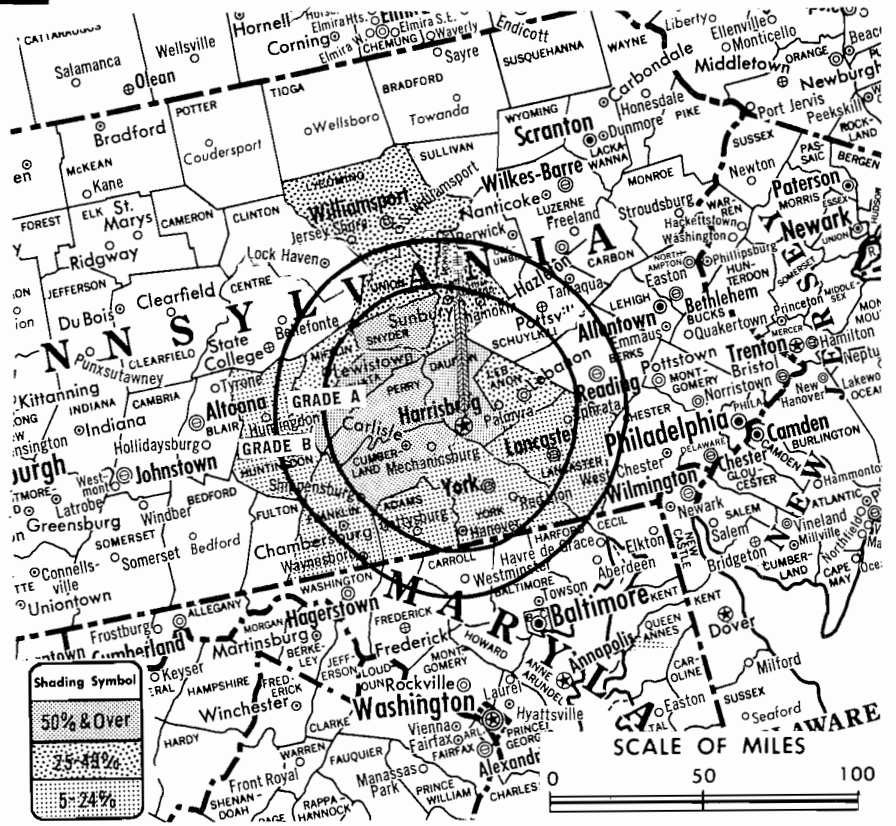
News Wire Service: AP, UPI:

Facsimile Service: UPI.

AM Affiliate: WHP, 5-kw, 580 kHz (CBS). FM Affiliate: WHP-FM, 1.85-kw, 97.3 MHz (No. 247), 910-ft.

Studio: 216 Locust St.

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).



WHP-TV Ref: FCC File No. BNPCT-6865 Granted 9/3/68

©American Map Co., Inc., N.Y., No. 14244

## WHP-TV

Licensee: WHP Inc., 216 Locust St., Harrisburg (17108).

Telephone: 717-234-3211. TWX No.: 717-564-4126.

Ownership: Telegraph Press Inc., 63.144%; estate of E. J. Stackpole, 19.99%; A. H. Stackpole, chmn., .238%; Joseph M. Higgins, pres., 6%; Robert W. Perry, secy. & asst. treas.; Meade D. Detweiler III, treas. & asst. secy., 1.14%; Mary Frances Detweiler, .476%.

Began Operation: April 15, 1953.

Represented (sales) by Blair Television Associates Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Cohen & Dippell.

Personnel:

- A. H. STACKPOLE, chairman.
- JOSEPH H. HIGGINS, president & general manager.
- DONALD YEISER, general sales manager.
- E. DAN LIEBENSBERGER, chief engineer.

### DIGEST OF RATE CARD NO. 6—(July 1, 1963)

Hour	30 Min.	15 Min.	5 Min.	Min.	ID
Class AA—7:30-11 p.m., daily.					
\$420.00	\$250.00	\$170.00	\$105.00	\$100.00	\$42.50

For combination rates, see WLYH-TV, Lebanon, Pa.

NETWORK BASE HOURLY RATE: \$325.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	PENNSYLVANIA			
	Cumberland	43,700	41,900	96
	Dauphin	71,900	68,600	95
	Juniata	4,900	4,400	90
	Perry	8,700	8,200	94
	Snyder	7,500	6,700	90
<b>Between 25-49%</b>	PENNSYLVANIA			
	Lebanon	29,700	28,100	95
	Lycoming	36,700	34,000	93
	Mifflin	13,900	12,800	92
	Montour	4,300	4,000	93
	Northumberland	29,000	27,100	93
	Union	7,300	6,500	90
<b>Between 5-24%</b>	PENNSYLVANIA			
	Adams	16,600	15,700	95
	Franklin	29,700	27,400	92
	Huntingdon	10,900	10,200	93
	Lancaster	91,400	84,100	92
	York	84,200	80,600	96
Station Totals		637,700	600,900	94
Net Weekly Circulation (March 1969)				186,027
Average Daily Circulation (March 1969)				104,717

# Pennsylvania—Harrisburg-York-Lebanon



**WTPA**



Ch. 27

Technical Facilities: Channel No. 27 (548-554 MHz). Authorized power: 1000-kw max. & 426-kw horizontal visual, 200-kw max. & 85.2-kw horizontal aural. Antenna: 1120-ft. above av. terrain, 609-ft. above ground, 1690-ft. above sea level.

Latitude 40° 19' 03"  
Longitude 76° 56' 50"

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

TV tape: Recording facilities.

FM Affiliate: WTPA-FM, 104.1 MHz (No. 281), 5-kw, 690-ft.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.

Represented (engineering) by Lohnes & Culver.

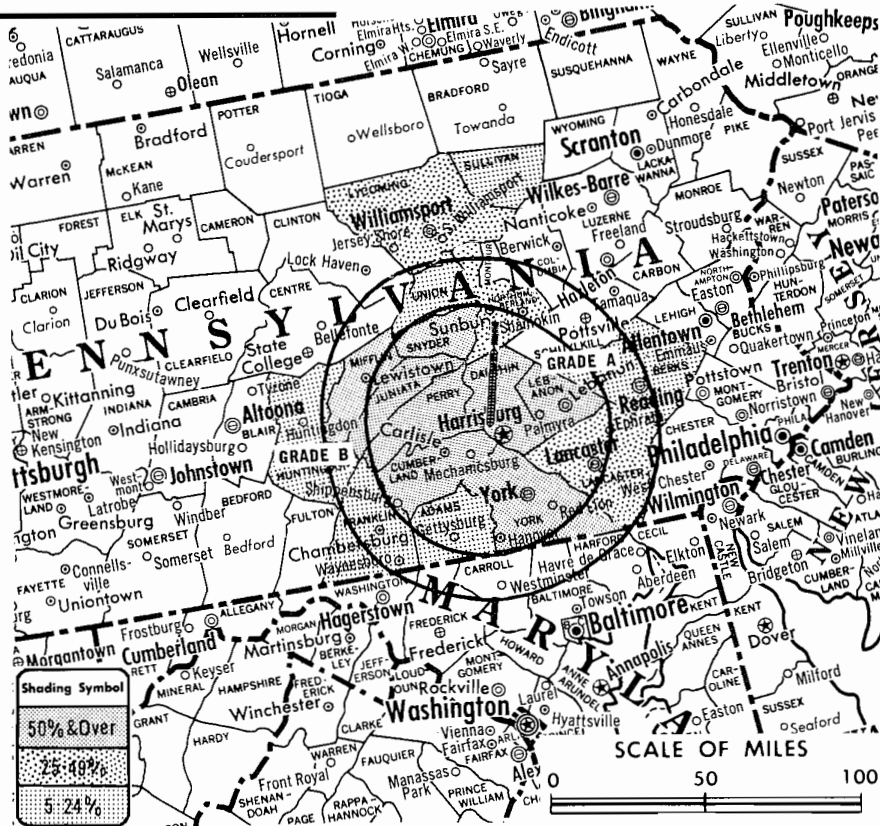
Total Households: © SRDS

Consumer Market Data as of 1/1/70.

TV Homes: TV% and Circulation

© 1969 American Research Bureau.

County coverage based on ARB study (see page 4-b).



WTPA Ref: FCC File No. BPCT—3028 Granted 5/11/62

©American Map Co., Inc., N.Y. No. 14242

## WTPA

Licensee: Newhouse Bcstg. Corp., 1030 James St., Syracuse, N.Y.

Studio: 3235 Hoffman St., Harrisburg, Pa. (17110).

Telephone: 717-238-7171. TWX No.: 510-657-4724.

Ownership: Same interests also publish Harrisburg Patriot and News. For other Newhouse family interests, see WSYR-TV, Syracuse, N.Y.

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).

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

Represented (legal) by Dow, Lohnes & Albertson.

Personnel:

PAUL S. ABBOTT, general manager & film buyer.

JACK THORNSLEY, sales manager.

PAUL BAKER, program director.

MIKE ROSS, news director.

CHARLES W. BAKER, chief engineer.

DIGEST OF RATE CARD NO. 19—(Feb. 1, 1970)

Hour 30 Min. 15 Min. 5 Min. Min. 30 Sec. 20 Sec.

Class AA—7:30-10:30 p.m., daily.

\$500.00 \$300.00 \$200.00 \$125.00 Graded rates apply\*

\*Highest rate: \$165.

NETWORK BASE HOURLY RATE: \$600.

	Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	PENNSYLVANIA				
		Cumberland	43,700	41,900	96
		Dauphin	71,900	68,600	95
		Juniata	4,900	4,400	90
		Lebanon	29,700	28,100	95
		Mifflin	13,900	12,800	92
		Perry	8,700	8,200	94
<b>Between 25-49%</b>	PENNSYLVANIA				
		Lancaster	91,400	84,100	92
		Lycoming	36,700	34,000	93
		Northumberland	29,000	27,100	93
<b>Between 5-24%</b>	PENNSYLVANIA				
		Adams	16,600	15,700	95
		Berks	95,600	91,800	96
		Franklin	29,700	27,400	92
		Huntingdon	10,900	10,200	93
		Sullivan	1,800	1,700	94
	Union	7,300	6,500	90	
Station Totals			990,500	943,000	95
Net Weekly Circulation (March 1969)				258,511	
Average Daily Circulation (March 1969)				146,968	

# Pennsylvania—Johnstown

## WARD-TV

Ch. 56

Technical Facilities: Channel No. 56 (722-728 MHz). Operating under special temporary authorization with 178-kw maximum and 91.2-kw horizontal visual, 98-kw max. and 50-kw horizontal aural. Antenna: 610-ft. above av. terrain, 542-ft. above ground, 2462-ft. above sea level.

Latitude 40° 19' 47"  
Longitude 78° 53' 45"

Holds CP for Ch. 19, 640-ft. above av. terrain, 561-ft. above ground, 2477-ft. above sea level.

Transmitter: Cover Hill.

AM Affiliate: WARD, 1-kw (.25-kw night), 1490 kHz (CBS).

FM Affiliate: WARD-FM, .285-kw, 92.1 MHz (No. 221), minus 87-ft. antenna height.

Color: Network.

News Wire Service: UPI.

Total Households: © SRDS

Consumer Market Data as of 1/1/70.

TV Homes: TV% and Circulation

© 1969 American Research Bureau.

County coverage based on ARB study (see page 4-b).



WARD-TV Ref: FCC File No. BMMPT-4508 Granted 3/13/57

©American Map Co., Inc., N.Y., No. 14244

## WARD-TV

Grantee (STA): Rivoli Realty Company, 301-305 Franklin St. (15901).

Studio: Cover Hill.

Telephone: 814-536-0761.

Ownership: Walter M. Thomas, pres., 16.1%; Dr. George D. Gartland, v.p., 21.1%; Margaret E. Gartland, secy., 41.5%; H. C. Tilley, treas., 9%; Dr. George D. Hudson, 0.5%; Mrs. Rita Jo Gillespie, 2.5%; Mrs. Robert Jordon, 2.5%; Frank Sheesley, 3.7%.

Began Operation: Oct. 15, 1953.

Represented (sales) by Weed Television Corp.

Represented (legal) by Fisher, Wayland, Duvall & Southmayd.

Represented (engineering) by Lohnes & Culver.

Personnel:

WILLIAM D. CONFER, manager & film buyer.  
HOWARD SMITH, chief engineer.

DIGEST OF RATE CARD NO. 2  
(June 1, 1969)

Hour	30 Min.	15 Min.	5 Min.	Min.	30 Sec.	10 Sec.
Class A—6-11 p.m., daily.	\$200.00	\$120.00	\$80.00	\$50.00	\$50.00	\$40.00
NETWORK BASE HOURLY RATE:	\$50.					

Net Weekly Circulation	State County	Total Households	TV Homes	%
Between 5-24%	PENNSYLVANIA Cambria	56,300	54,500	97
Station Totals		144,300	138,400	95
Net Weekly Circulation (March 1969)				12,894
Average Daily Circulation (March 1969)				5,339



MALARKEY, TAYLOR and ASSOCIATES

CATV

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1225 Connecticut Ave. N.W. • Washington, D.C. • Phone (202) 223-2345

# Pennsylvania—Johnstown



**WJAC-TV**



Ch. 6

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 70.8-kw visual, 10.6-kw aural. Antenna: 1120-ft. above av. terrain, 175-ft. above ground, 2885-ft. above sea level.

Latitude 40° 22' 22"  
Longitude 78° 58' 51"

Transmitter: Laurel Hill Mt.

Studio: Hickory Lane.

TV tape: Recording facilities.

AM Affiliate: WJAC, 10-kw, 850 kHz (NBC). FM Affiliate: WJAC-FM, 8.3-kw, 95.5 MHz (No. 238), 1070-ft.

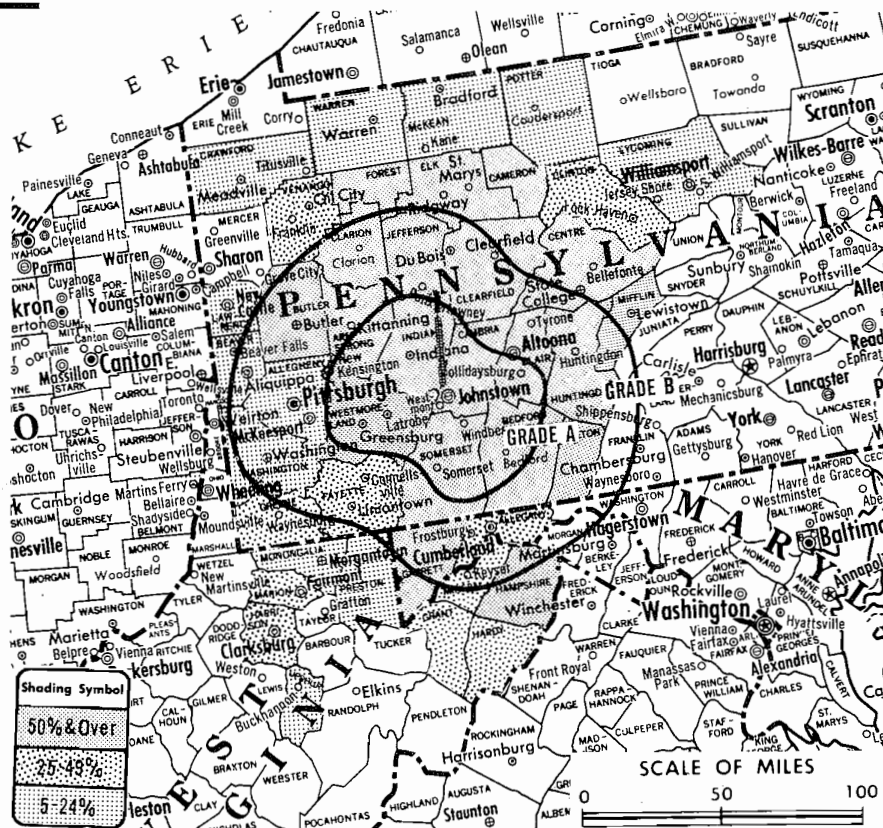
Color: Network, live, film, slide & tape.

News Wire Service: UPI. Facsimile Service: AP.

Represented (engineering) by James C. McNary.

Represented (legal) by Dow, Lohnes & Albertson.

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).



WJAC-TV Ref: FCC File No. BPCT-640 Granted 7/11/52

©American Map Co., Inc., N.Y. No. 1424

## WJAC-TV

Licensee: WJAC Inc., Hickory Lane (15907).

Telephone: 814-255-5831. TWX No.: 814-248-8354.

Ownership: Same as Johnstown Tribune. WJAC Inc. officers: W. W. Krebs, pres.; A. D. Schrott, secy.treas.

Began Operation: Sept. 15, 1949.

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

Personnel:

- WALTER W. KREBS, president.
- ALVIN D. SCHROTT, exec. v.p. & general manager.
- FRANK P. CUMMINS, program director & film buyer.
- JOHN B. ROGERS, sales manager.
- THEODORE CAMPBELL, chief engineer.

DIGEST OF RATE CARD NO. 20—(July 28, 1969)

Hour 30 Min. 15 Min. 5 Min. Min. 30 Sec. 20 Sec. 10 Sec.  
Class AA—7:30-10:30 p.m., daily.

\$1100.00 \$660.00 \$440.00 \$330.00 Graded rates apply\*

\*Highest rate: \$375.

NETWORK BASE HOURLY RATE: \$1300.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	MARYLAND			
	Garrett	6,100	5,600	92
	PENNSYLVANIA			
	Armstrong	23,100	22,100	96
	Bedford	12,600	11,700	93
	Blair	43,400	41,600	96
	Butler	35,600	34,500	97
	Cambria	56,300	54,500	97
	Cameron	2,300	2,200	97
	Centre	22,600	21,100	93
Clarion	10,200	9,700	95	
Clearfield	22,400	21,500	96	
Elk	10,900	10,400	95	
Forest	1,000	1,000	97	
Fulton	3,100	2,800	89	

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	PENNSYLVANIA—(Continued)			
	Huntingdon	10,900	10,200	93
	Indiana	20,900	19,900	95
	Jefferson	13,500	12,900	95
	Mifflin	13,900	12,800	92
	Somerset	23,700	22,400	95
Westmoreland	110,600	107,400	97	
<b>Between 25-49%</b>	WEST VIRGINIA			
	Hampshire	3,200	2,900	89
	MARYLAND			
	Allegany	27,800	26,600	96
	PENNSYLVANIA			
	Clinton	11,100	10,600	96
	Fayette	43,600	41,200	94
	Greene	9,900	9,400	94
	Venango	18,500	17,200	93
	WEST VIRGINIA			
Grant	2,400	2,100	86	
Hardy	2,300	1,900	84	
Harrison	23,700	22,900	97	
Marion	15,500	18,600	95	
Mineral	7,000	6,600	93	
<b>Between 5-24%</b>	PENNSYLVANIA			
	Allegheny	490,700	475,000	97
	Beaver	59,700	58,000	97
	Crawford	22,500	21,200	94
	Lawrence	34,200	32,800	96
	Lycoming	36,700	34,000	93
	Mc Kean	16,100	15,200	94
	Potter	4,800	4,500	93
	Warren	13,600	12,500	92
	Washington	65,000	62,600	96
WEST VIRGINIA				
Monongalia	16,100	15,100	93	
Preston	6,700	6,200	92	
Upshur	5,100	4,700	93	
Station Totals		1,871,000	1,791,600	96
Net Weekly Circulation (March 1969)			509,279	
Average Daily Circulation (March 1969)			315,727	



# Pennsylvania—Lancaster-Lebanon



**WLYH-TV**



Ch. 15

Technical Facilities: Channel No. 15 (476-482 MHz). Authorized power: 130-kw visual, 24-kw aural. Antenna: 880-ft. above av. terrain, 572-ft. above ground, 1472-ft. above sea level.

Latitude 40° 15' 49"  
Longitude 76° 27' 42"

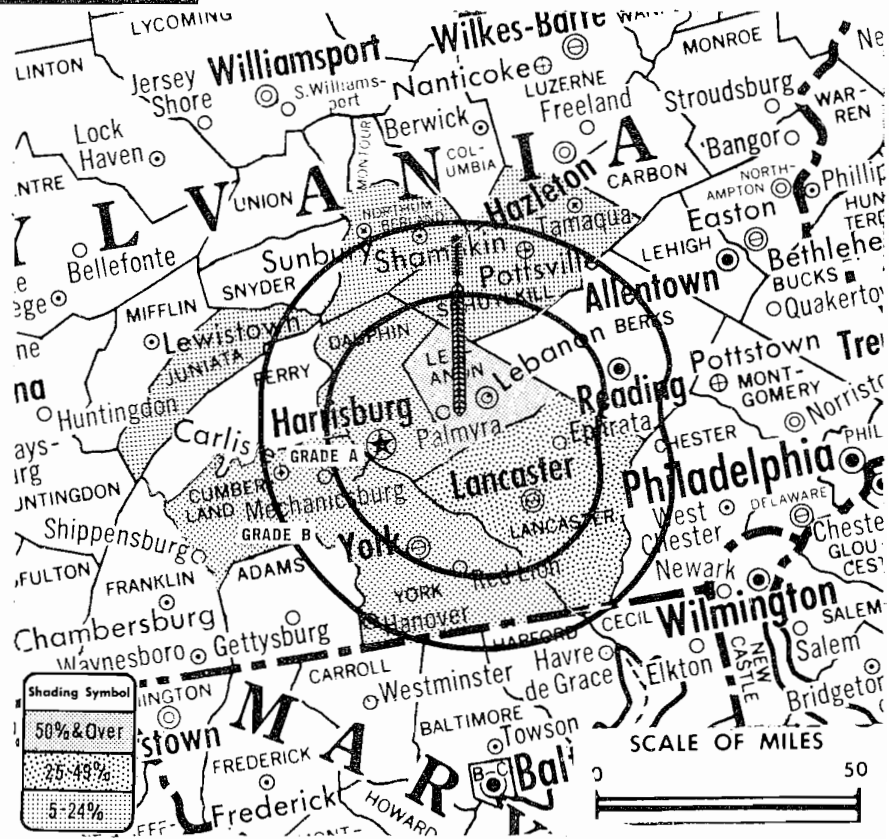
Transmitter: Television Hill, R.D. #5.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).



WLYH-TV Ref: FCC File No. BNPCT-1288 Granted 9/1/53

©American Map Co., Inc., N.Y., No. 14244

## WLYH-TV

Network Service: CBS.

Licensee: Triangle Publications, Inc. (Radio & TV Div.), 4100 City Line Ave., Philadelphia, Pa. (19131).

Studio: Television Hill, Lebanon; Griest Bldg., Lancaster.

Telephone: 717-273-4551. TWX No.: 717-730-4305.

Ownership: Triangle Publications, Inc. See WFIL-TV, Philadelphia.

Began Operation: Oct. 9, 1953, but left air Oct. 16, 1954. Sold to present owner by radio WLBR-Lebanon News interests and station resumed operation May 2, 1957 (Television Digest, Vol. 11:27; 13:18).

Represented (sales) by Blair TV; Dome-Messervy Inc. (Pittsburgh).

Represented (legal) by Wilner, Scheiner & Greeley.

Represented (engineering) by Kear & Kennedy.

Personnel:

LEO M. MacCOURTNEY, general manager.  
STEVE PETRICH, sales manager.  
ROBERT GOOD, chief engineer.  
OWEN WEBER, program director.

### DIGEST OF RATE CARD NO. 7 (Jan. 1, 1970)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AA—7:30-11 p.m., daily.	\$500.00	\$300.00			\$45.00	\$33.00

NETWORK BASE HOURLY RATE: \$100.

Combination Rates for WLYH-TV, WHP-TV, Harrisburg & WSBA-TV, York, Pa. (Keystone Group):

### DIGEST OF RATE CARD NO. 7R (Aug. 3, 1969)

Class AA—7:30-10:30 p.m., daily.	\$1000.00	\$600.00			\$160.00	\$80.00
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Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	PENNSYLVANIA Lebanon	29,700	28,100	95
	PENNSYLVANIA Lancaster	91,400	84,100	92
<b>Between 25-49%</b>	PENNSYLVANIA Cumberland	43,700	41,900	96
	Dauphin	71,900	68,600	95
	Juniata	4,900	4,400	90
	Northumberland	29,000	27,100	93
	Schuylkill	47,400	45,000	95
	York	84,200	80,600	96
Station Totals		1,530,800	1,463,900	95
Net Weekly Circulation (March 1969)				89,179
Average Daily Circulation (March 1969)				44,291

## BLACKBURN & COMPANY, INC.

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CHICAGO	333 N. Michigan Ave.	(312) 346-6460
ATLANTA	1655 Peachtree Rd., N.E.	(404) 873-5626
BEVERLY HILLS	9645 Wilshire Blvd.	(213) 274-8151

# Pennsylvania—Lancaster



**WGAL-TV**



Ch. 8

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 316-kw visual, 63.1-kw aural. Antenna: 1000-ft. above av. terrain, 480-ft. above ground, 1503-ft. above sea level.

Latitude 40° 02' 06"  
Longitude 76° 37' 14"

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

TV tape: Recording facilities.

AM Affiliate: WGAL, 1-kw (.25-kw N), 1490-kHz (NBC).

FM Affiliate: WGAL-FM, 20-kw, 101.3 MHz (No. 267), 940-ft. antenna.

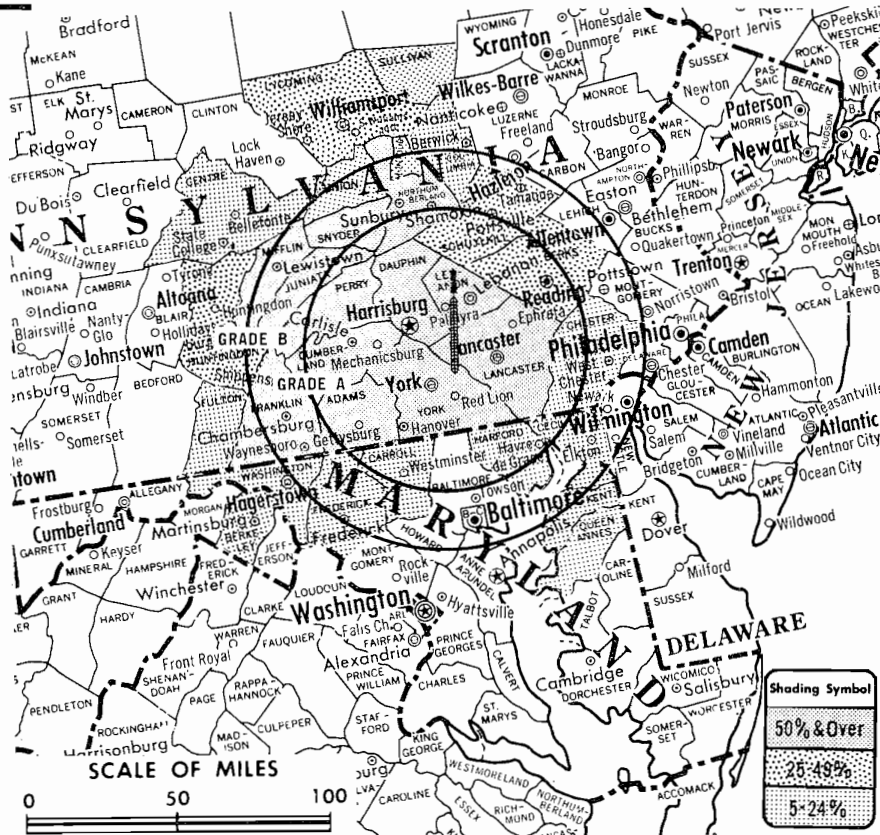
Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI, Western Union.

Facsimile Service: AP.

News Film Service: NBC.

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).



WGAL-TV Ref: FCC File No. BPCT-910 Granted 2/3/54

© American Map Co., Inc., N.Y., No. 14244

## WGAL-TV

Licensee: WGAL Television Inc., 8 West King St. (17603).

Studio: Lincoln Hwy. West.

Telephone: 717-393-5851.

Ownership: John F. Steinman and family and J. Hale Steinman family, 100%. Same interests operate AM stations WDEL, Wilmington, Del.; WGAL, Lancaster; WORK, York; WKBO, Harrisburg; WEST, Easton, all in Pennsylvania. WGAL Television Inc. also owns WTEV(TV), Providence, R.I. Steinmans also publish Lancaster Intelligencer-Journal; New Era and Sunday News.

Began Operation: March 18, 1949.

Represented (sales) by The Meeker Co. Inc.; Mario Messina Co. (Texas); Bob Hix Co. (Denver); Eugene F. Gray (Kansas City); Busby, Finch & Woods (Atlanta).

Represented (legal) by Hogan & Hartson.

Represented (engineering) by James C. McNary.

Personnel:

- CLAIR R. McCOLLOUGH, president & general manager.
- HARRY J. SHAUB JR., assistant general manager.
- J. ROBERT GULICK, asst. general manager in charge of sales.
- HAROLD E. MILLER, station manager.
- LEROY K. STRINE, national sales manager.
- THOMAS McCARTY, regional sales manager.
- ROBERT H. ZIMA, sales service manager.
- J. JUDE SCHLAGER, sales development manager.
- NELSON SEARS, program manager.
- ROBERT WALTHER, production manager.
- PAUL I. WOODLAND, promotion director.
- ROBERT MALICK, farm director.
- WAYNE SEACAT, chief engineer.

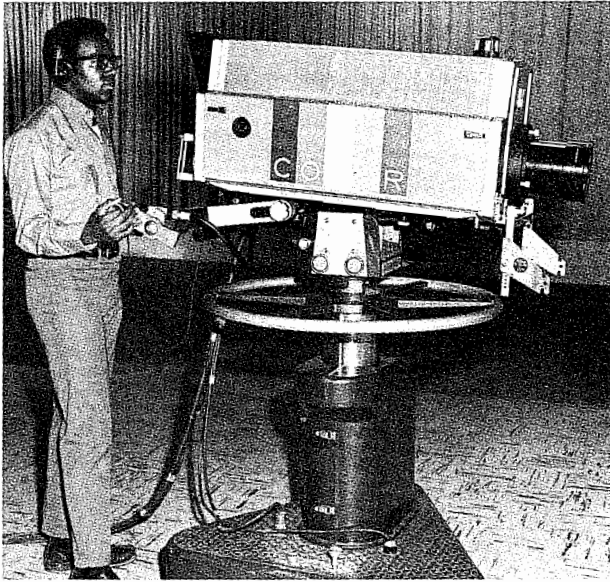
DIGEST OF RATE CARD NO. 19—(Jan. 1, 1970)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. 8 Sec.  
Class AAA—8-10:30 p.m., daily.  
\$1500.00 \$975.00 \$600.00 \$500.00 Graded rates apply\*

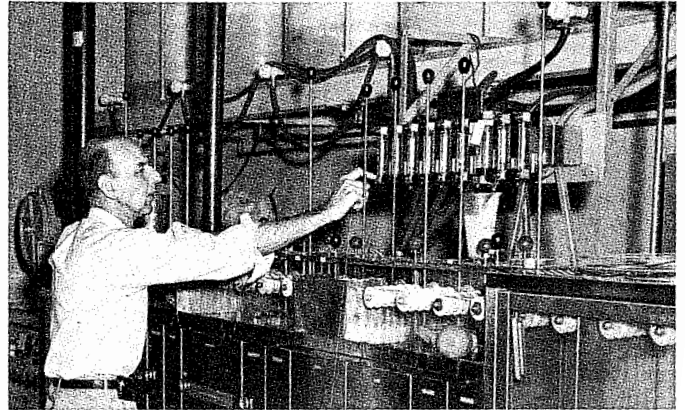
\*Highest rate: \$365.

NETWORK BASE HOURLY RATE: \$1600 (NBC).

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	<b>PENNSYLVANIA</b>			
	Adams	16,600	15,700	95
	Cumberland	43,700	41,900	96
	Dauphin	71,900	68,600	95
	Franklin	29,700	27,400	92
	Juniata	4,900	4,400	90
	Lancaster	91,400	84,100	92
	Lebanon	29,700	28,100	95
	Mifflin	13,900	12,800	92
	Northumberland	29,000	27,100	93
Perry	8,700	8,200	94	
Snyder	7,500	6,700	90	
York	84,200	80,600	96	
<b>Between 25-49%</b>	<b>PENNSYLVANIA</b>			
	Berks	95,600	91,800	96
	Huntingdon	10,900	10,200	93
	Lycoming	36,700	34,000	93
Schuylkill	47,400	45,000	95	
<b>Between 5-24%</b>	<b>MARYLAND</b>			
	Carroll	18,700	18,300	98
	Cecil	14,100	13,800	97
	Frederick	23,700	22,900	97
	Harford	29,500	28,700	97
	Kent	5,300	5,100	96
	Queen Annes	5,700	5,400	95
	Washington	33,000	31,700	96
	<b>PENNSYLVANIA</b>			
	Centre	22,600	21,100	93
Chester	76,300	73,800	97	
Columbia	16,200	15,400	95	
Fulton	3,100	2,800	89	
Montour	4,300	4,000	93	
Sullivan	1,800	1,700	94	
Union	7,300	6,500	90	
<b>WEST VIRGINIA</b>				
Berkeley	11,300	10,900	96	
<b>Station Totals</b>		<b>3,721,300</b>	<b>3,586,900</b>	<b>96</b>
<b>Net Weekly Circulation (March 1969)</b>			<b>481,077</b>	
<b>Average Daily Circulation (March 1969)</b>			<b>301,628</b>	



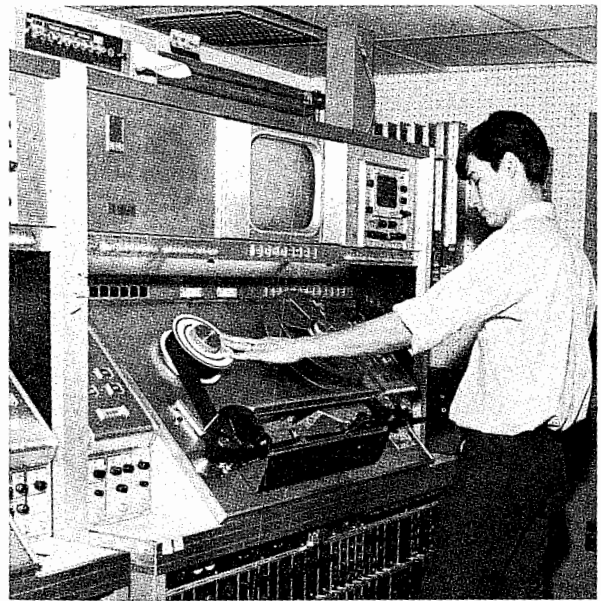
color studio camera



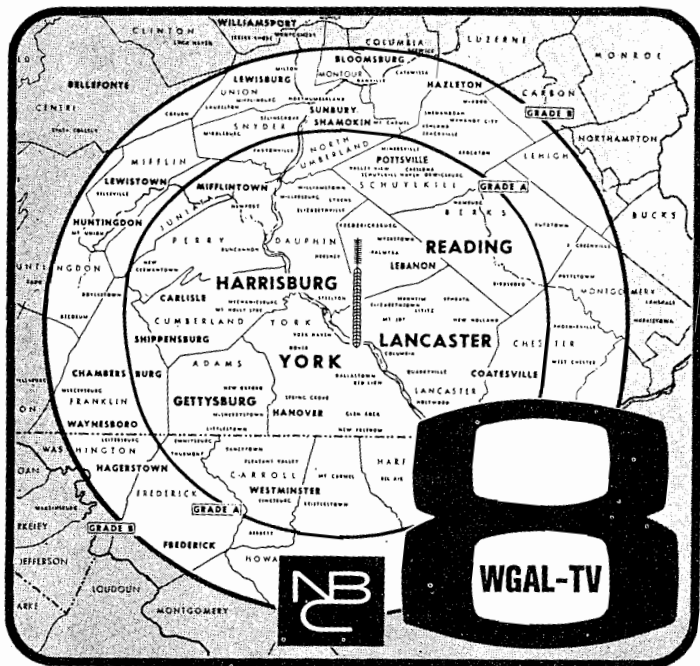
color film processor

## WGAL-TV backed by the power of 48%\* color penetration

In the great Lancaster, Harrisburg, York, Lebanon market WGAL-TV is color. Whether live, on film, or via color tape recorders — nearly every program of every day is colorcast. Two facts: (1) WGAL-TV has by far the most viewers in its multicounty market; (2) nearly half the sets in the area are color. Color power! It makes your sales prospects brighter in this rich market.



color video tape recorder



# WGAL-TV

## Channel 8 • Lancaster, Pa.

Representative: The MEEKER Company, Inc.  
New York • Chicago • Los Angeles • San Francisco

\*Based on Feb.-Mar. 1970 ARB estimates for both metro area and ADI; subject to inherent limitations of sampling techniques and other qualifications issued by ARB. Available upon request.

**STEINMAN TELEVISION STATIONS • Clair McCollough, Pres.**  
WGAL-TV Lancaster-Harrisburg-York-Lebanon, Pa. • WTEV Providence, R. I./New Bedford-Fall River, Mass.

1970-71 Edition

# Pennsylvania—Philadelphia



**KYW-TV**

Ch. 3

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

Latitude 40° 02' 38"

Longitude 75° 14' 26"

Transmitter: Roxborough, Pa.

TV tape: Recording facilities.

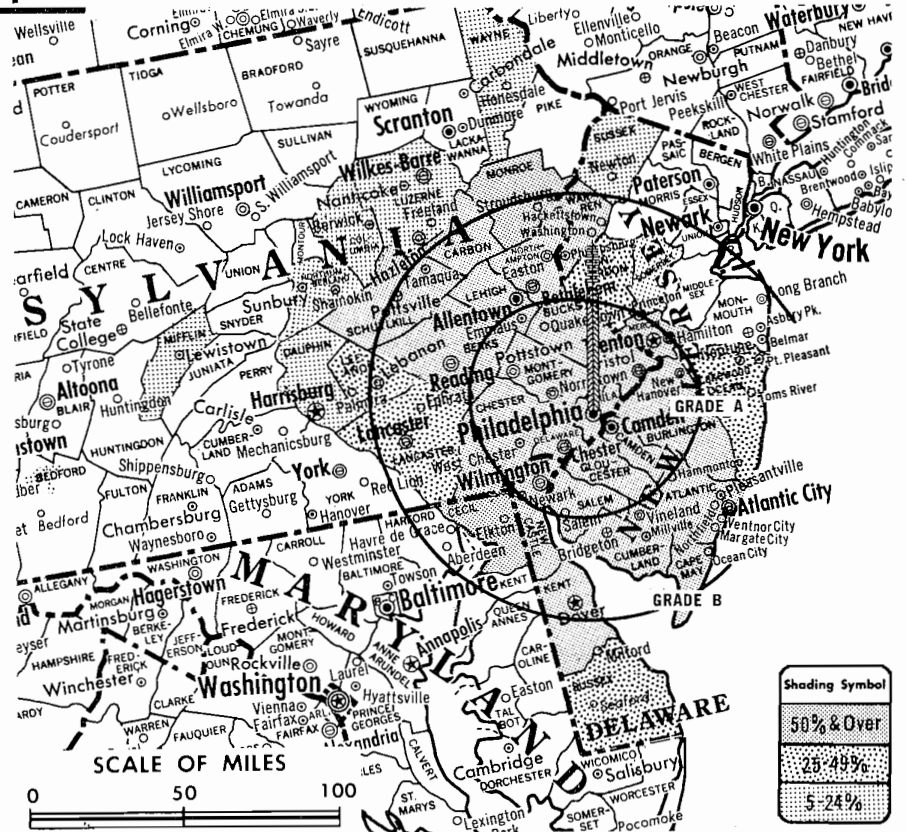
AM Affiliate: KYW, 50-kw, 1060 kHz.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

Facsimile Service: AP, UPI.

Total Households: © SRDS  
 Consumer Market Data as of 1/1/70.  
 TV Homes: TV% and Circulation  
 © 1969 American Research Bureau.  
 County coverage based on ARB study (see page 4-b).



KYW-TV Ref: FCC File No. BPCT-2214 Granted 3/20/57

©American Map Co., Inc., N.Y., No. 14244

## KYW-TV

Licensee: A Group W Station, Westinghouse Broadcasting Co. Inc., 1619 Walnut St., Philadelphia (19103).

Studio: 1619 Walnut St. Telephone: 215-564-3700.

Ownership: Subsidiary of Westinghouse Electric Corp. Officers: Donald H. McGannon, chairman & pres.; Marvin L. Shapiro, exec. v.p. & pres., station group; Franklin A. Tooke, v.p. for Philadelphia area. Also operates TV stations KDKA-TV, Pittsburgh; WBZ-TV, Boston; WJZ-TV, Baltimore; KPIX, San Francisco. For other interests & corporate officers, see Group Ownership.

Begin Operation: September 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) by Television Advertising Representatives Inc.

### Personnel:

- FRANKLIN A. TOOKE, vice president.
- KENNETH MacDONALD, v.p. & general manager.
- LEE E. CARLSON, general sales manager.
- JOEL SEGALL, sales manager.
- JAMES J. SIEGER, program director.
- EARL HIGGINS, business manager.
- JIM CAPONE, creative services director.
- RICHARD M. SPROULE, director of public relations.
- DAVID WILSON, executive producer.
- CHARLES S. BLAIR, engineering manager.
- ELMER SMALLING, chief engineer.

### DIGEST OF RATE CARD NO. 6—(June 1, 1969)

Hour	30 Min.	15 Min.	5 Min.	30 Sec.	20 Sec.	10 Sec.
Class AA—6-11:30 p.m., Mon.-Fri.; 7:30-11:30 p.m., Sat.; 7-11:30 p.m., Sun.	\$3800	\$3000	\$1500	\$1150	\$2000*	\$1700*
	\$1000*					

\*Class A—7:30-11 p.m., daily.

NETWORK BASE HOURLY RATE: \$4250.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	DELAWARE			
	Kent	23,700	22,800	96
	New Castle	109,000	106,800	98
	MARYLAND			
	Cecil	14,100	13,800	97
	NEW JERSEY			
	Atlantic	61,900	59,000	95
	Burlington	80,200	78,400	98
	Camden	137,300	134,300	98
	Cape May	19,300	18,500	96
	Cumberland	38,600	37,300	97
	Gloucester	48,100	47,000	98
	Mercer	90,600	87,400	96
	Salem	19,900	19,100	96
Warren	22,300	21,400	96	
PENNSYLVANIA	Berks	95,600	91,800	96
	Bucks	108,000	105,600	98
	Carbon	16,900	16,200	96
	Chester	76,300	73,800	97
	Delaware	182,200	178,700	98
	Lehigh	80,300	77,500	97
	Monroe	14,000	13,400	96
	Montgomery	177,700	173,200	97
	Northampton	66,400	63,800	96
	Philadelphia	652,600	624,900	96
Schuylkill	47,400	45,000	95	
DELAWARE	Sussex	24,200	22,700	94
	NEW JERSEY			
Hunterdon	19,500	18,800	96	
Ocean	49,100	48,000	98	
PENNSYLVANIA	Lancaster	91,400	84,100	92
	Lebanon	29,700	28,100	95
(Continued on page 669-b)				
Station Totals		3,611,000	3,482,500	96
Net Weekly Circulation (March 1969)			2,133,294	
Average Daily Circulation (March 1969)			1,488,025	

# Pennsylvania—Philadelphia



**WCAU-TV**



Ch. 10

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1000-ft. above av. terrain, 979-ft. above ground, 1261-ft. above sea level.

Latitude 40° 02' 36"  
Longitude 75° 14' 12"

Transmitter: Domino Lane & Fowler St.

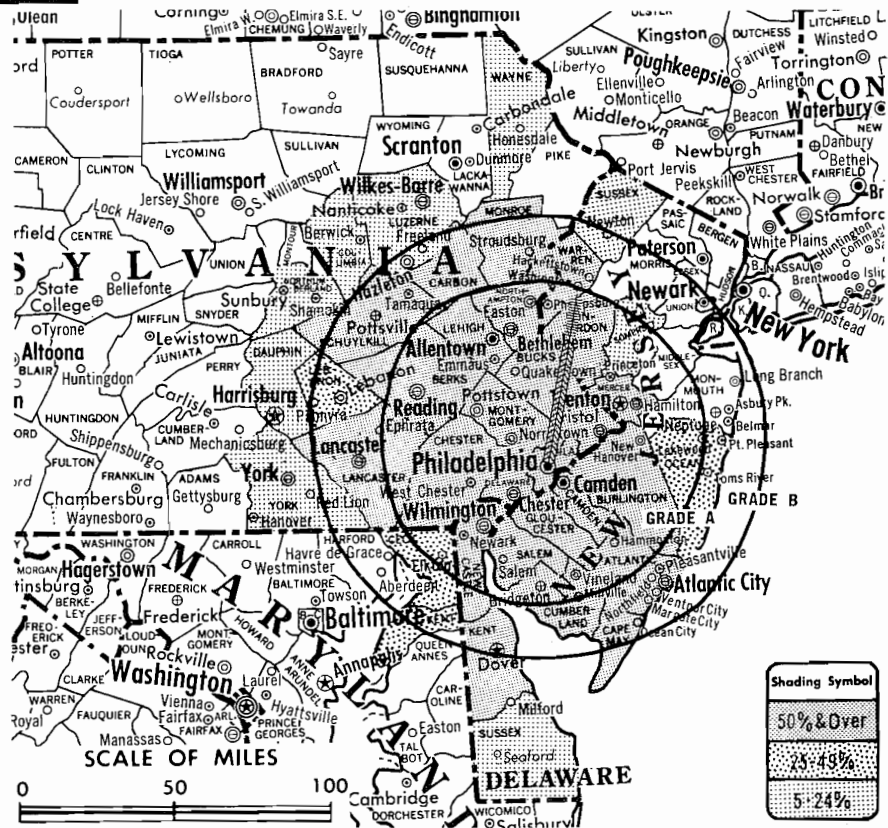
TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

Facsimile Service: AP, UPI.

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).



WCAU-TV Ref: FCC File No. BMPCT-1564 Granted 11/30/53 © American Map Co., Inc., N.Y., No. 14244

## WCAU-TV

Licensee: Columbia Bcstg. System Inc., City & Monument Aves. (19131).

Studio: City & Monument Aves.

Telephone: 215-839-7000.

AM Affiliate: WCAU, 50-kw, 1210 kHz (CBS).

FM Affiliate: WCAU-FM, 10-kw, 98.1 MHz (No. 251), 660-ft. antenna height.

Ownership: See WCBS-TV, New York.

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) by CBS Television Stations National Sales.

Personnel:

- BRUCE R. BRYANT, v.p. & general manager.
- C. ROBERT GROSS, director of engineering.
- ROBERT N. PRYOR, director, promotion & information services.
- FRANK C. BEAZLEY JR., general sales manager.
- JOHN J. COSGROVE, sales manager.
- WILLIAM J. FAATH, business manager.
- MEL LEVINE, assistant to general manager.
- ALVIN L. HOLLANDER JR., program director.
- JOHN F. HORSTMANN JR., operations manager.
- BARRY NEMCOFF, news director.
- WM. BENNETT, farm director.
- LOUIS DE MARCO, production facilities manager.
- MARGARET M. KEARNEY, educational director.

### DIGEST OF RATE CARD NO. 25

(Sept. 22, 1969)

Hour	30 Min.	15 Min.	5 Min.	20 Sec.	10 Sec.
Class AA—7:30-11 p.m., Mon.-Fri.; 7-11 p.m., Sat.-Sun.	\$5000.00	\$3000.00	\$2000.00	\$1500.00	\$900.00*

\*Class A—7:59-11:30 p.m., Mon.-Fri.; 6:59-11:40 p.m., Sat.; 6:59-11:45 p.m., Sun.

NETWORK BASE HOURLY RATE: \$4000.

1970-71 Edition

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	DELAWARE			
	Kent	23,700	22,800	96
	New Castle	109,000	106,800	98
	NEW JERSEY			
	Atlantic	61,900	59,000	95
	Burlington	80,200	78,400	98
	Camden	137,300	134,300	98
	Cape May	19,300	18,500	96
	Cumberland	38,600	37,300	97
	Gloucester	48,100	47,000	98
	Hunterdon	19,500	18,800	96
	Mercer	90,600	87,400	96
	Salem	19,900	19,100	96
	Warren	22,300	21,400	96
<b>Between 25-49%</b>	PENNSYLVANIA			
	Berks	95,600	91,800	96
	Bucks	108,000	105,600	98
	Carbon	16,900	16,200	96
	Chester	76,300	73,800	97
	Delaware	182,200	178,700	98
	Lancaster	91,400	84,100	92
	Lehigh	80,300	77,500	97
	Monroe	14,000	13,400	96
	Montgomery	177,700	173,200	97
Northampton	66,400	63,800	96	
Philadelphia	652,600	624,900	96	
Schuylkill	47,400	45,000	95	
<b>Between 5-24%</b>	MARYLAND			
	Cecil	14,100	13,800	97
NEW JERSEY				
Ocean	49,100	48,000	98	
PENNSYLVANIA				
Lebanon	29,700	28,100	95	
DELAWARE				
Sussex	24,200	22,700	94	

(Continued on page 669-b)

Station Totals	4,078,000	3,946,400	97
Net Weekly Circulation (March 1969)	2,137,527		
Average Daily Circulation (March 1969)	1,441,560		

# Pennsylvania—Philadelphia



**WFIL-TV**



Ch. 6

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

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

Transmitter: Roxborough, Pa. (191-28).

TV tape: Recording facilities.

AM Affiliate: WFIL, 5-kw, 560 kHz.

FM Affiliate: WFIL-FM, 27-kw, 102.1 MHz (No. 271), 650-ft.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: AP.

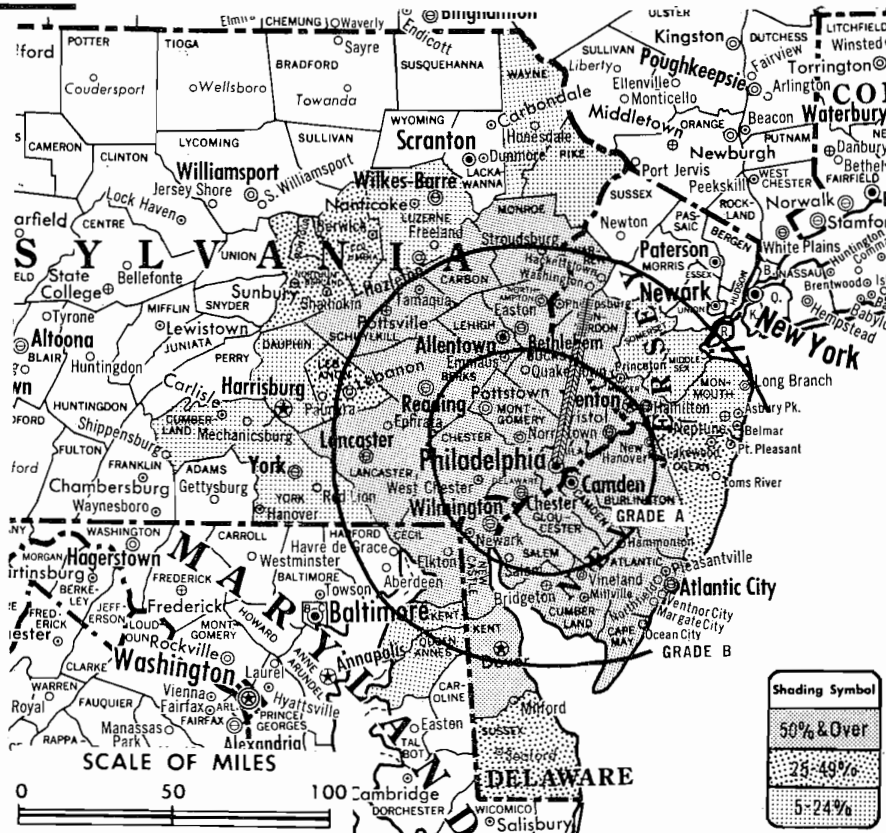
Total Households: © SRDS

Consumer Market Data as of 1/1/70.

TV Homes: TV% and Circulation

© 1969 American Research Bureau.

County coverage based on ARB study (see page 4-b).



WFIL-TV Ref.: FCC File No. B1CT-2212 Granted 3/22/57 © American Map Co., Inc., N.Y., No. 14244

## WFIL-TV

Licensee: Triangle Publications, Inc. (Radio & TV Div.) 4100 City Line Avenue, Philadelphia (19131).

Studios: 4100 City Line Avenue.

Telephone: 215-878-9700. TWX No.: 215-569-9730.

Ownership: Triangle Publications Inc., Radio & TV Div., George A. Koehler, gen. mgr., operates WFIL-TV & WFIL-AM & FM, Philadelphia; WFBG-TV, WFBG & WFBG-FM, Altoona-Johnstown; WLYH-TV, Lancaster-Lebanon, Pa.; WNBC-TV & WNBC-AM & FM, Binghamton, N.Y.; WNHC-TV & WNHC-AM & FM, Hartford-New Haven, Conn.; KFRE-TV, KFRE & KFRE-FM, Fresno, Cal. Triangle Publications Inc. publishes Seventeen Magazine, TV Guide. For other publishing interests, see listing under Book & Periodical Publishing Firms with TV Station Ownership.

Began Operation: Sept. 13, 1947.

Represented (sales) by Blair-TV.

Represented (legal) by Wilner, Scheiner & Greeley.

Represented (engineering) by Kear & Kennedy.

Personnel:

- GEORGE A. KOEHLER, general manager.
- EUGENE McCURDY, station manager.
- HENRY G. CHADWICK, general sales manager.
- NORMAN D. LEEBRON, local sales manager.
- EDWARD ARMSBY, promotion director.
- GEORGE WALSH, program director.
- HENRY E. RHEA, director of engineering.
- MEL J. KAMPMANN, news director.
- JOHN C. HARLAN, business manager.
- ERNEST E. LARSON, public services manager.
- IAN K. HARROWER, public affairs director.

DIGEST OF RATE CARD NO. 26  
(Feb. 1, 1970)

Hour	30 Min.	15 Min.	Min.	30 Sec.	ID
Class AA—7-11 p.m., daily.					
\$7000.00	\$4250.00			\$1500.00	\$825.00
NETWORK BASE HOURLY RATE: \$4950.					

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	DELAWARE			
	Kent	23,700	22,800	96
	New Castle	109,000	106,800	98
	MARYLAND			
	Cecil	14,100	13,800	97
	NEW JERSEY			
	Atlantic	61,900	59,000	95
	Burlington	80,200	78,400	98
	Camden	137,300	134,300	98
	Cape May	19,300	18,500	96
	Cumberland	38,600	37,300	97
	Gloucester	48,100	47,000	98
Hunterdon	19,500	18,800	96	
Mercer	90,600	87,400	96	
Salem	19,900	19,100	96	
Warren	22,300	21,400	96	
<b>Between 25-49%</b>	PENNSYLVANIA			
	Berks	95,600	91,800	96
	Bucks	108,000	105,600	98
	Carbon	16,900	16,200	96
	Chester	76,300	73,800	97
	Delaware	182,200	178,700	98
	Lancaster	91,400	84,100	92
	Lehigh	80,300	77,500	97
	Monroe	14,000	13,400	96
	Montgomery	177,700	173,200	97
	Northampton	66,400	63,800	96
	Philadelphia	652,600	624,900	96
Schuylkill	47,400	45,000	95	
DELAWARE				
Sussex	24,200	22,700	94	
NEW JERSEY				
Ocean	49,100	48,000	98	
PENNSYLVANIA				
Columbia	16,200	15,400	95	
Lebanon	29,700	28,100	95	
Northumberland	29,000	27,100	93	
(Continued on page 669-b)				
Station Totals		3,794,400	3,666,500	97
Net Weekly Circulation (March 1969)			2,177,732	
Average Daily Circulation (March 1969)			1,404,055	

# Pennsylvania—Philadelphia (Burlington, N.J.)

**WKBS-TV**



Ch. 48

Technical Facilities: Channel No. 48 (674-680 MHz). Authorized power: 1135-kw max. & 804-kw horizontal visual, 215-kw max. & 152-kw horizontal aural. Antenna: 1100-ft. above av. terrain, 1105-ft. above ground, 1352-ft. above sea level.

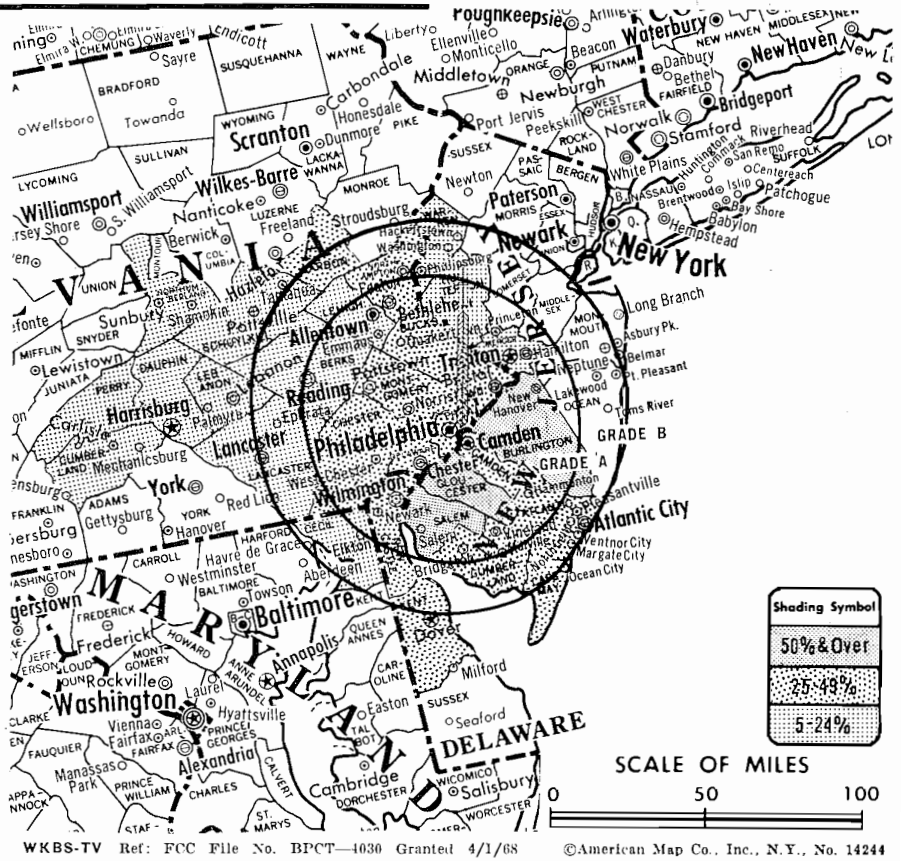
Latitude 40° 02' 35.5"  
Longitude 75° 14' 32.5"

Transmitter: Umbria St., near Domino Lane, Philadelphia.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape. News Wire Service: UPI.

Facsimile Service: UPI.



Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).

WKBS-TV Ref: FCC File No. BPCT-4030 Granted 4/1/68 © American Map Co., Inc., N.Y., No. 14244

## WKBS-TV

Network Service: None, independent.

Licensee: Kaiser Broadcasting Corp., 3201 S. 26th St., Philadelphia, Pa. (19145).

Studio: 3201 S. 26th St., Philadelphia.

Telephone: 215-336-6400. TWX No.: 710-670-1262.

Ownership: For other Kaiser Bcstg. holdings, see WKBD-TV, Detroit, Mich.

Began Operation: Sept. 1, 1965.

Represented (legal) by Wilmer, Cutler & Pickering.

Represented (sales) by Avco Radio Television Sales Inc.

Personnel:

- CARLO ANNEKE, general manager.
- JAMES T. NOLAN, special projects manager.
- G. WILLIAM RYAN, general sales manager.
- HARRY W. LAWSON JR., sales manager.
- S. MORT ROSENMAN, program manager.
- LON C. LEE, promotion manager.
- THOMAS W. ROSE, production manager.
- CARL GRANT, news manager.
- ROBERT D. JOHNSON, business manager.
- GLENN H. ROMSOS, engineering manager.

### DIGEST OF RATE CARD NO. 4—(June 1, 1969)

Hour	30 Min.	15 Min.	Min.	20 Sec.	10 Sec.
Class A—7:30-11 p.m., daily.					
\$1000.00	\$700.00	\$450.00		Graded rates apply*	

\*Highest rate: \$500.

Net Weekly Circulation	State County	Total Households	TV Homes	Homes %
<b>50% &amp; Over</b>	NEW JERSEY			
	Burlington	80,200	78,400	98
	Gloucester	48,100	47,000	98
	Salem	19,900	19,100	96

Net Weekly Circulation	State County	Total Households	TV Homes	Homes %
<b>Between 25-49%</b>	DELAWARE			
	Kent	23,700	22,800	96
	New Castle	109,000	106,800	98
	NEW JERSEY			
	Atlantic	61,900	59,000	95
	Camden	137,300	134,300	98
	Cape May	19,300	18,500	96
	Cumberland	38,600	37,300	97
	PENNSYLVANIA			
	Bucks	108,000	105,600	98
Carbon	16,900	16,200	96	
Chester	76,300	73,800	97	
Delaware	182,200	178,700	98	
Lehigh	80,300	77,500	97	
Montgomery	177,700	173,200	97	
Northampton	66,400	63,800	96	
Philadelphia	652,600	624,900	96	
<b>Between 5-24%</b>	MARYLAND			
	Cecil	14,100	13,800	97
	NEW JERSEY			
	Hunterdon	19,500	18,800	96
	Mercer	90,600	87,400	96
	Warren	22,300	21,400	96
	PENNSYLVANIA			
	Berks	95,600	91,800	96
	Cumberland	43,700	41,900	96
	Dauphin	71,900	68,600	95
Lancaster	91,400	84,100	92	
Lebanon	29,700	28,100	95	
Northumberland	29,000	27,100	93	
Perry	8,700	8,200	94	
Schuylkill	47,400	45,000	95	
Station Totals		2,910,800	2,807,600	96
Net Weekly Circulation (March 1969)			855,286	
Average Daily Circulation (March 1969)			363,791	

# Pennsylvania—Philadelphia

## WPHL-TV

Ch. 17

Technical Facilities: Channel No. 17 (488-494 MHz). Authorized power: 4300-kw max. & 2450-kw horizontal visual, 645-kw max. & 368-kw horizontal aural. Antenna: 1080-ft. above av. terrain, 1144-ft. above ground, 1365-ft. above sea level.

Latitude 40° 02' 30"  
Longitude 75° 13' 24"

Transmitter: E. Domino Lane.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Telex: 845-400 (sales), 845-301 (studio).

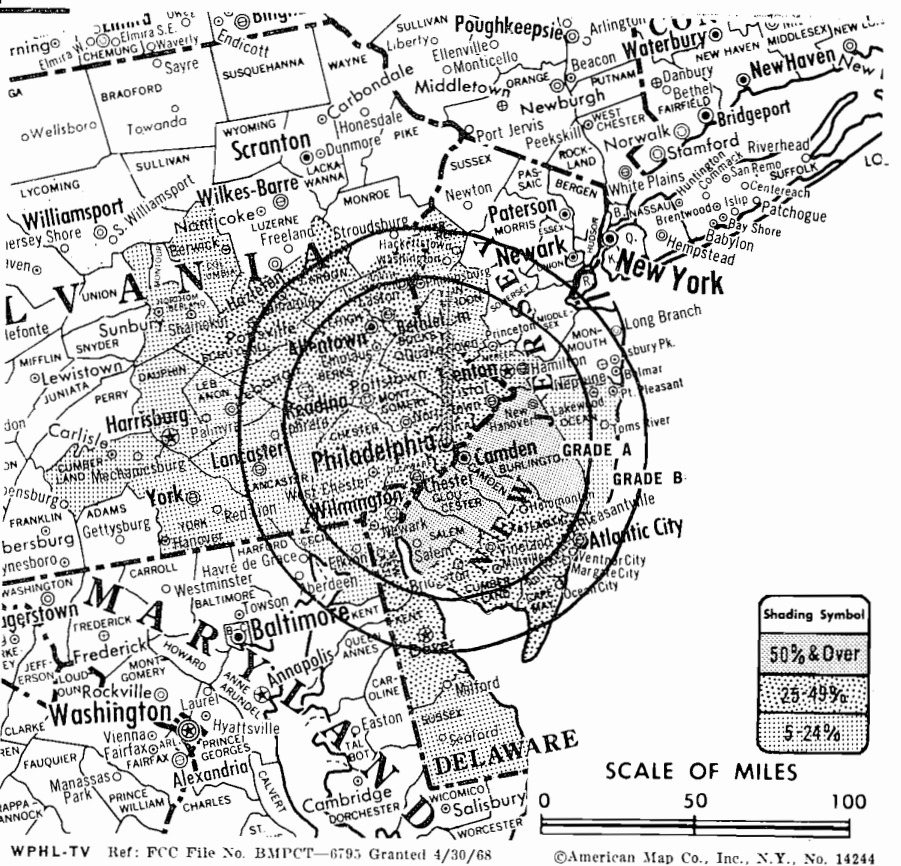
Total Households: © SRDS

Consumer Market Data as of 1/1/70.

TV Homes: TV% and Circulation

© 1969 American Research Bureau.

County coverage based on ARB study (see page 4-b).



WPHL-TV Ref: FCC File No. BMPCT-6795 Granted 4/30/68

©American Map Co., Inc., N.Y., No. 14244

## WPHL-TV

Network Service: NBC & ABC on per program basis.

Licensee: U. S. Communications Corp., 1529 Walnut St., Philadelphia, Pa. (19102).

Studio: 1230 E. Mermaid Lane, Philadelphia (19118).

Office: 1529 Walnut St., Philadelphia (19102).

Telephones: 215-665-8777 (office); 215-242-2800 (studio).

Ownership: Subsidiary of AVC Corp. (70% ownership). U.S. Communications of Philadelphia officers: Frank H. Reichel Jr., chmn.; Robert McGredy, pres.; Leonard B. Stevens, v.p., operations. U.S. Communications also owns controlling interest in KEMO-TV, San Francisco; WXIX-TV, Newport, Ky. (Cincinnati); WPGH-TV, Pittsburgh; WATL-TV, Atlanta and CP for KJDO-TV, Rosenberg (Houston), Tex.

Began Operation: July 17, 1960, but left air Aug. 1, 1962. Resumed operation Sept. 17, 1965. Assignment of license to U. S. Communications Corp. approved by FCC Dec. 6, 1967 along with the purchase of 80% of the CPs held by D. H. Overmyer Communications Co.

Represented (sales) by Metro TV Sales; Bill Creed Associates (New England).

Represented (legal) by Covington & Burling.

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

Personnel:

- ROBERT BRYAN, general manager.
- SAM FEINBERG, general sales manager.
- JACK KLINE, local sales manager.
- JANE COHEN, program director.
- GEORGE FINKEL, operations manager.
- DONAL B. LEITH, chief engineer.
- AL MELTZER, sports director.
- ROBERT GALE, news director.
- BARRY MAGARICK, promotion director.

## DIGEST OF RATE CARD NO. 15 (Sept. 1, 1969)

Hour	30 Min.	15 Min.	5 Min.	Min.	30 or 20 Sec.	10 Sec.
Class A—7:30-11 p.m., Mon.-Fri.; 5-11 p.m., Sat.-Sun.						
\$1050.00	\$690.00	\$300.00	\$250.00	\$200.00	\$120.00	\$60.00

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	<b>NEW JERSEY</b>			
	Burlington	80,200	78,400	98
	Camden	137,300	134,300	98
	Gloucester	48,100	47,000	98
	Salem	19,900	19,100	96
<b>Between 25-49%</b>	<b>DELAWARE</b>			
	Kent	23,700	22,800	96
	New Castle	109,000	106,800	98
	<b>NEW JERSEY</b>			
	Atlantic	61,900	59,000	95
	Cape May	19,300	18,500	96
	Cumberland	38,600	37,300	97
	<b>PENNSYLVANIA</b>			
	Berks	95,600	91,800	96
	Bucks	108,000	105,600	98
Carbon	16,900	16,200	96	
Chester	76,300	73,800	97	
Delaware	182,200	178,700	98	
Lehigh	80,300	77,500	97	
Montgomery	177,700	173,200	97	
Northampton	66,400	63,800	96	
Philadelphia	652,600	624,900	96	
Schuylkill	47,400	45,000	95	
<b>Between 5-24%</b>	<b>DELAWARE</b>			
	Sussex	24,200	22,700	94

(Continued on page 669-b)

Station Totals	3,046,500	2,939,000	96
Net Weekly Circulation (March 1969)		940,145	
Average Daily Circulation (March 1969)		364,018	



# Pennsylvania—Philadelphia

## WTAF-TV

(formerly WIBF-TV)  
Ch. 29

Technical Facilities: Channel No. 29 (560-566 MHz). Authorized power: 1050-kw max. & 891-kw horizontal visual, 105-kw max. and 89.1-kw horizontal aural. Antenna: 1110-ft. above av. terrain, 1144-ft. above ground, 1369-ft. above sea level.

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

Holds CP for change to 825-kw horizontal visual, 82.5-kw horizontal aural. BPCT-4275.

Transmitter: E. Domino Lane.

Color: Network, film, slide, & tape.

News Wire Service: AP, UPI, Reuters.

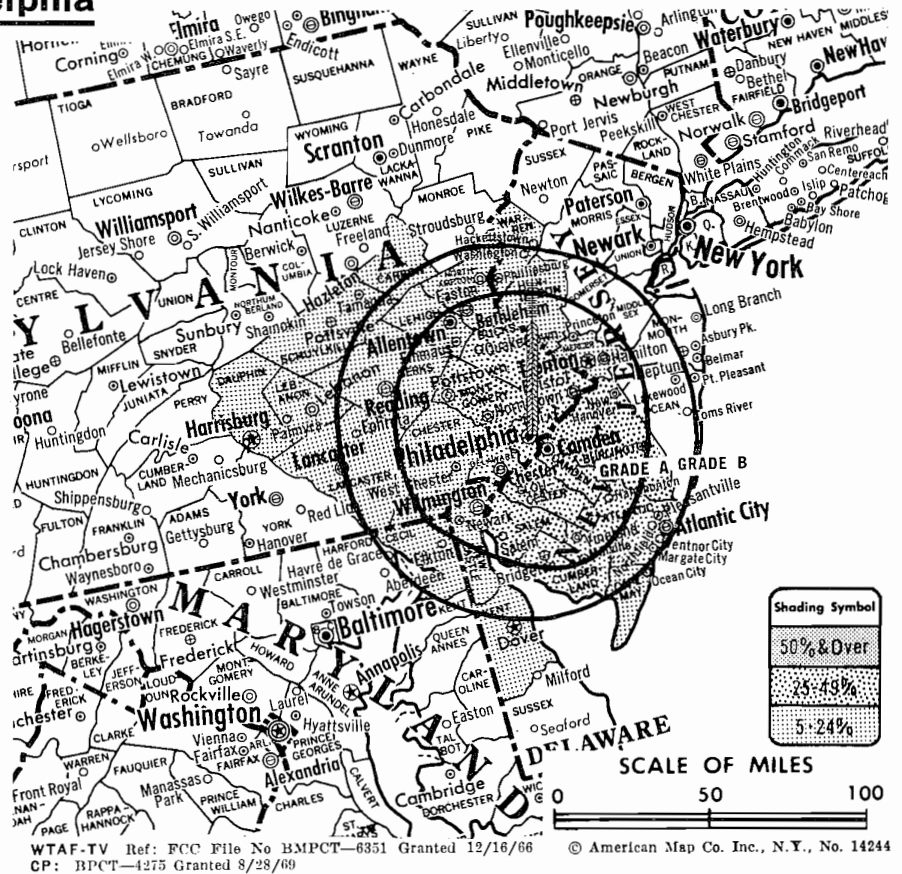
Total Households: © SRDS

Consumer Market Data as of 1/1/70.

TV Homes: TV% and Circulation

© 1969 American Research Bureau.

County coverage based on ARB study (see page 4-b).



## WTAF-TV

Network Service: ABC, CBS on per program basis.

Grantee: Taft Television Corp., Benson East, Jenkintown (19406).

Studio: The Benson-East.

Telephones: 215-927-5888 (Philadelphia); 215-886-2929 (Jenkintown).

Ownership: Taft Bcstg. Co. For other interests, see WKRC-TV, Cincinnati, Ohio.

Began Operation: May 16, 1965. Sale to present owner approved by FCC May 7, 1969 (Television Digest, Vol. 9:21).

Represented (legal) by Koteen & Burt.

Represented (sales) by Katz Television.

### Personnel:

ROBERT C. WIEGAND, vice president & general manager.  
RO GRIGNON, general sales manager.  
RICHARD DREYFUSS, program manager.  
TOM SHELBURNE, promotion manager.  
BERNARD GUREWICH, chief engineer.  
VIC IACONA, local sales manager.  
HARDIE MINTZER, news & public affairs director.  
ERNIE RAVERT, program coordinator.

DIGEST OF RATE CARD NO. A6  
(Oct. 17, 1969)

Hour 30 Min. 15 Min. 10 Min. 5 Min. Min. 30 Sec.  
Class A—6 p.m.-12 a.m., Mon.-Sat.; 7-11 p.m., Sun.  
\$800.00 \$500.00 \$250.00 \$200.00 \$150.00 \$250.00 \$150.00

For Sales & Transfers

See Services Volume

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Between 25-49%</b>	<b>NEW JERSEY</b>			
	Atlantic	61,900	59,000	95
	Burlington	80,200	78,400	98
	Camden	137,300	134,300	98
	Cumberland	38,600	37,300	97
	Gloucester	48,100	47,000	98
	Salem	19,900	19,100	96
<b>Between 5-24%</b>	<b>PENNSYLVANIA</b>			
	Bucks	108,000	105,600	98
	Delaware	182,200	178,700	98
	Montgomery	177,700	173,200	97
	Philadelphia	652,600	624,900	96
	<b>DELAWARE</b>			
	Kent	23,700	22,800	96
	New Castle	109,000	106,800	98
	<b>MARYLAND</b>			
	Cecil	14,100	13,800	97
	<b>NEW JERSEY</b>			
	Cape May	19,300	18,500	96
Hunterdon	19,500	18,800	96	
Mercer	90,600	87,400	96	
Warren	22,300	21,400	96	
<b>PENNSYLVANIA</b>				
Berks	95,600	91,800	96	
Carbon	16,900	16,200	96	
Chester	76,300	73,800	97	
Dauphin	71,900	68,600	95	
Lancaster	91,400	84,100	92	
Lebanon	29,700	28,100	95	
Lehigh	80,300	77,500	97	
Northampton	66,400	63,800	96	
Schuylkill	47,400	45,000	95	
<b>Station Totals</b>		2,902,100	2,799,400	96
<b>Net Weekly Circulation (March 1969)</b>				611,795
<b>Average Daily Circulation (March 1969)</b>				205,496

# Pennsylvania—Pittsburgh

**KDKA-TV**  
Ch. 2

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' 9.40"

Transmitter: 4101 Grizella St.  
Studio: 1 Gateway Center.  
Telephone: 412-391-3000.

TXW No.: 412-642-3113.

TV tape: Recording facilities.

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

FM Affiliate: KDKA-FM, 47-kw, 92.9 MHz (No. 225), 890-ft.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI, Reuters.

Facsimile Service: UPI.

News Film Service: CBS.

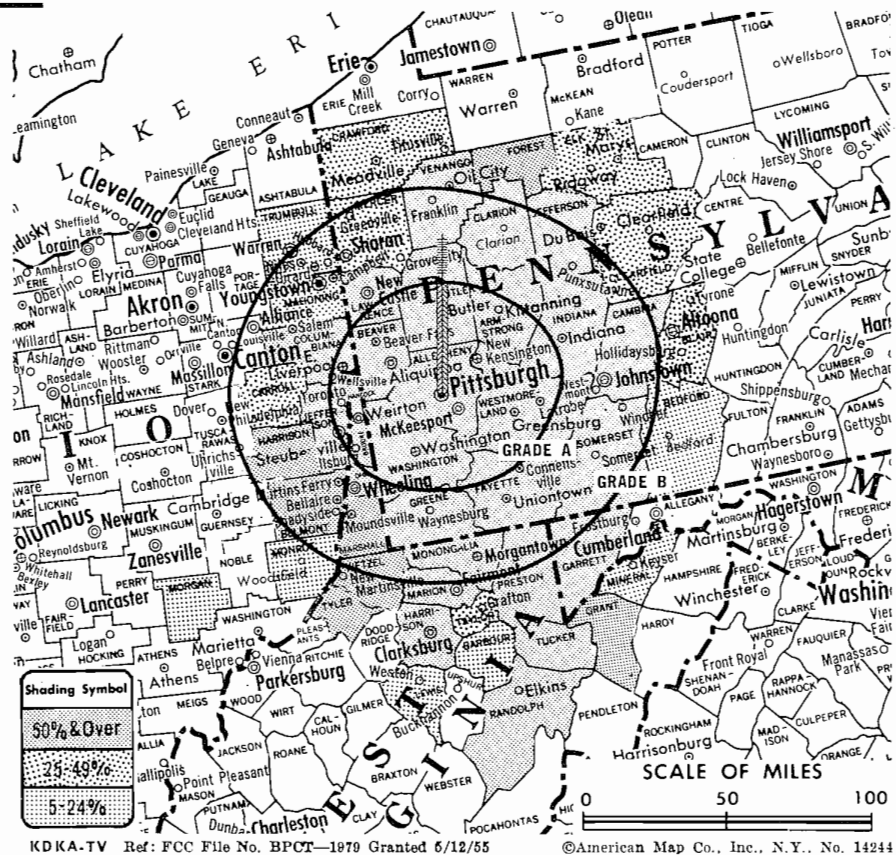
Total Households: © SRDS

Consumer Market Data as of 1/1/70.

TV Homes: TV% and Circulation

© 1969 American Research Bureau.

County coverage based on ARB study (see page 4-b).



## KDKA-TV

Licensee: Westinghouse Bcstg. Co. Inc., 1 Gateway Center, Pittsburgh, Pa. (15222).

Ownership: Subsidiary of Westinghouse Electric Corp. Officers: Donald H. McGannon, chairman and president; Marvin L. Shapiro, exec. v.p. & pres., station group; Edward Wallis, v.p. for Pittsburgh area. Also operates TV stations WBZ-TV, Boston (WBZ); KYW-TV, Philadelphia (KYW); WJZ-TV, Baltimore; KPIX, San Francisco. For other interests & corporate officers, see Group Ownership.

Began Operation: Jan. 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) by Television Advertising Representatives Inc.

Personnel:

- EDWARD WALLIS, vice president, Pittsburgh.
- JAMES M. KING, general manager.
- RICHARD NAGLE, general sales manager.
- JAMES F. HOFFMAN, sales manager.
- JACK REILLY, program manager.
- THOMAS D. STANFORD, promotion manager.
- GLENN LAHMAN, engineering manager.
- JIM MELINDER, business manager.
- ROY HOOVER, chief engineer.

### DIGEST OF RATE CARD NO. 27A—(Aug. 15, 1969)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. 10 Sec.

Class A—6-11:30 p.m., Mon.-Fri.; 6:30-11:30 p.m., Sat.-Sun.  
\$2200.00 \$1300.00 \$950.00 \$750.00 \$900.00\* \$900.00\* \$500.00\*

\*Class AA—7:30-11 p.m., daily.

NETWORK BASE HOURLY RATE: \$2800.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	MARYLAND			
	Garrett	6,100	5,600	92
	OHIO			
	Belmont	24,500	23,700	97
	Columbiana	32,800	31,700	97

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	OHIO—(Continued)			
	Harrison	5,000	4,800	95
	Jefferson	30,300	29,400	97
	PENNSYLVANIA			
	Allegheny	490,700	475,000	97
	Armstrong	23,100	22,100	96
	Beaver	59,700	58,000	97
	Butler	35,600	34,500	97
	Cambria	56,300	54,500	97
	Clarion	10,200	9,700	95
	Fayette	43,600	41,200	94
	Forest	1,000	1,000	97
	Greene	9,900	9,400	94
	Indiana	20,900	19,900	95
	Jefferson	13,500	12,900	95
	Lawrence	34,200	32,800	96
	Somerset	23,700	22,400	95
	Venango	18,500	17,200	93
	Washington	65,000	62,600	96
Westmoreland	110,600	107,400	97	
WEST VIRGINIA				
Brooke	9,500	9,300	98	
Grant	2,400	2,100	86	
Hancock	13,500	13,300	99	
Harrison	23,700	22,900	97	
Marion	19,500	18,600	95	
Marshall	12,200	11,800	97	
Monongalia	16,100	15,100	93	
Ohio	24,200	23,600	97	
Preston	6,700	6,200	92	
Randolph	6,500	5,900	92	
Tucker	1,500	1,400	91	
Tyler	2,800	2,600	92	
Wetzel	5,600	5,300	95	
<b>Between 25-49%</b>	OHIO			
	Carroll	6,100	5,900	97

(Continued on page 669-b)

Station Totals	1,852,300	1,783,200	96
Net Weekly Circulation (March 1969)		1,161,086	
Average Daily Circulation (March 1969)		865,018	

# Pennsylvania—Pittsburgh



**WIIC-TV**



Ch. 11

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 316-kw visual, 63.1-kw aural. Antenna: 990-ft. above av. terrain, 849-ft above ground, 2049-ft. above sea level.

Latitude 40° 27' 47"  
Longitude 80° 00' 17"

Transmitter: 341 Rising Main Ave.

Studio: 341 Rising Main Ave.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

Facsimile Service: UPI.

News Film Service: NBC, UPI.

Total Households: © SRDS

Consumer Market Data as of 1/1/70.

TV Homes: TV % and Circulation

© 1969 American Research Bureau.

County coverage based on ARB study (see page 4-b).



## WIIC-TV

Licensee: WIIC-TV Corporation, 341 Rising Main Ave., Pittsburgh (15214).

Telephone: 412-321-8700. TWX No.: 710-664-2099.

Ownership: Cox Broadcasting Corp., see WHIO-TV, Dayton, O. for other interests.

Begin Operation: Sept. 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) by Tele-Rep Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Personnel:

JAMES M. COX JR., chairman of the board.  
J. LEONARD REINSCH, president.  
FRANK GAITHER, executive vice president.  
LEONARD A. SWANSON, v.p. & general manager.  
TONY RENDA, general sales manager.  
MERRITT S. ROSE JR., national sales manager.  
PAT GMITER, local sales manager.  
DAVID CHASE, program director.  
VIC SKAGGS, executive producer.  
ROBERT WEHRMAN, chief engineer.  
CALEY E. AUGUSTINE, director, public relations and promotion.

DIGEST OF RATE CARD NO. 13—(Aug. 18, 1969)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. 10 Sec.

Class AA—7:30-11 p.m., daily.

\$2200.00 \$1320.00 \$990.00 \$550.00 \$825.00 \$600.00 \$375.00

NETWORK BASE HOURLY RATE: \$2350.

Net Weekly Circulation	State County	Total Households	TV Homes	%
50% & Over	OHIO			
	Columbiana	32,800	31,700	97
	Jefferson	30,300	29,400	97
50% & Over	PENNSYLVANIA			
	Allegheny	490,700	475,000	97
	Armstrong	23,100	22,100	96
	Beaver	59,700	58,000	97

Net Weekly Circulation	State County	Total Households	TV Homes	%	
PENNSYLVANIA—(Continued)					
50% & Over	Butler	35,600	34,500	97	
	Clarion	10,200	9,700	95	
	Fayette	43,600	41,200	94	
	Greene	9,900	9,400	94	
	Lawrence	34,200	32,800	96	
	Venango	18,500	17,200	93	
	Washington	65,000	62,600	96	
Between 25-49%	Westmoreland	110,600	107,400	97	
	WEST VIRGINIA				
	Brooke	9,500	9,300	98	
	Hancock	13,500	13,300	99	
	Marshall	12,200	11,800	97	
	Monongalia	16,100	15,100	93	
	Ohio	24,200	23,600	97	
	Tyler	2,800	2,600	92	
	OHIO				
	Belmont	24,500	23,700	97	
Harrison	5,000	4,800	95		
Between 25-49%	PENNSYLVANIA				
	Blair	43,400	41,600	96	
	Cambria	56,300	54,500	97	
	Clearfield	22,400	21,500	96	
	Elk	10,900	10,400	95	
	Indiana	20,900	19,900	95	
	Jefferson	13,500	12,900	95	
Mercer	39,700	38,100	96		
Somerset	23,700	22,400	95		
WEST VIRGINIA					
Harrison	23,700	22,900	97		
Marion	19,500	18,600	95		
Preston	6,700	6,200	92		
Wetzel	5,600	5,300	95		
Between 5-24%	MARYLAND				
	Garrett	6,100	5,600	92	
(Continued on page 669-b)					
Station Totals		1,864,300	1,796,000	96	
Net Weekly Circulation (March 1969)			953,841		
Average Daily Circulation (March 1969)			582,852		

# Pennsylvania—Pittsburgh

## WPGH-TV

Ch. 53

Technical Facilities: Channel No. 53 (704-710 MHz). Authorized power: 4176-kw max. & 1825-kw horizontal visual, 627-kw max. & 274-kw horizontal aural. Antenna: 1014-ft. above av. terrain, 736-ft. above ground, 2049-ft. above sea level.

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

Holds CP for change to 3132-kw max. & 1620-kw horizontal visual, 469.7-kw max. & 245-kw horizontal aural, 1010-ft. above av. terrain, 736-ft. above ground, 2049-ft. above sea level. BPCT-4306.

Transmitter: 750 Ivory Ave.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

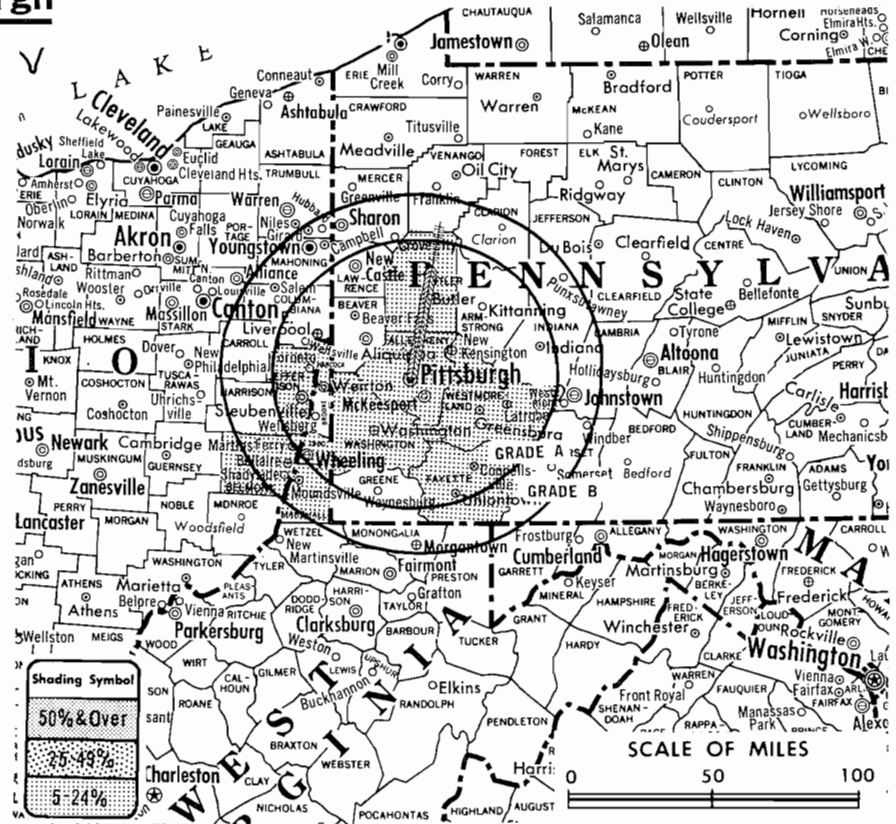
Total Households: © SRDS

Consumer Market Data as of 1/1/70.

TV Homes: TV% and Circulation

© 1969 American Research Bureau.

County coverage based on ARB study (see page 4-b).



WPGH-TV Ref: FCC File No. BMPCT-6886 Granted 9/23/68  
CP: BPCT-4306 Granted 2/25/70

© American Map Co., Inc., N.Y. No. 14244

## WPGH-TV

Grantee: U.S. Communications of Pittsburgh Inc., 750 Ivory Ave., Pittsburgh, Pa. (15214).

Studio: 750 Ivory Ave., Pittsburgh (15214). Telephone: 412-931-6833.

TWX No.: 710-664-4252.

Sales Office: One Oliver Plaza, Pittsburgh (15222). Telephone: 412-261-7112.

Ownership: Subsidiary of A.V.C. Corp., 80%; D. H. Overmyer Communications Co., 20%. For other U.S. Communications interests, see WPHL-TV, Philadelphia. For Overmyer interests, see WDHO-TV, Toledo.

Began Operation: Feb. 1, 1969.

Represented (sales) by Peters, Griffin, Woodward Inc.

Represented (legal) by Pierson, Ball & Dowd.

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

Personnel:

- RICHARD B. RAWLS, general manager.
- ROBERT ROHDE, general sales manager.
- DAVID C. BUTTERFIELD, commercial director.
- ARMAND BELLI, regional sales manager.
- N. NEIL KUVIN, operations manager.
- JOSEPH E. ONDRICK, promotion manager.
- LARRY WILL, chief engineer.
- SUSAN STRAUB, traffic manager.

## DIGEST OF RATE CARD NO. 2—(Aug. 18, 1969)

Hour 30 or  
30 Min. 15 Min. 10 Min. 5 Min. Min. 20 Sec. 10 Sec.  
Class A—6:30-11 p.m., Mon.-Fri.; noon-11 p.m., Sat.-Sun.  
\$900.00 \$540.00 \$325.00 \$195.00 \$115.00 \$85.00 \$43.00 \$26.00

Net Weekly Circulation	State County	Total Households	TV Homes	%
Between 5-24%	<b>OHIO</b>			
	Belmont	24,500	23,700	97
	Jefferson	30,300	29,400	97
	<b>PENNSYLVANIA</b>			
	Allegheny	490,700	475,000	97
	Butler	35,600	34,500	97
	Fayette	43,600	41,200	94
	Washington	65,000	62,600	96
	Westmoreland	110,600	107,400	97
	<b>WEST VIRGINIA</b>			
Hancock	13,500	13,300	99	
Marshall	12,200	11,800	97	
Ohio	24,200	23,600	97	
Station Totals		1,219,900	1,180,100	96
Net Weekly Circulation (March 1969)			79,352	
Average Daily Circulation (March 1969)			31,611	

# Pennsylvania—Pittsburgh



**WTAE-TV**



Ch. 4

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.  
Studio: 400 Ardmore Blvd.

TV tape: Recording facilities.

AM Affiliate: WTAE, 5-kw, 1250 kHz.

FM Affiliate: WTAE-FM, 16-kw, 96.1 MHz (No. 241), 800-ft.

Color: Network, live, film, slide & tape.

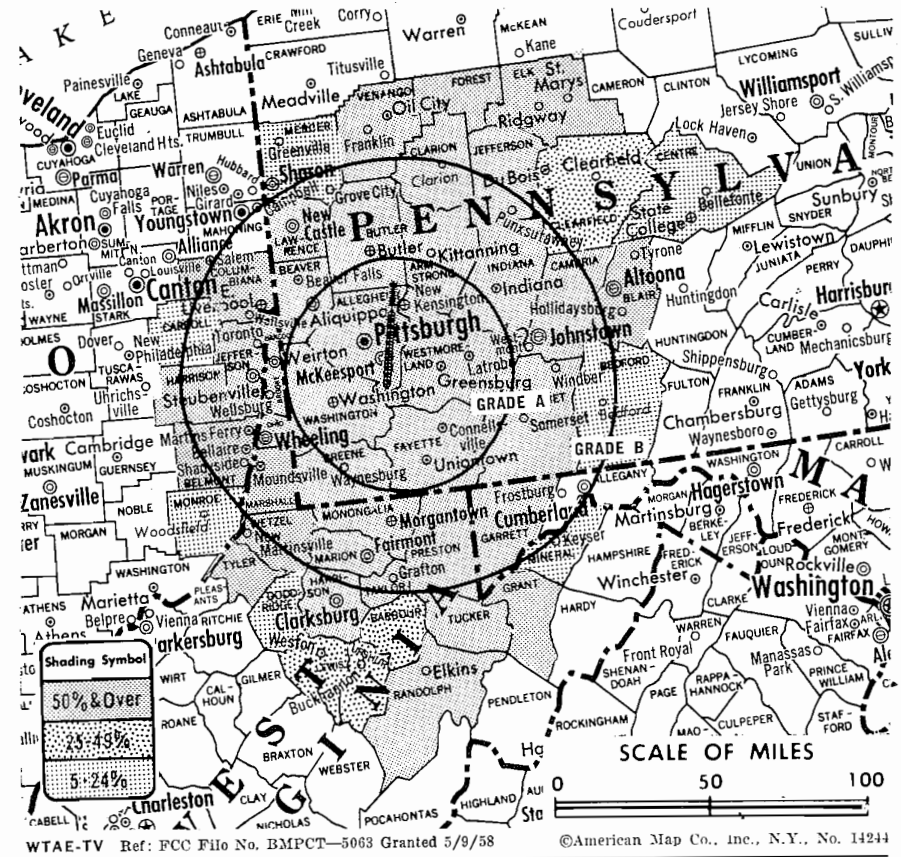
News Wire Service: AP, UPI.

News Film Service: ABC.

Facsimile Service: AP, UPI.

Represented (engineering) by A. Earl Cullum Jr. Consulting Engineers.

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).



## WTAE-TV

Licensee: The Hearst Corp., WTAE Division, 400 Ardmore Blvd., Pittsburgh (15230).

Telephone: 412-242-4300. TWX No.: 412-642-4047.

Ownership: The Hearst Corp., 100%. Hearst also operates WBAL-TV, Baltimore (WBAL) and WISN-TV, Milwaukee (WISN); for other interests, see Baltimore-News Post under Newspaper Ownership.

Began Operation: Sept. 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) by The Katz Agency Inc.

Represented (legal) by Dempsey & Koplovitz.

### Personnel:

FRANKLIN C. SNYDER, v.p., general manager.  
JOHN CONOMIKES, station manager.  
ALAN TRENCH, v.p. for TV sales.  
E. PRESTON STOVER, program manager.  
JAMES C. MCCREARY, resident controller.  
DAVID CRANTZ, promotion manager.  
JACK A. W. SHENKAN, sales manager.  
LOUIS P. WAGNER JR., director of engineering.  
EDWARD YOUNG, operations manager.

### DIGEST OF RATE CARD NO. A11 & P11—(July 1, 1969)

Hour 30 Min. 15 Min. 5 Min. Min. 30 Sec. 20 Sec. ID  
Class A—7:30-11 p.m., daily.  
\$2500.00 \$1500.00 \$750.00 \$650.00 Graded rates apply\*

\*Highest rate: \$1200.

NETWORK BASE HOURLY RATE: \$2800.

For Studio & Mobile Equipment  
of Television Stations  
See Services Volume

Net Weekly Circulation	State County	Total Households	TV Homes	%
	MARYLAND			
	Garrett	6,100	5,600	92
	OHIO			
	Belmont	24,500	23,700	97
	Columbiana	32,800	31,700	97
	Harrison	5,000	4,800	95
	Jefferson	30,300	29,400	97
	PENNSYLVANIA			
	Allegheny	490,700	475,000	97
	Armstrong	23,100	22,100	96
	Beaver	59,700	58,000	97
	Blair	43,400	41,600	96
	Butler	35,600	34,500	97
	Cambria	56,300	54,500	97
	Clarion	10,200	9,700	95
	Elk	10,900	10,400	95
	Fayette	43,600	41,200	94
	Forest	1,000	1,000	97
	Greene	9,900	9,400	94
50% & Over	Indiana	20,900	19,900	95
	Jefferson	13,500	12,000	95
	Lawrence	34,200	32,800	96
	Somerset	23,700	22,400	95
	Venango	18,500	17,200	93
	Washington	65,000	62,600	96
	Westmoreland	110,600	107,400	97
	WEST VIRGINIA			
	Brooke	9,500	9,300	98
	Grant	2,400	2,100	86
	Hancock	13,500	13,300	99
	Harrison	23,700	22,900	97
	Marion	19,500	18,600	95
	Marshall	12,200	11,800	97
	Monongalia	16,100	15,100	93
	Ohio	24,200	23,600	97
	Preston	6,700	6,200	92
	Randolph	6,500	5,900	92
	Taylor	4,000	3,700	92

(Continued on page 669-b)

Station Totals	1,828,500	1,760,300	96
Net Weekly Circulation (March 1969)			1,116,765
Average Daily Circulation (March 1969)			736,840

# Pennsylvania—Scranton & Wilkes-Barre



**WDAU-TV**



Ch. 22

Technical Facilities: Channel No. 22 (518-524 MHz). Authorized power: 3006-kw max. & 750-kw horizontal visual, 550-kw max. & 137-kw horizontal aural. Antenna: tilted electrically, 1560-ft. above av. terrain, 618-ft. above ground, 2744-ft. above sea level.

Latitude 41° 25' 36"  
Longitude 75° 44' 52"

Transmitter: Bald Mt., Ransom Twp.

TV tape: Recording facilities.

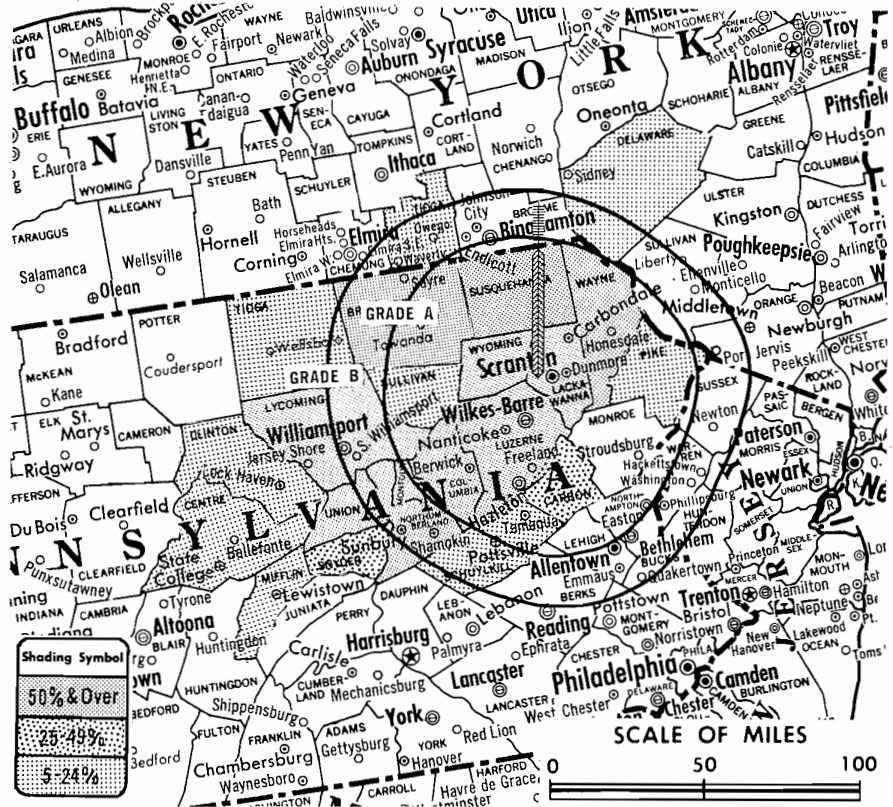
AM Affiliate: WGBI, 1-kw (.5-kw night), 910 kHz (CBS).

FM Affiliate: WGBI-FM, 2.3-kw, 101.3 MHz (No. 267), 1100-ft.

Color: Network, live, film, slide & tape.

News Wire Service: AP. Facsimile Service: AP. News Film Service: CBS.

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).



WDAU-TV Ref: FCC File No. BMPCT-6640 Granted 4/24/68

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## WDAU-TV

Licensee: Scranton Broadcasters Inc., 1000 Wyoming Ave., Scranton, Pa. (18509).

Studio: 1000 Wyoming Ave.

Telephone: 717-342-7634. TWX No.: 510-656-5192.

Ownership: Scranton Bcstrs. Inc., 100% owned by heirs of Frank Megargee, with 28% being held by Scranton WGBI Radio Inc. (66 2/3 voting stock), Mrs. M. E. Megargee & family 72%.

Began Operation: June 7, 1953. In 1959 present owners 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).

Represented (sales) by H-R Television Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Cohen & Dippell.

Personnel:

MRS. M. E. MEGARGEE, president.  
MRS. M. M. HOLCOMB, general manager.  
DOUG HOLCOMB, promotion director.  
MORT ROSENTHAL, program director & film buyer.  
RALPH A. THOMPSON, chief engineer.  
TOM POWELL, news director.

### DIGEST OF RATE CARD NO. 16—(Jan. 1, 1970)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 8 Sec.  
Class AA—7:30-11 p.m., daily.  
\$900.00 \$540.00 \$360.00 \$285.00 Graded rates apply\*

\*Highest rate: \$384.

NETWORK BASE HOURLY RATE: \$625.

Net Weekly Circulation	State County	Total Households	TV Homes	%	
<b>50% &amp; Over</b>	<b>PENNSYLVANIA</b>				
		Bradford	16,200	15,400	95
		Columbia	16,200	15,400	95
		Lackawanna	68,600	66,500	97
		Luzerne	113,300	109,600	97
		Lycoming	36,700	34,000	93
		Montour	4,300	4,000	93
		Northumberland	29,000	27,100	93
		Susquehanna	10,000	9,600	95
		Union	7,300	6,500	90
	Wayne	7,800	7,100	92	
	Wyoming	4,800	4,500	94	
<b>Between 25-49%</b>	<b>PENNSYLVANIA</b>				
		Carbon	16,900	16,200	96
		Snyder	7,500	6,700	90
<b>Between 5-24%</b>	<b>NEW YORK</b>				
		Delaware	13,800	12,700	92
		Tioga	13,800	13,200	96
	<b>PENNSYLVANIA</b>				
		Centre	22,600	21,100	93
		Clinton	11,100	10,600	96
		Mifflin	13,900	12,800	92
		Pike	3,200	3,000	92
		Schuylkill	47,400	45,000	95
		Sullivan	1,800	1,700	94
	Tioga	11,200	10,400	92	
Station Totals		855,900	816,500	95	
Net Weekly Circulation (March 1969)				274,469	
Average Daily Circulation (March 1969)				187,294	

**KYW-TV, Philadelphia**  
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>Between 5-24 %</b>	NEW JERSEY			
	Somerset	52,000	50,800	98
	Sussex	18,600	17,900	96
	PENNSYLVANIA			
	Columbia	16,200	15,400	95
	Dauphin	71,900	68,600	95
	Luzerne	113,300	109,600	97
	Mifflin	13,900	12,800	92
	Northumberland	29,000	27,100	93
	Wayne	7,800	7,100	92

**WCAU-TV, Philadelphia**  
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>Between 5-24 %</b>	NEW JERSEY			
	Somerset	52,000	50,800	98
	Sussex	18,600	17,900	96
	PENNSYLVANIA			
	Columbia	16,200	15,400	95
	Dauphin	71,900	68,600	95
	Northumberland	29,000	27,100	93
	York	84,200	80,600	96

**WFIL-TV, Philadelphia**  
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>Between 5-24 %</b>	MARYLAND			
	Kent	5,300	5,100	96
	NEW JERSEY			
	Somerset	52,000	50,800	98
	PENNSYLVANIA			
	Cumberland	43,700	41,900	96
	Dauphin	71,900	68,600	95
	Luzerne	113,300	109,600	97
	Montour	4,300	4,000	93
	Pike	3,200	3,000	92
	Wayne	7,800	7,100	92
	York	84,200	80,600	96

**WPHL-TV, Philadelphia**  
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>Between 5-24 %</b>	MARYLAND			
	Cecil	14,100	13,800	97
	NEW JERSEY			
	Hunterdon	19,500	18,800	96
	Mercer	90,600	87,400	96
	Ocean	49,100	48,000	98
	Warren	22,300	21,400	96
	PENNSYLVANIA			
	Columbia	16,200	15,400	95
	Cumberland	43,700	41,900	96
	Dauphin	71,900	68,600	95
	Lancaster	91,400	84,100	92
	Lebanon	29,700	28,100	95
	Northumberland	29,000	27,100	93
	York	84,200	80,600	96

**Pennsylvania**

**KDKA-TV, Pittsburgh**  
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>Between 25-49 %</b>	PENNSYLVANIA			
	Blair	43,400	41,600	96
	Clearfield	22,400	21,500	96
	Crawford	22,500	21,200	94
	Elk	10,900	10,400	95
	Mercer	39,700	38,100	96
	WEST VIRGINIA			
	Taylor	4,000	3,700	92
	OHIO			
	Mahoning	93,500	91,200	98
Monroe	4,300	4,000	93	
Morgan	3,300	3,100	92	
Trumbull	69,500	67,800	98	
<b>Between 5-24 %</b>	PENNSYLVANIA			
	Bedford	12,600	11,700	93
	WEST VIRGINIA			
	Barbour	3,900	3,600	92
	Lewis	5,800	5,400	93
Mineral	7,000	6,600	93	

**WTAE-TV, Pittsburgh**  
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>50 % &amp; Over</b>	WEST VIRGINIA—(Continued)			
	Tucker	1,500	1,400	91
	Tyler	2,800	2,600	92
	Wetzel	5,600	5,300	95
<b>Between 25-49 %</b>	PENNSYLVANIA			
	Clearfield	22,400	21,500	96
	WEST VIRGINIA			
	Barbour	3,900	3,600	92
	Lewis	5,800	5,400	93
Upshur	5,100	4,700	93	
<b>Between 5-24 %</b>	OHIO			
	Carroll	6,100	5,900	97
	Monroe	4,300	4,000	93
	PENNSYLVANIA			
	Bedford	12,600	11,700	93
	Centre	22,600	21,100	93
	Mercer	39,700	38,100	96
	WEST VIRGINIA			
	Doddridge	1,400	1,200	91
	Mineral	7,000	6,600	93

**WIIC-TV, Pittsburgh**  
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>Between 5-24 %</b>	OHIO			
	Carroll	6,100	5,900	97
	Mahoning	93,500	91,200	98
	Monroe	4,300	4,000	93
	PENNSYLVANIA			
	Crawford	22,500	21,200	94
	WEST VIRGINIA			
	Barbour	3,900	3,600	92
	Grant	2,400	2,100	86
	Taylor	4,000	3,700	92

# Pennsylvania—Scranton & Wilkes-Barre



**WNEP-TV**



Ch. 16

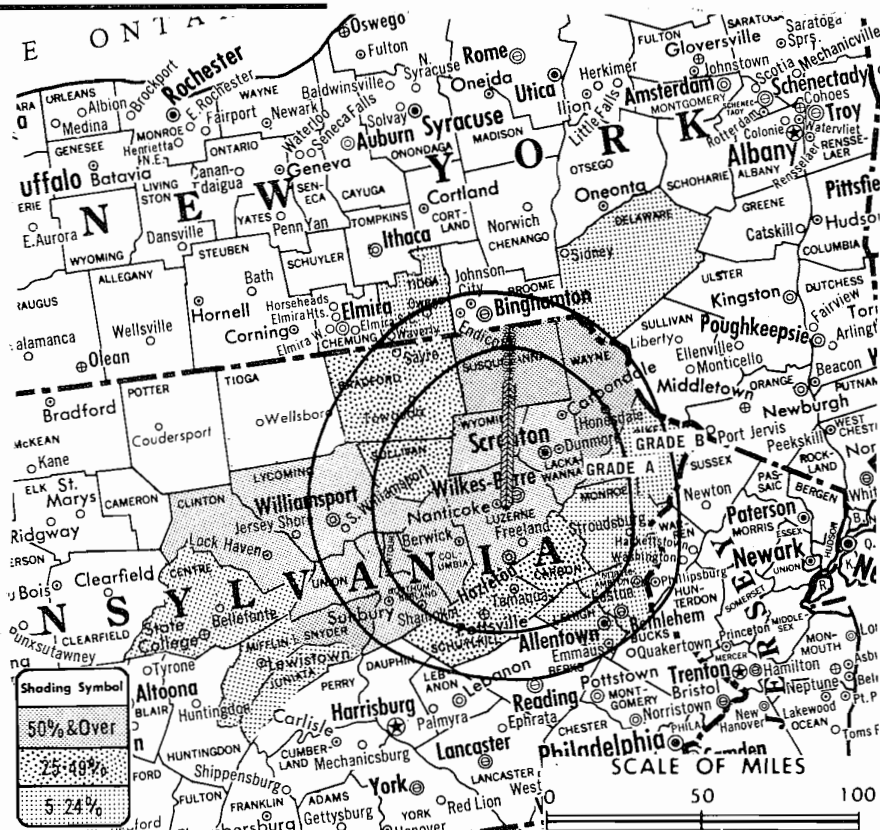
Technical Facilities: Channel No. 16 (482-488 MHz). Authorized power: 1410-kw max. and 741-kw horizontal visual, 141-kw max. and 74.1-kw horizontal aural. Antenna: 1220-ft. above av. terrain, 1382-ft. above ground, 2502-ft. above sea level.

Latitude 41° 10' 58"  
Longitude 75° 52' 21"

Transmitter: Penobscot Nob, Electronic Heights, Wilkes-Barre.

Color: Network, live, film, slide & tape.

News Wire Service: AP.



Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).

WNEP-TV Ref: FCC File No. BPT-3865 Granted 12/8/66

©American Map Co., Inc., N.Y., No. 14244

## WNEP-TV

Licensee: Taft Television Corp., Wilkes-Barre-Scranton Airport, Avoca, Pa. (18641).

Studios: Wilkes-Barre-Scranton Airport, Avoca, Pa.

Telephones: 717-457-7401, Scranton; 717-655-2821, Wilkes-Barre.

TWX No.: 510-656-3879.

Ownership: See WKRC-TV, Cincinnati, Ohio.

Began Operation: Feb. 9, 1954. Sale to Taft by Transcontinent Television Corp.'s subsidiary Northeastern Pennsylvania Broadcasting Inc. approved Feb. 19, 1964 by FCC (Television Digest, Vols. 3:15-16, 31 4:8). Merger & transfer of WARM-TV, Scranton (Ch. 16) and WILK-TV, Wilkes-Barre (Ch. 34) into Northeastern Pennsylvania Bcstg. Co. approved Feb. 12, 1958 by FCC, Vols. 13:46, 14:7).

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Koteen & Burt.

Personnel:

THOMAS P. SHELBURNE, vice president & general manager.  
RAY BALSOM, sales manager.  
BOB FELDMAN, program director.  
GUS DISTADIO, business manager.  
CHESTER SAWICKI, chief engineer.

DIGEST OF RATE CARD NO. A19—(June 1, 1969)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.  
Class AA—7:30-11 p.m., daily.  
\$800.00 \$460.00 \$260.00 ..... Graded rates apply\*

\*Highest rate: \$240.

NETWORK BASE HOURLY RATE: \$725.

Net Weekly Circulation	State County	Total Households	TV Homes	%	
<b>50% &amp; Over</b>	PENNSYLVANIA				
		Clinton	11,100	10,600	96
		Columbia	16,200	15,400	95
		Lackawanna	68,600	66,500	97
		Luzerne	113,300	109,600	97
		Lycoming	36,700	34,000	93
		Montour	4,300	4,000	93
		Northumberland	29,000	27,100	93
		Snyder	7,500	6,700	90
		Susquehanna	10,000	9,600	95
		Union	7,300	6,500	90
	Wayne	7,800	7,100	92	
	Wyoming	4,800	4,500	94	
<b>Between 25-49%</b>	PENNSYLVANIA				
		Bradford	16,200	15,400	95
		Carbon	16,900	16,200	96
		Mifflin	13,900	12,800	92
		Schuylkill	47,400	45,000	95
	Sullivan	1,800	1,700	94	
<b>Between 5-24%</b>	NEW YORK				
		Delaware	13,800	12,700	92
		Tioga	13,800	13,200	96
	PENNSYLVANIA				
		Centre	22,600	21,100	93
		Juniata	4,900	4,400	90
	Lehigh	80,300	77,500	97	
	Monroe	14,000	13,400	96	
	Northampton	66,400	63,800	96	
	Pike	3,200	3,000	92	
Station Totals		892,100	851,200	95	
Net Weekly Circulation (March 1969)				319,441	
Average Daily Circulation (March 1969)				207,235	



# PUTTING INFORMATION IN A NUTSHELL



The 1970-71 CATV and Station Coverage Atlas is designed primarily as a reference tool for CATV, telecasting and advertising executives to provide a quick, handy source to:

- Communities and areas served by Grade A and B contours of television stations, color coded. (The Grade A & B contours, displayed on a state-by-state basis, may be found in *no other document*—government or private.)
- 35-Mile Zone Maps, depicting areas within 35 miles of TV markets as defined by FCC in its proposed CATV rules and under consideration by Congress, NAB, NCTA and other industry groups seeking legislation controlling CATV operations.

The state maps display the proposed FCC 35-mile zones markets in 3 classifications:

Top-100, those not in Top-100, and ETV stations not in commercial markets.

The newly designed and revised CATV and Station Coverage Atlas for 1970-71 also includes:

- Locations of all CATV Systems.
- Amendments to the full text of FCC CATV Rules and Proposed CATV Rules & Inquiry.
- Microwaves Serving CATV Systems.
- A Microwave Route Map.
- CATV Industry Statistics.
- ARB Markets Ranked Alphabetically & by Size.
- Directory of CATV Equipment Manufacturers.
- Directories of Significant CATV Organizations, Including NCTA, Regional & State Associations, FCC Cable TV Bureau, Bell System.

## CATV AND STATION COVERAGE ATLAS

Television Digest, Inc.  
2025 Eye Street, N.W.  
Washington, D. C. 20006  
(202) 965-1985

PLEASE USE HANDY POSTAGE-PAID ORDER CARD #7, BOUND INSIDE THE BACK COVER OF THE STATIONS VOLUME.

# Pennsylvania—Wilkes-Barre & Scranton



**WBRE-TV**

Ch. 28

Technical Facilities: Channel No. 28 (554-560 MHz). Authorized power: 3820-kw max. and 2640-kw horizontal visual, 515-kw horizontal aural. Antenna: 1645-ft. above av. terrain, 845-ft. above ground, 2949-ft. above sea level.  
 Latitude 41° 11' 01"  
 Longitude 75° 52' 02"

Transmitter: Penobscot Mtn., Hanover Twp.

TV tape: Recording facilities.

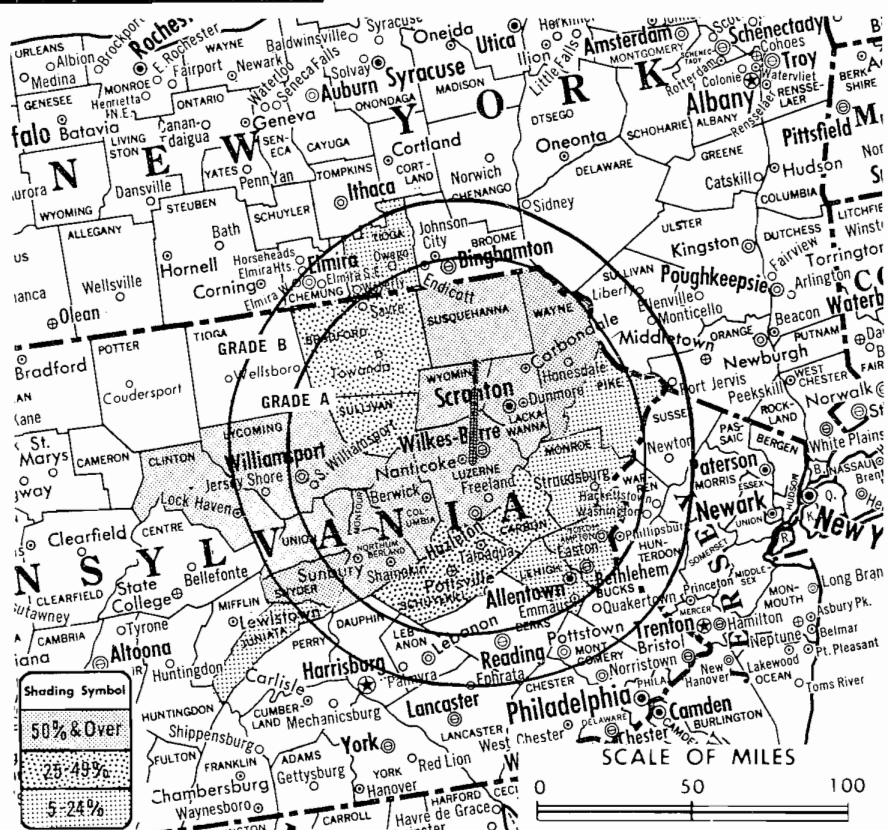
Color: Network, live, film, slide & tape.

News Wire Service: AP.

News Film Service: NBC.

Facsimile Service: UPI.

Studio: 62 S. Franklin St.



WBRE-TV Ref: FCC File No. BMPCT-6939 Granted 12/6/68 ©American Map Co., Inc., N.Y., No. 1424

Total Households: © SRDS  
 Consumer Market Data as of 1/1/70.  
 TV Homes: TV% and Circulation  
 © 1969 American Research Bureau.  
 County coverage based on ARB study (see page 4-b).

## WBRE-TV

Licensee: WBRE-TV Inc., 62 S. Franklin St., Wilkes-Barre, Pa. (18703).

Telephone: 717-823-3101. TWX No.: 510-658-3198.

AM Affiliate: WBRE, 1-kw, 1340 kHz (NBC). FM Affiliate: WBRE-FM, 2.25-kw, 98.5 MHz (No. 253), 1160-ft. antenna height.

Ownership: Louis G. Baltimore, pres.-treas., 64.4%; David M. Baltimore & family, 35.6%.

Began Operation: Jan. 1, 1953.

Represented (sales) by Edward Pety & Co.

Represented (legal) by Hogan & Hartson.

Represented (engineering) by Silliman, Moffet & Kowalski.

Personnel:

- LOUIS G. BALTIMORE, president.
- DAVID M. BALTIMORE, v.p. & general manager.
- FRANKLIN D. COSLETT, general sales manager.
- MIKE BERGER, promotion director.
- DON MILLER, film director.
- JERRY BUTLER, CATV director.
- TOM BIGLER, news director.
- JACK DEMSKY, chief engineer, transmitter.
- GEORGE ANDRESKY, chief engineer, studio.
- CHARLES SAKOSKI JR., CATV engineer.

### DIGEST OF RATE CARD NO. III—(Sept. 15, 1968)

Hour 30 Min. 15 Min. 10 Min. 5 Min. Min. 20 Sec.  
 Class AA—8-10:30 p.m., daily.  
 \$800.00 \$480.00 \$320.00 . . . . . Graded rates apply\*

\*Highest rate: \$424.

NETWORK BASE HOURLY RATE: \$800.

Net Weekly Circulation	State County	Total Households	TV Homes	%	
<b>50% &amp; Over</b>	<b>PENNSYLVANIA</b>				
		Clinton	11,100	10,600	96
		Columbia	16,200	15,400	95
		Lackawanna	68,600	66,500	97
		Luzerne	113,300	109,600	97
		Lycoming	36,700	34,000	93
		Montour	4,300	4,000	93
		Northumberland	29,000	27,100	93
		Snyder	7,500	6,700	90
		Susquehanna	10,000	9,600	95
		Union	7,300	6,500	90
		Wayne	7,800	7,100	92
		Wyoming	4,800	4,500	94
<b>Between 25-49%</b>	<b>PENNSYLVANIA</b>				
		Bradford	16,200	15,400	95
		Carbon	16,900	16,200	96
		Schuylkill	47,400	45,000	95
	Sullivan	1,800	1,700	94	
<b>Between 5-24%</b>	<b>NEW YORK</b>				
		Tioga	13,800	13,200	96
	<b>PENNSYLVANIA</b>				
	Junata	4,900	4,400	90	
	Lehigh	80,300	77,500	97	
	Monroe	14,000	13,400	96	
	Northampton	66,400	63,800	96	
	Pike	3,200	3,000	92	
<b>Station Totals</b>		<b>981,300</b>	<b>939,300</b>	<b>95</b>	
Net Weekly Circulation (March 1969)				307,354	
Average Daily Circulation (March 1969)				206,152	

# Pennsylvania—York



## WSBA-TV

Ch. 43

Technical Facilities: Channel No. 43 (644-650 MHz). Operating with 132-kw visual, 13.2-kw aural. Antenna: 530-ft. above av. terrain, 419-ft. above ground, 1127-ft. above sea level.

Latitude 39° 56' 25"  
Longitude 76° 41' 59"

Holds CP for change to 2570-kw max. & 1000-kw horizontal visual, 257-kw max. & 100-kw horizontal aural, 530-ft. above av. terrain, 400-ft. above ground, 1110-ft. above sea level. BPCT-4296.

Transmitter: S. Queen St., extended.

AM Affiliate: WSBA, 5-kw, 910 kHz.

FM Affiliate: WSBA-FM, 6.5-kw, 103.3 MHz (No. 277), 470-ft.

News Wire Service: UPI.

Color: Network, live, film, slide & tape.

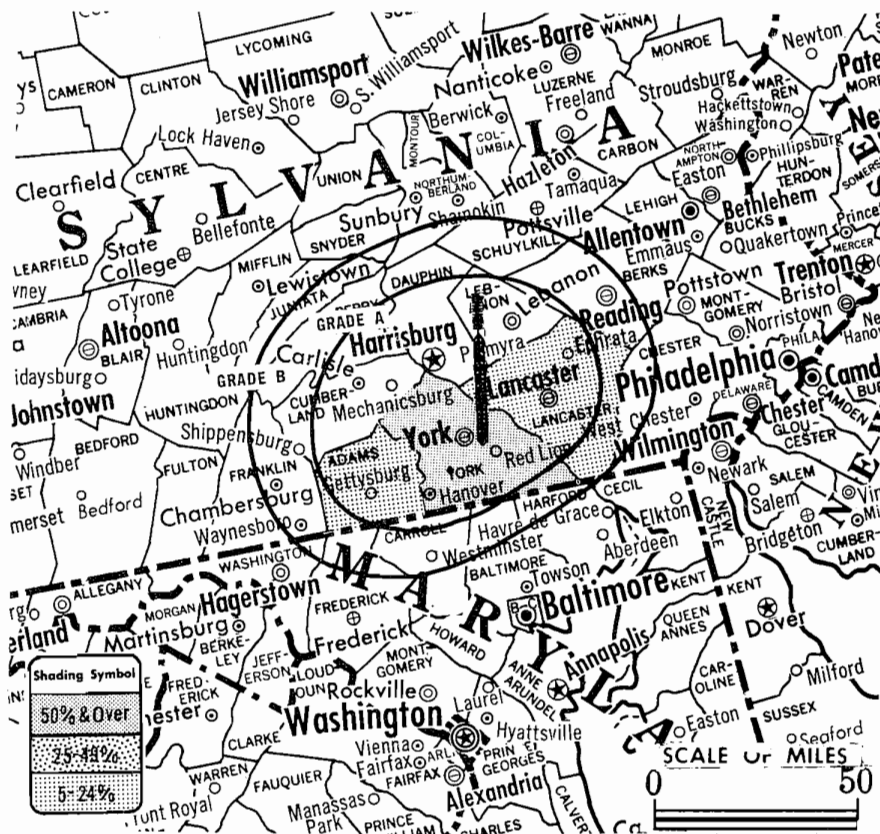
Total Households: © SRDS

Consumer Market Data as of 1/1/70.

TV Homes: TV% and Circulation

© 1969 American Research Bureau.

County coverage based on ARB study (see page 4-b).



WSBA-TV Ref: FCC File No. BPCT-4296 Granted 3/18/70

©American Map Co., Inc., N.Y., No. 14244

## WSBA-TV

Licensee: Susquehanna Broadcasting Co., 140 E. Market St. (17401).

Studio: 2005 S. Queen St. (17403).

Telephone: 717-843-0043.

Ownership: Approximately 80% of stock is owned by Louis J. Appell Trust. Susquehanna Bcstg. Co. owns radio stations WSBA & FM, York, Pa.; WARM, Scranton; WQBA, Miami, Fla.; WHLO, Akron, O.; WICE, Providence, R.I. and WGBB, Merrick, Long Island, N.Y.

Began Operation: Dec. 22, 1952.

Represented (sales) by Blair Television.

Represented (legal) by Cohn & Marks.

Represented (engineering) by Cohen & Dippell.

Personnel:

LOUIS J. APPELL JR., president.  
ROBERT M. STOUGH, station manager.  
H. DAVID BERLIN, sales manager.  
GLENN W. WINTER, director of engineering.

### DIGEST OF RATE CARD NO. 4 (Jan. 1, 1968)

Hour	30 Min.	15 Min.	5 Min.	Min.	ID	
Class AA—7:30-10:59 p.m., daily.	\$300.00	\$180.00	\$150.00	\$90.00	\$65.00	\$33.00

For Keystone Group combination rates, see WLYH-TV, Lebanon, Pa.

NETWORK BASE HOURLY RATE: \$187.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	PENNSYLVANIA York	84,200	80,600	96
	PENNSYLVANIA Adams	16,600	15,700	95
<b>Between 5-24%</b>	PENNSYLVANIA Lancaster	91,400	84,100	92
	Station Totals	797,500	769,400	96
Net Weekly Circulation (March 1969)				47,260
Average Daily Circulation (March 1969)				25,067

Map reflects proposed facilities.

### MORTON FLOM, P. Eng. Consulting Engineer

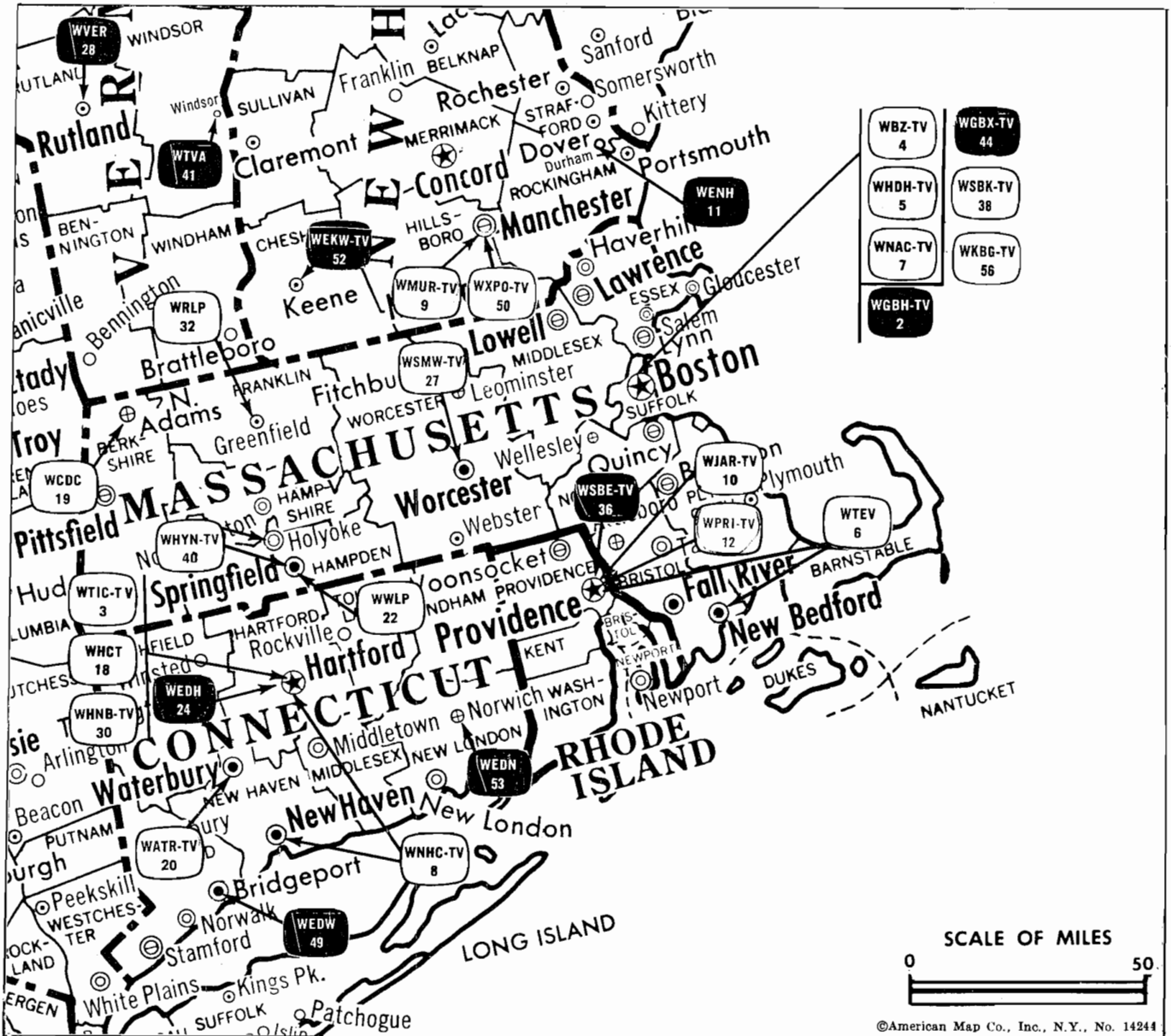
- CATV Proof of Performance
- Antenna Site/System — Testing, Analysis, Design
- FCC Briefs — CRTC Applications
- Radio Equipment Type Approval
- CSA Applications

All Services Confidential

514-484-4883

5814 Hudson Avenue  
Montreal 268.

# Rhode Island



Market	ARB Net Weekly Circulation	Rank	ARB ADI TV Households	Rank
Providence	724,869	18	472,700	29

**HAMILTON-LANDIS & ASSOCIATES, INC.—NATIONWIDE MEDIA BROKERS**  
 THE OFFICE NEAREST YOU IS—1100 CONNECTICUT AVE., N.W. WASHINGTON, D. C. 20036 • (202) 393-3456

Rhode Island Station Status as of March 1, 1970

	VHF	UHF	TOTAL
<input type="checkbox"/> Commercial Television Stations	3	0	3
<input checked="" type="checkbox"/> Educational Television Stations	0	1	1
			4

State Educational Technical Facilities  
(Complete Data in Educational Directory)

**WSBE-TV**  
**Providence**

Ch. 36

Non-Commercial Educational Station

Licensee: Board of Education, State of Rhode Island, Educational Television Services, 600 Mt. Pleasant Ave., Providence (02908).

Technical Facilities: Channel No. 36 (602-608 MHz). Authorized power: 479-kw visual, 95.5-kw aural. Antenna: 600-ft. above av. terrain, 532-ft. above ground, 825-ft. above sea level.

Latitude	41°	48'	18"
Longitude	71°	28'	24"

**Note:** WTEV Listed Under Providence  
Is Licensed to New Bedford, Mass.

**Rhode Island**

**La Rue Media Brokers Inc.**

**Radio Television CATV**

Completed Sales

TV: Portland, Maine            \$4,800,000

Radio: Honolulu AM            \$800,000

116 Central Park South

New York, N.Y. 10019

**President**

**Area Code 212**

**Hugh Ben LaRue**

**265-3430**

# Rhode Island—Providence



**WJAR-TV**



Ch. 10

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 316-kw visual, 49-kw aural. Antenna: 1000-ft. above av. terrain, 901-ft. above ground, 1136-ft. above sea level.

Latitude 41° 51' 54"  
Longitude 71° 17' 15"

Transmitter: Rehoboth, Mass.

TV tape: Recording facilities.

AM Affiliate: WJAR, 5-kw, 920 kHz (NBC).

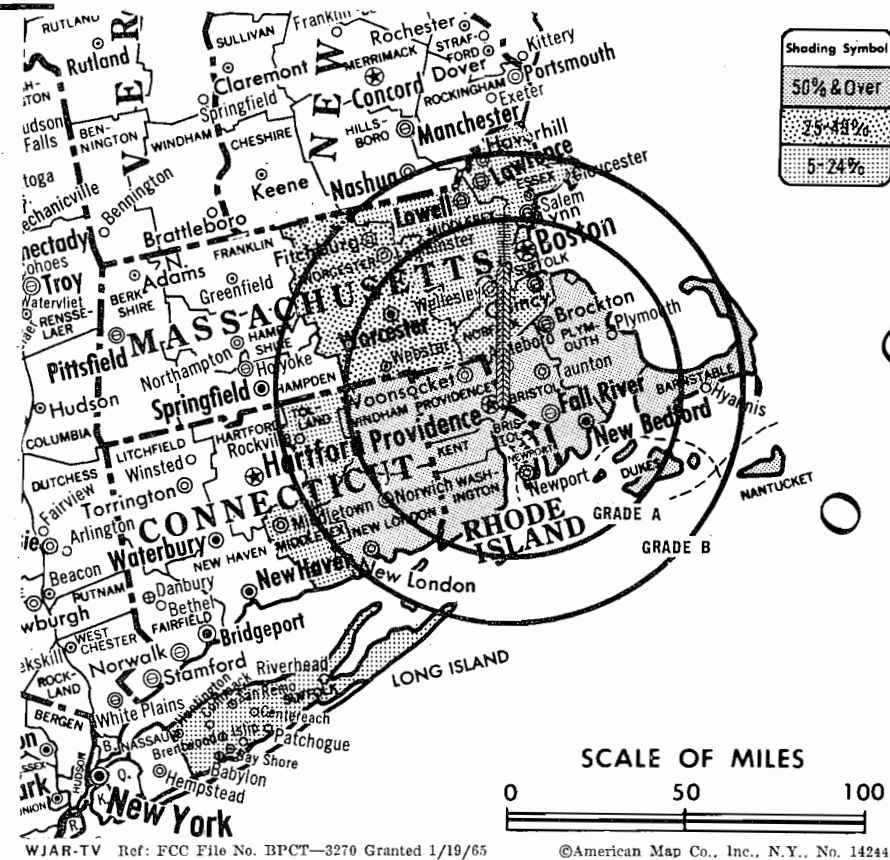
Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

News Film Service: NBC.

Facsimile Service: AP, UPI.

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).



## WJAR-TV

Licensee: The Outlet Co., 176 Weybosset St., Providence (02903).

Studio: 176 Weybosset St.

Telephone: 401-861-9200. TWX No.: 401-521-5372.

Ownership: The Outlet Co. (dept. store). Also owns WDBO-TV, Orlando, Fla. (WDBO & FM) and KSAT-TV, San Antonio, Tex. The Outlet Co. owns 50% of Salt City Bcstg. Corp. which has interest in Ch. 9, Syracuse, N.Y.

Began Operation: July 10, 1949.

Represented (sales) by Edward Petry & Co.

Represented (legal) by Amram, Hahn & Sundlun.

Represented (engineering) by Lohnes & Culver.

Personnel:

JOSEPH S. (DODY) SINCLAIR, chairman.  
KENNETH LOGOWITZ, president.  
DAVID J. SHURTLEFF, v.p., broadcast division.  
ROBERT J. CROHAN, v.p., station manager.  
SHERM STRICKHOUSER, program director.  
FREDERICK R. GRIFFITHS, director, broadcast administration.  
EDWARD BOGHOSIAN, sales manager.  
ERNEST LATESSA, local sales manager.  
BILLY L. PATTON, dir. engineering, broadcast administration.  
ALFRED J. BRASSARD, promotion manager.

### DIGEST OF RATE CARD NO. II (June 1, 1967)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	8 Sec.
Class AA—8-11 p.m., daily.	\$1550.00	\$930.00	\$620.00	\$420.00	\$471.00	\$306.00
NETWORK BASE HOURLY RATE:	\$1550.					

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	CONNECTICUT			
	New London	66,300	63,200	95
	Windham	25,700	24,600	96
	MASSACHUSETTS			
	Barnstable	27,800	26,800	96
	Bristol	135,100	131,800	98
Dukes	2,100	1,900	91	
Nantucket	1,200	1,100	93	
Plymouth	94,400	91,900	97	
RHODE ISLAND	Bristol	13,500	13,300	98
	Kent	41,700	40,900	98
	Newport	21,200	20,600	97
	Providence	183,300	178,400	97
	Washington	22,300	21,500	97
<b>Between 25-49%</b>	MASSACHUSETTS			
	Worcester	186,200	180,600	97
<b>Between 5-24%</b>	CONNECTICUT			
	Middlesex	32,400	31,200	96
	Tolland	25,700	24,700	96
	MASSACHUSETTS			
	Essex	198,000	193,200	98
	Middlesex	389,300	379,600	98
Norfolk	170,500	167,000	98	
Suffolk	222,200	211,100	95	
NEW YORK				
Suffolk East	75,500	73,700	98	
Station Totals		2,715,200	2,632,100	96
Net Weekly Circulation (March 1969)				724,869
Average Daily Circulation (March 1969)				400,682

# Rhode Island—Providence



**WPRI-TV**



Ch. 12

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 46.5-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"

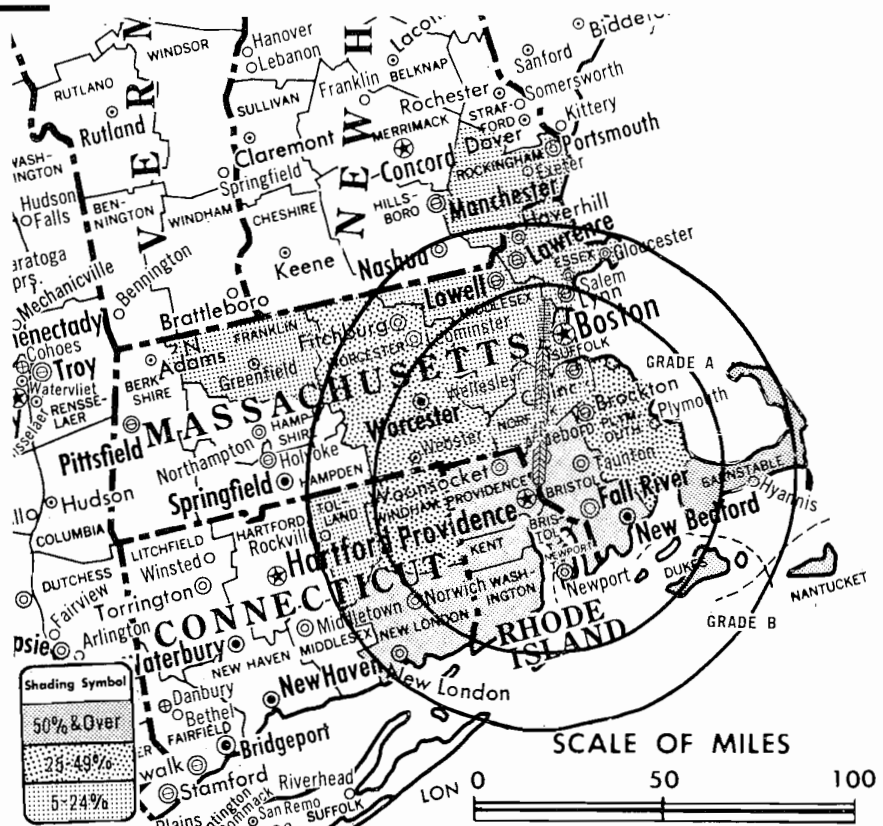
Transmitter: Homestead Ave., Rehoboth, Mass.

Studio: 24 Mason St.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.



Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).

WPRI-TV Ref: FCC File No. BPCT-3943 Granted 7/6/67

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## WPRI-TV

Licensee: Providence TV Inc., 24 Mason St., Providence (02903).

Telephone: 401-521-4000. TWX No.: 710-381-1606.

Ownership: See WJRT-TV, Flint, Mich.

Began Operation: March 27, 1955. Sale to present owner by Capital Cities Bcstg. approved June 15, 1967 by FCC. Previous sale to Capital Cities by William S. Cherry and associates to Capital Cities Broadcasting Corp. approved March 11, 1959 by FCC (Television Digest, Vols. 14:51 & 15:11).

Represented (sales) by Blair-TV.

Represented (legal) by Wilmer, Cutler & Pickering.

Represented (engineering) by Gautney & Jones.

Personnel:

EDWIN W. PFEIFFER, vice president & general manager.  
JOHN E. FRANKS, general sales manager.  
HARRY WEIST, program manager.  
CHARLES LYNCH, engineering manager.  
VIC SYLVIA, local sales manager.  
JOSEPH FOGARTY, admin. asst. to gen. mgr.  
WALTER CRYAN, news director.  
ROBERT JOHNSON, commercial production manager.

DIGEST OF RATE CARD NO. 12—(Sept. 1, 1969)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	ID
Class A—6:30-11:01 p.m., daily.	\$1800	\$1200	\$800	\$700	\$600	....	\$400* \$230*

\*Class A—6:30-11 p.m., daily.

NETWORK BASE HOURLY RATE: \$1400.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	CONNECTICUT			
	New London	66,300	63,200	95
	MASSACHUSETTS			
	Barnstable	27,800	26,800	96
	Bristol	135,100	131,800	98
	Dukes	2,100	1,900	91
	Nantucket	1,200	11,00	93
	RHODE ISLAND			
	Bristol	13,500	13,300	98
	Kent	41,700	40,900	98
	Newport	21,200	20,600	97
	Providence	183,300	178,400	97
	Washington	22,300	21,500	97
<b>Between 25-49%</b>	CONNECTICUT			
	Windham	25,700	24,600	96
	MASSACHUSETTS			
	Plymouth	94,400	91,900	97
	Worcester	186,200	180,600	97
<b>Between 5-24%</b>	CONNECTICUT			
	Tolland	25,700	24,700	96
	MASSACHUSETTS			
	Essex	198,000	193,200	98
	Franklin	19,300	18,100	94
	Middlesex	389,300	379,600	98
	Norfolk	170,500	167,000	98
	Suffolk	222,200	211,100	95
	NEW HAMPSHIRE			
	Rockingham	37,500	36,400	97
Station Totals		2,740,800	2,656,000	96
Net Weekly Circulation (March 1969)				670,360
Average Daily Circulation (March 1969)				366,845

# Rhode Island—Providence (New Bedford, Mass.)



**WTEV**



Ch. 6

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 940-ft. above av. terrain, 1001-ft. above ground, 1049-ft. above sea level.

Latitude 41° 35' 48"  
Longitude 71° 11' 24"

Transmitter: 1.8-mi. N of Tiverton, R. I. on Lafayette Rd.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI, Western Union (sports).

Facsimile Service: AP.

News Film Service: ABC.

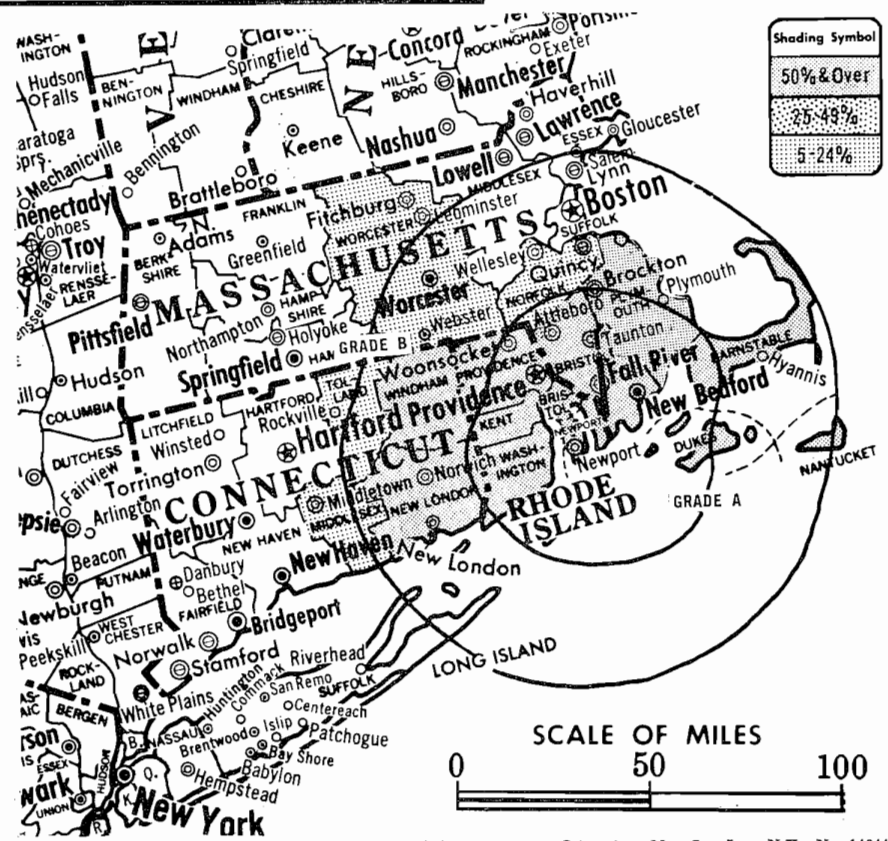
Total Households: © SRDS

Consumer Market Data as of 1/1/70.

TV Homes: TV% and Circulation

© 1969 American Research Bureau.

County coverage based on ARB study (see page 4-b).



WTEV Ref: FCC File No. BPCT-3450 Granted 12/7/66

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## WTEV

Network Service: ABC.

Licensee: Telestation WTEV, Television Center, 8th & Spring Sts., New Bedford, Mass. (02740).

Studio: Television Center, 8th & Spring Sts., New Bedford.

Telephones: 617-993-2651, New Bedford studio & office; 401-331-7600, Providence sales office.

TWX No.: 617-993-6255.

Ownership: See WGAL-TV, Lancaster, Pa.

Began Operation: Jan. 1, 1963. Sale to present owner by WTEV Television Inc. was approved April 6, 1966 by FCC (Television Digest, Vols. 5:45, 6:7).

Represented (sales) by H-R Television Inc.

Represented (legal) by Hogan & Hartson.

Represented (engineering) by Jansky & Bailey.

Personnel:

CLAIR R. McCOLLOUGH, president.  
VANCE L. ECKERSLEY, station manager.  
JOHN H. CANDIOTO, sales manager.  
MANN REED, regional sales manager.  
JOHN ROBINSON, program manager.  
LEE TANNER, operations manager.  
PETER MANDELL, promotion manager.  
JACK DELANEY, news director.  
MAURICE WYNNE, chief engineer.

### DIGEST OF RATE CARD NO. 5 (May 1, 1969)

Hour 30 Min. 15 Min. 30 Sec. 20 Sec. 10 Sec.  
Class AA—7:31-10:59 p.m., daily.

\$1200.00 \$720.00 \$480.00 Graded rates apply\*

\*Highest rate: \$410.

NETWORK BASE HOURLY RATE: \$1200.

Net Weekly Circulation	State County	Total Households	TV Homes	%
50% & Over	CONNECTICUT			
	New London	66,300	63,200	95
	Windham	25,700	24,600	96
	MASSACHUSETTS			
	Barnstable	27,800	26,800	96
	Bristol	135,100	131,800	98
	Dukes	2,100	1,900	91
	Nantucket	1,200	1,100	93
	Plymouth	94,400	91,900	97
	RHODE ISLAND			
Bristol	13,500	13,300	98	
Kent	41,700	40,900	98	
Newport	21,200	20,600	97	
Providence	183,300	178,400	97	
Washington	22,300	21,500	97	
Between 5-24%	CONNECTICUT			
	Middlesex	32,400	31,200	96
	Tolland	25,700	24,700	96
	MASSACHUSETTS			
Norfolk	170,500	167,000	98	
Worcester	186,200	180,600	97	
Station Totals		2,479,800	2,402,900	96
Net Weekly Circulation (March 1969)				565,276
Average Daily Circulation (March 1969)				320,929

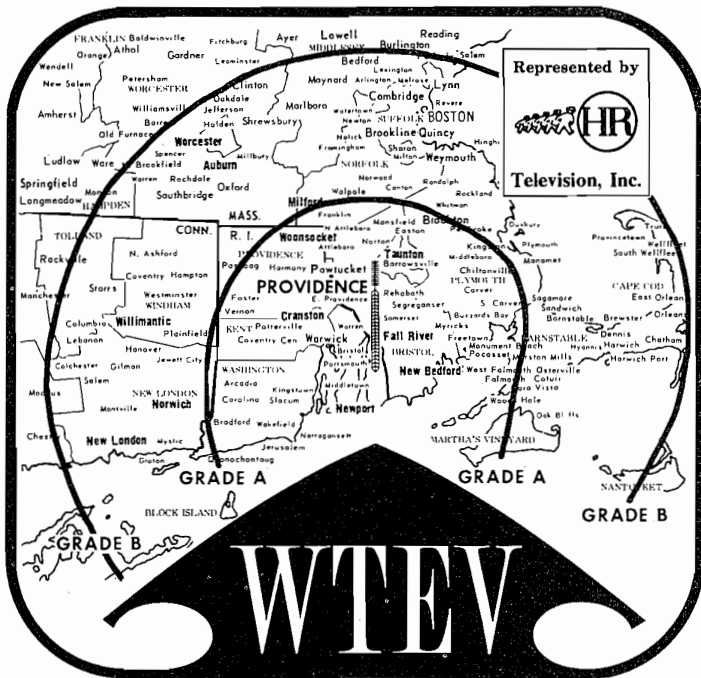
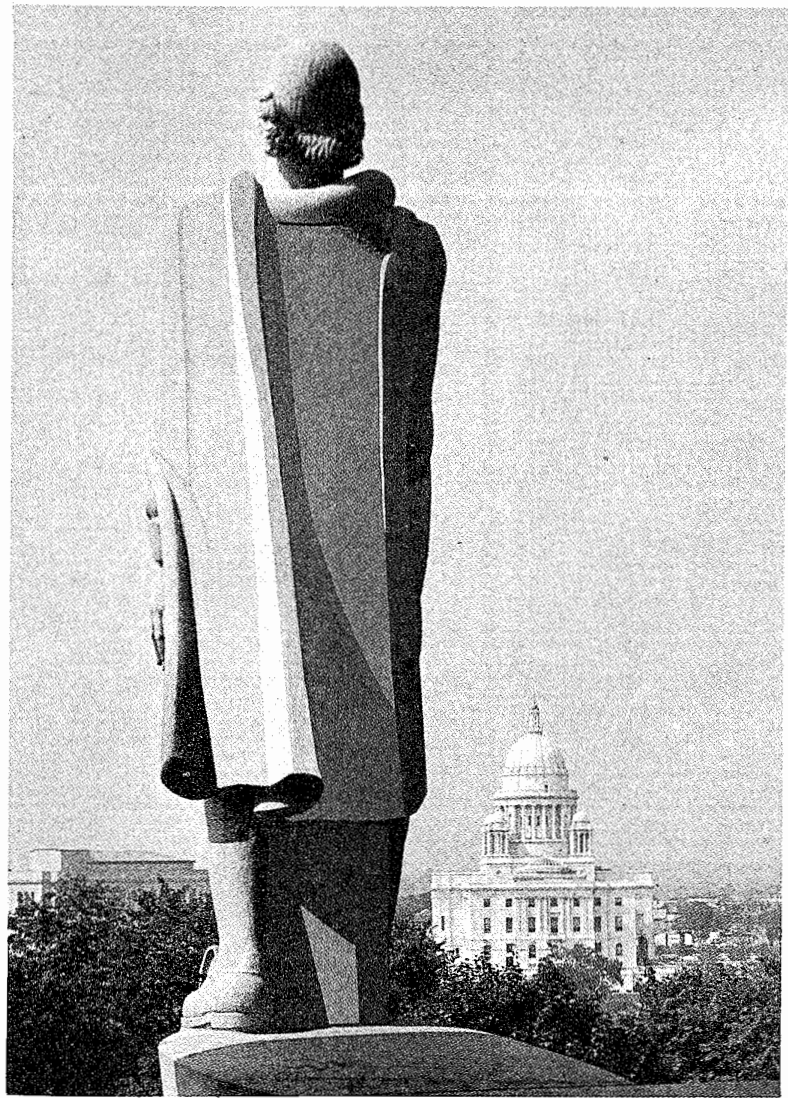
For Group Ownership of Television Stations

See Services Volume



**ROGER WILLIAMS MONUMENT**, commemorating the founder of Rhode Island who, having been banished from Massachusetts, settled in Providence in 1636.

# When you think of Providence, think of WTEV



The WTEV audience in the greater Providence TV area grows greater every day! The upward swing will continue because of the reach and penetration the 1,049-foot tower provides plus the programming format designed to attract viewers today and hold them tomorrow. Ratings in the average number of homes reached make the growth picture clear.\*

**UP 24%** - 5:00 pm - 7:30 pm Mon. thru Fri.  
**UP 14%** - 7:30 pm - 11:00 pm Sun. thru Sat.

*\*Based on Feb.-Mar. 1970 Nielsen estimates compared with Feb.-Mar. 1969, subject to inherent limitations of sampling techniques and other qualifications issued by Nielsen, available upon request.*

## WTEV

Providence—New Bedford—Fall River  
 Rhode Island—Massachusetts

Vance L. Eckersley, Sta. Mgr.

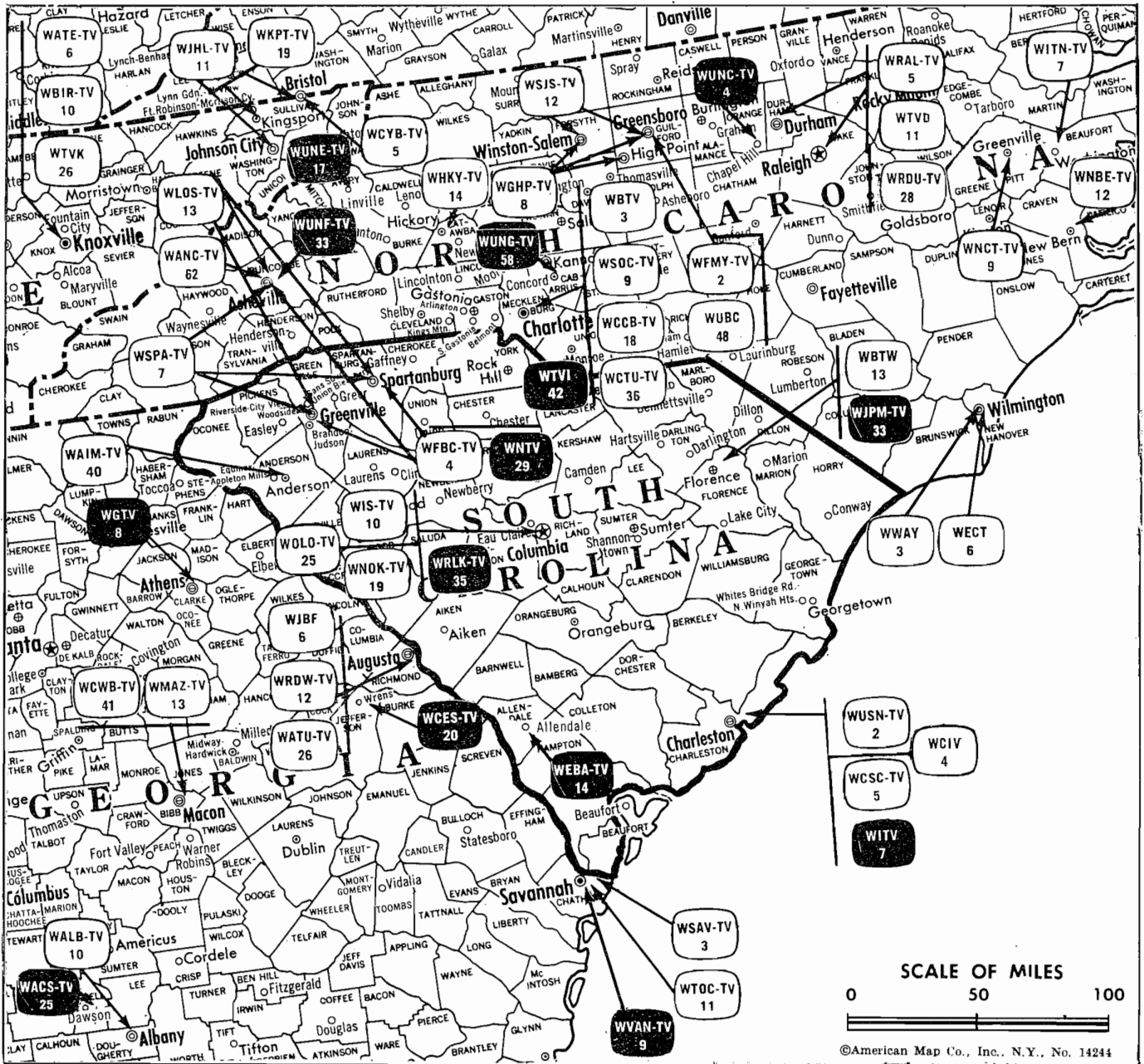
Serving the Greater Providence Area

Channel



**STEINMAN TELEVISION STATIONS** • Clair McCollough, Pres.  
 WTEV Providence, R. I./New Bedford-Fall River, Mass. • WGAL-TV Lancaster-Harrisburg-York-Lebanon, Pa.

# South Carolina



Market	ARB Net Weekly Circulation	Rank	ARB ADI TV Households	Rank
Greenville-Spartanburg-Asheville	513,364	33	382,200	41
Columbia	242,364	88	132,800	109
Charleston	164,925	119	125,000	118
Florence	164,855	120	71,100	150
Anderson	816	226	*	*

**HAMILTON-LANDIS & ASSOCIATES, INC.—NATIONWIDE MEDIA BROKERS**  
 THE OFFICE NEAREST YOU IS—1100 CONNECTICUT AVE., N.W. WASHINGTON, D. C. 20036 • (202) 393-3456

South Carolina Station Status as of March 1, 1970

	VHF	UHF	TOTAL
○ Commercial Television Stations	8	3	11
● Educational Television Stations	1	4	5
			16

**State Cross Reference List**  
Communities That Receive Programs of  
Stations That Are Located Elsewhere

**WFBC-TV, WLOS-TV & WSPA-TV**  
Spartanburg, S.C.-Asheville, N.C.  
(See Greenville, S.C.)

**State Educational Technical Facilities**  
(Complete Data in Educational Directory)

**WEBA-TV**  
Allendale-Barnwell  
Ch. 14

Non-Commercial Educational Station  
(Satellite of WRLK-TV, Columbia, S.C.)

Licensee: South Carolina Educational TV Commission, 2712 Millwood Ave., Columbia, S.C. (29205).

Technical Facilities: Channel No. 14 (470-476 MHz). Authorized power: 557-kw visual, 111.4-kw aural. Antenna: 800-ft. above av. terrain, 805-ft. above ground, 1045-ft. above sea level.

Latitude	33°	11'	12.5"
Longitude	81°	23'	53.5"

**WITV**  
Charleston  
Ch. 7

Non-Commercial Educational Station  
(Satellite of WRLK-TV, Columbia, S.C.)

Licensee: South Carolina Educational Television Commission, 2712 Millwood Ave., Columbia, S.C. (29205).

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 28.8-kw visual, 5.75-kw aural. Antenna: 220-ft. above av. terrain, 234-ft. above ground, 244-ft. above sea level.

Latitude	32°	47'	23"
Longitude	79°	55'	49"

**WRLK-TV**  
Columbia  
Ch. 35

Non-Commercial Educational Station  
(Operates satellites WITV, Charleston; WNTV, Greenville; WJPM-TV, Florence; WEBA-TV, Allendale, all S.C.)

Licensee: South Carolina Educational TV Commission, 2712 Millwood Ave., Columbia, S.C. (29205).

Technical Facilities: Channel No. 35 (596-602 MHz). Authorized power: 513-kw visual, 102-kw aural. Antenna: 1030-ft. above av. terrain, 995-ft. above ground, 1380-ft. above sea level.

Latitude	34°	07'	07"
Longitude	80°	56'	12"

**South Carolina**

**WJPM-TV**  
Florence  
Ch. 33

Non-Commercial Educational Station  
(Satellite of WRLK-TV, Columbia, S.C.)

Grantee: South Carolina Educational TV Commission, 2712 Millwood Ave., Columbia, S.C. (29205).

Technical Facilities: Channel No. 33 (584-590 MHz). Authorized power: 537-kw visual, 107-kw aural. Antenna: 789-ft. above av. terrain, 793-ft. above ground, 919-ft. above sea level.

Latitude	34°	16'	45.5"
Longitude	79°	44'	36.5"

**WNTV**  
Greenville  
Ch. 29

Non-Commercial Educational Station  
(Satellite of WRLK-TV, Columbia, S.C.)

Licensee: South Carolina Educational TV Commission, 2712 Millwood Ave., Columbia, S.C. (29205).

Technical Facilities: Channel No. 29 (560-566 MHz). Authorized power: 339-kw visual, 67.6-kw aural. Antenna: 1142-ft. above av. terrain, 146-ft. above ground, 2181-ft. above sea level.

Latitude	34°	56'	26"
Longitude	82°	24'	38"

**WIS-TV, Columbia**  
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
	SOUTH CAROLINA			
	Aiken	28,500	27,300	96
	Cherokee	10,800	10,200	95
	Colleton	7,700	6,700	87
	Dorchester	7,200	6,700	93
	Greenwood	16,000	15,200	95
	Horry	20,300	18,600	91
	Mc Cormick	2,300	2,100	90
	York	23,900	22,500	94
<b>Between 25-49 %</b>				

*Hogan-Feldmann, Inc.*  
MEDIA BROKERS · CONSULTANTS  
4404 Riverside Drive, Box 1545  
Burbank, California 91505  
Area Code 213 849-3201

# South Carolina—Anderson



Ch. 40

Technical Facilities: Channel No. 40 (626-732 MHz). Authorized power: 170-kw visual, 93.3-kw aural. Antenna: 380-ft. above av. terrain, 418-ft. above ground, 1168-ft. above sea level.

Latitude 34° 30' 53"  
Longitude 82° 38' 15"

Holds CP for change to 166-kw max. & 135-kw horizontal visual, 33.1-kw max. & 26.9-kw horizontal aural. BMPCT-6984.

Transmitter: 321 Kingsley Rd.

TV tape: Recording facilities.

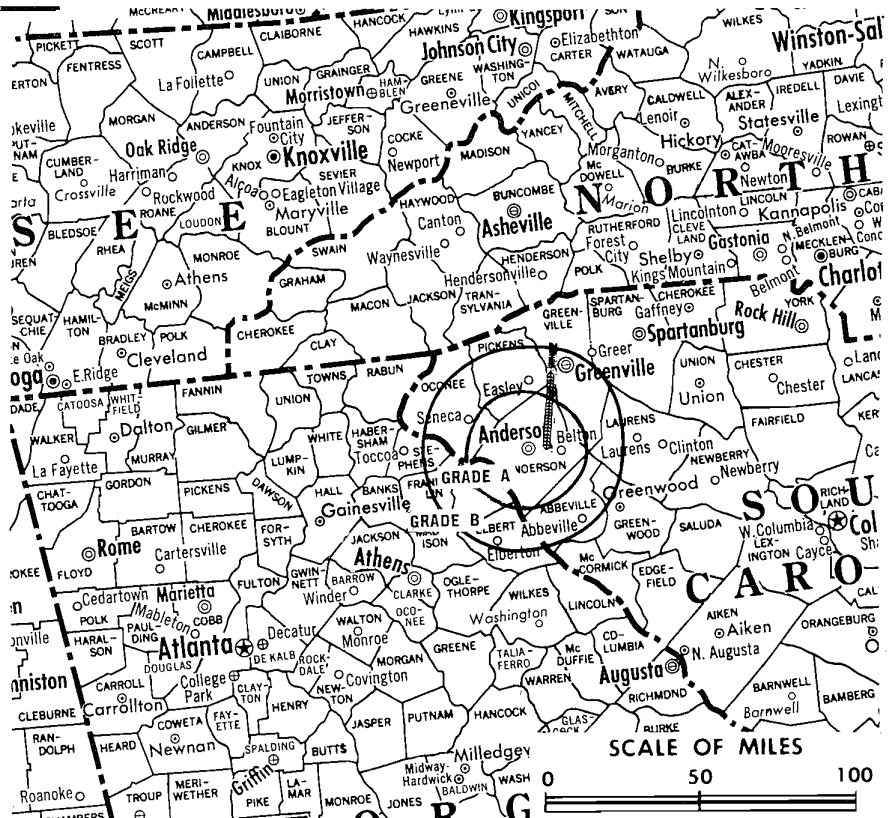
AM Affiliate: WAIM, 1-kw, 1230 kHz (CBS).

FM Affiliate: WCAC, 6.4-kw, 101.1 MHz (No. 266), 330-ft.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).



WAIM-TV Ref: FCC File No. BMPCT-2788 Granted 2/14/55  
CP: BMPCT-6984 Granted 8/28/69  
SCALE OF MILES 0 50 100  
© American Map Co., Inc., N.Y., No. 14244

## WAIM-TV

Network Service: CBS; also available on ABC.  
Grantee (STA): Wilton E. Hall, Box 806.  
Studio: 321 Kingsley Rd. (29621).  
Telephone: 803-226-1511. TWX No.: 803-226-6541.  
Ownership: Wilton E. Hall, 100%; publisher of Anderson Independent and Mail.  
Began Operation: Dec. 1, 1953.  
Represented (sales) by The Devney Organization Inc.; Dora-Clayton Agency Inc. (Atlanta).  
Personnel:  
WILTON E. HALL, owner.  
GLENN P. WARNOCK, general manager.  
JOHN McCALLUM, sales manager.  
JERRY GARRETT, film buyer.  
ROBERT BALDWIN, engineering director.

## DIGEST OF RATE CARD NO. 2 (Nov. 1, 1964)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.
Class A—6:00-11:00 p.m., daily.	\$200.00	\$120.00	\$80.00	\$50.00	\$60.00* \$45.00*

\*Class AA—7:59-10 p.m., daily.

NETWORK BASE HOURLY RATE: \$150.

ARB Data Not Available.

# South Carolina—Charleston



**WCIV**



Ch. 4

**Technical Facilities:** Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 939-ft. above av. terrain, 983-ft. above ground, 988-ft. above sea level.

Requests change to 1955-ft. above av. terrain, 1996-ft. above ground, 2016-ft. above sea level, lat. 33° 01' 00", long. 79° 40' 59", transmitter to 10-mi. NE of Wando, S.C., studio to Mt. Pleasant, Charleston. BPCT-4121.

Latitude 32° 47' 15"  
Longitude 79° 51' 00"

Transmitter: Mt. Pleasant, S.C.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

News Film Service: NBC.

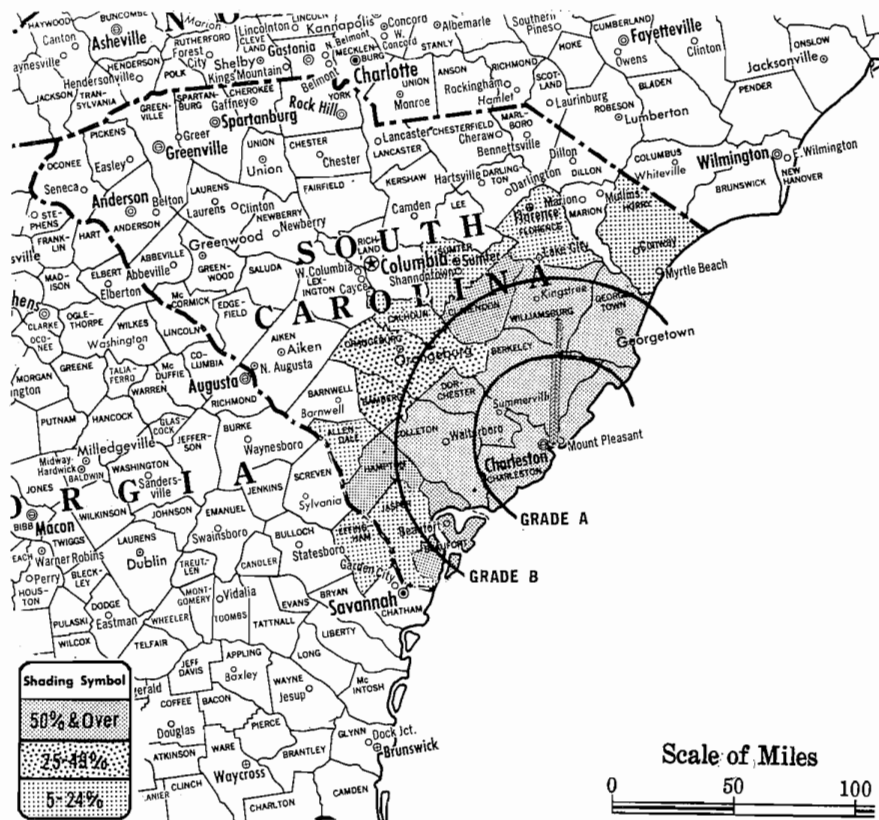
Total Households: © SRDS

Consumer Market Data as of 1/1/70.

TV Homes: TV% and Circulation

© 1969 American Research Bureau.

County coverage based on ARB study (see page 4-b).



WCIV Ref: FCC File No. BPCT-3631 Granted 12/13/65

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## WCIV

Licensee: First Charleston Corp., Highway 703, Mt. Pleasant, S.C.

Studio: Mt. Pleasant, S.C. (29464).

Telephone: 803-884-8513.

Ownership: See WMAL-TV, Washington, D.C.

Began Operation: Oct. 23, 1962. Sale to present owner by First Charleston Corp. approved Oct. 5, 1966 by FCC (Television Digest, Vol. 6:28, 41).

Represented (sales) by H-R Television Inc.

Represented (legal) by Hogan & Hartson.

Represented (engineering) by Jansky & Bailey.

Personnel:

FRED S. HOUWINK, vice president.  
WILLIAM E. LUCAS, general manager.  
EVERETT MARTIN, sales manager.  
JAMES LUTTRELL, chief engineer.  
JERRY MALLARD, operations manager & film buyer.

### DIGEST OF RATE CARD NO. 6

(June 1, 1969)

Hour	30 Min.	15 Min.	Min.	30 Sec.	20 Sec.
Class A—6:30-10:59 p.m., daily.	\$500.00	\$220.00	\$160.00	Graded rates apply*	

\*Highest rate: \$175.

NETWORK BASE HOURLY RATE: \$500.

Net Weekly Circulation	State County	Total Households	TV Homes	%	
<b>50% &amp; Over</b>	<b>SOUTH CAROLINA</b>				
		Beaufort	13,200	12,300	93
		Berkeley	14,600	13,200	91
		Charleston	76,500	72,400	95
		Clarendon	6,100	5,100	84
		Colleton	7,700	6,700	87
		Dorchester	7,200	6,700	93
		Georgetown	9,600	8,600	90
	Hampton	4,900	4,300	88	
	Williamsburg	9,300	8,000	87	
<b>Between 25-49%</b>	<b>SOUTH CAROLINA</b>				
		Bamberg	3,900	3,400	89
		Orangeburg	18,600	16,500	88
<b>Between 5-24%</b>	<b>GEORGIA</b>				
		Effingham	3,100	2,900	92
	<b>SOUTH CAROLINA</b>				
		Allendale	3,000	2,600	86
		Calhoun	3,100	2,700	87
		Florence	24,300	22,800	94
		Horry	20,300	18,600	91
	Jasper	3,600	3,200	87	
	Sumter	19,700	18,100	92	
<b>Station Totals</b>		406,300	375,900	92	
<b>Net Weekly Circulation (March 1969)</b>			144,520		
<b>Average Daily Circulation (March 1969)</b>			97,248		

# South Carolina—Charleston

**WCSC-TV**



Ch. 5

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1000-ft. above av. terrain, 1044-ft. above ground, 1049-ft. above sea level.

Latitude 32° 47' 44"  
Longitude 79° 50' 27"

Requests change to 1955-ft. above av. terrain, 1996-ft. above ground, 2016-ft. above sea level, lat. 33° 01' 00", long. 79° 40' 59", transmitter to 10-mi. N.E. of Wando, S.C. BPCT-4127.

Transmitter: Rifle Range Rd., 5.5-mi. E of Charleston.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

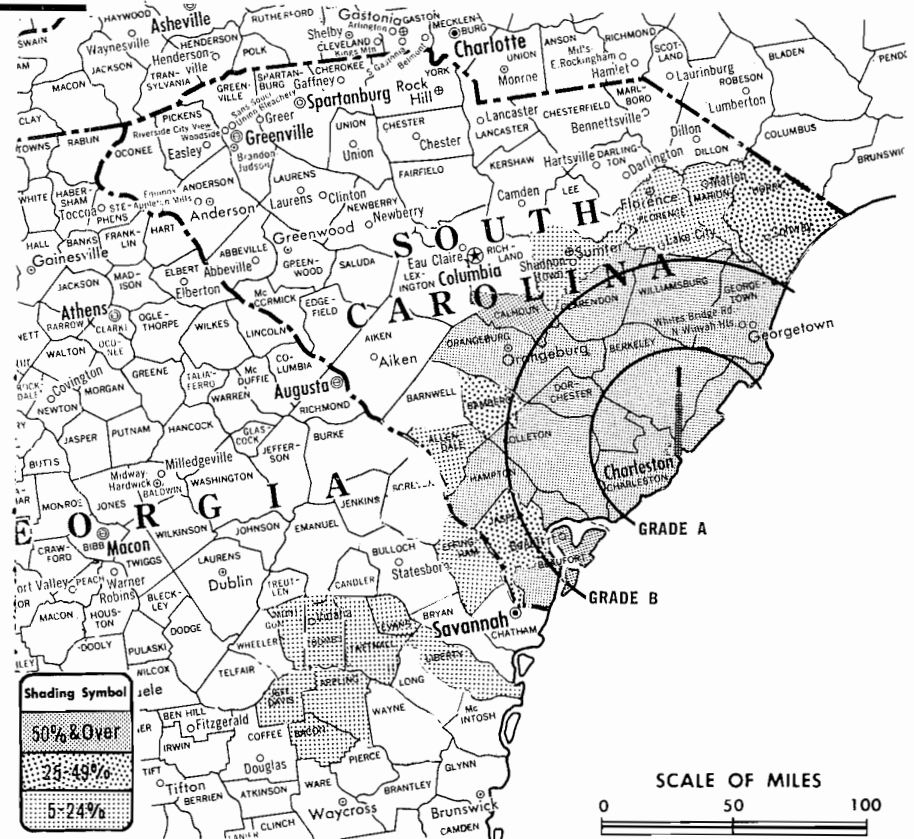
News Wire Service: UPI.

News Film Service: CBS.

AM Affiliate: WCSC, 5-kw, 1390 kHz (CBS).

FM Affiliate: WCSC-FM, 75-kw, 96.9 MHz (No. 245), 700-ft. antenna.

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).



WCSC-TV Ref: FCC File No. BPCT—2380 Granted 8/15/68

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## WCSC-TV

Licensee: WCSC Inc., 485 East Bay (29403).

Studio: 485 East Bay.

Telephone: 803-723-8371. TWX No.: 803-881-1867.

Ownership: John M. Rivers, pres.-treas., 63.74%; Martha Rivers, 1st v.p. & secy., .593%; directors I. Mayo Read (.12%) and Dr. Robert Wilson Jr. (.625%); Arthur L. Rivers estate, 3.22%; John M. Rivers Jr., 1.5%; remainder is held by stockholders owning less than 1% each.

Began Operation: June 19, 1953.

Represented (sales) by Peters, Griffin, Woodward Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Lohnes & Culver.

Personnel:

- JOHN M. RIVERS, president and general manager.
- ROLAND WEEKS, v.p., station manager & film buyer.
- VIRGIL V. EVANS, v.p. & national sales manager.
- JOHN M. RIVERS JR., vice president.
- RALPH THORNLEY, regional sales manager.
- CHARLES HALL, program director.
- JACK PETIT, production manager.
- LOIS PARKER, promotion director.
- GLORIA S. WILSON, program publicity manager.
- KEN KLYCE, news director.
- MARIETT WICKS, copy chief.
- ANNIE LAURIE QUARTERMAN, operations manager.
- VERNON WORD, film director.
- KARL QUICK, tape director.
- RUDY HUGHES, chief engineer.

DIGEST OF RATE CARD NO. 8—(July 1, 1969)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.

Class AA—7-10 p.m., daily.

\$600.00 \$300.00 \$180.00 \$140.00 Graded rates apply\*

\*Highest rate: \$200.

NETWORK BASE HOURLY RATE: \$500.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	<b>SOUTH CAROLINA</b>			
	Beaufort	13,200	12,300	93
	Berkeley	14,600	13,200	91
	Calhoun	3,100	2,700	87
	Charleston	76,500	72,400	95
	Clarendon	6,100	5,100	84
	Colleton	7,700	6,700	87
	Dorchester	7,200	6,700	93
	Georgetown	9,600	8,600	90
	Hampton	4,900	4,300	88
Orangeburg	18,600	16,500	88	
Williamsburg	9,300	8,000	87	
<b>Between 25-49%</b>	<b>SOUTH CAROLINA</b>			
	Bamberg	3,900	3,400	89
	Horry	20,300	18,600	91
Jasper	3,600	3,200	87	
<b>Between 5-24%</b>	<b>GEORGIA</b>			
	Appling	3,400	3,000	88
	Bacon	2,300	2,000	89
	Effingham	3,100	2,900	92
	Evans	2,300	2,100	93
	Jeff Davis	2,400	2,100	89
	Liberty	5,200	4,800	92
Montgomery	1,200	1,000	84	
Tattall	3,900	3,600	92	
Toombs	5,000	4,300	87	
<b>SOUTH CAROLINA</b>	Allendale	3,000	2,600	86
	Florence	24,300	22,800	94
	Marion	8,000	7,100	89
	Sumter	19,700	18,100	92
	<b>Station Totals</b>	<b>389,200</b>	<b>358,200</b>	<b>92</b>
<b>Net Weekly Circulation (March 1969)</b>				<b>164,925</b>
<b>Average Daily Circulation (March 1969)</b>				<b>122,436</b>

# South Carolina—Charleston



**WUSN-TV**



Ch. 2

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 19.5-kw aural. Antenna: 790-ft. above av. terrain; 845-ft. above ground, 849-ft. above sea level.

Latitude 32° 47' 53"  
Longitude 79° 53' 51"

Requests change to 20-kw aural, 1862-ft. above av. terrain, 1996-ft. above ground, 2016-ft. above sea level, lat. 33° 01' 00", long. 79° 40' 59", transmitter to 10-mi. NE of Wando, S.C. BPCT-4107.

Transmitter: Hwy. 17, E of Cooper River Bridge.

Telephone: 803-884-4141.

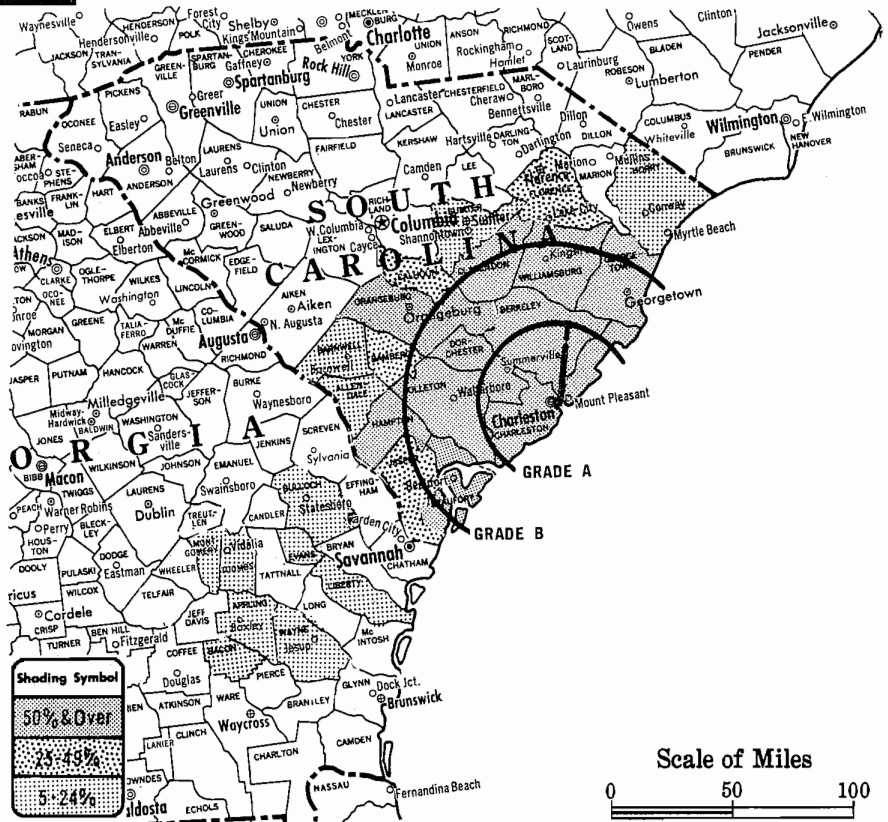
TXW No.: 803-884-9612.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).



WUSN-TV Ref: FCC File No. BNPCT-2104 Granted 6/4/54

© American Map Co., Inc., N.Y., No. 14244

## WUSN-TV

Licensee: Reeves Telecom Corp., Box 879 (29402).

Studio: Hwy. 17, E of Cooper River Bridge.

Ownership: Hazard E. Reeves, 35%; Hastie Family Group (J. Drayton Hastie, Sara C. Hastie, C. Norwood Hastie & Mrs. Sara Logan), 10%; general public, 55%. Reeves Bcstg. owns WHTN-TV, Huntington, W.Va. as well as CATV systems throughout the U.S. (see Reeves Bcstg. under CATV Group Ownership). It also owns radios WITH & FM, Baltimore; WKEE & FM, Huntington, W.Va. and 50% of WBLG-TV, Lexington, Ky.

Began Operation: Sept. 25, 1954. Transfer of control from J. Drayton Hastie family to present owners approved by FCC July 14, 1960 (Television Digest, Vol. 16:29).

Represented (sales) by Edward Petry & Co.

Represented (legal) by Pittman, Lovett, Ford, Hennessey, & White.

Represented (engineering) by Gautney & Jones.

Personnel:

- WILLIAM J. GROOME JR., general manager.
- WILLIAM P. ROVERSI, general sales manager.
- GRANGE S. CUTHBERT, regional sales manager.
- DONALD L. MOODY, operation manager.
- WALTER NELSON, engineering director.
- BEAMON MEARES, assistant chief engineer.
- RED EVANS, news director.
- WES FERNS, program director.

### DIGEST OF RATE CARD NO. 9—(Sept. 7, 1969)

Hour	30 Min.	15 Min.	Min.	20 Sec.	10 Sec.
Class AA—8-10 p.m., daily.					
\$400.00	\$250.00	\$150.00			Graded rates apply*

\*Highest rate: \$581.

NETWORK BASE HOURLY RATE: \$500.

Net Weekly Circulation	State County	Total Households	TV Homes	%	
<b>50% &amp; Over</b>	<b>SOUTH CAROLINA</b>				
		Beaufort	13,200	12,300	93
		Berkeley	14,600	13,200	91
		Charleston	76,500	72,400	95
		Clarendon	6,100	5,100	84
		Colleton	7,700	6,700	87
		Dorchester	7,200	6,700	93
		Georgetown	9,600	8,600	90
		Hampton	4,900	4,300	88
		Orangeburg	18,600	16,500	88
	Williamsburg	9,300	8,000	87	
<b>Between 25-49%</b>	<b>SOUTH CAROLINA</b>				
		Bamberg	3,900	3,400	89
		Calhoun	3,100	2,700	87
		Florence	24,300	22,800	94
	Jasper	3,600	3,200	87	
<b>5-24% Between</b>	<b>GEORGIA</b>				
		Appling	3,400	3,000	88
		Bacon	2,300	2,000	89
		Bulloch	7,100	6,600	92
		Evans	2,300	2,100	93
		Liberty	5,200	4,800	92
		Montgomery	1,200	1,000	84
	Toombs	5,000	4,300	87	
	Wayne	6,100	5,700	93	
<b>SOUTH CAROLINA</b>		Allendale	3,000	2,600	86
		Barnwell	5,100	4,600	90
		Horry	20,300	18,600	91
		Sumter	19,700	18,100	92
		<b>Station Totals</b>	<b>503,000</b>	<b>467,600</b>	<b>93</b>
	<b>Net Weekly Circulation (March 1969)</b>			<b>159,407</b>	
	<b>Average Daily Circulation (March 1969)</b>			<b>93,234</b>	

# South Carolina—Columbia



**WIS-TV**

Ch. 10



Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 316-kw visual, 63.2-kw aural. Antenna: 1546-ft. above av. terrain, 1526-ft. above ground, 1877-ft. above sea level.

Latitude 34° 07' 27"  
Longitude 80° 45' 25"

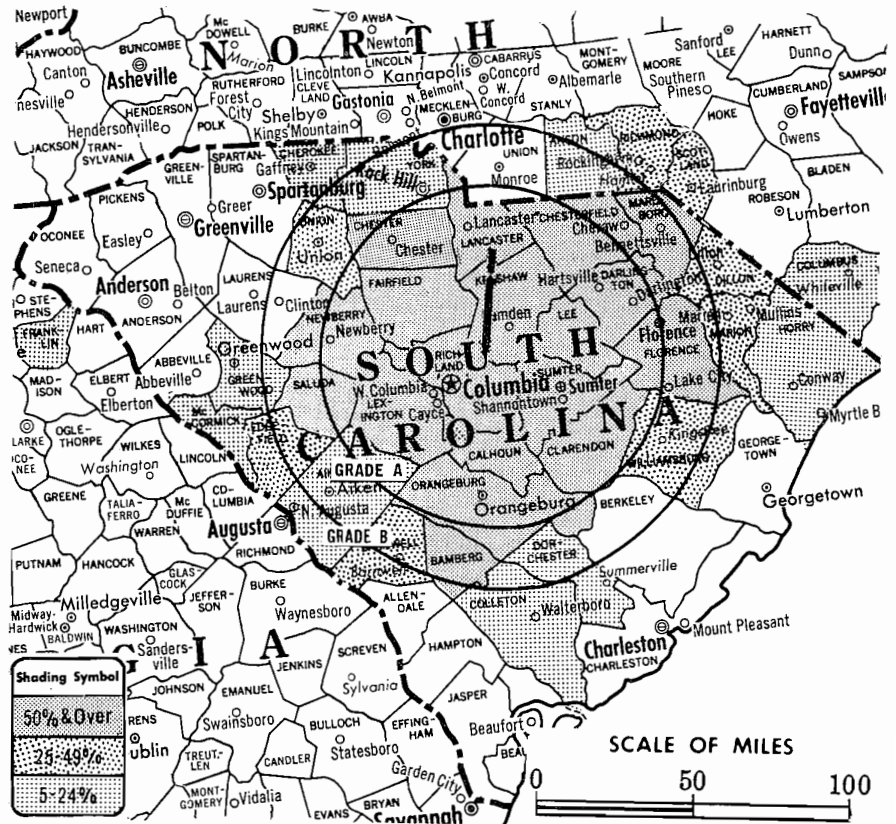
Transmitter: State Hwy. 12, 20-mi. NE of city.

TV tape: Recording facilities.

AM Affiliate: WIS, 5-kw, 560 kHz (NBC).

Color: Network, live, film, slide & tape.

News Wire Service: UPI, NBC.



WIS-TV Ref: FCC File No. BMPCT-5228 Granted 12/12/58

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Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).

## WIS-TV

Licensee: Cosmos Broadcasting Corp., 1111 Bull St. (29202).

Studio: 1111 Bull St.

Telephone: 803-253-6431. TWX No.: 803-733-1184.

Ownership: Liberty Corp., 100%. Cosmos Bcstg. Corp., TV-radio-CATV subsidiary officers: B. Calhoun Hipp, chmn.; Charles A. Batson, pres.; Francis M. Hipp, v.p.-treas.; Carter C. Hardwick Jr., senior v.p.; Herman N. Hipp, v.p.; K. James Yager, v.p.; Law Epps, v.p., sales & development; John W. Lindsay, secy.; Mary Lou Lyles, asst. secy.; H. C. Aycock, controller; Joseph R. Dawson, promotion dir.; James V. Dunbar Jr., asst. to pres.; Joseph P. Gill Jr., engineering dir. Cosmos Bcstg. Corp. also owns & operates WSFA-TV, Montgomery, Ala. & WTOL-TV, Toledo, and WIS. For CATV holdings, see Broadcasters in CATV.

Began Operation: Nov. 7, 1953.

Represented (sales) by Peters, Griffin, Woodward Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Lohnes & Culver.

Personnel:

K. JAMES YAGER, general manager.  
THOMAS J. JOSEPHSEN, general sales manager.  
WILLIAM E. MOORE, program/operations manager.  
JOSEPH R. DAWSON, promotion manager.  
JOSEPH P. GILL JR., chief engineer.  
DICK EDWARDS, news & public affairs director.  
JOHN H. BROCK, national sales manager.  
SIDNEY PALMER, production supervisor.  
THOMAS H. ALLEN JR., local sales manager.

DIGEST OF RATE CARD NO. 13  
(June 15, 1969)

Hour	30 Min.	Min.	30 Sec.	20 Sec.	ID
Class AA—6:30-10 p.m., Mon.-Fri.; 7-11 p.m., Sat. & Sun.					
\$900.00	\$540.00				Graded rates apply*

\*Highest rate: \$300.

NETWORK BASE HOURLY RATE: \$700.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	<b>SOUTH CAROLINA</b>			
	Bamberg	3,900	3,400	89
	Calhoun	3,100	2,700	87
	Chester	8,300	7,800	94
	Chesterfield	8,900	8,000	91
	Clarendon	6,100	5,100	84
	Darlington	14,900	13,800	93
	Fairfield	5,000	4,400	88
	Florence	24,300	22,800	94
	Kershaw	9,500	8,700	92
	Lancaster	11,700	11,100	95
	Lee	4,800	4,200	87
	Lexington	22,100	20,500	93
	Marlboro	7,200	6,500	90
Newberry	8,400	7,800	93	
Orangeburg	18,600	16,500	88	
Richland	61,500	57,700	94	
Saluda	4,700	4,300	92	
Sumter	19,700	18,100	92	
<b>Between 25-49%</b>	<b>NORTH CAROLINA</b>			
	Richmond	11,700	11,000	94
	Scotland	6,500	6,000	92
<b>Between 5-24%</b>	<b>SOUTH CAROLINA</b>			
	Barnwell	5,100	4,600	90
	Dillon	7,600	6,900	91
	Edgefield	3,800	3,500	92
	Marion	8,000	7,100	89
	Union	8,200	7,800	95
Williamsburg	9,300	8,000	87	
<b>Between 5-24%</b>	<b>GEORGIA</b>			
	Franklin	4,000	3,800	95
<b>Between 5-24%</b>	<b>NORTH CAROLINA</b>			
	Anson	6,500	5,900	91
Columbus	13,400	12,100	91	
(Continued on page 681-b)				
Station Totals		987,700	925,400	93
Net Weekly Circulation (March 1969)				242,364
Average Daily Circulation (March 1969)				168,672



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San Francisco . . . . .	(415) 391-1702
Dallas . . . . .	(214) 748-5595

*All ARB Audience Reports are estimates and are subject to limitations and possible errors. A description of the limitations and possible errors will be furnished upon request.*

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*A Subsidiary of Control Data Corporation*

# South Carolina—Columbia



**WNOK-TV**

Ch. 19

Technical Facilities: Channel No. 19 (500-506 MHz). Authorized power: 1250-kw max. & 1046-kw horizontal visual, 125-kw max. & 104.6-kw horizontal aural. Antenna: 637-ft. above av. terrain, 553-ft. above ground, 933-ft. above sea level.

Latitude 34° 02' 41"  
Longitude 80° 59' 51"

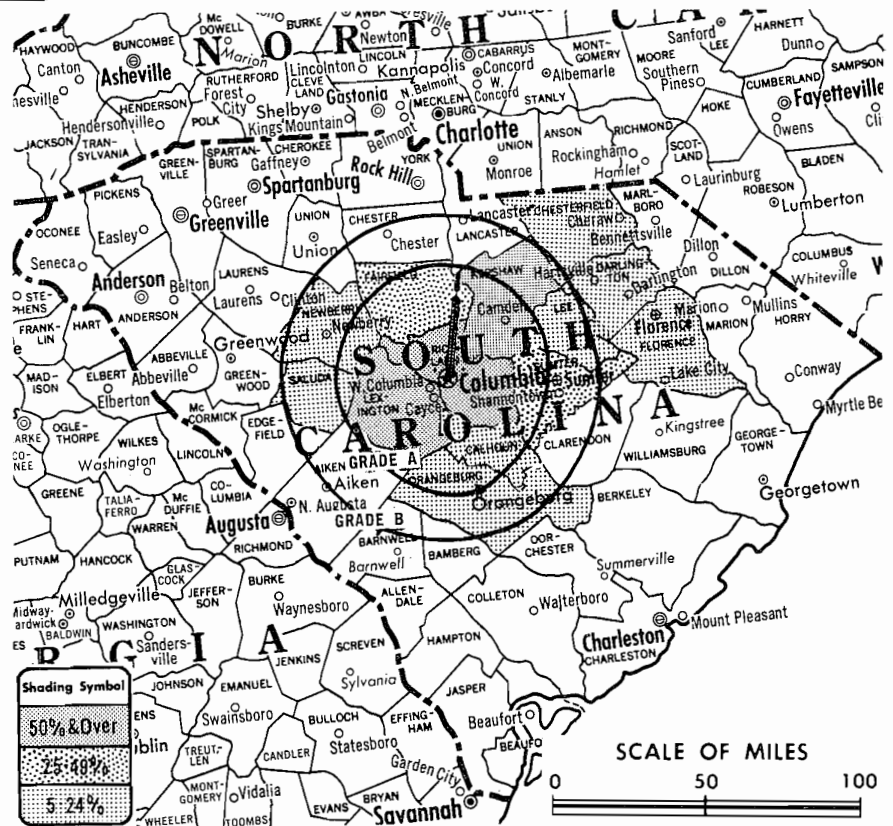
Transmitter: Cushman Rd., .25-mi. W of U.S. Hwy. 1.

AM Affiliate: WNOK, 1-kw, 1230 kHz.

FM Affiliate: WNOK-FM, 100-kw, 104.7 MHz (No. 284), 460-ft.

Color: Network, live, film, slide & tape.

News Wire Service: AP.



Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).

WNOK-TV Ref: FCC File No. BPCT-4070 Granted 4/23/68

© American Map Co., Inc., N.Y., No. 14214

## WNOK-TV

Licensee: Palmetto Radio Corp., Box 5307 (29205).

Studio: 6027 Devine St.

Telephone: 803-252-7737. TWX No.: 803-733-1131.

Ownership: Irwin Kahn, pres., 31.113%; H. Moody McElveen Jr., exec. v.p., 6.027%; W. Croft Jennings, v.p., 5.875%; J. W. Lindau III, v.p., 10.124%; Carlisle Roberts, secy., 4.674%; Samuel Litman, treas., 9.523%; B. F. Kurtz, 3.009%; Gen. Lewis G. Merritt, 2.537%; 45 other stockholders, none with more than 3%.

Began Operation: Sept. 1, 1953 on Ch. 67. Shifted to Ch. 19 on June 30, 1961.

Represented (sales) by Avery-Knodel Inc.; James S. Ayers Co. Inc. (Southeast).

Represented (legal) by Covington & Burling.

Personnel:

H. MOODY McELVEEN JR., executive vice president.  
RICHARD T. LAUGHRIDGE, vice president, sales.  
DONALD M. BRYANT, program manager & film buyer.  
GENE PARKER, director of technical operations.

### DIGEST OF RATE CARD NO. 5 (Aug. 1, 1969)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. 10 Sec.  
Class A—7-11 p.m., daily.  
\$250.00 \$170.00 \$100.00 \$75.00 \$80.00\* \$60.00\* \$45.00\*

\*Class AA—7:29-11:01 p.m., daily.

NETWORK BASE HOURLY RATE: \$225.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	<b>SOUTH CAROLINA</b>			
	Kershaw	9,500	8,700	92
	Lexington	22,100	20,500	93
	Richland	61,500	57,700	94
<b>Between 25-49%</b>	<b>SOUTH CAROLINA</b>			
	Fairfield	5,000	4,400	88
	Sumter	19,700	18,100	92
<b>Between 5-24%</b>	<b>SOUTH CAROLINA</b>			
	Calhoun	3,100	2,700	87
	Chesterfield	8,900	8,000	91
	Darlington	14,900	13,800	93
	Florence	24,300	22,800	94
	Lee	4,800	4,200	87
	Newberry	8,400	7,800	93
	Orangeburg	18,600	16,500	88
Saluda	4,700	4,300	92	
Station Totals		259,100	240,300	93
Net Weekly Circulation (March 1969)				89,744
Average Daily Circulation (March 1969)				54,894

For Index to Contents

See Services Volume

# South Carolina—Columbia



**WOLO-TV**

Ch. 25

Technical Facilities: Channel No. 25 (536-542 MHz). Authorized power: 1205-kw max. & 904-kw horizontal visual, 149-kw max. & 108-kw horizontal aural, 617-ft. above av. terrain, 528-ft. above ground, 930-ft. above sea level.

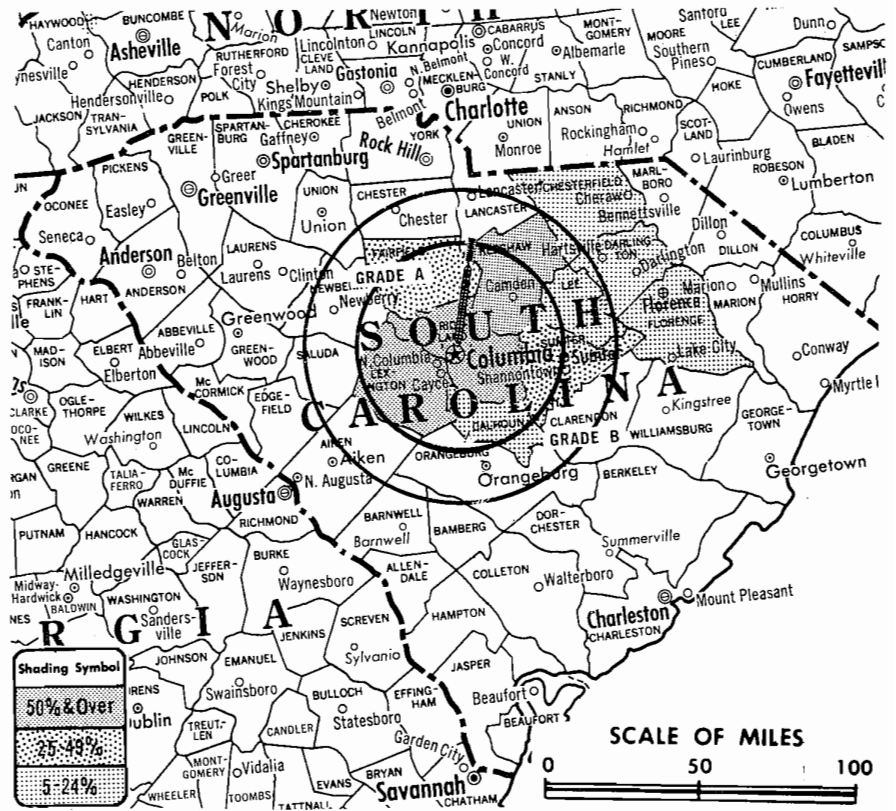
Latitude 34° 03' 23"  
Longitude 80° 58' 49"

Transmitter: 5807 Shakespeare Rd.  
Color: Network, live, film, slide & tape.

News Wire Service: AP.

Facsimile Service: AP.

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).



WOLO-TV Ref: FCC File No. BMPCT-6709 Granted 6/28/68

© American Map Co., Inc., N.Y., No. 14244

## WOLO-TV

Licensee: Columbia TV Broadcasters Inc., Box 4217 (29204).

Studio: 5807 Shakespeare Rd. (29204).

Telephone: 803-754-7525.

Ownership: Mississippi Telecasting Co. Inc., 100%. All stock voted by Cy N. Bahakel. For other interests, see WCCB-TV, Charlotte, N.C.

Began Operation: Oct. 1, 1961. Sale to present owner by First Carolina Corp. approved May 5, 1964 by FCC (Television Digest, Vol. 4:14).

Represented (sales) by Savalli/Gates Inc.

Represented (legal) by Wilmer, Cutler & Pickering.

Represented (engineering) by Raymond E. Rohrer & Associates.

Personnel:

HENRY W. HUGHES, station & sales manager.  
JAMES COLLINS, chief engineer.

### DIGEST OF RATE CARD NO. 3 (Jan. 1, 1970)

Hour	30 Min.	15 Min.	Min.	30 Sec.	20 Sec.	10 Sec.
Class A—	7:30-11:01 p.m.,	daily.				
	\$225.00	\$150.00	\$110.00	\$60.00	\$45.00	\$30.00

NETWORK BASE HOURLY RATE: \$200.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	<b>SOUTH CAROLINA</b>			
	Kershaw	9,500	8,700	92
	Lexington	22,100	20,500	93
	Richland	61,500	57,700	94
<b>Between 25-49%</b>	<b>SOUTH CAROLINA</b>			
	Fairfield	5,000	4,400	88
	Sumter	19,700	18,100	92
<b>Between 5-24%</b>	<b>SOUTH CAROLINA</b>			
	Calhoun	3,100	2,700	87
	Chesterfield	8,900	8,000	91
	Darlington	14,900	13,800	93
	Florence	24,300	22,800	94
	Lee	4,800	4,200	87
Station Totals		212,400	196,300	92
Net Weekly Circulation (March 1969)				81,942
Average Daily Circulation (March 1969)				43,050

For Color Set Penetration by Market  
See Services Volume

# South Carolina—Florence



Ch. 13

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 316-kw visual, 39.8-kw aural. Antenna: 790-ft. above av. terrain, 824-ft. above ground, 923-ft. above sea level.

Latitude 34° 16' 13"  
Longitude 79° 43' 39"

Requests change to 291-kw visual, 29.1-kw aural, 1957-ft. above av. terrain, 1997-ft. above ground, 2112-ft. above sea level, lat. 34° 22' 05", long. 79° 19' 21", transmitter to 3.1-mi. N of Floyd Dale, Florence. BPCT—4162.

Transmitter: N. Irby St., Extension.

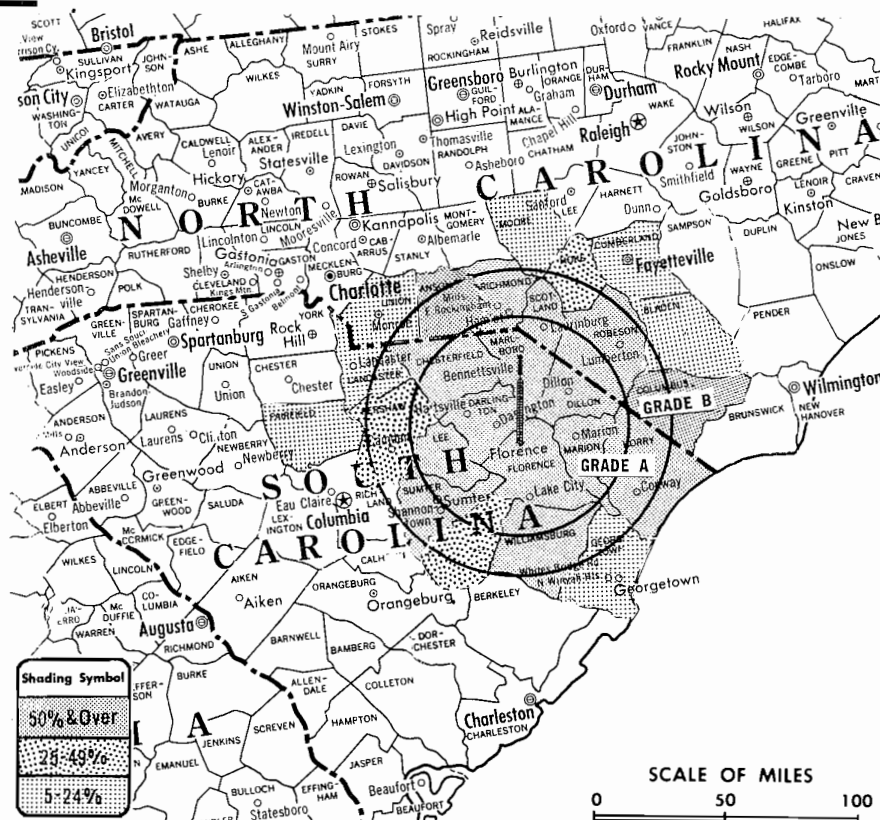
TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

News Film Service: CBS.

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).



WBTV Ref: FCC File No. BPCT—1341 Granted 11/25/53

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## WBTV

Network Service: CBS.

Licensee: Daily Telegraph Printing Co., Box 630, Florence, S.C. (29501).

Studio: N. Irby St. Extension.

Telephone: 803-662-1565. TWX No.: 803-662-2212.

Ownership: Daily Telegraph Printing Co., 100%. For other interests, see WHIS-TV, Bluefield, W.Va.

Began Operation: Oct. 18, 1954. Sale to present owner by Jefferson Standard Life Insurance Co. approved by FCC Feb. 28, 1968 (Television Digest, Vol. 7:43, 8:10).

Represented (sales) by Blair Television Associates.

Represented (legal) by Dow, Lohnes & Albertson.

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

Personnel:

JOSEPH B. FOSTER, asst. vice president & station manager.

GEORGE L. SANSBURY, sales manager.

BILL FIELDS, news director.

JOHN ANDERSON, production manager.

NANCY P. ISGETT, promotion & publicity supervisor.

GEORGE TERRY, film director.

EDWARD L. YOUNG, farm advisor.

BERNARD E. MOORE, technical manager.

### DIGEST OF RATE CARD NO. 15 (June 1, 1969)

Hour	30 Min.	15 Min.	5 Min.	30 Sec.	20 Sec.	ID
Class AA—7:30-10 p.m., daily.	\$1000.00	\$700.00	\$30.00	\$240.00	\$180.00	\$140.00
NETWORK BASE HOURLY RATE:	\$575.					

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	<b>NORTH CAROLINA</b>			
	Anson	6,500	5,900	91
	Columbus	13,400	12,100	91
	Richmond	11,700	11,000	94
	Robeson	22,500	20,400	91
	Scotland	6,500	6,000	92
	<b>SOUTH CAROLINA</b>			
	Chesterfield	8,900	8,000	91
	Darlington	14,900	13,800	93
	Dillon	7,600	6,900	91
Florence	24,300	22,800	94	
Horry	23,000	18,600	91	
Lee	4,800	4,200	87	
Marion	8,000	7,100	89	
Marlboro	7,200	6,500	90	
Sumter	19,700	18,100	92	
Williamsburg	9,300	8,000	87	
<b>Between 25-49%</b>	<b>NORTH CAROLINA</b>			
	Hoke	3,900	8,500	90
	<b>SOUTH CAROLINA</b>			
Clarendon	6,100	5,100	84	
Kershaw	9,500	8,700	92	
<b>Between 5-24%</b>	<b>NORTH CAROLINA</b>			
	Bladen	7,000	6,200	88
	Cumberland	47,800	45,100	94
	Moore	12,000	11,000	92
	Union	14,400	13,500	94
	<b>SOUTH CAROLINA</b>			
	Fairfield	5,000	4,400	88
Georgetown	9,600	8,600	90	
Lancaster	11,700	11,100	95	
Station Totals		539,700	498,200	92
Net Weekly Circulation (March 1969)				164,855
Average Daily Circulation (March 1969)				110,360

# South Carolina—Greenville-Spartanburg & Asheville, N.C.



**WFBC-TV**



Ch. 4

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 50-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.

Studio: WFBC Building, 505 Rutherford St. (29602).

TV tape: Recording facilities.

AM Affiliate: WFBC, 5-kw, 1330 kHz (NBC). FM Affiliate: WFBC-FM, 7.8-kw, 93.7 MHz (No. 229), 1850-ft.

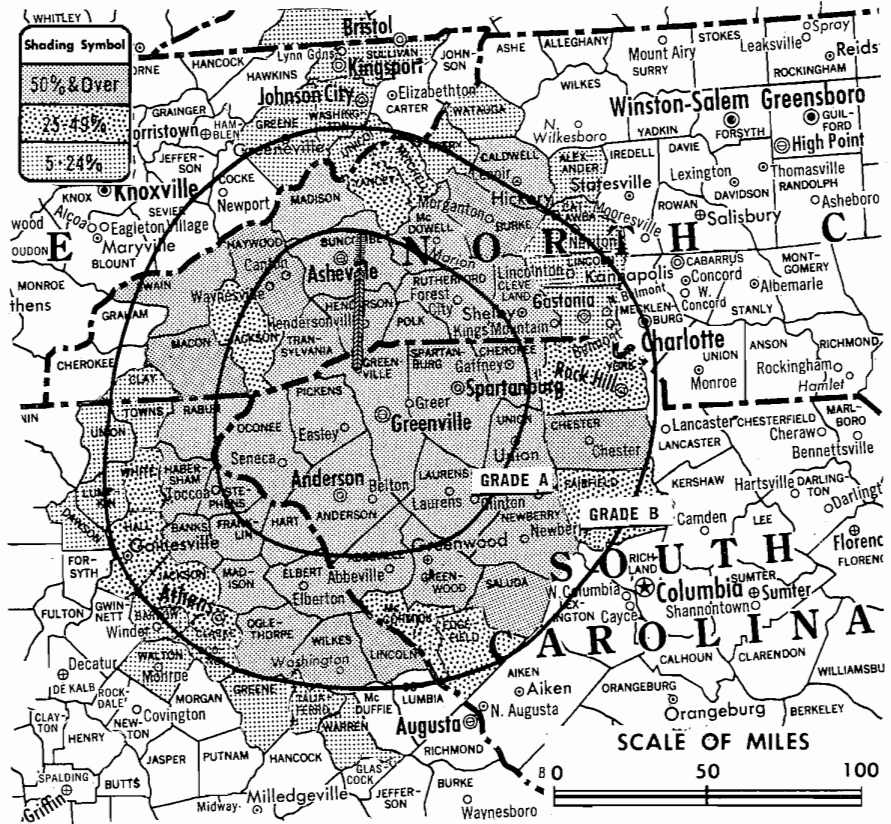
Color: Network, live, film, slide & tape.

News Wire Service: AP.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Jules Cohen & Associates.

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).



WFBC-TV Ref: FCC File No. BPCT-2395 Granted 11/18/67

©American Map Co., Inc., N.Y., No. 14244

## WFBC-TV

Licensee: Multimedia Inc., Box 788 (29602).

Telephone: 803-239-1321. TWX No.: 803-282-1008.

Ownership: Multimedia Inc. Owners: Roger C. Peace estate, 8.49%; J. Kelly Sisk, pres.-treas., 3.41%; Robert Bunnelle, v.p., 1.15%; Edmund A. Ramsaur, v.p.; Wilson C. Wearn, v.p., 0.46%; Alfred F. Burgess, secy., 1.14%; James E. Jolley, 1.60%; Mrs. Frances P. Graham, 9.53%; B. H. Peace Jr., 8.82%; Mrs. Laura P. Echols, 8.54%; Mrs. Gertrude P. Leake, 7.11%; Mrs. Frances P. Bunnelle, 5.94%; Joseph E. Serrine, 5.70%; Bunnelle, Sterling & Burgess, trustees (Estate, Henry & Co.), 4.02%; Mrs. Zena Chapman Barnes, 3.42%; Mrs. Dorothy P. Ramsaur, 1.78%; James D. Poag, 2.36%; Robert A. Jolley Jr., 1.57%; Mrs. Mamie J. Bruce, 1.49%; Emma C. Poag Estate, 1.14%; Alester G. Furman Jr., 1.01%; others, none with as much as 1%. John P. Hart, sub-1% holdings, has 57.5% of WCRK, Morristown, Tenn. Multimedia also owns WBIR-TV, Knoxville, Tenn. (WBIR & FM) and WMAZ-TV, Macon, Ga. (WMAZ & FM); radio WWNC, Asheville, N.C. and publishes Greenville News Piedmont, Asheville Citizen-Times & Montgomery Index & Journal.

Began Operation: Dec. 31, 1953. Transfer to Multimedia Inc. from Southeastern Bcstg. Corp. approved Sept. 22, 1967 by FCC.

Represented (sales) by Avery-Knodel Inc.

Personnel:

WILSON C. WEARN, president.  
DOUGLAS A. SMITH, general manager.  
NORVIN C. DUNCAN JR., asst. mgr., program dir. & film buyer.  
WILLIAM R. MALENDOSKI, production director.  
KINCH HAULBROOK, sales manager.  
H. A. SCOTT JR., operations manager.  
MARJORIE G. STANLEY, promotion & public relations director.  
BEN LEONARD, farm director.  
W. E. GARRISON, chief engineer.

DIGEST OF RATE CARD NO. 20A—(June 1, 1969)

Hour 30 Min. 15 Min. 5 Min. Min. 30 Sec. 20 Sec. 10 Sec.

Class AA—7-11 p.m., daily.

\$1000.00 \$600.00 \$400.00 \$300.00 Graded rates apply\*

\*Highest rate: \$420.

NETWORK BASE HOURLY RATE: \$1050.

1970-71 Edition

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>GEORGIA</b>				
	Banks	1,600	1,400	90
	Elbert	5,200	4,900	94
	Franklin	4,000	3,800	95
	Habersham	5,900	5,500	92
	Hart	4,900	4,600	94
	Lincoln	1,300	1,200	91
	Madison	2,900	2,600	92
	Oglethorpe	1,500	1,400	90
	Rabun	2,300	2,100	90
	Stephens	6,500	6,000	93
	Wilkes	3,100	2,700	86
<b>NORTH CAROLINA</b>				
	Buncombe	47,300	44,500	94
	Burke	16,500	15,700	95
	Caldwell	15,800	15,100	95
	Cleveland	20,400	19,400	95
	Haywood	13,300	12,300	93
	Henderson	13,600	12,700	93
	Mc Dowell	8,600	8,100	94
<b>50% &amp; Over</b>	Macon	4,500	3,800	86
	Madison	4,800	4,100	87
	Polk	3,600	3,300	91
	Rutherford	14,200	13,600	96
	Swain	2,100	1,700	84
	Transylvania	5,200	4,800	92
<b>SOUTH CAROLINA</b>				
	Abbeville	6,300	5,800	91
	Anderson	32,200	30,600	95
	Cherokee	10,800	10,200	95
	Chester	8,300	7,800	94
	Greenville	73,000	69,900	96
	Greenwood	16,000	15,200	95
	Laurens	13,700	12,800	94
	Newberry	8,400	7,800	93
	Oconee	11,800	11,200	95
	Pickens	15,800	14,700	93

(Continued on page 695-b)

Station Totals	1,309,400	1,238,200	94
Net Weekly Circulation (March 1969)			451,259
Average Daily Circulation (March 1969)			308,202

# South Carolina—Greenville-Spartanburg & Asheville, N.C.



**WLOS-TV**



Ch. 13

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 121-kw visual, 18.7-kw aural. Antenna: 2830-ft. above av. terrain, 339-ft. above ground, 6089-ft. above sea level.

Latitude 35° 25' 32.41"  
Longitude 82° 45' 25.02"

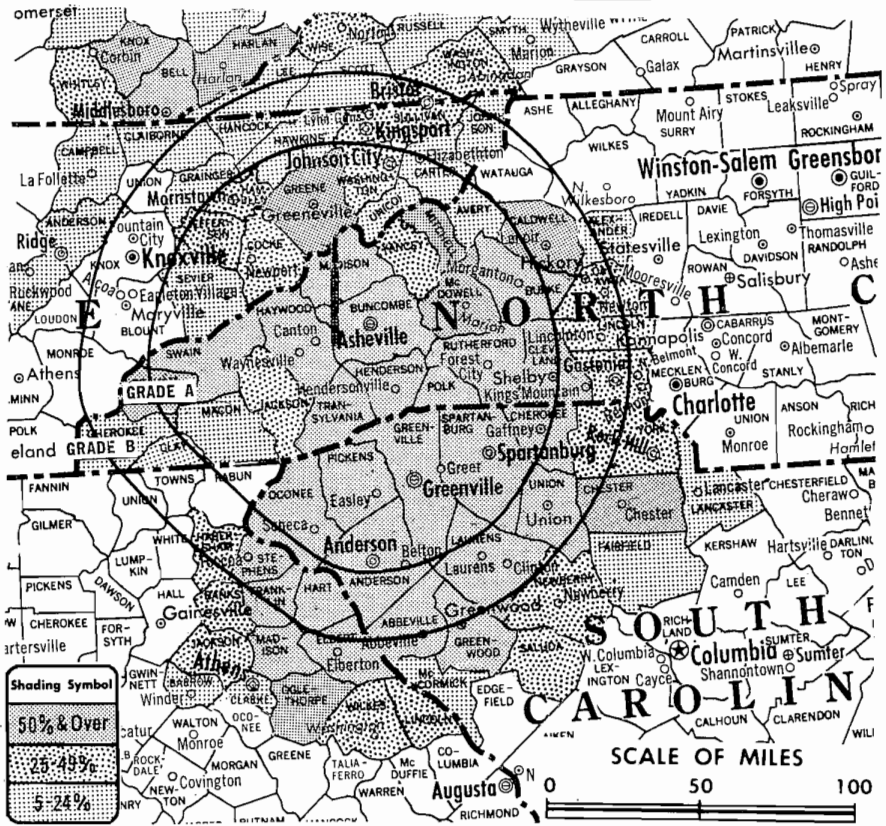
Transmitter: Mt. Pisgah.

TV tape: Recording facilities.

FM Affiliate: WLOS-FM, 27-kw, 99.9 MHz (No. 260), 160-ft.

Color: Network, live, film, slide & tape.

News Wire Service: AP.



Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).

WLOS-TV Ref: FCC File No. BPC-809 Granted 12/9/53

©American Map Co., Inc., N.Y., No. 14244

## WLOS-TV

Licensee: Wometco Skyway Bcstg. Co., Box 2150, Asheville, N.C. (28802).

Studios: Battle House, 288 Macon Ave., Asheville, N.C. (28804); Poinsett Hotel, Greenville, S.C.

Telephones: 704-254-4321, Asheville; 803-239-8471, Greenville.

TWX No.: 510-933-6466 (Asheville).

Ownership: Wometco Enterprises, 99%. For Wometco Enterprises ownership and interests, see WTVJ, Miami, Fla.

Began Operation: Sept. 18, 1954.

Represented (sales) by Peters, Griffin, Woodward Inc.

Represented (legal) by Cohn & Marks.

Represented (engineering) by Kear & Kennedy.

Personnel:

MITCHELL WOLFSON, president.  
LOUIS WOLFSON, vice president.  
BILL BRAZZIL, v.p. sales, Wometco bcst. division.  
MORTON S. COHN, v.p., general manager & film buyer.  
DAVE DeARMOND, vice president, sales.  
BILL PFEIFFER, v.p., planning & development.  
LOYD B. LEONARD, retail sales manager.  
KEN GLOVER, regional sales manager.  
KAY JENKINS, director of sales development.  
KEN QUICK, program operations manager.  
IAN MacBRYDE, news director.  
TONY SMITH, promotion director.  
GEORGE SPRAGUE, chief engineer.  
BRUCE FREY, business & credit manager.

### DIGEST OF RATE CARD NO. 19

(Sept. 15, 1969)

Hour	30 Min.	15 Min.	Min.	20 Sec.	ID
Section I—7-11 p.m., daily.					
\$1000.00	\$600.00	\$400.00			Graded rates apply*

\*Highest rate: \$350.

NETWORK BASE HOURLY RATE: \$950.

692-b

Net Weekly Circulation	State County	Total Households	TV Homes	%	
50% & Over	<b>GEORGIA</b>				
		Elbert	5,200	4,900	94
		Franklin	4,000	3,800	95
		Hart	4,900	4,600	94
		Madison	2,900	2,600	92
		Oglethorpe	1,500	1,400	90
		Stephens	6,500	6,000	93
		<b>KENTUCKY</b>			
		Bell	7,100	6,300	90
		Harlan	9,700	8,700	89
		Knox	6,900	5,900	85
		<b>NORTH CAROLINA</b>			
		Buncombe	47,300	44,500	94
		Burke	16,500	15,700	95
		Caldwell	15,800	15,100	95
	Cleveland	20,400	19,400	95	
	Graham	2,100	1,800	90	
	Haywood	13,300	12,300	93	
	Henderson	13,600	12,700	93	
	Mc Dowell	8,600	8,100	94	
	Madison	4,800	4,100	87	
	Mitchell	3,800	3,500	91	
	Polk	3,600	3,300	91	
	Rutherford	14,200	13,600	96	
	Swain	2,100	1,700	84	
	Tennessee	5,200	4,800	92	
	<b>SOUTH CAROLINA</b>				
	Abbeville	6,300	5,800	91	
	Anderson	32,200	30,600	95	
	Cherokee	10,800	10,200	95	
	Chester	8,300	7,800	94	
	Greenville	73,000	69,900	96	
	Greenwood	16,000	15,200	95	
	Laurens	13,700	12,800	94	
	Oconee	11,800	11,200	95	
	Pickens	15,800	14,700	93	
	Spartanburg	49,900	47,600	95	
	Union	8,200	7,800	95	

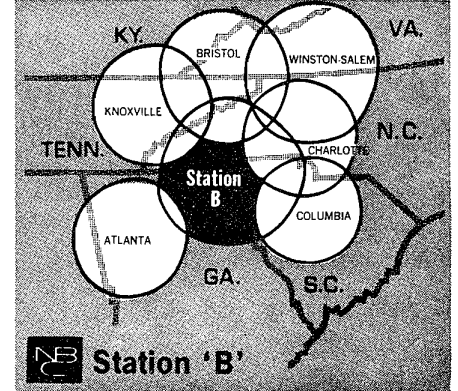
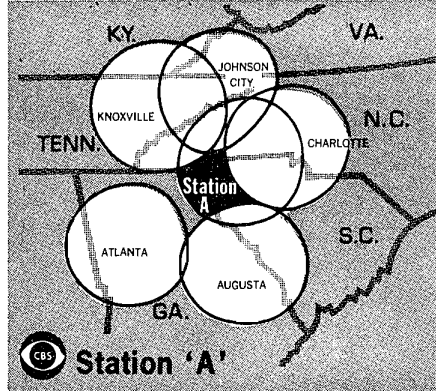
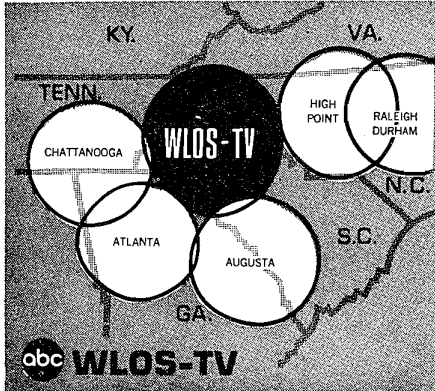
(Continued on page 695-b)

Station Totals	1,218,900	1,144,100	93
Net Weekly Circulation (March 1969)			513,364
Average Daily Circulation (March 1969)			309,380

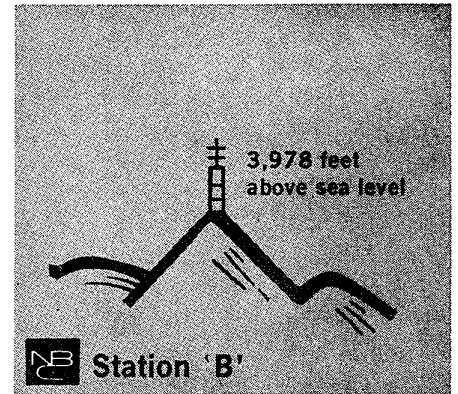
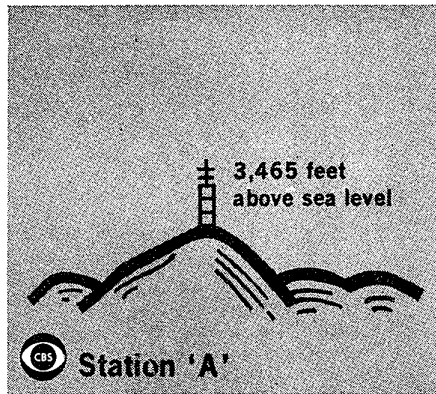
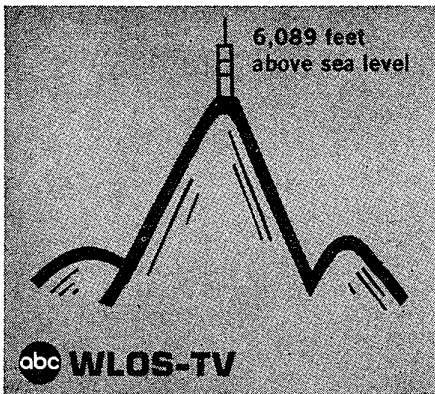
TV Factbook No. 40

# WLOS-TV Reaches ALL of the Greenville-Asheville-Spartanburg Television Market!

WLOS-TV delivers the largest unduplicated area<sup>1</sup> of any station in the market.



From Mt. Pisgah, 6,089 feet above sea level, WLOS-TV penetrates 75 counties<sup>2</sup> in six southern states.



WLOS-TV, "The Reach Station" in the Carolina Triad, can expose your advertising message to MORE PEOPLE.<sup>3</sup>

	<b>TV HOMES<sup>4</sup></b>	<b>TOTAL RETAIL SALES<sup>5</sup></b>	<b>FOOD &amp; DRUG SALES<sup>5</sup></b>
<b>WLOS-TV</b>	550,350	\$2,880,668,000	\$786,125,000
Station 'A'	144,300	804,413,000	223,985,000
Station 'B'	253,860	1,403,993,000	381,798,000

1. 1967 Television Factbook—Grade B contours (VHF Stations).  
 2. ARB, Nov. 1967—Survey Area.  
 3. ARB, 1965 Coverage Study—Total Net Weekly Circulation.  
 4. ARB, Nov. 1967—ARB 1965 Coverage Study 25% Cutoff Counties, Total Net Weekly Circulation.  
 5. Sales Management, "Survey of Buying Power," June 10, 1968—ARB 1965 Coverage Study, 25% Cutoff Counties, Total Net Weekly Circulation.

"Audience measurement data of all media are estimates only—subject to defects and limitations of source material and methods. Hence they may not be accurate measures of the true audience."



Represented Nationally by:  
**PETERS  
 GRIFFIN  
 WOODWARD  
 INC.**

Serving GREENVILLE • ASHEVILLE • SPARTANBURG

# South Carolina—Greenville-Spartanburg & Asheville, N.C.

**WSPA-TV**  
Ch. 7

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 44.5-kw aural. Antenna: 2000-ft. above av. terrain, 254-ft. above ground, 3465-ft. above sea level.

Latitude 35° 10' 12"  
Longitude 82° 17' 27"

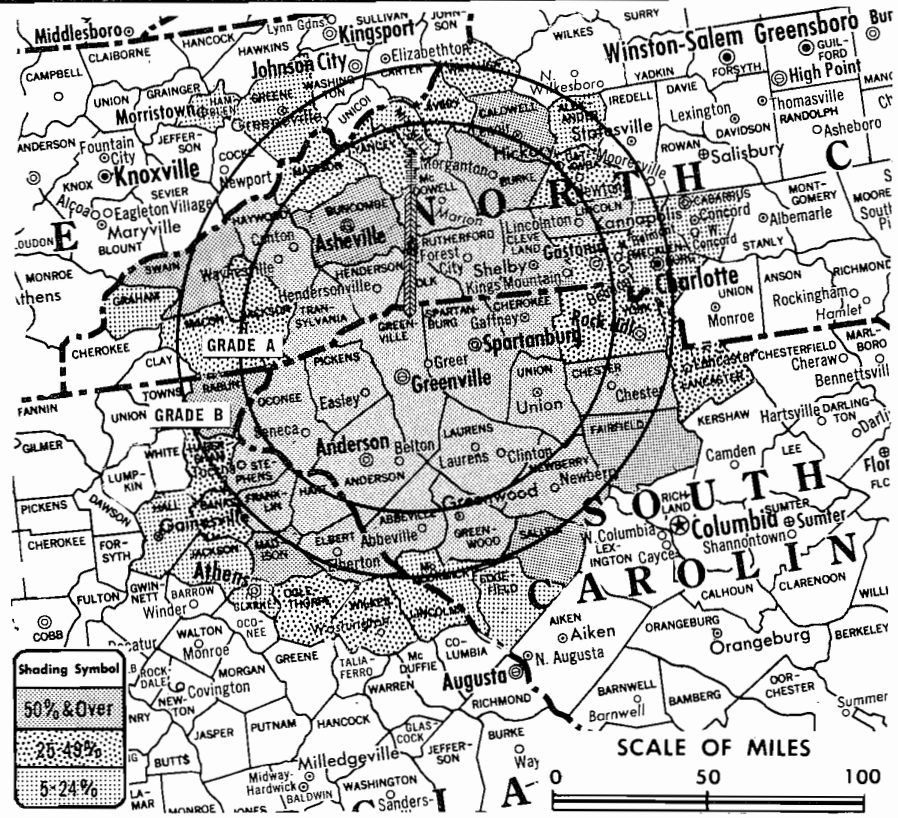
Transmitter: Hogback Mt., 25-mi. NW of Spartanburg.

AM Affiliate: WSPA, 5-kw, 950 kHz (CBS). FM Affiliate: WSPA-FM, 100-kw, 98.9 MHz (No. 255), 1910-ft.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI. News Film Service: CBS.

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).



WSPA-TV Ref: FCC File No. BPC1-1216 and BPC1-5883 Granted 11/25/53 and 9/24/63  
©American Map Co., Inc., N.Y., No. 14244

## WSPA-TV

Licensee: Spartan Radiocasting Co., 123 N. Converse St., Spartanburg.

Studio: 123 N. Converse St., Spartanburg (29301).

Telephones: 803-585-7777, Spartanburg; 803-233-7777, Greenville; 803-232-7361, Greenville office; 704-684-3771, Asheville. TWX No.: 810-282-2591.

Ownership: Walter J. Brown, pres., 54.68% (with son); D. S. Burnside, secy.-treas., 4.3%; over 50 others.

Began Operation: April 29, 1956.

Represented (sales) by H-R Television Inc.

Represented (legal) by Covington & Burling.

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

### Personnel:

- WALTER J. BROWN, president.
- CHARLES R. SANDERS, v.p. & general manager.
- CHARLES NEWCOMB, managing director.
- JAMES B. ANDERSON, sales director.
- STEVE CURRIE, program director.
- WILLIAM H. HAMRICK, engineering coordinator.
- GENE GIBSON, chief studio engineer.
- DONALD KENNEDY JR., dir., promotion & sales development.
- JAN HYATT, traffic manager.

### DIGEST OF RATE CARD NO. 21 (Feb. 1, 1970)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AA—7:30-10:30 p.m., daily.	\$900.00	\$540.00	\$360.00	\$225.00	Graded rates apply*	

\*Highest rate: \$400.

NETWORK BASE HOURLY RATE: \$750.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	GEORGIA			
	Elbert	5,200	4,900	94
	Franklin	4,000	3,800	95
	Hart	4,900	4,600	94

Net Weekly Circulation	State County	Total Households	TV Homes	%	
<b>50% &amp; Over</b>	Madison	2,900	2,600	92	
	Rabun	2,300	2,100	90	
	Stephens	6,500	6,000	93	
	<b>NORTH CAROLINA</b>				
	Buncombe	47,300	44,500	94	
	Burke	16,500	15,700	95	
	Caldwell	15,800	15,100	95	
	Cleveland	20,400	19,400	95	
	Haywood	13,300	12,300	93	
	Henderson	13,600	12,700	93	
Lincoln	9,100	8,800	96		
Mc Dowell	8,600	8,100	94		
Polk	3,600	3,300	91		
Rutherford	14,200	13,600	96		
Swain	2,100	1,700	84		
Transylvania	5,200	4,800	92		
<b>SOUTH CAROLINA</b>					
Abbeville	6,300	5,800	91		
Anderson	32,200	30,600	95		
Cherokee	10,800	10,200	95		
Chester	8,300	7,800	94		
Fairfield	5,000	4,400	88		
Greenville	73,000	69,900	96		
Greenwood	16,000	15,200	95		
Laurens	13,700	12,800	94		
Newberry	8,400	7,800	93		
Oconee	11,800	11,200	95		
Pickens	15,800	14,700	93		
Saluda	4,700	4,300	92		
Spartanburg	49,900	47,600	95		
Union	8,200	7,800	95		
<b>GEORGIA</b>					
Banks	1,600	1,400	90		
Habersham	5,900	5,500	92		
Lincoln	1,300	1,200	91		
Oglethorpe	1,500	1,400	90		
Wilkes	3,100	2,700	86		

(Continued on page 695-b)

Station Totals	1,042,800	983,800	94
Net Weekly Circulation (March 1969)	428,503		
Average Daily Circulation (March 1969)	257,578		



**WFBC-TV, Greenville**  
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>50% &amp; Over</b>	SOUTH CAROLINA—(Continued)			
	Saluda	4,700	4,300	92
	Spartanburg Union	49,900	47,600	95
<b>Between 25-49%</b>	GEORGIA			
	Clarke	15,400	14,400	93
	Hall	17,700	16,800	95
	Jackson	5,600	5,300	94
	White	2,200	2,000	91
	NORTH CAROLINA			
	Jackson	5,100	4,500	89
	Mitchell	3,800	3,500	91
	Yancey	4,000	3,400	86
	SOUTH CAROLINA			
Edgefield	3,800	3,500	92	
Fairfield	5,000	4,400	88	
Mc Cormick	2,300	2,100	90	
York	23,900	22,500	94	
<b>Between 5-24%</b>	GEORGIA			
	Barrow	5,200	4,900	94
	Dawson	1,000	900	90
	Greene	2,600	2,300	89
	Lumpkin	2,200	2,000	94
	Oconee	1,500	1,400	96
	Taliaferro	400	400	86
	Towns	1,400	1,300	93
	Union	1,500	1,400	92
	Walton	6,600	6,200	94
	Warren	1,500	1,300	88
	NORTH CAROLINA			
	Alexander	5,300	5,000	94
	Avery	3,000	2,700	89
	Catawba	26,100	25,200	97
	Clay	1,600	1,400	88
	Gaston	42,200	40,400	96
	Lincoln	9,100	8,800	96
	Watauga	4,900	4,400	91
	TENNESSEE			
	Greene	13,800	12,800	93
	Sullivan	40,000	38,400	96
Unicoi	4,600	4,300	92	
Washington	21,000	20,100	95	
VIRGINIA				
Scott	6,600	5,900	89	

**WSPA-TV, Greenville**  
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>Between 25-49%</b>	NORTH CAROLINA			
	Avery	3,000	2,700	89
	Catawba	26,100	25,200	97
	Gaston	42,200	40,400	96
	Jackson	5,100	4,500	89
	Macon	4,500	3,800	86
	Madison	4,800	4,100	87
	Watauga	4,900	4,400	91
	Yancey	4,000	3,400	86
	SOUTH CAROLINA			
Lancaster	11,700	11,100	95	
York	23,900	22,500	94	
<b>Between 5-24%</b>	GA.: Clarke			
	Hall	15,400	14,400	93
	Jackson	17,700	16,800	95
	Jackson	5,600	5,300	94
	N.C.: Alexander			
	Cabarrus	5,300	5,000	94
	Graham	22,600	21,900	97
	Graham	2,100	1,800	90
	Mecklenburg	105,300	101,300	96
	Mitchell	3,800	3,500	91
	S.C.: Edgefield			
	Mc Cormick	3,800	3,500	92
	Mc Cormick	2,300	2,100	90
	TENN.: Greene			
	Hamblen	13,800	12,800	93
Hamblen	12,300	11,500	93	

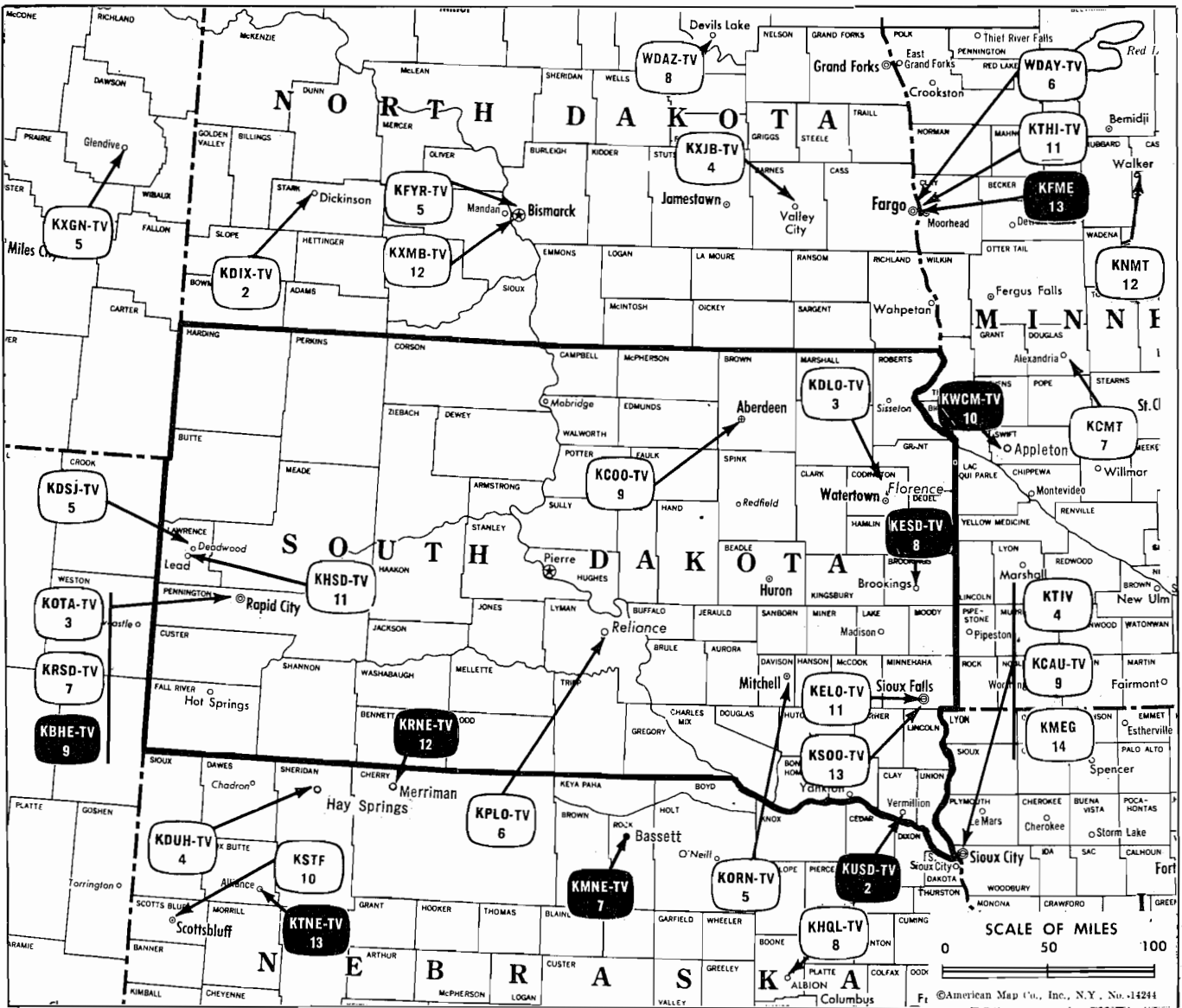
**South Carolina**

**WLOS-TV, Greenville**  
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>50% &amp; Over</b>	TENNESSEE			
	Greene	13,800	12,800	93
<b>Between 25-49%</b>	GEORGIA			
	Banks	1,600	1,400	90
	Habersham	5,900	5,500	92
	Jackson	5,600	5,300	94
	Lincoln	1,300	1,200	91
	Wilkes	3,100	2,700	86
	KENTUCKY			
	Knott	4,000	3,300	82
	Whitley	6,300	5,600	90
	NORTH CAROLINA			
	Catawba	26,100	25,200	97
	Gaston	42,200	40,400	96
	Jackson	5,100	4,500	89
	Lincoln	9,100	8,800	96
	Yancey	4,000	3,400	86
	SOUTH CAROLINA			
	Newberry	8,400	7,800	93
	Saluda	4,700	4,300	92
	York	23,900	22,500	94
	TENNESSEE			
	Cocke	7,300	6,500	90
	Hamblen	12,300	11,500	93
Jefferson	7,700	7,200	94	
Sullivan	40,000	38,400	96	
Washington	21,000	20,100	95	
VIRGINIA				
Washington	16,800	15,800	94	
Wise	11,700	10,700	91	
<b>Between 5-24%</b>	GEORGIA			
	Barrow	5,200	4,900	94
	Clarke	15,400	14,400	93
	KENTUCKY			
	Laurel	7,300	6,400	87
	Leslie	2,500	1,900	77
	Perry	6,500	5,400	84
	NORTH CAROLINA			
	Alexander	5,300	5,000	94
	Avery	3,000	2,700	89
	Cherokee	4,300	3,900	90
	Clay	1,600	1,400	88
	Macon	4,500	3,800	86
	SOUTH CAROLINA			
	Fairfield	5,000	4,400	88
	Lancaster	11,700	11,100	95
	Mc Cormick	2,300	2,100	90
	TENNESSEE			
	Anderson	17,900	17,100	95
	Campbell	6,800	6,000	89
	Carter	12,800	12,000	93
	Claiborne	4,000	3,400	87
Grainger	3,700	3,300	88	
Hancock	2,200	1,900	88	
Hawkins	9,300	8,500	91	
Johnson	2,800	2,500	91	
Roane	14,000	13,100	94	
Sevier	7,900	7,100	91	
Unicoi	4,600	4,300	92	
VIRGINIA				
Lee	4,800	4,200	88	
Russell	6,800	6,200	91	
Scott	6,600	5,900	89	
Smyth	8,400	7,900	94	

For ARB & Nielsen  
County-by-County Households Data,  
See Services Volume

# South Dakota



Market	ARB Net Weekly Circulation	Rank	ARB ADI TV Households	Rank
Sioux Falls-Aberdeen	209,277	97	165,000	87
Rapid City	56,461	189	46,000	170

## South Dakota Station Status as of March 1, 1970

	VHF	UHF	TOTAL
○ Commercial Television Stations	10	0	10
● Educational Television Stations	3	0	3
			<hr/> 13

**HAMILTON-LANDIS & ASSOCIATES, INC.—NATIONWIDE MEDIA BROKERS**  
 THE OFFICE NEAREST YOU IS—1507 TRIBUNE TOWER, CHICAGO, ILL. 60611 • (312) 337-2754

**State Cross Reference List**  
Communities That Receive Programs of  
Stations That Are Located Elsewhere

**KDSJ-TV**  
**Lead**  
(See Deadwood, S.D.)

•

**KDLO-TV**  
**Watertown**  
(See Florence, S.D.)

**State Educational Technical Facilities**  
(Complete Data in Educational Directory)

**KESD-TV**  
**Brookings**  
Ch. 8

Non-Commercial Educational Station

Licensee: South Dakota University, Brookings, S.D. (57006).

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 257-kw visual, 51.3-kw aural. Antenna: 750-ft. above av. terrain, 800-ft. above ground, 2549-ft. above sea level.

Latitude 44° 20' 10"  
Longitude 97° 13' 41"

•

**KBHE-TV**  
**Rapid City**  
Ch. 9

Non-Commercial Educational Station

Licensee: State Board of Directors for ETV, U. of South Dakota, Vermillion, S.D. (57069).

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 38.4-kw visual, 7.2-kw aural. Antenna: 650-ft. above av. terrain, 467-ft. above ground, 4302-ft. above sea level.

Latitude 44° 03' 09"  
Longitude 103° 14' 38"

•

**KUSD-TV**  
**Vermillion**  
Ch. 2

Non-Commercial Educational Station

Grantee: University of South Dakota, Vermillion, S.D. (57069).

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 760-ft. above av. terrain, 457-ft. above ground, 2167-ft. above sea level.

Latitude 43° 03' 00"  
Longitude 96° 47' 12"

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# South Dakota—Aberdeen

**NBC abc KCOO-TV**

(formerly KXAB-TV)  
Ch. 9

[Satellite of KS00-TV, Sioux Falls, S.D.]

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 295-kw visual, 47.5-kw aural. Antenna: 1390-ft. above av. terrain. 1288-ft. above ground, 3048-ft. above sea level.

Latitude 45° 06' 32"  
Longitude 97° 53' 30"

Transmitter: 3-mi. S and 3-mi. E of Crandall, S.D.

Color: Network only.

News Wire Service: AP.

Represented (engineering) by Kear & Kennedy.

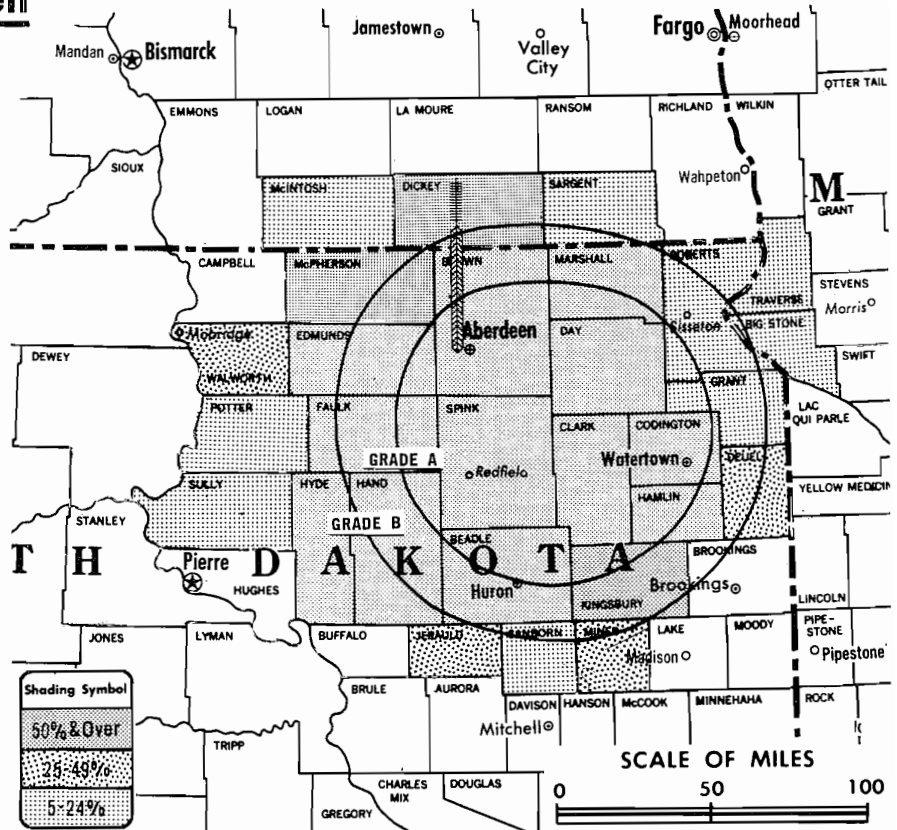
Total Households: © SRDS

Consumer Market Data as of 1/1/70.

TV Homes: TV% and Circulation

© 1969 American Research Bureau.

County coverage based on ARB study (see page 4-b).



KXAB-TV Ref: FCC File No. BMPCT-5138 Granted 9/23/58  
KCOO-TV Ref: FCC File No. BMPCT-5138 Granted 9/23/58

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## KCOO-TV

Network Service: NBC, ABC.

Licensee: KS00-TV Inc., Country Club Rd. (57401).

Mailing Address: Box 1520, Aberdeen (57401).

Studio: Country Club Road, Aberdeen.

Telephone: 605-225-4350.

Ownership: See KS00-TV, Sioux Falls, S.D.

Began Operation: Nov. 27, 1958. Sale to present owner by John Boler and others approved by FCC Dec. 23, 1969.

Represented (sales) by Avery Knodel Inc.; Harry S. Hyett Co. (Minneapolis); Soderlund Co. (Omaha).

Represented (legal) by Prince & Paul.

Personnel:

GORDON H. RITZ, chairman of board.  
MORTON H. HENKIN, president & general manager.  
WADE S. PATTERSON, general sales manager.  
EUGENE SCHULTZ, chief engineer.  
TOM STARKLE, manager.

### DIGEST OF RATE CARD NO. 3 (Nov. 1, 1967)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.	
Class AA—6:30-10 p.m., daily.	\$250.00	\$150.00	\$100.00	\$80.00	\$60.00	\$50.00	\$25.00

NETWORK BASE HOURLY RATE: \$175 (ABC), \$175 (NBC).

ARB Data: Figures do not reflect current coverage since KCOO-TV did not operate as a satellite of KS00-TV at the time the survey was made.

	Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	<b>NORTH DAKOTA</b>				
		Dickey	2,000	1,900	93
	<b>SOUTH DAKOTA</b>				
		Beadle	6,900	6,500	93
		Brown	10,900	10,500	97
		Clark	1,800	1,700	96
		Codington	6,200	6,000	97
		Day	2,700	2,500	95
		Edmunds	1,100	1,000	92
		Faulk	1,300	1,200	93
		Hamlin	1,600	1,500	95
		Hand	1,700	1,600	95
		Hyde	700	700	96
	Kingsbury	2,700	2,600	95	
	Mc Pherson	1,100	1,000	91	
	Marshall	1,600	1,500	91	
	Spink	3,100	3,000	96	
<b>Between 25-49%</b>	<b>SOUTH DAKOTA</b>				
		Deuel	1,700	1,600	94
		Jerauld	1,200	1,100	93
		Miner	1,200	1,100	94
	Walworth	2,500	2,300	90	
<b>Between 5-24%</b>	<b>MINNESOTA</b>				
		Big Stone	2,300	2,200	94
		Traverse	1,800	1,700	94
	<b>NORTH DAKOTA</b>				
		Mc Intosh	1,600	1,500	90
		Sargent	1,900	1,800	96
	<b>SOUTH DAKOTA</b>				
		Grant	2,800	2,700	94
		Hutchinson	3,500	3,300	93
		Potter	1,300	1,200	94
	Roberts	3,200	2,900	93	
	Sanborn	1,100	1,000	92	
	Sully	700	700	96	
<b>Station Totals</b>			91,500	86,600	94
<b>Net Weekly Circulation (March 1969)</b>					39,894
<b>Average Daily Circulation (March 1969)</b>					25,673

# South Dakota—Deadwood-Lead

**NBC KDSJ-TV**

Ch. 5

[Satellite of KRSD-TV,  
Rapid City, S.D.]

Technical Facilities: Channel No. 5  
(76-82 MHz). Authorized power:  
24-kw visual, 12.6-kw aural.  
Antenna: 430-ft. above av. ter-  
rain, 219-ft. above ground, 5789-  
ft. above sea level.

Latitude 44° 21' 15"  
Longitude 103° 46' 10"

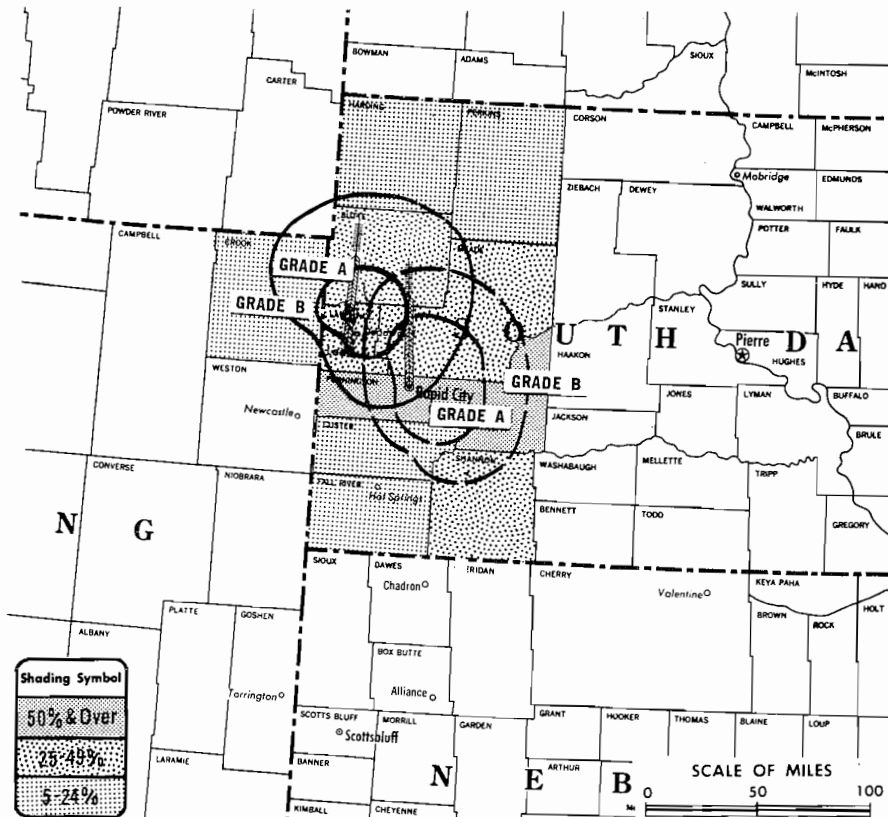
Transmitter: Crusher Hill, Lead, S.D.

AM Affiliate: KDSJ, 1-kw, 980 kHz.

Color: Network.

News Wire Service: UPI.

Represented (legal) by Samuel Miller.



County coverage based on ARB study (see  
page 4-b).

KDSJ-TV Ref: FCC File No. BMPCT—5212 Granted 5/27/59

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## KDSJ-TV

Network Service: NBC, same as KRSD-TV, Rapid City.

Licensee: The Heart of the Black Hills Stations, 1438 Mountain  
View Rd., Rapid City, S.D. (57704).

Studio: Crusher Hill, Lead, S.D.

Telephone: 605-342-6050, Rapid City.

Ownership: See KRSD-TV, Rapid City.

Began Operation: Jan. 6, 1960.

Personnel:

HARRY DANIELS, resident manager.

Rates: Sold in combination with KRSD-TV, Rapid City, S.D.

NETWORK BASE HOURLY RATE: Bonus to KRSD-TV, Rapid City.

ARB Data for this station included with report  
for Parent KRSD-TV, Rapid City, S.D. The above  
map includes coverage of both Parent & Satellite.

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# South Dakota—Florence-Watertown



**KDLO-TV**

Ch. 3



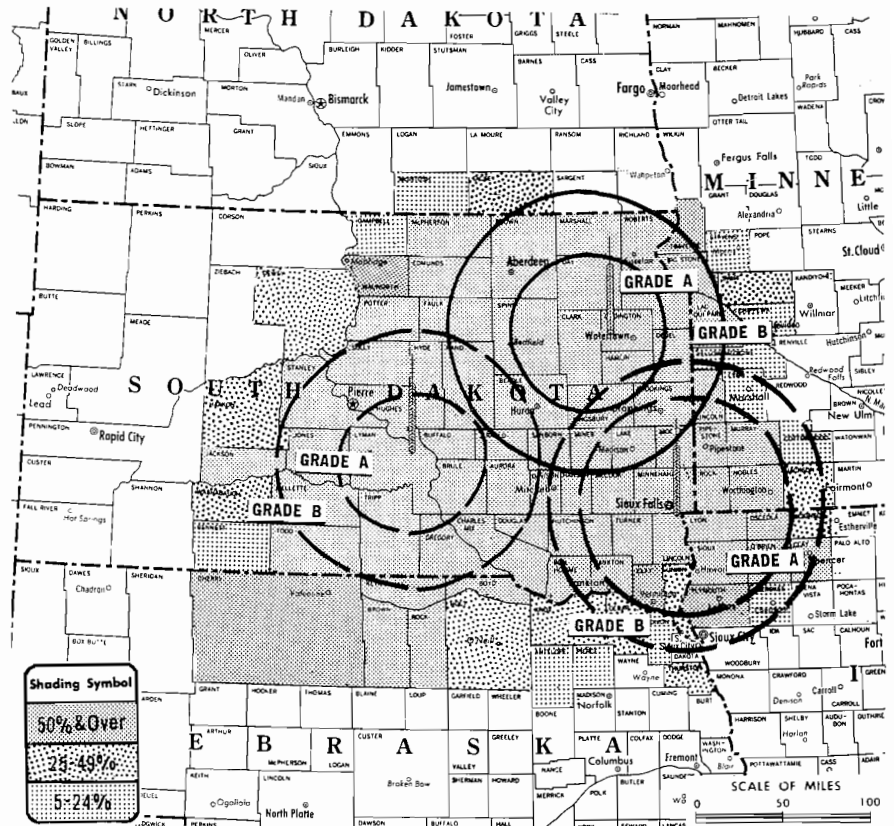
[Satellite of KELO-TV,  
Sioux Falls, S.D.]

Technical Facilities: Channel No. 3  
(60-66 MHz). Authorized power:  
100-kw visual, 20-kw aural. An-  
tenna: 1393-ft. above av. terrain,  
1403-ft. above ground, 3250-ft.  
above sea level.

Latitude 44° 58' 30"  
Longitude 97° 34' 28"

Transmitter: Garden City, S.D.

Color: Network & tape.



County coverage based on ARB study (see  
page 4-b).

KDLO-TV Ref: FCC File No. BLCT-1339 Granted 5/27/64

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## KDLO-TV

Network Service: CBS, same as KELO-TV, Sioux Falls, S.D.

Licensee: Midcontinent Broadcasting Co., Phillips Ave. & 13th St.,  
Sioux Falls, S.D.

Studio: Garden City, S.D. (57236).

Telephone: 605-336-1100 (Sioux Falls). TWX No.: 605-331-2251

Ownership: See KELO-TV, Sioux Falls, S.D.

Began Operation: Sept. 24, 1955.

Represented (sales) by H-R Television Inc.; Wayne Evans & Assoc.  
(Minneapolis).

Represented (legal) by Dow, Lohnes & Albertson.

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

### Personnel:

JOE FLOYD, president.  
EVANS NORD, v.p. & general manager.  
ROY THORSON, chief engineer & resident manager.  
LEO MEISEL, director of engineering.

Rates: Sold in combination with KELO-TV, Sioux Falls and KPLO-TV, Reliance, with rates applying to simultaneous telecasts on all stations.

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

ARB Data for this station included with report  
of Parent KELO-TV, Sioux Falls, S.D. Above map  
Reflects Coverage of Parent & Satellites KDLO-TV  
& KPLO-TV, Reliance, S.D.

# South Dakota—Lead



Ch. 11

[Satellite of KOTA-TV, Rapid City, S.D.]

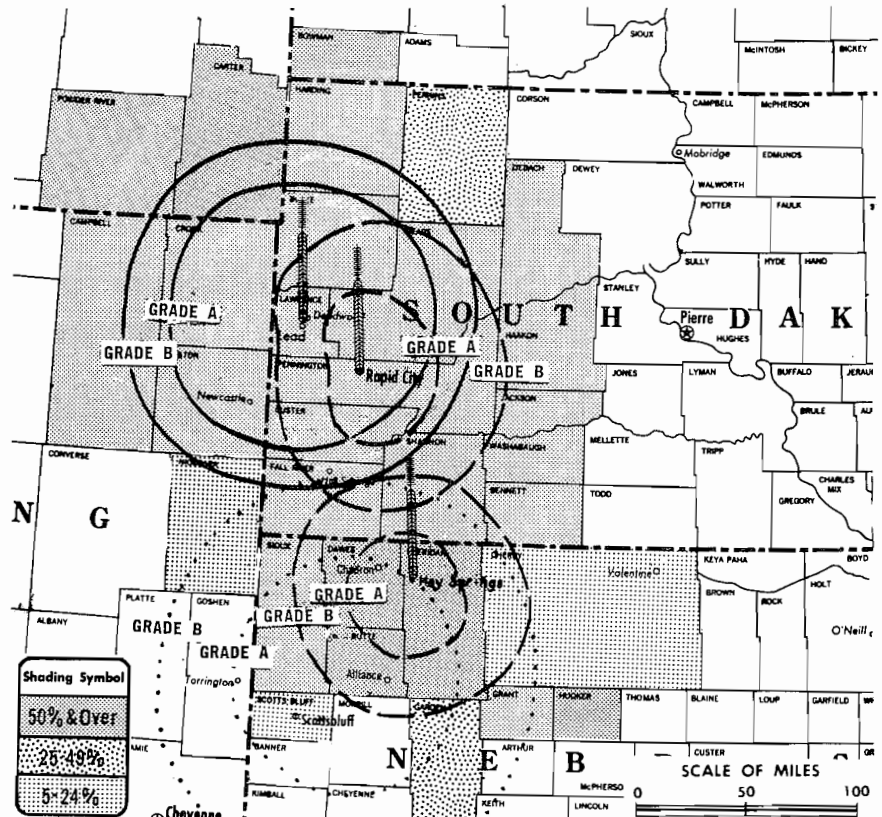
Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1890-ft. above av. terrain, 605-ft. above ground, 7579-ft. above sea level.

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

Transmitter: Terry Peak.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.



County coverage based on ARB study (see page 4-b).

KHSD-TV Ref: FCC File No. BPCT-4197 Granted 4/21/69

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## KHSD-TV

Network Service: CBS & ABC, same as KOTA-TV, Rapid City.

Grantee: Duhamel Bcstg. Enterprises, Box 1752, Rapid City, S.D. (57702).

Ownership: Same as KOTA-TV, Rapid City.

Began Operation: Nov. 2, 1966.

Represented (sales) by Adam Young Inc.; Wayne Evans & Associates (Minneapolis); The Soderlund Co. (Omaha-Lincoln).

Represented (legal) by Fisher, Wayland, Duvall & Southmayd.

### Personnel:

WILBUR STONEFELDT, resident engineer.

Rates: Sold in combination with KOTA-TV.

NETWORK BASE HOURLY RATE: Bonus to KOTA-TV, Rapid City, S.D.

ARB Data: Included with parent KOTA-TV, Rapid City, S.D. Map reflects coverage of parent & satellites.

# South Dakota—Mitchell



**KORN-TV**



Ch. 5

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 11.5-kw aural. Antenna: 1510-ft. above av. terrain, 1563-ft. above ground, 3045-ft. above sea level.

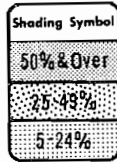
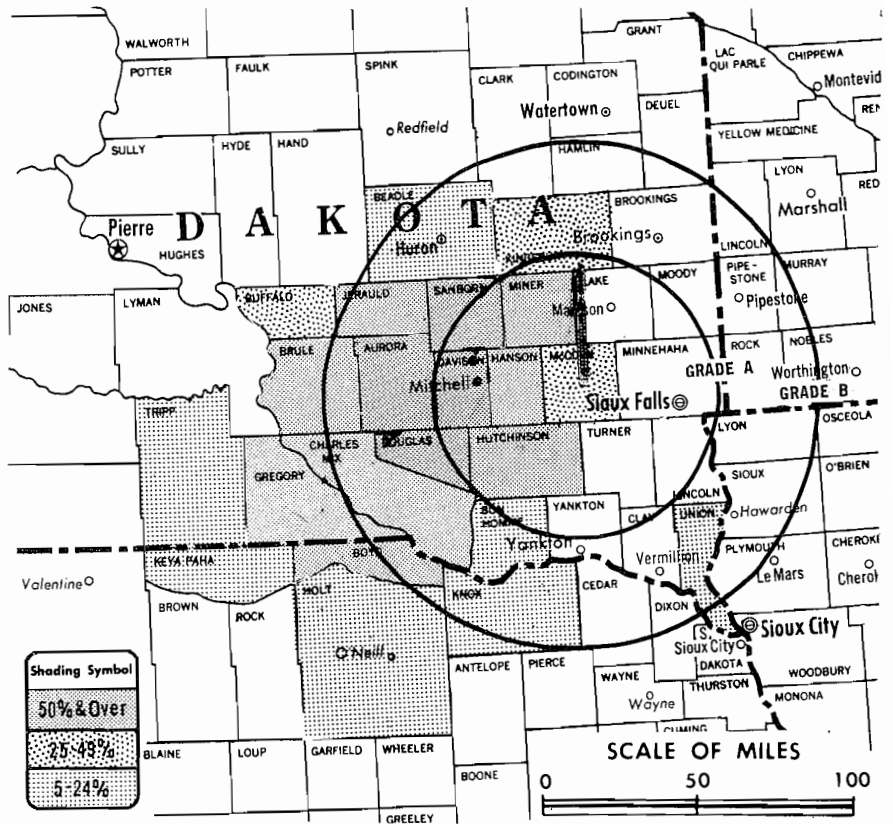
Latitude 43° 37' 56"  
Longitude 97° 22' 21"

Transmitter: 6.5-mi. S of Salem, S.D.

AM Affiliate: KORN, 1-kw (.25-kw, night), 1490 kHz (MBS)

Color: Network, live, film, slide & tape.

News Wire Service: UPI.



Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).

KORN-TV Ref: FCC File No. BPCT-4068 Granted 4/24/68

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## KORN-TV

Licenses: Mitchell Broadcasting Association Inc., Box 908, Mitchell, S.D. (57301).

Studio: Interstate 90 & Hwy. 37 interchange.

Telephone: 605-996-5621.

Ownership: R. V. Eppel, pres. & treas., 98%; Charles N. Rozum, v.p., 1%; H. T. Fuller, secy., 1%.

Began Operation: June 12, 1960.

Represented (sales) by The Devney Organization Inc.; Wm. Hurley (Minneapolis)

Represented (legal) by Fisher, Wayland, Duvall & Southmayd.

Represented (engineering) by Gautney & Jones.

Personnel:

R. V. EPEL, president & general manager.  
GERALD R. EPEL, commercial manager.  
ARNOLD MONDAY, chief engineer.

### DIGEST OF RATE CARD NO. 3 (May 15, 1969)

Hour 30 Min. 15 Min. 5 Min. Min. 30 Sec. 20 Sec. 10 Sec.  
Class AA—6:30-10 p.m., daily.  
\$225.00 \$135.00 \$81.00 \$66.00 \$48.00 \$60.00 \$48.00 \$30.00  
NETWORK BASE HOURLY RATE: \$300.

For South Dakota CATV Systems  
See Services Volume

	Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	NEBRASKA				
		Boyd	1,300	1,200	92
	SOUTH DAKOTA				
		Aurora	1,200	1,100	91
		Brule	1,900	1,800	94
		Charles Mix	2,400	2,100	89
		Davison	5,200	4,800	93
		Douglas	1,200	1,100	91
		Gregory	1,900	1,700	93
		Hanson	1,100	1,100	94
		Hutchinson	3,500	3,300	93
		Jerauld	1,200	1,100	93
		Miner	1,200	1,100	94
	Sanborn	1,100	1,000	92	
<b>Between 25-49%</b>	SOUTH DAKOTA				
		Buffalo	400	300	80
		Kingsbury	2,700	2,600	95
	Mc Cook	2,200	2,200	97	
<b>Between 5-24%</b>	NEBRASKA				
		Holt	3,900	3,400	87
		Keya Paha	500	500	93
		Knox	3,800	3,400	90
	SOUTH DAKOTA				
		Beadle	6,900	6,500	93
		Bon Homme	2,900	2,600	92
	Tripp	2,400	2,300	94	
	Union	3,100	3,000	98	
Station Totals			87,900	83,200	94
Net Weekly Circulation (March 1969)					21,451
Average Daily Circulation (March 1969)					14,620



# South Dakota—Rapid City



Ch. 3

[Also operates affiliated KDUH-TV, Hay Springs, Neb. & KHSD-TV, Lead, S.D.]

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.

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

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

ARB Data: Figures include satellites KDUH-TV, Hay Springs, Neb. & KHSD-TV, Lead, S.D.

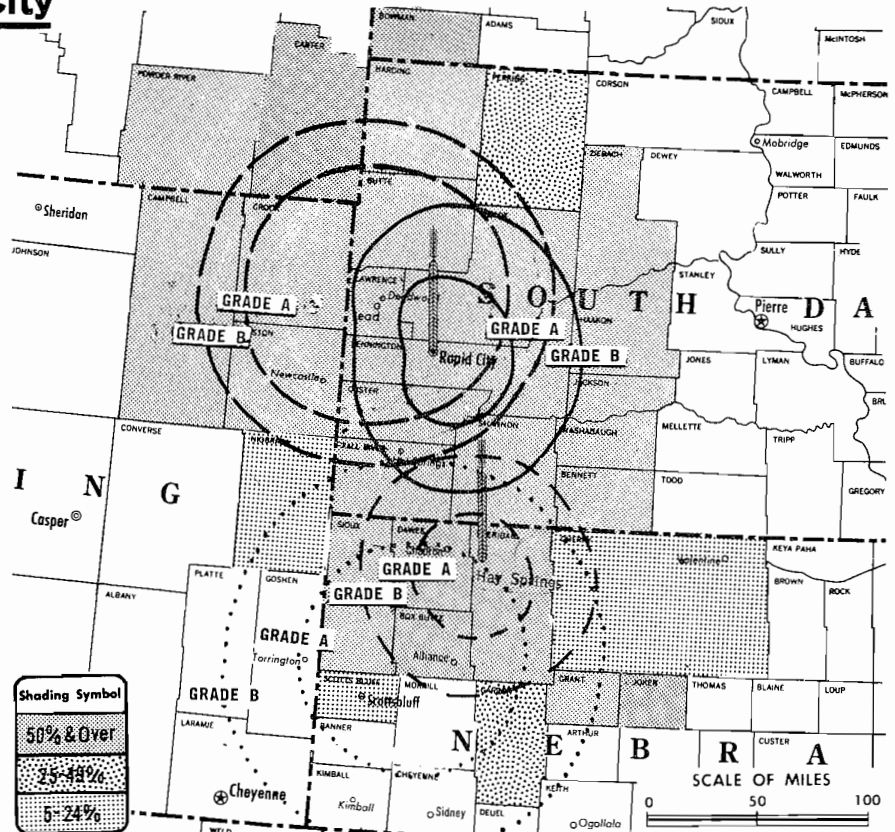
Total Households: © SRDS

Consumer Market Data as of 1/1/70.

TV Homes: TV and Circulation

© 1969 American Research Bureau.

County coverage based on ARB study (see page 4-b).



KOTA-TV Ref: FCC File No. BMPCT-5890 Granted 8/25/64.  
KDUH-TV Ref: FCC File No. BPCT-2350 Granted 8/1/57

©American Map Co., Inc., N.Y., No. 14244

## KOTA-TV

Network Service: CBS; also ABC, on per program basis.

Licensee: Duhamel Broadcasting Enterprises, Box 1752 (57701).

Studio: Duhamel Bldg., 6th & St. Joe Streets.

Telephone: 605-342-2000. TWX No.: 910-664-0524.

Ownership: Helen S. Duhamel, pres. 70%; William F. Duhamel, sr. v.p., 6.6%; John N. Heffron, Helen Kathleen Tarrant, Dr. Peter A. Duhamel, Marguerite D. Heffron, Jacqueline Duhamel, Lois G. Duhamel, Francis A. Duhamel, all 3.3%. Duhamel Broadcasting Enterprises also operates satellite KDUH-TV, Hay Springs, Neb. and KHSD-TV, Lead, S.D.

Began Operation: May 29, 1955.

Represented (sales) by Adam Young Inc.; Wayne Evans & Assoc. (Minneapolis); The Soderlund Co. (Omaha-Lincoln); Andy McDermott Sales Ltd. (Canada).

Represented (legal) by Fisher, Wayland, Duvall & Southmayd.

Represented (engineering) by Commercial Radio Equipment Co.

Personnel:

HELEN S. DUHAMEL, president & general manager.  
WILLIAM F. DUHAMEL, vice president & station manager.  
DAN LESMEISTER, sales & program director.  
JAMES NEAL, news director.  
ARLYNE MORGAN, operations manager.  
ELMER NELSON, chief engineer.  
VERNE SHEPPARD, farm director.  
POLLY WEEDMAN, women's director.  
DICK SHILVOCK, sports director.

DIGEST OF RATE CARD NO. 10—(July 1, 1969)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Prime Time—6-10 p.m., daily.	\$425.00	\$300.00	\$200.00	\$125.00	\$115.00*	\$75.00*
					\$50.00*	

\*Class AAA—6-9 p.m., daily.

Rates include affiliated KDUH-TV, Hay Springs, Neb. & KHSD-TV, Lead, S.D.

NETWORK BASE HOURLY RATE \$425 (CBS and ABC).

1970-71 Edition

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	MONTANA			
	Carter	500	400	83
	Powder River	500	400	79
	NEBRASKA			
	Box Butte	3,600	3,400	94
	Dawes	2,800	2,500	91
	Grant	400	300	84
	Hooker	400	400	98
	Sheridan	2,600	2,500	94
	Sioux	800	700	92
	NORTH DAKOTA			
	Bowman	1,300	1,200	93
SOUTH DAKOTA				
Bennett	700	600	88	
Butte	2,700	2,500	93	
Custer	1,200	1,100	91	
Fall River	3,600	3,300	92	
Haakon	1,100	1,000	93	
Harding	600	500	90	
Jackson	500	400	88	
Lawrence	5,300	5,000	94	
Meade	3,500	3,300	93	
Pennington	20,900	20,000	96	
Shannon	1,100	900	77	
Washabaugh	400	300	84	
Ziebach	600	400	79	
WYOMING				
Campbell	1,900	1,700	88	
Crook	1,200	1,000	85	
Weston	2,400	2,200	88	
<b>Between 25-49%</b>	NEBRASKA			
	Garden	800	700	87
	SOUTH DAKOTA			
Douglas	1,200	1,100	91	
Perkins	1,300	1,200	88	
<b>Between 5-24%</b>	KANSAS			
	Smith	2,900	2,700	93

(Continued on page 708-b)

Station Totals	98,100	90,400	92
Net Weekly Circulation (March 1969)			56,461
Average Daily Circulation (March 1969)			49,161

703-b

# South Dakota—Rapid City

**KRSD-TV**

Ch. 7

[Also operates satellite KDSJ-TV, Deadwood, S.D.]

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 25.7-kw visual, 12.9-kw aural. Antenna: 540-ft. above av. terrain, 422-ft. above ground, 4191-ft. above sea level.

Latitude 44° 04' 17"  
Longitude 103° 15' 07"

Requests change to 38-kw visual, 7.6-kw aural, 551-ft. above av. terrain, 435-ft. above ground, 4215-ft. above sea level. BPCT—4077.

Transmitter: Skyline Dr.

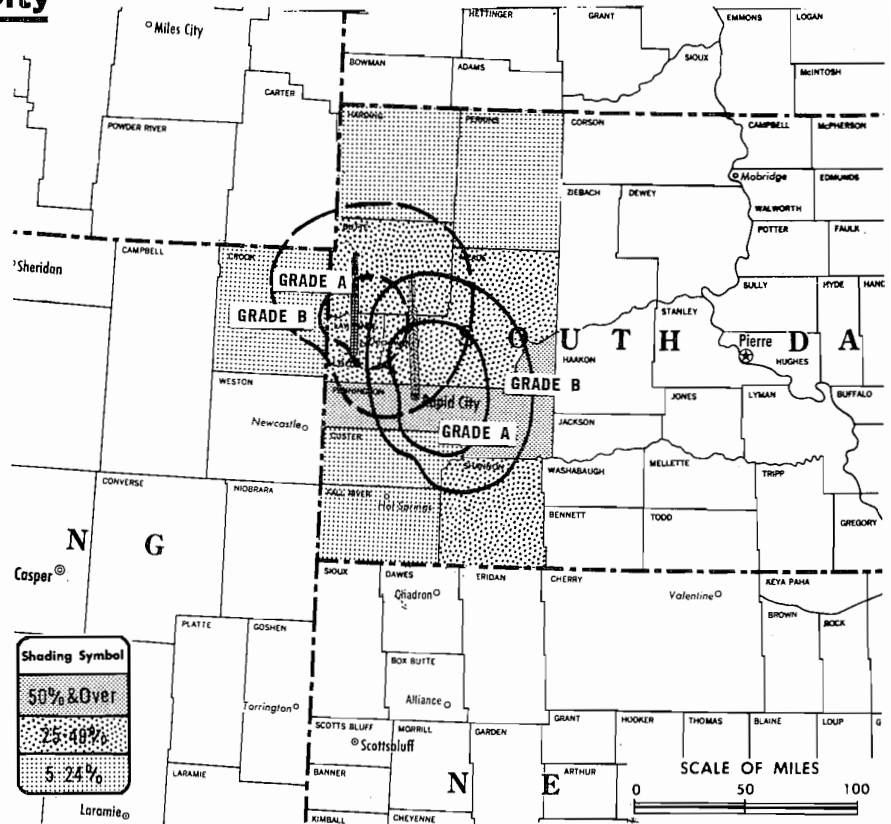
AM Affiliate: KRSD, 1-kw, 1340 kHz.

Color: Network, live, film & slide.

News Wire Service: UPI.

ARB Data: The figures for this station include satellite KDSJ-TV, Deadwood, S.D.

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).



KRSD-TV Ref: FCC File No. BMPCT—4766 Granted 8/21/57  
KDSJ-TV Ref: FCC File No. BMPCT—5212 Granted 5/27/59

©American Map Co., Inc., N.Y., No. 14244

## KRSD-TV

Network Service: NBC,

Licensee: The Heart of the Black Hills Stations.

Studio: 1438 Mountain View Rd. (57704).

Telephone: 605-342-6050.

Ownership: Eli Daniels, 50%; Harry Daniels, 50%. They also own equal amounts of satellite KDSJ-TV, Deadwood, S.D., and radio stations KRSD and KDSJ.

Began Operation: Jan. 16, 1958.

Personnel:

ELI DANIELS, president & general manager.  
ELAINE EVERTS, operation director.  
LYDIA WEIDEMAN, program director.

### DIGEST OF RATE CARD NO. 2 (Nov. 1, 1969)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	ID
Class AA—6-10:30 p.m., daily.	\$145.00	\$80.00	\$42.00	\$35.00	\$39.00	\$26.00 \$16.00
NETWORK BASE HOURLY RATE: \$100.						

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	SOUTH DAKOTA			
	Pennington	20,900	20,000	96
<b>Between 25-49%</b>	SOUTH DAKOTA			
	Butte	2,700	2,500	93
	Lawrence	5,300	5,000	94
	Meade	3,500	3,300	93
	Shannon	1,100	900	77
<b>Between 5-24%</b>	SOUTH DAKOTA			
	Custer	1,200	1,100	91
	Fall River	3,600	3,300	92
	Harding	600	500	90
	Perkins	1,300	1,200	88
	WYOMING			
	Crook	1,200	1,000	85
Station Totals		43,400	40,600	94
Net Weekly Circulation (March 1969)				17,703
Average Daily Circulation (March 1969)				7,561

# South Dakota—Reliance



**KPLO-TV**



Ch. 6

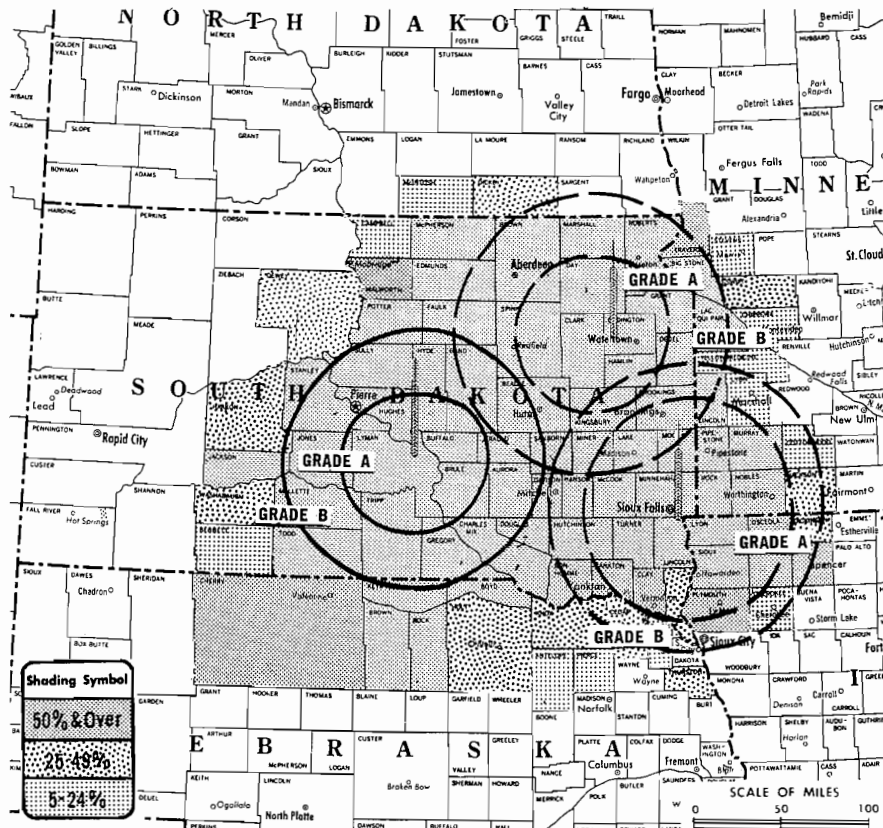
[Satellite of KELO-TV, Sioux Falls, S.D.]

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.

Color: Network & tape.



County coverage based on ARB study (see page 4-b).

KPLO-TV Ref: FCC File No. BPCT-2489 Granted 5/15/58

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## KPLO-TV

Network Service: CBS, same as KELO-TV, Sioux Falls.

Licensee: Midcontinent Broadcasting Co., Phillips Ave. & 13th St., Sioux Falls, S.D.

Studio: Medicine Butte, 6-mi. N of Reliance.

Ownership: See KELO-TV, Sioux Falls.

Began Operation: July 15, 1957.

Represented (sales) by H-R Television Inc.; Wayne Evans & Assoc. (Minneapolis).

Represented (legal) by Dow, Lohnes & Albertson.

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

### Personnel:

JOE FLOYD, president.  
EVANS A. NORD, v.p. & general manager.  
DALE LARSON, resident manager.  
DARREL HOUSE, chief engineer.  
LEE HEISEL, director of engineering.

Rates: Sold in combination with KELO-TV, Sioux Falls and other satellite KDLO-TV, Florence, S.D.

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

ARB Data for this station included with report of Parent KELO-TV, Sioux Falls, S.D. Above map Reflects Coverage of Parent and Satellites KPLD-TV & KDLO-TV, Florence, S.D.



**MALARKEY, TAYLOR and ASSOCIATES**

**CATV  
BROKERS / CONSULTANTS / ENGINEERS**

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# South Dakota—Sioux Falls



**KELO-TV**



Ch. 11

[Also operates satellites KDLO-TV, Florence and KPLO-TV, Reliance, S.D.]

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 288-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, S.D.

AM Affiliate: KELO, 5-kw, 1320 kHz (NBC).

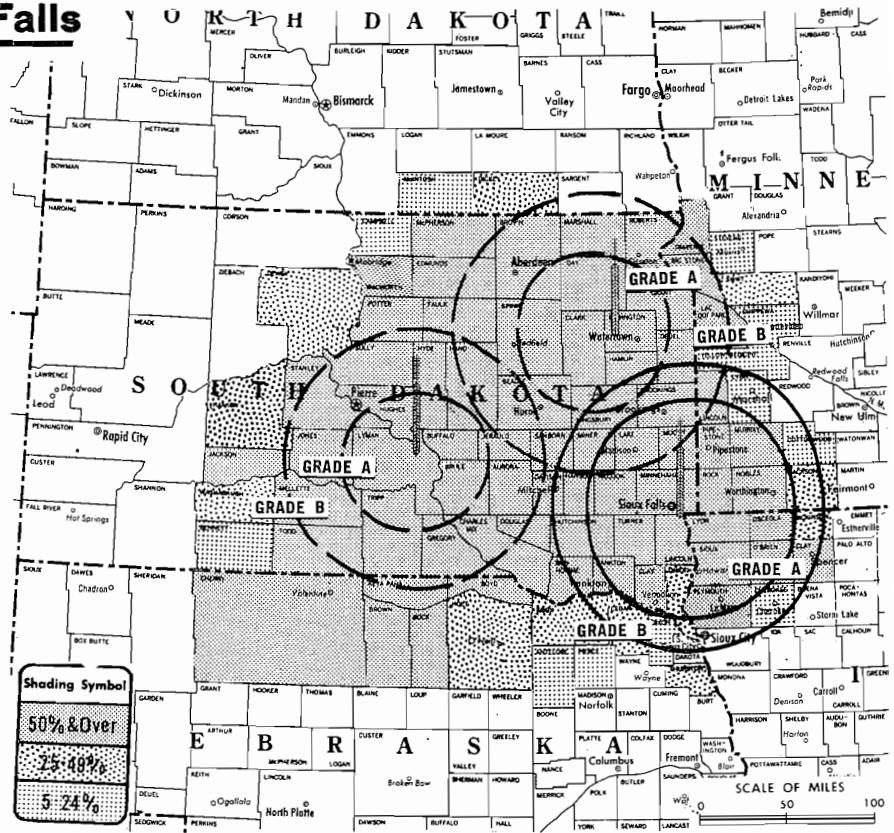
FM Affiliate: KELO-FM, 100-kw, 92.5 MHz (No. 223), 1900-ft.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI. Facsimile Service: UPI.

ARB Data: The figures below include satellites KDLO-TV, Florence and KPLO-TV, Reliance, S.D.

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).



KELO-TV Ref: FCC File No. BPCT—3821 Granted 10/21/66  
KPLO-TV Ref: FCC File No. BPCT—2489 Granted 5/15/58  
KDLO-TV Ref: FCC File No. BLCT—1339 Granted 5/27/64

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## KELO-TV

Network Service: CBS.

Licensee: Midcontinent Broadcasting Co., 13th St. & Phillips Ave.

Studio: 13th St. & Phillips Ave.

Telephone: 605-336-1100. TWX No.: 910-660-0552.

Ownership: Joseph L. Floyd, pres., 33 1/3%; N. L. Bentson, v.p., 33 1/3%; Edmund R. Ruben, secy.-treas., 33 1/3%. Same interests own KDLO-TV (Ch. 3), Florence, and KPLO-TV (Ch. 6), Reliance, S.D. operated in conjunction with KELO-TV; radio stations WLOL-AM & FM, Minneapolis; WKOW-TV & WKOW-AM, Madison, Wis. (Television Digest, Vol. 16:24); WAOW-TV, Wausau, Wis. & holds CP for WXOW-TV, Ch. 19, La Crosse, Wis.

Began Operation: May 12, 1953.

Represented (sales) by H-R Television Inc.; Wayne Evans & Assoc. (Minneapolis).

Represented (legal) by Dow, Lohnes & Albertson.

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

Personnel:

JOE FLOYD, president & film buyer.  
EVANS A. NORD, v.p. & general manager.  
TOM SHEELEY, operations manager.  
RUSS ARTUS, studio engineer.  
LES FROKE, chief engineer.  
DAVE VAN VELDHIJZEN, production manager.  
JOE DVORAK, promotion manager.  
LES HARDING, farm director.  
LEO HEISEL, director of engineering.

### DIGEST OF RATE CARD NO. 15A—(Feb. 15, 1969)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 8 Sec.  
Prime—6:30-10 p.m., daily.

\$1150.00 \$625.00 \$325.00 \$225.00 Graded rates apply\*

\*Highest rate: \$275.

Sold in combination with satellites KDLO-TV, Florence, and KPLO-TV, Reliance, S.D., with rates applying to simultaneous telecasts on all stations.

NETWORK BASE HOURLY RATE: \$1250 (CBS).

Net Weekly Circulation	State County	Total Households	TV Homes	%
	<b>IOWA</b>			
	Clay	5,600	5,300	94
	Lyon	4,000	3,800	94
	O'Brien	5,700	5,500	97
	Osceola	2,900	2,800	95
	Plymouth	6,700	6,500	97
	Sioux	7,400	6,800	93
	<b>MINNESOTA</b>			
	Big Stone	2,300	2,200	94
	Lac Qui Parle	3,700	3,500	94
	Lincoln	2,600	2,400	94
	Murray	3,700	3,500	96
	Nobles	6,800	6,500	97
	Pipestone	3,800	3,700	95
	Rock	3,400	3,300	97
	Traverse	1,800	1,700	94
	<b>NEBRASKA</b>			
	Boyd	1,300	1,200	92
	Brown	1,100	1,000	89
	Cherry	2,400	2,200	93
	Keya Paha	500	500	93
	Rock	800	800	92
	<b>SOUTH DAKOTA</b>			
	Aurora	1,200	1,100	91
	Beadle	6,900	6,500	93
	Bon Homme	2,900	2,600	92
	Brookings	6,300	6,000	95
	Brown	10,900	10,500	97
	Brule	1,900	1,800	94
	Buffalo	400	300	80
	Charles Mix	2,400	2,100	89
	Clark	1,800	1,700	96
	Clay	3,200	3,100	96
	Codington	6,200	6,000	97
	Davison	5,200	4,800	93
	Day	2,700	2,500	95
	Deuel	1,700	1,600	94
	Douglas	1,200	1,100	91
	Edmunds	1,100	1,000	92

(Continued on page 708-b)

Station Totals	397,900	377,200	94
Net Weekly Circulation (March 1969)		209,277	
Average Daily Circulation (March 1969)		168,984	

# South Dakota—Sioux Falls



**KSOO-TV**



Ch. 13

[Operates satellite KCOO-TV, Aberdeen, S.D.]

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 316-kw visual, 39.8-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: Rowena, 9-mi. E of Sioux Falls.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

AM Affiliate: KSOO, 10-kw (5-kw night), 1140 kHz (ABC).

Represented (legal) by Robert A. Marmet.

ARB Data: KCOO-TV was not in operation as satellite when survey was made.

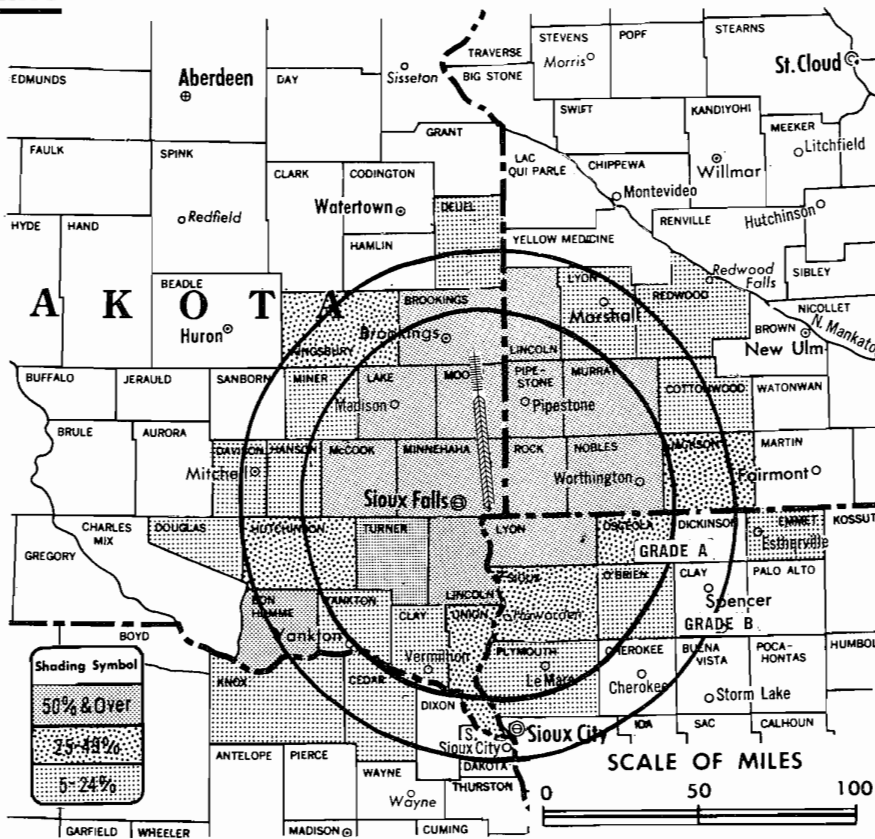
Total Households: © SRDS

Consumer Market Data as of 1/1/70.

TV Homes: TV% and Circulation

© 1969 American Research Bureau.

County coverage based on ARB study (see page 4-b).



KSOO-TV Ref: FCC File No. BPCT-3802 Granted 9/12/66

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## KSOO-TV

Licensee: KSOO-TV Inc., 205 N. Phillips Ave. (57102).

Studio: 205 N. Phillips.

Telephone: 605-336-1300.

TWX No.: 605-331-2252.

Ownership: Gordon H. Ritz, chmn. & chief exec. officer, 36.5%; Morton H. Henkin, pres. & gen. mgr., 10%; Wheelock Whitney (including members of his family), 26%; Thomas M. Reardon, dir., 5%; Edmund J. Phelps, dir., Harold W. Bangert, treas., 5%; Tom Barnes, 5%; Mrs. Edmund J. Phelps, 5%; Louis H. Polk Jr., 2.5%; Scott Donaldson, 2.5%; William L. Waldron, 2.5%; Sylvia H. Henkin, secy. Barnes owns 26% of KCMT (TV), Alexandria, Minn. KSOO-TV also owns KCOO-TV, Aberdeen, S.D. Bangert & Henkin have interest in Ch. 23 CP, Minneapolis.

Began Operation: July 31, 1960. Sale of control to Gordon H. Ritz and Wheelock Whitney by former owners approved Aug. 23, 1965 by FCC (Television Digest, Vol. 5:35).

Represented (sales) by Avery-Knodel Inc.; Harry S. Hyett Co. (Minneapolis); The Soderlund Co. (Omaha).

Represented (engineering) by Cohen & Dippell.

Personnel:

- GORDON H. RITZ, chairman & chief executive officer.
- MORTON H. HENKIN, president & general manager.
- WADE S. PATTERSON, station & sales manager.
- MAX PIERCE, director of engineering.
- MEL HEATH, production director.
- RAY LOFTESNESS, promotion manager.
- MARGE HOKENSTAD, film director.

DIGEST OF RATE CARD NO. 10A  
(Feb. 1, 1969)

Hour	30 Min.	15 Min.	5 Min.	Min. or 30 Sec.	20 Sec.	10 Sec.
Class AA—7:30-10 p.m., daily.	\$600.00	\$390.00	\$270.00	\$180.00	\$100.00*	\$80.00* \$50.00*

\*Class AA—6:30-10 p.m., daily.

NETWORK BASE HOURLY RATE: \$450.

1970-71 Edition

	Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>		IOWA			
		Lyon	4,000	3,800	94
		MINNESOTA			
		Lincoln	2,600	2,400	94
		Murray	3,700	3,500	96
		Nobles	6,800	6,500	97
		Pipestone	3,800	3,700	95
		Rock	3,400	3,300	97
		SOUTH DAKOTA			
		Bon Homme	2,900	2,600	92
<b>Between 25-49%</b>		IOWA			
		Osceola	2,900	2,800	95
		Sioux	7,400	6,800	93
		MINNESOTA			
		Jackson	4,000	3,800	93
		SOUTH DAKOTA			
		Hutchinson	3,500	3,300	93
		Kingsbury	2,700	2,600	95
		Union	3,100	3,000	98
		<b>Between 5-24%</b>		IOWA	
Emmet	4,400			4,000	91
O'Brien	5,700			5,500	97
Plymouth	6,700			6,500	97
MINNESOTA					
Cottonwood	4,900			4,200	87
Lyon	6,300			5,800	92
Redwood	6,100			5,500	90
NEBRASKA					
Cedar	3,600			3,500	96
Knox	3,800	3,400	90		

(Continued on next page)

Station Totals	223,000	212,500	95
Net Weekly Circulation (March 1969)			82,606
Average Daily Circulation (March 1969)			50,976

## South Dakota

### KOTA-TV, Rapid City (ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Between 5-24 %</b>	NEBRASKA			
	Cherry	2,400	2,200	93
	Scotts Bluff	10,600	10,000	94
	NORTH DAKOTA			
	Slope	600	500	95
	WYOMING			
Niobrara	1,000	900	90	

### KSOO-TV, Sioux Falls (ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Between 5-24 %</b>	SOUTH DAKOTA			
	Clay	3,200	3,100	96
	Davison	5,200	4,800	93
	Deuel	1,700	1,600	94
	Douglas	1,200	1,100	91
	Hanson	1,100	1,100	94
	Miner	1,200	1,100	94
	Yankton	5,000	4,800	95

## La Rue Media Brokers Inc.

### Radio Television CATV

#### Completed Sales

CATV: Salamanca, New York \$300,000  
TV: Honolulu \$600,000

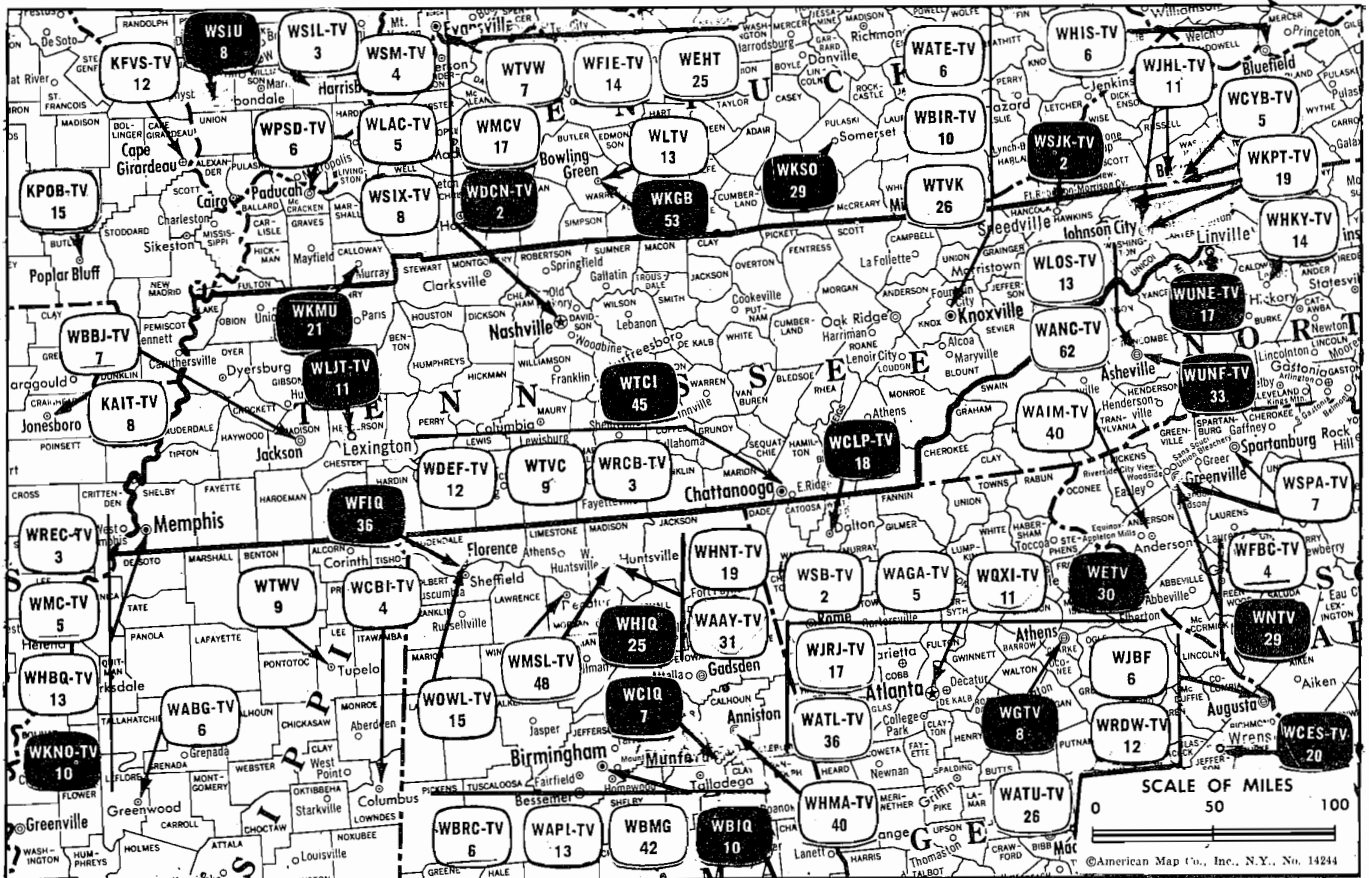
116 Central Park South  
New York, N.Y. 10019

President  
Hugh Ben LaRue

Area Code 212  
265-3430

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

Net Weekly Circulation	State County	Total Households	TV Homes	%	
<b>50% &amp; Over</b>	SOUTH DAKOTA—(Continued)				
	Faulk	1,300	1,200	93	
	Grant	2,800	2,700	94	
	Gregory	1,900	1,700	93	
	Hamlin	1,600	1,500	95	
	Hand	1,700	1,600	95	
	Hanson	1,100	1,100	94	
	Hughes	4,300	4,100	96	
	Hutchinson	3,500	3,300	93	
	Hyde	700	700	96	
	Jackson	500	400	88	
	Jerauld	1,200	1,100	93	
	Jones	500	500	93	
	Kingsbury	2,700	2,600	95	
	Lake	3,600	3,500	96	
	Lincoln	3,800	3,700	96	
	Lyman	1,200	1,100	96	
	Mc Cook	2,200	2,200	97	
	Mc Pherson	1,100	1,000	91	
	Marshall	1,600	1,500	91	
	Mellette	600	500	87	
	Miner	1,200	1,100	94	
	Minnehaha	30,600	29,900	98	
	Moody	2,300	2,200	96	
	Potter	1,300	1,200	94	
	Roberts	3,200	2,900	93	
	Sanborn	1,100	1,000	92	
	Spink	3,100	3,000	96	
	Stanley	1,400	1,300	91	
	Sully	700	700	96	
	Todd	900	700	82	
	Tripp	2,400	2,300	94	
	Turner	3,600	3,400	96	
	Walworth	2,500	2,300	90	
	Yankton	5,000	4,800	95	
	<b>Between 25-49 %</b>	IOWA			
		Dickinson	3,900	3,600	94
		MINNESOTA			
		Jackson	4,000	3,800	93
		Swift	3,800	3,500	93
		NEBRASKA			
		Cedar	3,600	3,500	96
		Holt	3,900	3,400	87
		Knox	3,800	3,400	90
		NORTH DAKOTA			
		Dickey	2,000	1,900	93
		SOUTH DAKOTA			
Dewey		1,300	1,100	84	
Haakon	1,100	1,000	93		
Union	3,100	3,000	98		
Washabaugh	400	300	84		
<b>Between 5-24 %</b>	IOWA				
	Cherokee	5,200	5,000	96	
	MINNESOTA				
	Chippewa	4,700	4,300	93	
	Cottonwood	4,900	4,200	87	
	Lyon	6,300	5,800	92	
	Stevens	3,100	2,900	94	
	Yellow Medicine	4,100	3,600	87	
	NEBRASKA				
	Antelope	2,600	2,300	91	
	Dixon	2,000	1,900	97	
	Pierce	2,500	2,400	95	
	NORTH DAKOTA				
	Mc Intosh	1,600	1,500	90	
	SOUTH DAKOTA				
Bennett	700	600	88		
Campbell	900	800	89		



Market	ARB Net Weekly Circulation	Rank	ARB ADI TV Households	Rank
Memphis	532,326	32	494,200	28
Nashville	501,079	37	472,400	30
Knoxville	287,329	73	265,600	63
Chattanooga	246,078	85	303,700	79
Bristol-Kingsport-Johnson City	201,552	99	166,600	85
Jackson	67,796	178	4,800	204

Tennessee Station Status as of March 1, 1970	VHF	UHF	TOTAL
Commercial Television Stations	13	3	16
Educational Television Stations	4	0	4
			20

## State Cross Reference List—Communities That Receive Programs of Stations That Are Located Elsewhere

**WCYB-TV, Bristol**  
(See Bristol, Va.)

**WCYB-TV, Johnson City**  
(See Bristol, Va.)

**WJHL-TV, Bristol**  
(See Johnson City, Tenn.)

**WJHL-TV, Kingsport**  
(See Johnson City, Tenn.)

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# Tennessee

## State Educational Technical Facilities (Complete Data in Educational Directory)

### WTCI Chattanooga

Ch. 45

Non-Commercial Educational Station

Grantee: Tennessee State Board of Education, 117 Cordell Hull Bldg., Nashville, Tenn.

Technical Facilities: Channel No. 45 (656-662 MHz). Authorized power: 628-kw visual, 125-kw aural. Antenna: 951-ft. above av. terrain, 296-ft. above ground, 2308-ft. above sea level.

Latitude 35° 12' 26"  
Longitude 85° 16' 52"

### WLJT-TV Lexington

Ch. 11

Non-Commercial Educational Station

Licensee: Tennessee State Board of Education.

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 316-kw visual, 63.1-kw aural. Antenna: 640-ft. above av. terrain, 496-ft. above ground, 1164-ft. above sea level.

Latitude 35° 42' 12"  
Longitude 88° 36' 10"

### WKNO-TV Memphis

Ch. 10

Non-Commercial Educational Station

Licensee: Memphis Community Television Foundation, Memphis State U, P.O. Box 80,000, Memphis, Tenn. (38111).

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 74.1-kw visual, 14.8-kw aural. Antenna: 650-ft. above av. terrain, 637-ft. above ground, 972-ft. above sea level.

Latitude 35° 09' 17"  
Longitude 89° 49' 20"

### WDCN-TV Nashville

Ch. 2

Non-Commercial Educational Station

Licensee: Metropolitan Board of Education, Box 12555, Nashville.

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 680-ft. above av. terrain, 574-ft. above ground, 1280-ft. above sea level.

Latitude 36° 07' 48"  
Longitude 86° 47' 28"

### WSJK-TV Sneedville

Ch. 2

Non-Commercial Educational Station

Licensee: Tennessee State Board of Education.

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1763-ft. above av. terrain, 499-ft. above ground, 3296-ft. above sea level.

Latitude 36° 22' 52"  
Longitude 83° 10' 48"

## WDEF-TV, Chattanooga

(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
Between 5-24 %	GEORGIA			
	Bleckley	3,000	2,700	90
	Cherokee	7,800	7,400	96
	Gilmer	2,400	2,200	90
	Paulding	4,500	4,300	96
	Pickens	2,900	2,700	93
	Polk	8,300	7,900	94
	Towns	1,400	1,300	93
	NORTH CAROLINA			
	Clay	1,600	1,400	88
	Graham	2,100	1,800	90
	TENNESSEE			
	Anderson	17,900	17,100	95
Lincoln	6,900	6,300	91	
Loudon	7,800	7,400	95	
Van Buren	1,000	800	86	

## WRCB-TV, Chattanooga

(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
Between 5-24 %	GEORGIA			
	Bartow	9,300	8,800	95
	Bleckley	3,000	2,700	90
	Hall	17,700	16,800	95
	Paulding	4,500	4,300	96
	Pickens	2,900	2,700	93
	Polk	8,300	7,900	94
	White	2,200	2,000	91
	KENTUCKY			
	Harlan	9,700	8,700	89
	NORTH CAROLINA			
	Macon	4,500	3,800	86
	TENNESSEE			
	Coffee	10,700	10,200	95
	Loudon	7,800	7,400	95
	Monroe	6,100	5,600	91
	Morgan	3,200	2,900	91
	Van Buren	1,000	800	86
Warren	7,900	7,200	91	

## WTVC, Chattanooga

(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
Between 5-24 %	NORTH CAROLINA			
	Clay	1,600	1,400	88
	Graham	2,100	1,800	90
	TENNESSEE			
	Anderson	17,900	17,100	95
	Coffee	10,700	10,200	95
	Franklin	8,100	7,600	93
	Lincoln	6,900	6,300	91
	Morgan	3,200	2,900	91
	Scott	3,600	3,100	86
Van Buren	1,000	800	86	

For CPs & Applications

See Services Volume



# Tennessee—Chattanooga



**WDEF-TV**



Ch. 12

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"

TV tape: Recording facilities.

Transmitter: Atop Signal Mt.

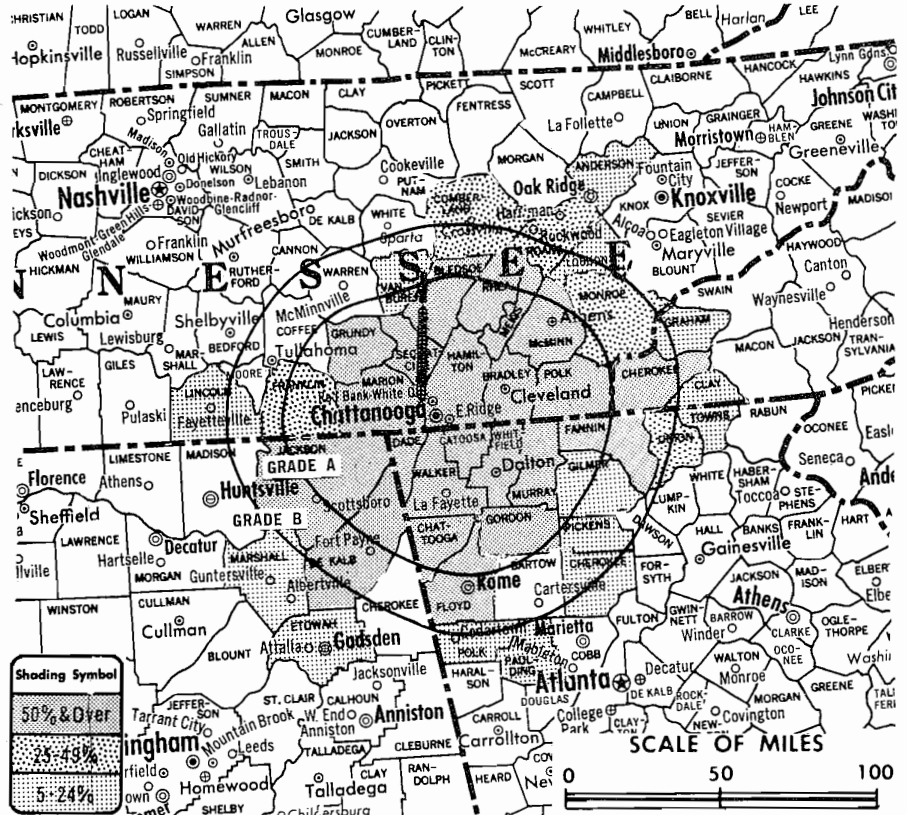
AM Affiliate: WDEF, 5-kw, 1370 kHz (NBC).

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

Color: Network, live, film, slide & tape.

News Wire Service: AP. News Film Service: CBS.

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).



WDEF-TV Ref: FCC File No. BPCT-3699 Granted 4/11/66

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## WDEF-TV

Licensee: Roy H. Park Bcstg. of Tennessee Inc.

Studio: Broadcast Center, Chattanooga.

Telephone: 615-267-3392.

TWX No.: 810-573-5207.

Ownership: Roy H. Park, 100%. For other interests see WNCT-TV, Greenville, N.C.

Began Operation: April 15, 1954. Sale to Roy Park firm by Carter M. Parham group approved by FCC Feb. 28, 1964 (Television Digest, Vol. 4:7).

Represented (sales) by Blair Television.

Represented (legal) by Pierson, Ball & Dowd.

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

Personnel:

WILLIAM G. EVANS, general manager.

JIM TOMLIN, sales manager.

MRS. LELA GADDIS, national sales service.

CECIL RUFFIN, operations manager & film buyer.

RICHARD F. BUDDINE, news director.

HAROLD JOHNSON, chief engineer.

DIGEST OF RATE CARD NO. 12A  
(May 1, 1969)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. 10 Sec.  
Class AA—7:30-10:59 p.m., Mon.-Sat.; 7-10:59 p.m., Sun.  
\$500.00 \$300.00 \$200.00 \$125.00 \$180.00 \$120.00 \$84.00

NETWORK BASE HOURLY RATE: \$500.

For Translator Stations

See Services Volume

	Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	<b>ALABAMA</b>				
		De Kalb	12,100	11,200	92
		Jackson	10,100	9,300	91
	<b>GEORGIA</b>				
		Catoosa	8,100	7,900	97
		Chattooga	6,400	6,000	94
		Dade	2,800	2,700	94
		Fannin	3,600	3,300	91
		Floyd	24,400	23,200	95
		Gordon	6,400	6,100	95
		Murray	3,200	2,900	92
		Walker	16,500	15,900	96
		Whitfield	16,000	15,300	95
<b>NORTH CAROLINA</b>					
	Cherokee	4,300	3,900	90	
<b>TENNESSEE</b>					
	Bledsoe	1,900	1,700	88	
	Bradley	13,600	12,900	95	
	Grundy	3,100	2,800	88	
	Hamilton	84,200	80,900	96	
	McMinn	11,200	10,500	94	
	Marion	6,300	6,000	95	
	Meigs	1,100	1,000	94	
	Polk	3,700	3,400	92	
	Rhea	4,800	4,400	91	
	Sequatchie	1,800	1,700	92	
<b>Between 25-49%</b>	<b>GEORGIA</b>				
		Union	1,500	1,400	92
	<b>TENNESSEE</b>				
		Cumberland	5,500	4,800	89
		Franklin	8,100	7,600	93
	Monroe	6,100	5,600	91	
	Roane	14,000	13,100	94	
<b>Between 5-24%</b>	<b>ALABAMA</b>				
		Etowah	33,000	31,400	95
		Marshall	16,000	14,900	93
(Continued on page 710-b)					
<b>Station Totals</b>			550,100	517,000	94
<b>Net Weekly Circulation (March 1969)</b>					224,485
<b>Average Daily Circulation (March 1969)</b>					154,929

# Tennessee—Chattanooga

**WRCB-TV**  
Ch. 3

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 19.5-kw aural. Antenna: 1070-ft. above av. terrain, 300-ft. above ground, 2331-ft. above sea level.

Latitude 35° 09' 39"  
Longitude 85° 18' 53"

Transmitter: Atop Signal Mountain.  
Studio: Executive Park, 900 Whitehall Rd. (37405).

Telephone: 615-267-5412. TWX No.: 615-867-3831.

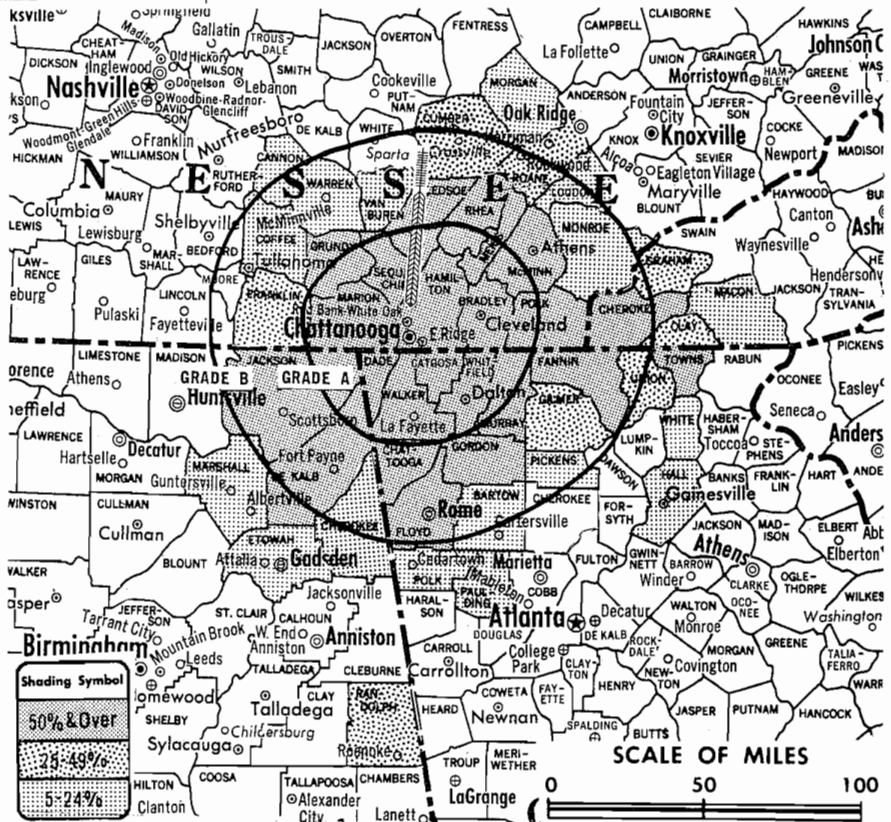
TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).



WRCB-TV Ref: FCC File No. BPCT—882 Granted 2/8/56

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## WRCB-TV

Licensee: Rust-Craft Broadcasting of Tenn. Inc., Steubenville, Ohio.

Ownership: Rust Craft Greeting Cards Inc., 100%. See WSTV-TV, Steubenville, Ohio.

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.), see WSTV-TV, Steubenville, Ohio.

Represented (sales) by Katz Television.

Personnel:

JACK N. BERKMAN, president.  
HARRY D. BURKE, v.p., general manager & film buyer.  
GEORGE MOORE, v.p. & sales manager.  
REG STAGMAIER, promotion manager.  
GENE MILLER, chief engineer.

DIGEST OF RATE CARD NO. A11  
(June 1, 1969)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. 10 Sec.  
Class AA—7:30-11 p.m., daily.  
\$550.00 \$330.00 \$220.00 \$180.00 \$150.00 \$130.00 \$75.00  
NETWORK BASE HOURLY RATE: \$650.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	ALABAMA			
	De Kalb	12,100	11,200	92
	Jackson	10,100	9,300	91
	GEORGIA			
	Catoosa	8,100	7,900	97
	Chattooga	6,400	6,000	94
	Dade	2,800	2,700	94
	Fannin	3,600	3,300	91
	Floyd	24,400	23,200	95

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	Gordon	6,400	6,100	95
	Murray	3,200	2,900	92
	Towns	1,400	1,300	93
	Walker	16,500	15,900	96
	Whitfield	16,000	15,300	95
	NORTH CAROLINA			
	Cherokee	4,300	3,900	90
	TENNESSEE			
	Bledsoe	1,900	1,700	88
	Bradley	13,600	12,900	95
	Grundy	3,100	2,800	88
	Hamilton	84,200	80,900	96
	McMinn	11,200	10,500	94
	Marion	6,300	6,000	95
	Meigs	1,100	1,000	94
Polk	3,700	3,400	92	
Rhea	4,800	4,400	91	
Squatchie	1,800	1,700	92	
<b>Between 25-49%</b>	ALABAMA			
	Randolph	5,400	4,800	90
	GEORGIA			
	Gilmer	2,400	2,200	90
	Union	1,500	1,400	92
	NORTH CAROLINA			
	Clay	1,600	1,400	88
	Graham	2,100	1,800	90
	TENNESSEE			
	Cumberland	5,500	4,800	89
Franklin	8,100	7,600	93	
Roane	14,000	13,100	94	
<b>Between 5-24%</b>	ALABAMA			
	Cherokee	4,300	4,000	92
	Etowah	33,000	31,400	95
Marshall	16,000	14,900	93	

(Continued on page 710-b)

Station Totals	794,900	748,000	94
Net Weekly Circulation (March 1969)			246,078
Average Daily Circulation (March 1969)			171,009

# Tennessee—Chattanooga



**WTVC**

Ch. 9



Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 316-kw visual, 63.2-kw aural. Antenna: 1040-ft. above av. terrain, 275-ft. above ground, 2353-ft. above sea level.

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

Transmitter: Taft Hwy., near Bachman School.

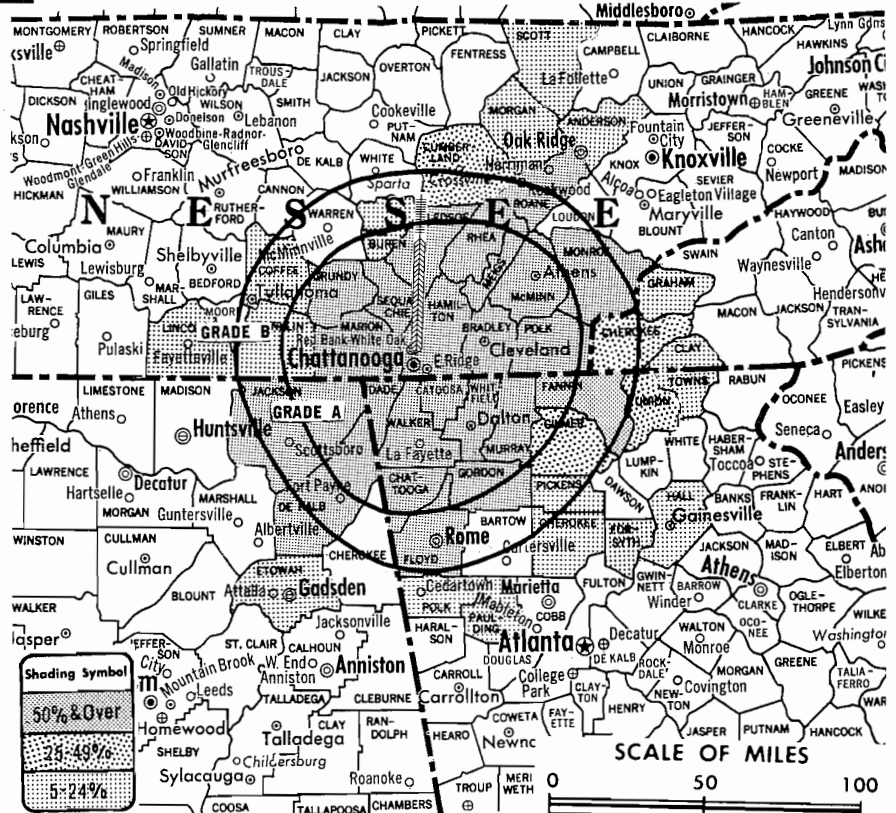
Studio: Golden Gateway Shopping Center, 410 W. 6th St. (37402).

TV tape: Recording facilities.

Telephone: 615-266-4151.

Color: Network, live, film, slide & tape.

News Wire Service: AP.



Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).

WTVC Ref: FCC File No. BMPCT-4945 Granted 1/30/58

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## WTVC

Licensee: Martin Theatres of Georgia Inc., Box 1150 (37401).

Ownership: Martin Theatres of Ga. Inc., C. L. Patrick, pres. Also owns WTVM, Columbus, Ga. Martin Theatres of Ga. is a wholly-owned subsidiary of Fuqua Industries. For other Fuqua interests, see WJBF, Augusta, Ga.

Began Operation: June 15, 1953 as WROM-TV, Rome, Ga. but quit air Dec. 5, 1957. Moved to Chattanooga and resumed operation Feb. 11, 1958 after transfer to present owner by Dean Covington and associates was approved Oct. 30, 1957 by FCC (Television Digest, Vol. 13:40, 44). Sale of Martin Theatres of Ga. Inc. to Fuqua Industries approved by FCC Feb. 7, 1969.

Represented (sales) by Peters, Griffin, Woodward Inc.

Represented (legal) by Cohn & Marks.

Personnel:

REEVE OWEN, v.p., general manager & film buyer.  
LEON WEBB, station manager.  
TOMMY REYNOLDS, program director.  
JACK SAUSMAN, commercial manager.  
CHARLES STEPHENSON, chief engineer.

### DIGEST OF RATE CARD NO. 11—(June 1, 1969)

Hour	30 Min.	15 Min.	30 Sec.	10 Sec.	
Class AA—7:30-11 p.m., daily.	\$500.00	\$300.00	\$180.00	\$150.00	\$65.00

NETWORK BASE HOURLY RATE: \$550.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	ALABAMA			
	De Kalb	12,100	11,200	92
	Jackson	10,100	9,300	91
	GEORGIA			
	Catoosa	8,100	7,900	97
	Chattooga	6,400	6,000	94
	Dade	2,800	2,700	94
	Fannin	3,600	3,300	91
	Floyd	24,400	23,200	95

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	GEORGIA—(Continued)			
	Gordon	6,200	5,900	94
	Gordon	6,400	6,100	95
	Murray	3,200	2,900	92
	Walker	16,500	15,900	96
	Whitfield	16,000	15,300	95
	TENNESSEE			
	Bledsoe	1,900	1,700	88
	Bradley	13,600	12,900	95
	Grundy	3,100	2,800	88
	Hamilton	84,200	80,900	96
	McMinn	11,200	10,500	94
	Marion	6,300	6,000	95
	Meigs	1,100	1,000	94
	Monroe	6,100	5,600	91
Polk	3,700	3,400	92	
Rhea	4,800	4,400	91	
Roane	14,000	13,100	94	
Sequatchie	1,800	1,700	92	
<b>Between 25-49%</b>	GEORGIA			
	Gilmer	2,400	2,200	90
	Union	1,500	1,400	92
<b>Between 5-24%</b>	NORTH CAROLINA			
	Cherokee	4,300	3,900	90
TENNESSEE				
Cumberland	5,500	4,800	89	
<b>Between 5-24%</b>	ALABAMA			
	Etowah	33,000	31,400	95
	GEORGIA			
	Bleckley	3,000	2,700	90
	Forsyth	4,300	4,100	96
	Hall	17,700	16,800	95
	Paulding	4,500	4,300	96
	Pickens	2,900	2,700	93
	Polk	8,300	7,900	94
	Towns	1,400	1,300	93
Upson	6,900	6,500	94	
(Continued on page 710-b)				
Station Totals		629,400	594,100	94
Net Weekly Circulation (March 1969)				233,348
Average Daily Circulation (March 1969)				145,301

# Tennessee—Jackson



**WBBJ-TV**

Ch. 7

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 72.5-kw visual, 13.5-kw aural. Antenna: 640-ft. above av. terrain, 569-ft. above ground, 999-ft. above sea level.

Latitude 35° 38' 32"  
Longitude 88° 48' 27"

Requests change to 316-kw visual, 31.6-kw aural, 1058-ft. above av. terrain, 1064-ft. above ground, 1544-ft. above sea level, lat. 35 38' 15", long. 88° 41' 32", transmitter to 6-mi. E of Jackson. BPCT-4266.

Transmitter: Muse St. at city limits.

News Wire Service: UPI.

Color: Network, film, slide & tape.

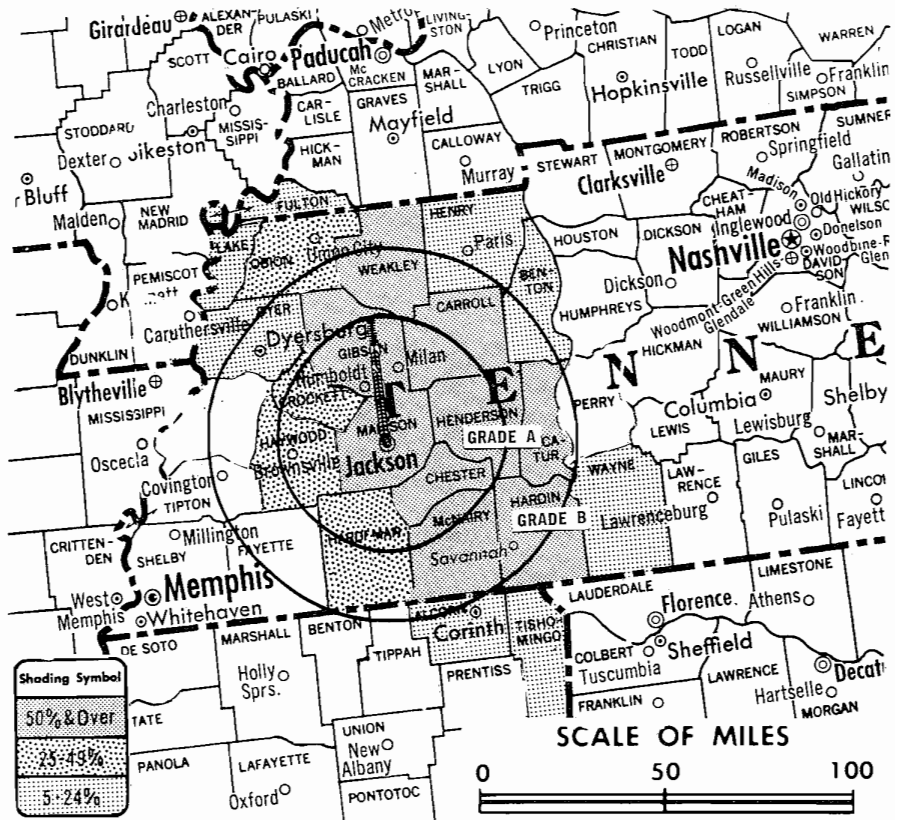
Total Households: © SRDS

Consumer Market Data as of 1/1/70.

TV Homes: TV% and Circulation

© 1969 American Research Bureau.

County coverage based on ARB study (see page 4-b).



WBBJ-TV Ref: FCC File No. BMPCT-2518 Granted 10/21/54

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## WBBJ-TV

Network Service: ABC.

Licensee: Jackson Telecasters Inc., Muse St., Box 2387 (38301).

Studio: Television Hill.

Telephone: 901-424-4515.

Ownership: Cy N. Bahakel, 100%. For other interest, see WCCB-TV, Charlotte, N.C.

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) by Savalli/Gates.

Represented (legal) by Wilmer, Cutler & Pickering.

Personnel:

GERRY QUICK, gen. mgr., natl. & regional sales mgr.

JUDY GABLE, traffic director.

JAMES WELCH, local sales manager.

JERRY MILLIGAN, program director.

ED WARD, director of engineering.

### DIGEST OF RATE CARD NO. 5 (Nov. 1, 1967)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	20 Sec.	10 Sec.
Class A—6-10:30 p.m., daily.	\$250.00	\$150.00	\$100.00	\$88.00	\$63.00	\$50.00
NETWORK BASE HOURLY RATE:	\$250.					

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	<b>TENNESSEE</b>			
	Carroll	7,100	6,500	90
	Chester	2,500	2,300	92
	Decatur	2,800	2,500	89
	Gibson	16,500	15,300	92
	Hardin	5,500	4,800	88
	Henderson	5,300	4,800	91
	Mc Nairy	5,000	4,500	90
Madison	20,700	19,300	93	
Weakley	7,300	6,700	92	
<b>Between 25-49%</b>	<b>TENNESSEE</b>			
	Crockett	3,900	3,600	92
	Hardeman	6,000	5,400	89
	Haywood	5,500	4,900	89
Obion	8,900	8,300	94	
<b>Between 5-24%</b>	<b>KENTUCKY</b>			
	Fulton	3,100	2,900	93
	<b>MISSISSIPPI</b>			
	Alcorn	8,100	7,300	90
	Tishomingo	4,300	3,700	87
	<b>TENNESSEE</b>			
	Benton	3,800	3,400	91
	Dyer	9,600	8,900	93
Henry	7,500	6,800	91	
Lake	2,900	2,600	90	
Wayne	3,100	2,600	85	
<b>VIRGINIA</b>				
Washington	16,800	15,800	94	
Station Totals		215,600	197,200	91
Net Weekly Circulation (March 1969)				67,796
Average Daily Circulation (March 1969)				36,949

# Tennessee—Johnson City-Bristol-Kingsport



**WJHL-TV**

Ch. 11

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 316-kw visual, 63.2-kw aural. Antenna: 1495-ft. above av. terrain, 332-ft. above ground, 3537-ft. above sea level.

Latitude 36° 16' 07"  
Longitude 82° 20' 21"

Holds CP for change to 245-kw max. visual, 22.4-kw aural, 2320-ft. above av. terrain, 238-ft. above ground, 4398-ft. above sea level, lat. 36° 25' 55", long. 82° 08' 15", transmitter to approx. 4.8-mi. NE of Hunter, atop Holston Mtn. BPCT-4190.

Transmitter: Buffalo Mountain.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

Represented (engineering) by A. D. Ring & Assoc.

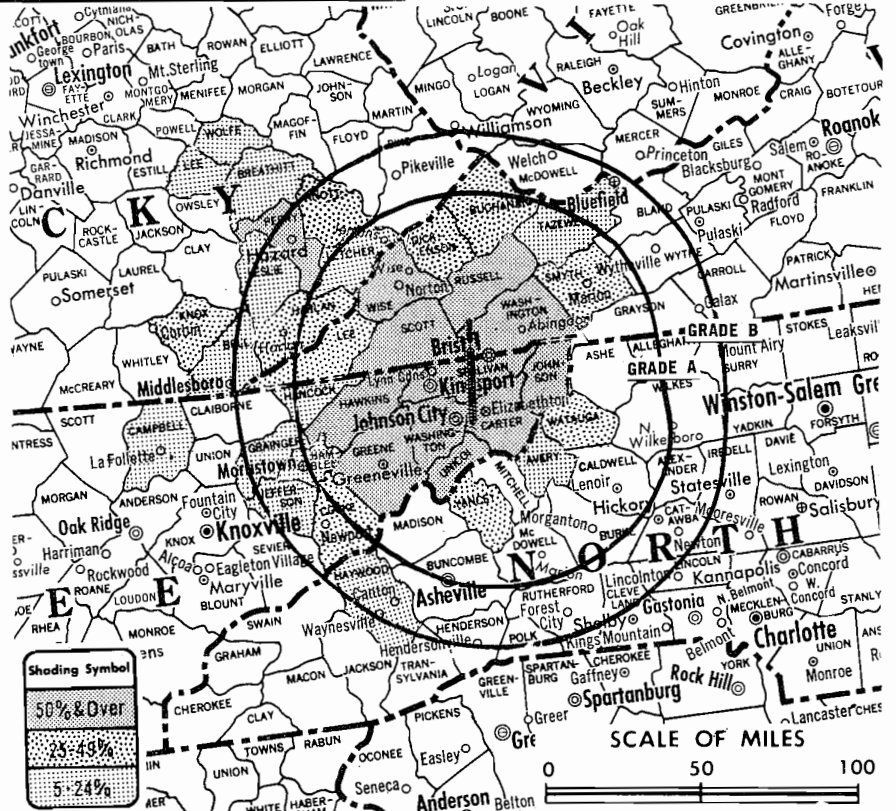
Total Households: © SRDS

Consumer Market Data as of 1/1/70.

TV Homes: TV% and Circulation

© 1969 American Research Bureau.

County coverage based on ARB study (see page 4-b).



WJHL-TV Ref: FCC File No. BPCT-2521 Granted 7/28/58  
CP: BPCT-4190 Granted 1/7/70

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## WJHL-TV

Network Service: CBS.

Licensee: Roy H. Park Bcstg. of Tri-Cities Inc., 137-145 W. Main St., Johnson City (37602).

Studios: 137-145 W. Main St., Johnson City; 306 Cherokee St., Kingsport.

Telephone: 615-926-2151. TWX No.: 810-575-8551.

Ownership: Roy H. Park, 100%. For other interests, see WNCT (TV), Greenville, N.C.

Began Operation: Oct. 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) by Blair Television Associates Inc.

Represented (legal) by McKenna & Wilkinson.

Personnel:

W. H. LANCASTER JR., exec. vice president & general mgr.  
J. WILL HALL, sales manager.  
ALFRED GREGORY, program director & film buyer.  
CARL DICKENSON, chief engineer.

### DIGEST OF RATE CARD NO. 13

(June 1, 1969)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. 10 Sec.  
Class AA—7:29-10:01 p.m., daily.  
\$500.00 \$300.00 \$200.00 \$150.00 \$150.00\* ..... \$90.00\*

\*Class AA—7:30-10:30 p.m., daily.

NETWORK BASE HOURLY RATE: \$525 (CBS).

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>50% &amp; Over</b>	KENTUCKY Perry	6,500	5,400	84

Net Weekly Circulation	State County	Total Households	TV Homes	%		
<b>50% &amp; Over</b>	<b>TENNESSEE</b>					
		Carter	12,800	12,000	93	
		Greene	13,800	12,800	93	
		Hawkins	9,300	8,500	91	
		Johnson	2,800	2,500	91	
		Sullivan	40,000	38,400	96	
		Unicoi	4,600	4,300	92	
		Washington	21,000	20,100	95	
	<b>Between 25-49%</b>	<b>VIRGINIA</b>				
			Russell	6,800	6,200	91
		Scott	6,600	5,900	89	
		Washington	16,800	15,800	94	
		Wise	11,700	10,700	91	
<b>Between 5-24%</b>		<b>KENTUCKY</b>				
			Harlan	9,700	8,700	89
			Knott	4,000	3,300	82
		<b>NORTH CAROLINA</b>				
			Watauga	4,900	4,400	91
		Yancey	4,000	3,400	86	
	<b>Between 5-24%</b>	<b>TENNESSEE</b>				
			Cocke	7,300	6,500	90
		<b>VIRGINIA</b>				
			Buchanan	9,100	8,000	88
		Dickenson	4,300	3,900	92	
		Lee	4,800	4,200	88	
		Smyth	8,400	7,900	94	
<b>Between 5-24%</b>		<b>KENTUCKY</b>				
			Bell	7,100	6,300	90
			Breathitt	3,000	2,300	77
		Lee	1,700	1,300	79	
		Leslie	2,500	1,900	77	
		Letcher	6,800	5,800	85	
		Wolfe	1,400	1,100	82	
	<b>NORTH CAROLINA</b>					
		Avery	3,000	2,700	89	
		Haywood	13,300	12,300	93	

(Continued on page 719-b)

Station Totals	485,400	447,900	92
Net Weekly Circulation (March 1969)			153,611
Average Daily Circulation (March 1969)			110,207

# Tennessee—Kingsport-Johnson City-Bristol



**WKPT-TV**

Ch. 19

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, 248-ft. above ground, 4408-ft. above sea level.

Latitude 36° 25' 53"  
Longitude 82° 08' 15"

Transmitter: Holston Mtn., Cherokee National Forest.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

ARB Data: Not available.



WKPT-TV Ref: FCC File No. BPC-3760 Granted 12/8/66

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## WKPT-TV

Grantee: Holston Valley Broadcasting Corp., P.O. Box 569, Kingsport, Tenn. (37662).

Studio: 222 Commerce St., Kingsport, Tenn. (37662).

Telephone: 615-245-4161.

Ownership: Hugh N. Boyd, pres., 34.33%; William M. Boyd, v.p., 12.41%; Kathleen B. Martin, v.p., 31.93%; Ruth O'Day Ridder, v.p., 10.21%; Richard N. Sheble, v.p., .10%; Melicent Perkins, secy.-treas., .10%; Timothy A. Martin & Brian Martin, 4.91% each; 4 others with less than 1% each.

Began Operation: Aug. 20, 1969.

Represented (sales) by Adam Young Inc.

Represented (legal) by Welch & Morgan.

Personnel:

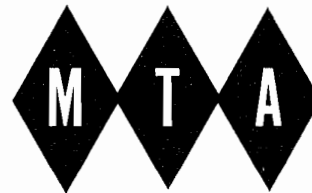
ROBERT I. RATCLIFF, executive vice president & gen. manager.  
ROBERT D. S. CONDIT, general sales manager.  
GEORGE E. DeVAULT JR., operations manager.  
HAROLD T. DOUGHERTY, chief engineer.

### DIGEST OF RATE CARD NO. 1 (Aug. 1, 1969)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	30 Sec.	20 Sec.
Class AA—6-10 p.m., daily.	\$370.00	\$220.00	\$147.00	\$128.00	\$110.00	\$80.00*

\*Class AA—7-10 p.m., daily.

NETWORK BASE HOURLY RATE: \$30.



**MALARKEY, TAYLOR and ASSOCIATES**

CATV

**BROKERS / CONSULTANTS / ENGINEERS**

1225 Connecticut Ave. N.W. • Washington, D.C. • Phone (202) 223-2345

# Tennessee—Knoxville



**WATE-TV**



Ch. 6

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 15-kw aural. Antenna: 994-ft. above av. terrain, 649-ft. above ground, 2049-ft. above sea level.

Latitude 36° 00' 13"  
Longitude 83° 56' 35"

Transmitter: Sharps Ridge Memorial Rd.

Studio: 1306 Broadway, N.E.

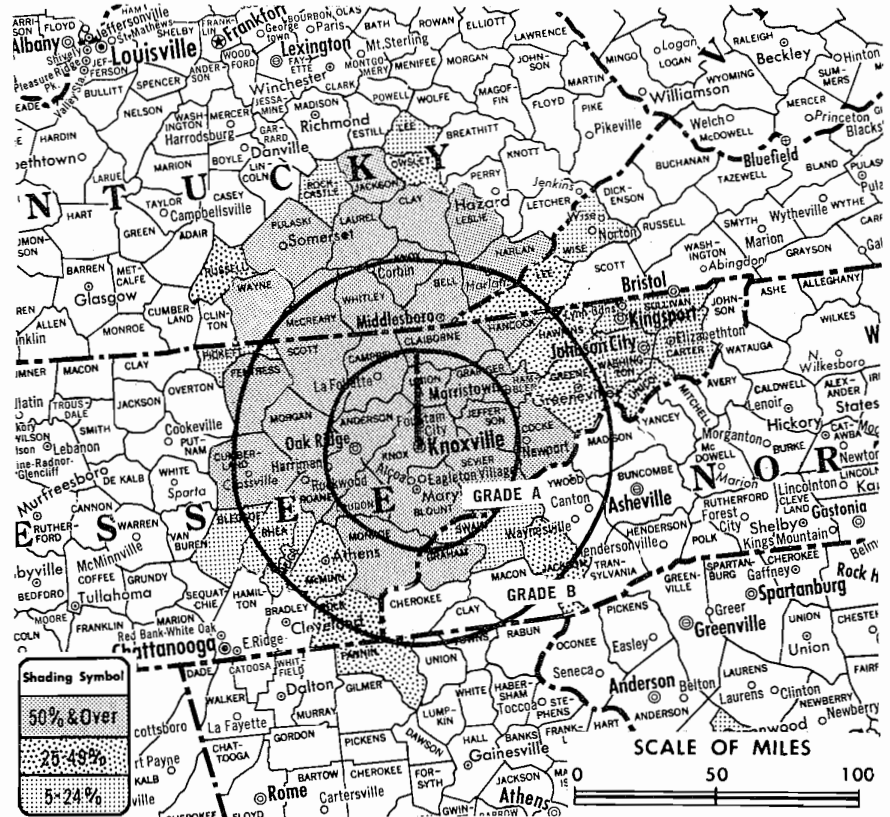
AM Affiliate: WATE, 5-kw, 620 kHz (NBC).

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Represented (engineering) by Commercial Radio Equipment Co.

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).



WATE-TV Ref: FCC File No. BMPCT—2083 Granted 7/8/54

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## WATE-TV

Licensee: Nationwide Communications Inc., 1306 Broadway N.E., Knoxville (37917).

Telephone: 615-524-4651. TWX No.: 615-546-0023.

Ownership: A subsidiary of Nationwide Mutual Insurance Co. Edward F. Wagner, pres.; George Campbell Jr., v.p. Also owns WXEX-TV, Richmond-Petersburg, Va.; radios WLEE, Richmond; WRFD & WNCI(FM), Columbus; WGAR & FM, Cleveland and holds CP for Ch. 47, Columbus, all Ohio.

Began Operation: Oct. 1, 1953. Sale to present owner by Paul Mountcastle and associates approved April 8, 1965 by FCC (Television Digest, Vol. 5:9, 15).

Represented (sales) by Harrington, Righter & Parsons.

Represented (legal) by Fly, Shuebruk, Blume & Gaguine.

Personnel:

JOHN T. McCLOUD, general manager.  
DON E. WATKINS, chief engineer.  
JOHN REESE, program director & film buyer.  
RUSSELL W. HILLIS, national sales manager.

### DIGEST OF RATE CARD NO. 16 (June 2, 1969)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. 10 Sec.  
Class AA—6-11 p.m., Sun.-Fri.; 7-11 p.m., Sat.  
\$900.00 \$600.00 \$315.00 \$220.00 \$240.00 \$200.00 \$100.00

NETWORK BASE HOURLY RATE: \$1000.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	KENTUCKY			
	Bell	7,100	6,300	90
	Clay	4,800	4,000	83
	Harlan	9,700	8,700	89
	Jackson	2,900	2,200	78
	Knox	6,900	5,900	85

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	KENTUCKY—(Continued)			
	Laurel	7,300	6,400	87
	Leslie	2,500	1,900	77
	Mc Creary	3,400	2,800	84
	Pulaski	10,100	8,600	85
	Wayne	3,700	2,900	80
	Whitley	6,300	5,600	90
	NORTH CAROLINA			
	Graham	2,100	1,800	90
	TENNESSEE			
	Anderson	17,900	17,100	95
	Blount	17,400	16,500	95
	Campbell	6,800	6,000	89
	Claiborne	4,000	3,400	87
	Cocke	7,300	6,500	90
Cumberland	5,500	4,800	89	
Fentress	3,600	3,100	87	
Grainger	3,700	3,300	88	
Hamblen	12,300	11,500	93	
Hancock	2,200	1,900	88	
Jefferson	7,700	7,200	94	
Knox	87,600	83,500	95	
Loudon	7,800	7,400	95	
Monroe	6,100	5,600	91	
Morgan	3,200	2,900	91	
Roane	14,000	13,100	94	
Scott	3,600	3,100	86	
Sevier	7,900	7,100	91	
Union	2,500	2,200	88	
GEORGIA				
Fannin	3,600	3,300	91	
KENTUCKY				
Owsley	1,500	1,100	74	
Russell	2,700	2,300	88	
NORTH CAROLINA				
Jackson	5,100	4,500	89	
(Continued on page 719-b)				
Station Totals		653,700	603,800	92
Net Weekly Circulation (March 1969)				278,519
Average Daily Circulation (March 1969)				207,544

# Tennessee—Knoxville



**WBIR-TV**

Ch. 10



Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 316-kw visual, 58.9-kw aural. Antenna: 1870-ft. above av. terrain, 1751-ft. above ground, 3049-ft. above sea level.

Latitude 36° 08' 06"  
Longitude 83° 43' 29"

Transmitter: 2-mi. SW of Blaine, Tenn.

TV tape: Recording facilities.

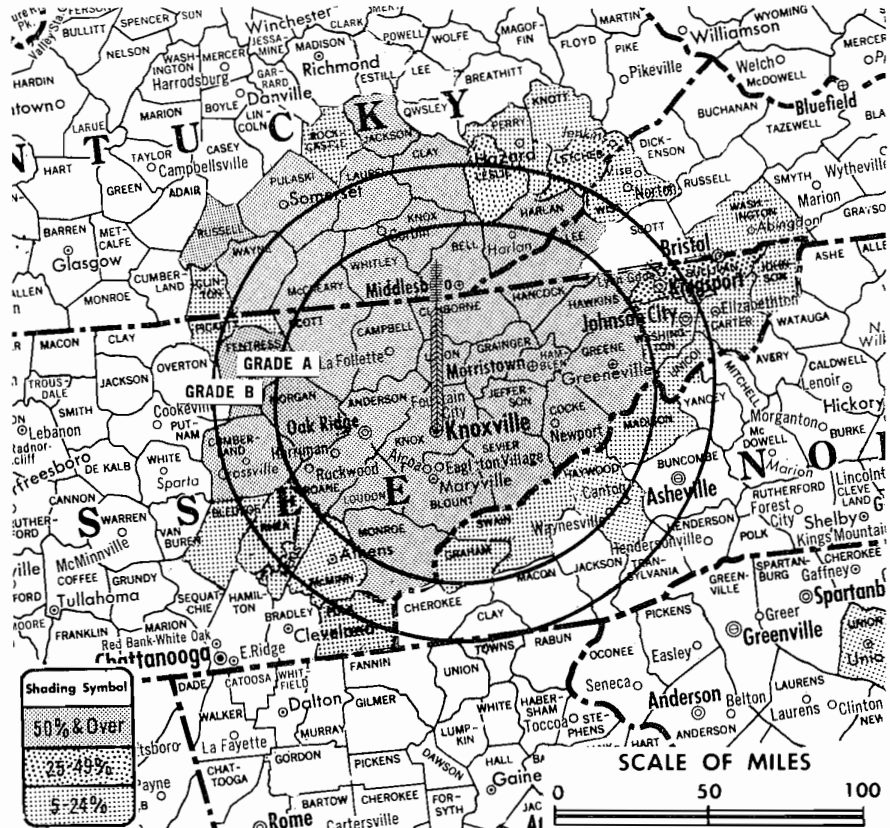
AM Affiliate: WBIR, 1-kw, 1240 kHz (CBS).

FM Affiliate: WBIR-FM, 25.5-kw 103.5 MHz (No. 227), 1720-ft.

Studio: 1513 Hutchison Ave. (37917).

Color: Network, live, film, slide & tape.

News Wire Service: AP.



Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes. TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).

WBIR-TV Ref: FCC File No. BMPCT—5850 Granted 6/17/68 ©American Map Co., Inc., N.Y., No. 15244

## WBIR-TV

Licensee: Multimedia Inc., 1513 Hutchison Ave.

Telephone: 615-525-8101. TWX No.: 810-583-0172.

Ownership: See WFBC-TV, Greenville, S.C.

Began Operation: Aug. 12, 1956. Transfer to Multimedia Inc. by Southeastern Bcstg Corp. approved Sept. 22, 1967 by FCC. Previous sale to WMRC Inc. by Taft Bcstg. Co. approved Nov. 16, 1960 by FCC (Television Digest, Vol. 16:39, 47). Sale of 70% by Gilmore N. Nunn, Mr. & Mrs. Robert L. Ashe & John P. Hart to Taft Bcstg. Co., which previously had held other 30%, was approved Oct. 29, 1959 by FCC (Vol. 15:41, 44).

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Jules Cohen & Associates.

Personnel:

- JOHN P. HART, vice president & general manager.
- NEAL W. BRANCH, sales manager.
- PETER N. FENNELLY, program director & film buyer.
- WALT H. MARTIN, promotion director.
- J. REX HORTON, chief engineer.
- JAMES EARLY, news director.
- WALT MARTIN, promotion director.

### DIGEST OF RATE CARD NO. 18—(May 1, 1969)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	8 Sec.
Class AA—7:30-10:30 p.m., daily.	\$800.00	\$500.00	\$315.00	\$200.00	Graded rates apply*	

\*Highest rate: \$250.

NETWORK BASE HOURLY RATE: \$800.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	KENTUCKY			
	Bell	7,100	6,300	90
	Clay	4,800	4,000	83
	Harlan	9,700	8,700	89
	Jackson	2,900	2,200	78
	Knox	6,900	5,900	85

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>				
KENTUCKY—(Continued)				
	Laurel	7,300	6,400	87
	Mc Creary	3,400	2,800	84
	Pulaski	10,100	8,600	85
	Russell	2,700	2,300	88
	Wayne	3,700	2,900	80
	Whitley	6,300	5,600	90
TENNESSEE				
	Anderson	17,900	17,100	95
	Blount	17,400	16,500	95
	Campbell	6,800	6,000	89
	Claiborne	4,000	3,400	87
	Cocke	7,300	6,500	90
	Cumberland	5,500	4,800	89
	Fentress	3,600	3,100	87
	Grainger	3,700	3,300	88
	Greene	13,800	12,800	93
	Hamblen	12,300	11,500	93
	Hancock	2,200	1,900	88
	Hawkins	9,300	8,500	91
	Jefferson	7,700	7,200	94
	Knox	87,600	83,500	95
	Loudon	7,800	7,400	95
	Monroe	6,100	5,600	91
	Morgan	3,200	2,900	91
	Roane	14,000	13,100	94
	Scott	3,600	3,100	86
	Sevier	7,900	7,100	91
	Union	2,500	2,200	88
VIRGINIA				
	Lee	4,800	4,200	88
<b>Between 25-49%</b>				
	KENTUCKY			
	Leslie	2,500	1,900	77
	Letcher	6,800	5,800	85
	TENNESSEE			
	Sullivan	40,000	38,400	96
(Continued on page 719-b)				
Station Totals		637,800	586,900	92
Net Weekly Circulation (March 1969)			287,329	
Average Daily Circulation (March 1969)			207,151	



**WBIR-TV, Knoxville**  
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
	<b>KENTUCKY</b>			
	Clinton	2,500	2,200	87
	Knott	4,000	3,300	82
	Perry	6,500	5,400	84
	Rockcastle	3,000	2,400	82
	<b>NORTH CAROLINA</b>			
	Graham	2,100	1,800	90
	Haywood	13,300	12,300	93
	Madison	4,800	4,100	87
	Swain	2,100	1,700	84
	<b>SOUTH CAROLINA</b>			
	Union	8,200	7,800	95
<b>Between 5-24%</b>	<b>TENNESSEE</b>			
	Bledsoe	1,900	1,700	88
	Carter	12,800	12,000	93
	Johnson	2,800	2,500	91
	McMinn	11,200	10,500	94
	Meigs	1,100	1,000	94
	Pickett	900	800	88
	Polk	3,700	3,400	92
	Rhea	4,800	4,400	91
	Unicoi	4,600	4,300	92
	Washington	21,000	20,100	95
	<b>VIRGINIA</b>			
	Washington	16,800	15,800	94
	Wise	11,700	10,700	91

**WATE-TV, Knoxville**  
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
	<b>TENNESSEE</b>			
	Greene	13,800	12,800	93
	Hawkins	9,300	8,500	91
<b>Between 25-49%</b>	McMinn	11,200	10,500	94
	Polk	3,700	3,400	92
	Unicoi	4,600	4,300	92
	<b>VIRGINIA</b>			
	Lee	4,800	4,200	88
	<b>KENTUCKY</b>			
	Lee	1,700	1,300	79
	Rockcastle	3,000	2,400	82
	<b>NORTH CAROLINA</b>			
	Swain	2,100	1,700	84
	<b>SOUTH CAROLINA</b>			
	Greenwood	16,000	15,200	95
<b>Between 5-24%</b>	<b>TENNESSEE</b>			
	Bledsoe	1,900	1,700	88
	Carter	12,800	12,000	93
	Meigs	1,100	1,000	94
	Pickett	900	800	88
	Rhea	4,800	4,400	91
	Sullivan	40,000	38,400	96
	Washington	21,000	20,100	95
	<b>VIRGINIA</b>			
	Wise	11,700	10,700	91

**WJHL-TV, Johnson City**  
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
	<b>TENNESSEE</b>			
	Campbell	6,800	6,000	89
	Grainger	3,700	3,300	88
<b>Between 5-24%</b>	Hamblen	12,300	11,500	93
	Hancock	2,200	1,900	88
	Jefferson	7,700	7,200	94
	<b>VIRGINIA</b>			
	Tazewell	11,200	10,400	93

**Tennessee**

**WSM-TV, Nashville**  
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
	<b>TENNESSEE—(Continued)</b>			
	Macon	3,800	3,500	92
	Marshall	5,400	5,100	94
	Maury	14,400	13,500	94
	Montgomery	18,700	17,900	96
	Moore	700	600	90
	Overton	4,800	4,300	89
	Perry	1,000	900	91
	Pickett	900	800	88
	Putnam	9,600	8,800	92
<b>50% &amp; Over</b>	Robertson	9,200	8,700	95
	Rutherford	18,600	17,700	95
	Smith	3,600	3,400	93
	Stewart	2,500	2,300	93
	Sumner	16,100	15,200	95
	Trousdale	1,200	1,100	93
	Van Buren	1,000	800	86
	Warren	7,900	7,200	91
	Wayne	3,100	2,600	85
	White	5,100	4,600	91
	Williamson	8,100	7,600	94
	Wilson	12,800	12,100	94
	<b>KENTUCKY</b>			
	Adair	4,400	3,700	85
	Caldwell	4,700	4,200	89
<b>Between 25-49%</b>	Grayson	4,800	4,300	90
	<b>TENNESSEE</b>			
	Fentress	3,600	3,100	87
	Grundy	3,100	2,800	88
	Hardin	5,500	4,800	88
	<b>ALABAMA</b>			
	Colbert	16,100	14,700	91
	Lauderdale	20,800	18,800	90
	Limestone	12,100	10,900	90
	Madison	64,900	60,200	93
	Morgan	21,100	19,600	93
	<b>KENTUCKY</b>			
	Green	3,800	3,400	90
	Livingston	2,300	2,200	93
<b>Between 5-24%</b>	Lyon	1,300	1,100	91
	Mc Lean	3,200	3,000	93
	Russell	2,700	2,300	88
	Taylor	6,000	5,400	90
	Wayne	3,700	2,900	80
	Webster	5,000	4,500	90
	<b>TENNESSEE</b>			
	Cumberland	5,500	4,800	89
	Gibson	16,500	15,300	92
	Obion	8,900	8,300	94
	Weakley	7,300	6,700	92

**BLACKBURN & COMPANY, INC.**

**RADIO • TV • CATV • NEWSPAPER BROKERS  
NEGOTIATIONS • FINANCING • APPRAISALS**

**WASHINGTON, D.C.** 1725 K Street, N.W. (202) 333-9270  
**CHICAGO** 333 N. Michigan Ave. (312) 346-6460  
**ATLANTA** 1655 Peachtree Rd., N.E. (404) 873-5626  
**BEVERLY HILLS** 9645 Wilshire Blvd. (213) 274-8151

# Tennessee—Knoxville



**WTVK**

Ch. 26

Technical Facilities: Channel No. 26 (542-548 MHz). Authorized power: 1000-kw max. & 813-kw horizontal visual, 200-kw max. and 162-kw horizontal aural. Antenna: 1290-ft. above av. terrain, 1070-ft. above ground, 2328-ft. above sea level.

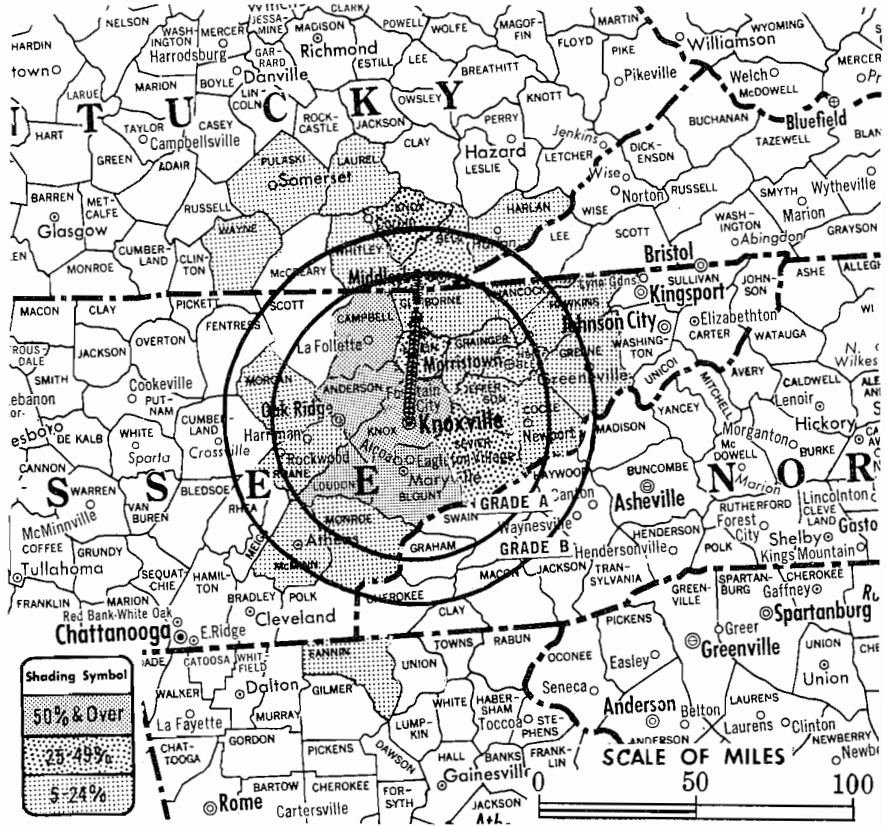
Latitude 36° 00' 36"  
Longitude 82° 55' 57"

Transmitter: Sharps Ridge Memorial Park Rd.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

FM Affiliate: WEZK, 100-kw, 97.5 MHz (No. 248), 1140-ft. antenna height.



Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).

WTVK Ref: FCC File No. BPCT—3669 Granted 4/14/66

©American Map Co., Inc., N.Y., No. 14244

## WTVK

Licensee: South Central Bcstg. Corp., Box 1388 (37901).

Studio: Sharps Ridge Memorial Park Rd.

Telephone: 615-687-2312.

Ownership: John A. & Bettie G. Engelbrecht, 59.6%; George F. Stoltz, 39.6%; Leighman D. Groves, .3%; Eileen O. Stoltz, .5%. South Central also operates radio WIKY, Evansville, Ind., owns WEZI(TV), Louisville, Ky. & WEZK-FM, Knoxville, Tenn.

Began Operation: Oct. 1, 1953. Sale to present owners approved by FCC July 28, 1954. (Television Digest, Vol. 10:23, 31).

Represented (sales) by Savalli/Gates Inc.

Represented (legal) by Wilner, Scheiner & Greeley.

Represented (engineering) by Jansky & Bailey.

Personnel:

JOHN A. ENGELBRECHT, president & general manager.  
WILLIAM E. ECKSTEIN, station & national sales manager.  
GUY SMITH, sales manager.  
CARL LAWSON, chief engineer.

### DIGEST OF RATE CARD NO. A-1 (Sept. 1, 1969)

Hour	30 Min.	15 Min.	5 Min.	30 Sec.	20 Sec.	ID
Class AA—8-10:29 p.m., daily.	\$450.00	\$270.00	\$180.00	\$112.00	\$135.00	\$108.00 \$68.00
NETWORK BASE HOURLY RATE: \$300.						

For Color Set Penetration by Market

See Services Volume

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	TENNESSEE			
	Anderson	17,900	17,100	95
	Blount	17,400	16,500	95
	Campbell	6,800	6,000	89
	Knox	87,600	83,500	95
Loudon	7,800	7,400	95	
<b>Between 25-49%</b>	KENTUCKY			
	Bell	7,100	6,300	90
	Knox	6,900	5,900	85
	TENNESSEE			
	Hamblen	12,300	11,500	93
Jefferson	7,700	7,200	94	
Sevier	7,900	7,100	91	
Union	2,500	2,200	88	
<b>Between 5-24%</b>	GEORGIA			
	Fannin	3,600	3,300	91
	KENTUCKY			
	Harlan	9,700	8,700	89
	Laurel	7,300	6,400	87
	Pulaski	10,100	8,600	85
	Wayne	3,700	2,900	80
	Whitley	6,300	5,600	90
	TENNESSEE			
	Claiborne	4,000	3,400	87
Cocke	7,300	6,500	90	
Grainger	3,700	3,300	88	
Greene	13,800	12,800	93	
Hancock	2,200	1,900	88	
Hawkins	9,300	8,500	91	
McMinn	11,200	10,500	94	
Monroe	6,100	5,600	91	
Morgan	3,200	2,900	91	
Roane	14,000	13,100	94	
Station Totals		327,500	302,700	92
Net Weekly Circulation (March 1969)				132,409
Average Daily Circulation (March 1969)				72,247

# Tennessee—Memphis



**WHBQ-TV**



Ch. 13

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 316-kw visual, 63.2-kw aural. Antenna: 1013-ft. above av. terrain, 1073-ft. above ground, 1333-ft. above sea level.

Latitude 35° 10' 32"  
Longitude 89° 50' 43"

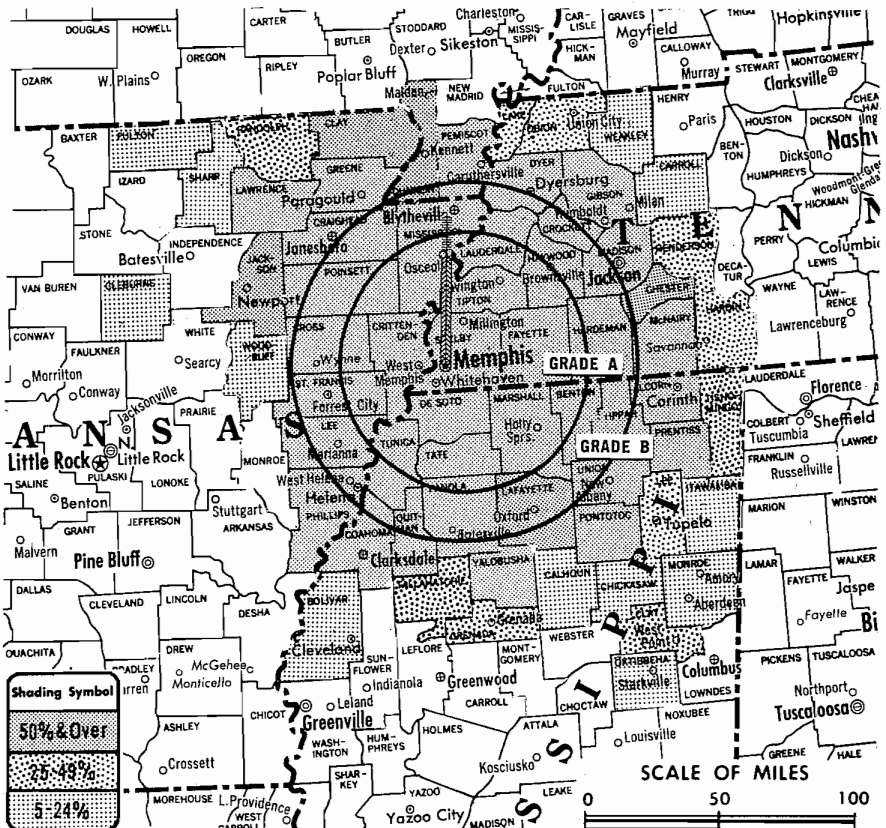
Transmitter: Raleigh-La Grange Rd.  
TV tape: Recording facilities.

AM Affiliate: WHBQ, 5-kw (1-kw night), 560 kHz.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.



WHBQ-TV Ref: FCC File No. BMPCT-1046 Granted 4/30/53

American Map Co., Inc., N.Y. No. 14244

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).

## WHBQ-TV

Licensee: RKO General Inc., Box 11407, 485 S. Highland, Memphis (38111). Studio: Box 11407, 485 S. Highland.

Telephone: 901-323-7661. TWX No.: 810-591-1877.

Ownership: See WOR-TV, New York.

Began Operation: Sept. 27, 1953. Leased to present owners by Harding College Jan. 30, 1954 (Television Digest, Vol. 10:5, 11).

Represented (sales) by RKO Television Representatives Inc.

Represented (legal) by Pierson, Ball & Dowd.

Personnel:

- D. A. NOEL, vice president & general manager.
- ALEX BONNER, general sales manager.
- JACK BOLTON, local sales manager.
- LANCE RUSSELL, program director & film buyer.
- SAM McCULLOUGH, promotion director.
- DON STEVENS, news director.
- WILLIAM J. KEY, controller.
- JACK STARR, sales service director.
- WELTON M. ROY, chief engineer.

DIGEST OF RATE CARD NO. 15—(Sept. 15, 1968)

Hour	30 Min.	15 Min.	10 Min.	Min.	20 Sec.	10 Sec.
Class AA—6:30-10 p.m., daily.	\$1200.00	\$720.00	\$400.00	\$350.00	Graded rates apply*	

\*Highest rate: \$400.

NETWORK BASE HOURLY RATE: \$1200.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	ARKANSAS			
	Clay	6,600	5,900	90
	Craighead	16,100	15,200	94
	Crittenden	14,400	12,800	89
	Cross	5,100	4,600	90
	Greene	8,400	7,700	92
	Jackson	7,500	6,800	90
Lawrence	5,100	4,500	88	

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	ARKANSAS—(Continued)			
	Lee	6,000	5,000	84
	Mississippi	19,500	17,900	92
	Phillips	14,100	12,100	86
	Poinsett	7,900	7,300	92
	St Francis	9,700	8,500	88
	MISSISSIPPI			
	Alcorn	8,100	7,300	90
	Benton	1,900	1,700	88
	Coahoma	12,900	10,900	84
	De Soto	6,500	5,700	87
	Lafayette	5,800	5,200	90
	Marshall	6,100	5,300	87
	Panola	7,900	7,000	89
	Pontotoc	5,100	4,600	90
	Prentiss	5,300	4,800	91
	Quitman	4,600	4,000	86
	Tate	4,900	4,300	88
	Tippah	4,200	3,900	92
	Tunica	3,500	2,900	85
	Union	6,000	5,700	94
	Yalobusha	3,000	2,500	85
MISSOURI				
Dunklin	10,200	9,400	92	
Pemiscot	8,700	7,800	91	
TENNESSEE				
Chester	2,500	2,300	92	
Crockett	3,900	3,600	92	
Dyer	9,600	8,900	93	
Fayette	5,200	4,500	86	
Gibson	16,500	15,300	92	
Hardeman	6,000	5,400	89	
Haywood	5,500	4,900	89	
Lauderdale	6,300	5,800	92	
Mc Nairy	5,000	4,500	90	
Madison	20,700	19,300	93	
Shelby	227,200	216,300	95	
Tipton	8,000	7,300	91	

(Continued on page 724-b)

Station Totals	730,900	665,500	91
Net Weekly Circulation (March 1969)	471,057		
Average Daily Circulation (March 1969)	297,862		

# Tennessee—Memphis



**WMC-TV**



Ch. 5

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 Drive, U.S. 70 & Macon Rd.

TV tape: Recording facilities.

AM Affiliate: WMC, 5-kw, 790 kHz (NBC).

FM Affiliate: WMC-FM, 300-kw, 99.7 MHz (No. 259), 910-ft.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

News Film Service: NBC.

Facsimile Service: UPI.

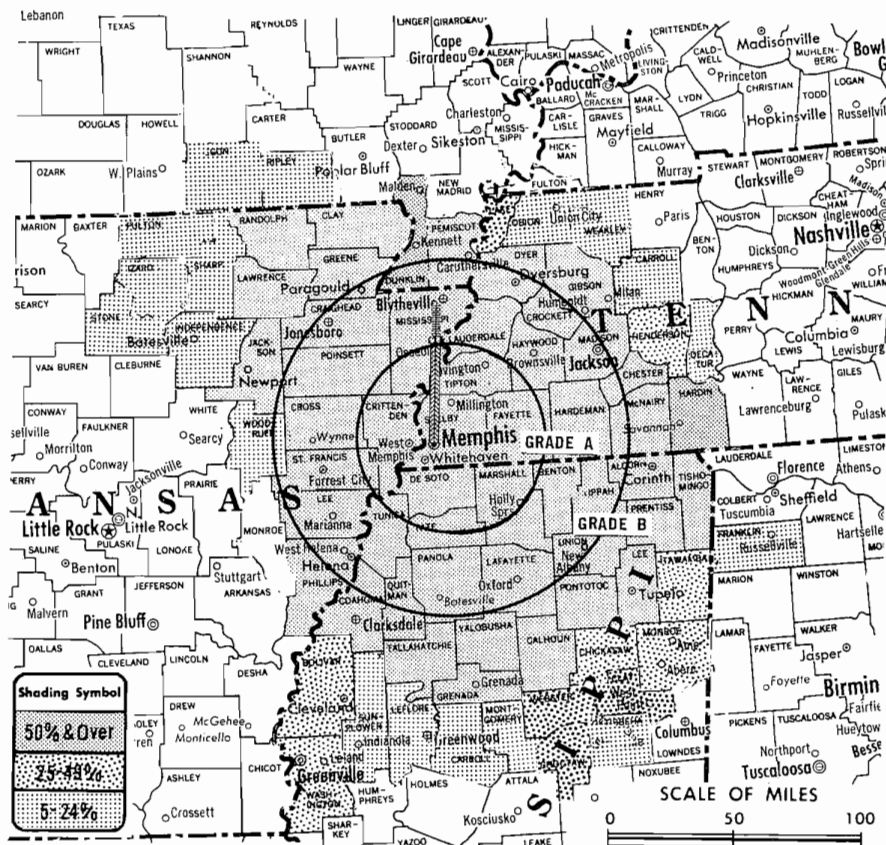
Total Households: © SRDS

Consumer Market Data as of 1/1/70.

TV Homes: TV% and Circulation

© 1969 American Research Bureau.

County coverage based on ARB study (see page 4-b).



WMC-TV Ref: FCC File No. BMPCT-1450 Granted 10/30/53

©American Map Co., Inc., N.Y., No. 14244

## WMC-TV

Licensee: Scripps-Howard Broadcasting Co., P.O. Box 4420 (38104).

Studio: 1960 Union Ave. (38104).

Telephone: 901-274-8515.

Ownership: Scripps-Howard also operates WCPO-TV, Cincinnati; TV stations WEWS, Cleveland and WPTV, Palm Beach, radio station WNOX, Knoxville, WMC & FM, Memphis. For Scripps-Howard newspapers, see WEWS, Cleveland.

Began Operation: Dec. 11, 1948.

Represented (sales) by Blair TV.

Represented (legal) by Dempsey & Koplovitz.

Represented (engineering) by Cohen & Dippell.

Personnel:

- M. E. GREINER JR., v.p. & general manager.
- EDWARD F. GREANEY JR., program director & film buyer.
- RAY GILL, national sales manager.
- ROBERT A. FRASE, technical director.
- PHILIP SLAVICK, production manager.
- BUDDY SANDERS, farm director.
- NORM BREWER, news director.
- JAMES A. McDEARMAN JR., promotion manager.
- J. P. TUCKER, sales manager.

### DIGEST OF RATE CARD NO. 24 (Aug. 31, 1969)

Hour	30 Min.	15 Min.	5 Min.	Min.	30 Sec.	ID
Class AAA—7-10 p.m., daily.	\$1400.00	\$770.00	\$420.00	\$320.00	\$310.00	\$285.00
NETWORK BASE HOURLY RATE:	\$1325.					

Net Weekly Circulation	State County	Total Households	TV Homes	Homes %
<b>50% &amp; Over</b>	ARKANSAS			
	Clay	6,600	5,900	90
	Craighead	16,100	15,200	94
	Crittenden	14,400	12,800	89
	Cross	5,100	4,600	90

Net Weekly Circulation	State County	Total Households	TV Homes	Homes %
<b>50% &amp; Over</b>	ARKANSAS—(Continued)			
	Greene	8,400	7,700	92
	Jackson	7,500	6,800	90
	Lawrence	5,100	4,500	88
	Lee	6,000	5,000	84
	Mississippi	19,500	17,900	92
	Phillips	14,100	12,100	86
	Poinsett	7,900	7,300	92
	Randolph	3,700	3,200	87
	St Francis	9,700	8,500	88
	MISSISSIPPI			
	Alcorn	8,100	7,300	90
	Benton	1,900	1,700	88
	Calhoun	4,400	3,900	88
	Coahoma	12,900	10,900	84
	De Soto	6,500	5,700	87
	Grenada	6,000	5,200	86
	Lafayette	5,800	5,200	90
	Lee	14,300	13,100	91
	Marshall	6,100	5,300	87
	Panola	7,900	7,000	89
	Pontotoc	5,100	4,600	90
	Prentiss	5,300	4,800	91
	Quitman	4,600	4,000	86
	Tallahatchie	5,400	4,400	82
	Tate	4,900	4,300	88
	Tippah	4,200	3,900	92
	Tishomingo	4,300	3,700	87
	Tunica	3,500	2,900	85
	Union	6,000	5,700	94
	Yalobusha	3,000	2,500	85
	MISSOURI			
Dunklin	10,200	9,400	92	
Pemiscot	8,700	7,800	91	
TENNESSEE				
Chester	2,500	2,300	92	
Crockett	3,900	3,600	92	

(Continued on page 724-b)

Station Totals	808,800	733,700	90
Net Weekly Circulation (March 1969)		532,326	
Average Daily Circulation (March 1969)		354,944	

# Tennessee—Memphis



**WREC-TV**



Ch. 3

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.

Studio: Hotel Peabody Bldg.

AM Affiliate: WREC, 5-kw, 600 kHz (CBS).

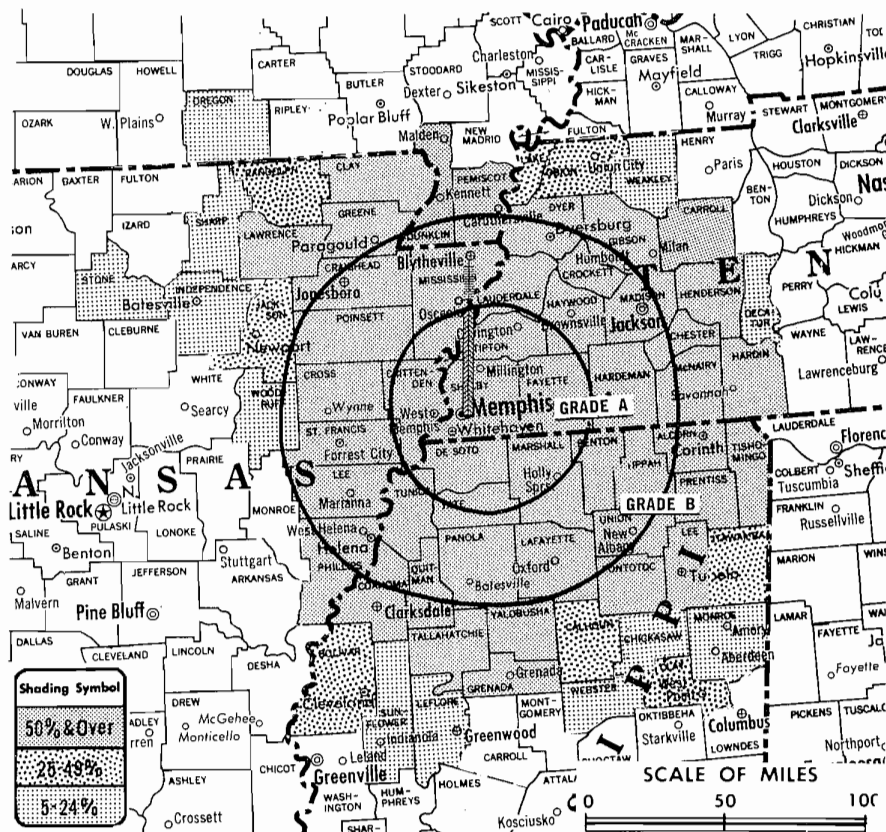
Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

Facsimile Service: UPI.

News Film Service: CBS

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).



WREC-TV Ref: FCC File No. BPOT-452 Granted 5/26/55

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## WREC-TV

Licensee: Cowles Broadcasting Service Inc., Hotel Peabody Bldg., Memphis (38101).

Telephone: 901-525-1313. TWX No.: 901-278-1469.

Ownership: See KRNT-TV, Des Moines, Ia.

Began Operation: Jan. 1, 1956. Sale to present owner by Hoyt B. Wooten approved by FCC April 24, 1963 (Television Digest, Vol. 3:1, 17).

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Robert A. Marmet.

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

Personnel:

- CHARLES BRAKEFIELD, president & general manager.
- G. C. (BUCK) JONES, vice president & general sales manager.
- JACK MICHAEL, v.p., program director & film buyer.
- BILL W. MILLER, vice president & business manager.
- RUSS HODGE, news director.
- KITTY KELLY, women's director.
- WILSON RANEY, chief engineer.
- BERNARD COHN, operations manager.
- OLIN MORRIS, director of public affairs.

### DIGEST OF RATE CARD NO. A15 (Feb. 1, 1970)

Hour	30 Min.	15 Min.	Min.	30 Sec.	20 Sec.
Class AA—6:30-10 p.m., daily.					
\$1300.00	\$720.00	\$400.00	\$320.00	\$160.00	\$160.00

NETWORK BASE HOURLY RATE: \$1300.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	ARKANSAS			
	Clay	6,600	5,900	90
	Craighead	16,100	15,200	94
	Crittenden	14,400	12,800	89
	Cross	5,100	4,600	90

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>				
ARKANSAS—(Continued)				
	Greene	8,400	7,700	92
	Lawrence	5,100	4,500	88
	Lee	6,000	5,000	84
	Mississippi	19,500	17,900	92
	Phillips	14,100	12,100	86
	Poinsett	7,900	7,300	92
	St. Francis	9,700	8,500	88
MISSISSIPPI				
	Alcorn	8,100	7,300	90
	Benton	1,900	1,700	88
	Coahoma	12,900	10,900	84
	De Soto	6,500	5,700	87
	Grenada	6,000	5,200	86
	Lafayette	5,800	5,200	90
	Lee	14,300	13,100	91
	Marshall	6,100	5,300	87
	Panola	7,900	7,000	89
	Pontotoc	5,100	4,600	90
	Prentiss	5,300	4,800	91
	Quitman	4,600	4,000	86
	Tallahatchie	5,400	4,400	82
	Tate	4,900	4,300	88
	Tippah	4,200	3,900	92
	Tishomingo	4,300	3,700	87
	Tunica	3,500	2,900	85
	Union	6,000	5,700	94
	Yalobusha	3,000	2,500	85
MISSOURI				
	Dunklin	10,200	9,400	92
	Pemiscot	8,700	7,800	91
TENNESSEE				
	Carroll	7,100	6,500	90
	Chester	2,500	2,300	92
	Crockett	3,900	3,600	92
	Dyer	9,600	8,900	93
	Fayette	5,200	4,500	86

(Continued on next page)

Station Totals	798,500	724,700	90
Net Weekly Circulation (March 1969)			523,094
Average Daily Circulation (March 1969)			383,595

# Tennessee—Memphis

## WMC-TV

(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%	
TENNESSEE—(Continued)					
<b>50% &amp; Over</b>	Dyer	9,600	8,900	93	
	Fayette	5,200	4,500	86	
	Gibson	16,500	15,300	92	
	Hardeman	6,000	5,400	89	
	Hardin	5,500	4,800	88	
	Haywood	5,500	4,900	89	
	Lauderdale	6,300	5,800	92	
	Mc Nairy	5,000	4,500	90	
	Madison	20,700	19,300	93	
	Shelby	227,200	216,300	95	
Tipton	8,000	7,300	91		
MISSISSIPPI					
<b>Between 25-49%</b>	Bolivar	14,400	11,600	81	
	Chickasaw	4,700	4,100	88	
	Choctaw	1,800	1,500	85	
	Clay	6,300	5,600	89	
	Itawamba	4,300	3,900	90	
	Monroe	10,300	9,400	91	
	Washington	24,800	21,600	87	
	Webster	3,100	2,600	86	
TENNESSEE					
	Henderson	5,300	4,800	91	
	Lake	2,900	2,600	90	
ALABAMA					
	Franklin	6,000	5,400	90	
ARKANSAS					
<b>Between 5-24%</b>	Fulton	1,600	1,300	79	
	Independence	6,900	6,200	90	
	Izard	1,600	1,300	81	
	Sharp	3,400	2,800	80	
	Stone	2,400	2,000	85	
	Woodruff	4,300	3,800	87	
	MISSISSIPPI				
		Carroll	2,100	1,600	80
		Leflore	13,000	11,000	85
		Montgomery	5,100	4,300	84
	Oktibbeha	7,600	6,500	86	
	Sunflower	9,900	8,000	81	
MISSOURI					
	Oregon	2,600	2,100	80	
	Ripley	3,500	2,900	82	
TENNESSEE					
	Carroll	7,100	6,500	90	
	Decatur	2,800	2,500	89	
	Obion	8,900	8,300	94	
	Weakley	7,300	6,700	92	

## La Rue Media Brokers Inc.

Radio Television CATV

### Completed Sales

Radio: Palm Beach, Florida \$400,000

Radio: St. Louis, Missouri \$3,500,000

116 Central Park South  
New York, N.Y. 10019

President

Hugh Ben LaRue

Area Code 212

265-3430

## WREC-TV

(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%	
TENNESSEE—(Continued)					
<b>50% &amp; Over</b>	Gibson	16,500	15,300	92	
	Hardeman	6,000	5,400	89	
	Hardin	5,500	4,800	88	
	Haywood	5,500	4,900	89	
	Henderson	5,300	4,800	91	
	Lauderdale	6,300	5,800	92	
	Mc Nairy	5,000	4,500	90	
	Madison	20,700	19,300	93	
	Shelby	227,200	216,300	95	
	Tipton	8,000	7,300	91	
ARKANSAS					
	Jackson	7,500	6,800	90	
	Randolph	3,700	3,200	87	
MISSISSIPPI					
<b>Between 25-49%</b>	Bolivar	14,400	11,600	81	
	Calhoun	4,400	3,900	88	
	Clay	6,300	5,600	89	
	Itawamba	4,300	3,900	90	
TENNESSEE					
	Lake	2,900	2,600	90	
	Obion	8,900	8,300	94	
ARKANSAS					
<b>Between 5-24%</b>	Independence	6,900	6,200	90	
	Sharp	3,400	2,800	80	
	Stone	2,400	2,000	85	
	Woodruff	4,300	3,800	87	
	MISSISSIPPI				
		Chickasaw	4,700	4,100	88
		Leflore	13,000	11,000	85
		Monroe	10,300	9,400	91
		Sunflower	9,900	8,000	81
		Webster	3,100	2,600	86
	Winston	5,100	4,400	87	
MISSOURI					
	Oregon	2,600	2,100	80	
TENNESSEE					
	Decatur	2,800	2,500	89	
	Weakley	7,300	6,700	92	

## WHBQ-TV

(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%	
ARKANSAS					
<b>Between 25-49%</b>	Randolph	3,700	3,200	87	
	MISSISSIPPI				
		Clay	6,300	5,600	89
		Grenada	6,000	5,200	86
		Lee	14,300	13,100	91
		Tallahatchie	5,400	4,400	82
		Tishomingo	4,300	3,700	87
	TENNESSEE				
		Hardin	5,500	4,800	88
		Henderson	5,300	4,800	91
	Lake	2,900	2,600	90	
	Obion	8,900	8,300	94	
ARKANSAS					
<b>Between 5-24%</b>	Cleburne	2,600	2,300	90	
	Fulton	1,600	1,300	79	
	Sharp	3,400	2,800	80	
	Woodruff	4,300	3,800	87	
	MISSISSIPPI				
		Bolivar	14,400	11,600	81
		Calhoun	4,400	3,900	88
		Chickasaw	4,700	4,100	88
		Itawamba	4,300	3,900	90
		Monroe	10,300	9,400	91
	Oktibbeha	7,600	6,500	86	
TENNESSEE					
	Carroll	7,100	6,500	90	
	Weakley	7,300	6,700	92	

# Tennessee—Nashville



**WLAC-TV**



Ch. 5

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1367-ft. above av. terrain, 1179-ft. above ground, 2049-ft. above sea level.

Latitude 36° 16' 05"  
Longitude 86° 47' 18"

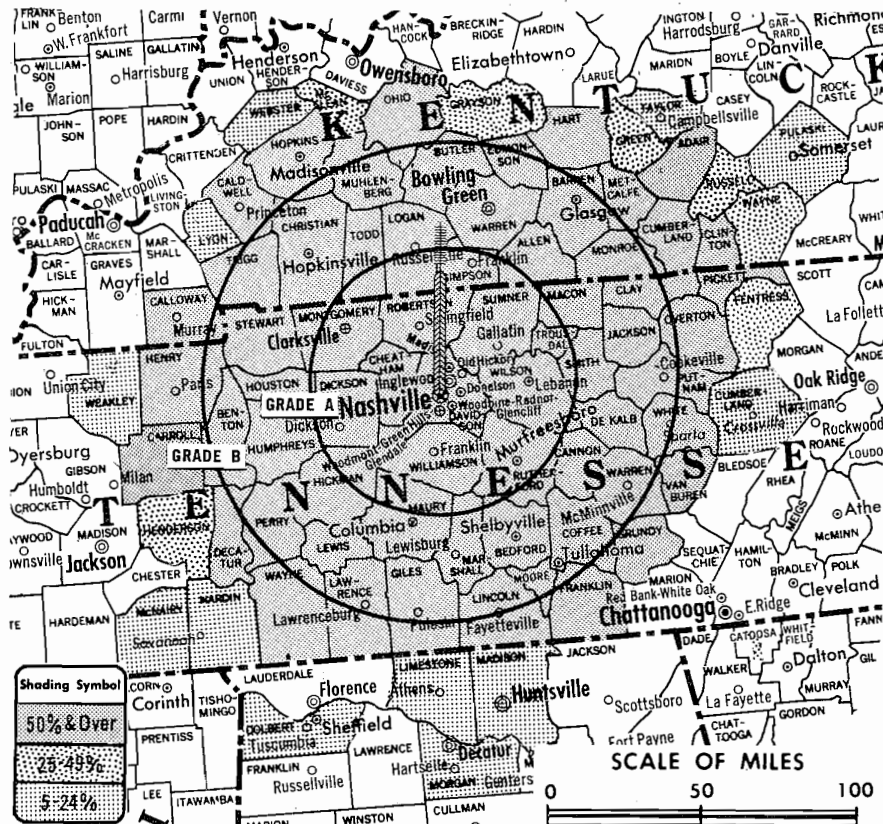
Transmitter: Brick Church Pike & Old Hickory Blvd.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.



Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).

WLAC-TV Ref: FCC File No. BMPCT-1702 Granted 1/21/54

©American Map Co., Inc., N.Y., No. 14244

## WLAC-TV

Licensee: WLAC-TV Inc., 474 James Robertson Parkway, Nashville (37219).

Studio: 474 James Robertson Pkwy.

Telephone: 615-244-5000. TWX No.: 810-371-1168.

Ownership: Life & Casualty Insurance Co., 50%; T. B. Baker Jr., 25%; A. G. Beaman, 25%. WLAC-TV officers: Paul Mountcastle, chairman; Guilford Dudley Jr., pres.; T. B. Baker Jr., exec. v.p.; A. G. Beaman, secy.-treas.; approximately 80% of Life & Casualty is owned by American General Insurance Co. Radios WLAC & FM are operated as separate entities. 100% owned by Life & Casualty.

Began Operation: Aug. 6, 1954. Working control of Life & Casualty Insurance Co. was acquired in 1958 by John D. & Clint W. Murchison Jr., but FCC didn't approve this transfer of control until July 29, 1959 (Television Digest, Vols. 14:35; 15:30). Note: American General Insurance Co. acquired Murchisons' interest in 1966.

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by A. Earl Cullum Jr. Consulting Engineers.

### Personnel:

T. B. BAKER JR., exec. v.p. & general manager.  
RUTH C. TALLEY, v.p. & dir. of administrative affairs.  
HAROLD C. CRUMP, v.p. & station manager.  
RALPH L. HUCABY, v.p. & director of engineering.  
THOMAS E. ERVIN, v.p. & director of sales.  
BILL JAY BUMPUS, operations manager.  
WILLIAM NUNLEY, director of promotion.  
ROY A. SMITH, v.p. & mgr., 21st Century Productions.

### DIGEST OF RATE CARD NO. A19 (Sept. 2, 1969)

Hour 30 Min. 15 Min. 5 Min. Min. 30 Sec. 20 Sec. ID  
Class AA—6:30-10:30 p.m., daily.  
\$1180.00 \$750.00 \$380.00 \$305.00 Graded rates apply\*

\*Highest rate: \$450

NETWORK BASE HOURLY RATE: \$1275.

1970-71 Edition

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>				
<b>KENTUCKY</b>				
	Adair	4,400	3,700	85
	Allen	3,700	3,400	92
	Barren	9,500	8,800	93
	Butler	2,300	2,100	91
	Caldwell	4,700	4,200	89
	Calloway	7,500	7,100	94
	Christian	16,000	15,000	94
	Clinton	2,500	2,200	87
	Cumberland	1,700	1,500	86
	Edmonson	2,000	1,800	87
	Hart	4,400	4,100	93
	Hopkins	12,500	11,600	92
	Logan	7,300	6,800	93
	Metcalfe	2,300	2,100	90
	Monroe	3,600	3,400	93
	Muhlenberg	8,200	7,600	93
	Ohio	5,600	5,200	92
	Simpson	3,900	3,700	93
	Todd	3,000	2,800	93
	Trigg	2,800	2,600	93
	Warren	16,100	15,100	93
<b>TENNESSEE</b>				
	Bedford	7,700	7,200	94
	Benton	3,800	3,400	91
	Cannon	2,600	2,400	92
	Carroll	7,100	6,500	90
	Cheatham	3,100	2,900	95
	Clay	1,600	1,400	88
	Coffee	10,700	10,200	95
	Davidson	144,300	139,500	97
	Decatur	2,800	2,500	89
	De Kalb	3,400	3,100	91
	Dickson	6,800	6,500	95
	Franklin	8,100	7,600	93
	Giles	6,700	6,000	90
	Grundy	3,100	2,800	88
	Henry	7,500	6,800	91
	Hickman	3,300	3,100	93

(Continued on page 729-b)

Station Totals	824,900	767,900	93
Net Weekly Circulation (March 1969)			501,079
Average Daily Circulation (March 1969)			374,289

# Tennessee—Nashville

## WMCV

Ch. 17

Technical Facilities: Channel No. 17 (488-494 MHz). Authorized power: 242-kw max. & 240-kw horizontal visual, 47.9-kw max. & 46.8-kw horizontal aural. Antenna: 410-ft. above av. terrain, 374-ft. above ground, 999-ft. above sea level.

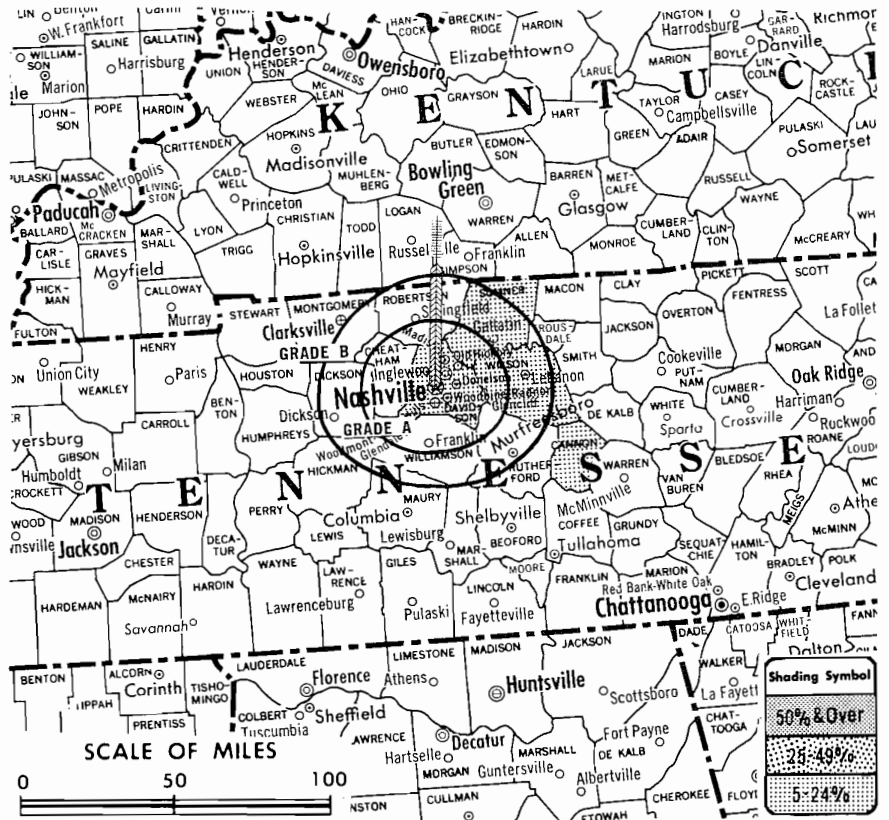
Latitude 36° 09' 13.5"  
Longitude 86° 49' 47.0"

Transmitter: 410-414 38th Ave. N.

TV tape: Recording facilities.

Color: Film, slide & tape.

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).



WMCV Ref: FCC File No. BPCT—3710 Granted 7/7/66

©American Map Co., Inc., N.Y. No. 14244

## WMCV

Grantee: Music City Video Corp., 410 38th Ave. N., Nashville, Tenn. (37209).

Studio: 410 38th Ave. N.

Telephone: 615-291-7933.

Ownership: Alven Ghertner, Edwin Schuffman, Channie C. Law, J. William Bruer, Eugene N. Hester, Melville C. Morris, Robert Englert, 13.3% each; Richard H. Fulton, 6.66%. Morris owns 16 $\frac{2}{3}$ % of WLOM-FM, Chattanooga.

Began Operation: Aug. 5, 1968.

Represented (sales) by Walton Broadcast Sales Corp.

Represented (engineering) by Raymond Rohrer & Associates.

Personnel:

E. J. SCHUFFMAN, vice president & general manager.  
CLARENCE WAGGONER, sales manager.  
JESSE R. RAGAN, operations manager.  
GLENN BOATRIGHT, chief engineer.

### DIGEST OF RATE CARD NO. 1 (April 15, 1968)

Hour 30 Min. 15 Min. 10 Min. 5 Min. Min. 20 Sec. 10 Sec.  
Class AA—6:30-9:30 p.m., daily.  
\$250.00 \$138.00 \$110.00 \$88.00 \$79.00 \$44.00 \$35.00 \$22.00

Net Weekly Circulation	State County	Total Households	TV Homes	%
	TENNESSEE			
<b>Between 5-24 %</b>	Cannon	2,600	2,400	92
	Davidson	144,300	139,500	97
	Sumner	16,100	15,200	95
	Wilson	12,800	12,100	94
Station Totals		210,800	201,800	96
Net Weekly Circulation (March 1969)			26,319	
Average Daily Circulation (March 1969)			8,791	

*Hogan-Feldmann, Inc.*  
MEDIA BROKERS · CONSULTANTS  
4404 Riverside Drive, Box 1545  
Burbank, California 91505  
Area Code 213 849-3201



# Tennessee—Nashville



**WSIX-TV**



Ch. 8

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1353-ft. above av. terrain, 940-ft. above ground, 2049-ft. above sea level.

Latitude 36° 02' 50"  
Longitude 86° 49' 49"

Transmitter: 1406 Old Hickory Blvd., 8-mi. S of Nashville.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

Facsimile Service: UPI.

News Film Service: ABC.

AM Affiliate: WSIX, 5-kw, 980 kHz (ABC).

FM Affiliate: WSIX-FM, 100-kw, 97.9 MHz (No. 250), 1110-ft.

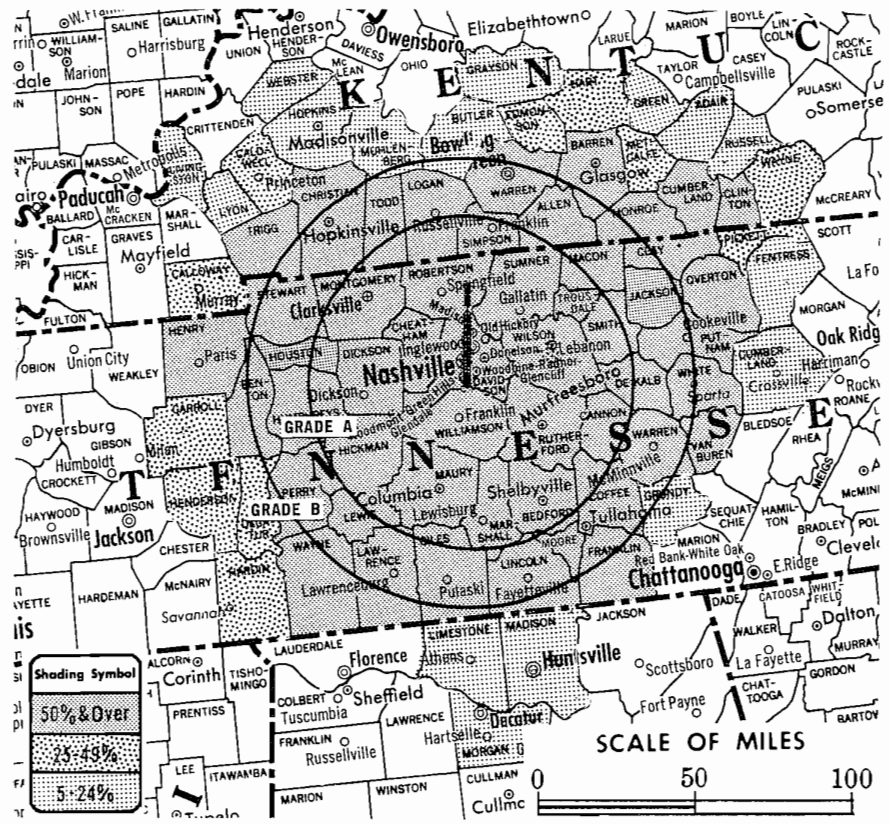
Total Households: © SRDS

Consumer Market Data as of 1/1/70.

TV Homes: TV% and Circulation

© 1969 American Research Bureau.

County coverage based on ARB study (see page 4-b).



WSIX-TV Ref: FCC File No. BPCT-2418 Granted 12/3/57

©American Map Co., Inc., N.Y., No. 14244

## WSIX-TV

Licensee: General Electric Broadcasting Co. Inc., 441 Murfreesboro Rd. (37210).

Studio: 441 Murfreesboro Rd.

Telephone: 615-255-5431. TWX No.: 810-371-1943.

Ownership: See WRGB(TV), Schenectady-Albany-Troy, N.Y.

Began Operation: Nov. 28, 1953. Sale to present owner by Louis R. Draughon & associates approved April 6, 1966 by FCC (Television Digest, Vols. 5:41, 6:15).

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

Represented (legal) by McKenna & Wilkinson.

Represented (engineering) by George P. Adair Engineering Co.

Personnel:

- A. DONOVAN FAUST, vice president & general manager.
- RAY J. SHOUSE, general sales manager.
- ALLEN D. CHRISTIANSEN, local sales manager.
- I. HAROLD GREENE, program manager.
- CHARLES R. DUKE, engineering manager.
- JAMES C. ANTHONY, business manager.
- SAM SOMORA, promotion manager.
- RICHARD MOORE, news & public affairs director.
- ROBERT HAFNER, production manager.
- JANE SHIRLEY, traffic manager.

### DIGEST OF RATE CARD NO. 13—(July 28, 1969)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.

Class AA—6:29-9:30 p.m., daily.

\$1000.00 \$600.00 \$300.00 \$290.00 Graded rates apply\*

\*Highest rate: \$300.

NETWORK BASE HOURLY RATE: \$950.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	KENTUCKY			
	Allen	3,700	3,400	92
	Barren	9,500	8,800	93
	Christian	16,000	15,000	94

Net Weekly Circulation	State County	Total Households	TV Homes	%
KENTUCKY—(Continued)				
	Clinton	2,500	2,200	87
	Cumberland	1,700	1,500	86
	Logan	7,300	6,800	93
	Monroe	3,600	3,400	93
	Simpson	3,900	3,700	93
	Todd	3,000	2,800	93
	Trigg	2,800	2,600	93
	Warren	16,100	15,100	93
TENNESSEE				
	Bedford	7,700	7,200	94
	Benton	3,800	3,400	91
	Cannon	2,600	2,400	92
	Cheatham	3,100	2,900	95
	Clay	1,600	1,400	88
	Coffee	10,700	10,200	95
	Davidson	144,300	139,500	97
	De Kalb	3,400	3,100	91
	Dickson	6,800	6,500	95
	Franklin	8,100	7,600	93
	Giles	6,700	6,000	90
	Henry	7,500	6,800	91
	Hickman	3,300	3,100	93
	Houston	1,800	1,600	90
	Humphreys	3,900	3,700	95
	Jackson	2,800	2,500	89
	Lawrence	8,700	8,000	92
	Lewis	2,200	2,000	91
	Lincoln	6,900	6,300	91
	Macon	3,800	3,500	92
	Marshall	5,400	5,100	94
	Mauzy	14,400	13,500	94
	Montgomery	18,700	17,900	96
	Moore	700	600	90
	Overton	4,800	4,300	89
	Perry	1,000	900	91
	Putnam	9,600	8,800	92
	Robertson	9,200	8,700	95

**50% & Over**

(Continued on page 729-b)

Station Totals	779,700	725,700	93
Net Weekly Circulation (March 1969)			416,389
Average Daily Circulation (March 1969)			238,822

# Tennessee—Nashville



**WSM-TV**



Ch. 4

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 97.7-kw visual, 10-kw aural. Antenna: 1408-ft. above av. terrain, 1369-ft. above ground, 2049-ft. above sea level.

Latitude 36° 08' 27"  
Longitude 86° 51' 56"

Transmitter: Watts Lane.

Studio: 5700 Knob Rd. (37209).

TV tape: Recording facilities.

AM Affiliate: WSM, 50-kw, 650 kHz (NBC).

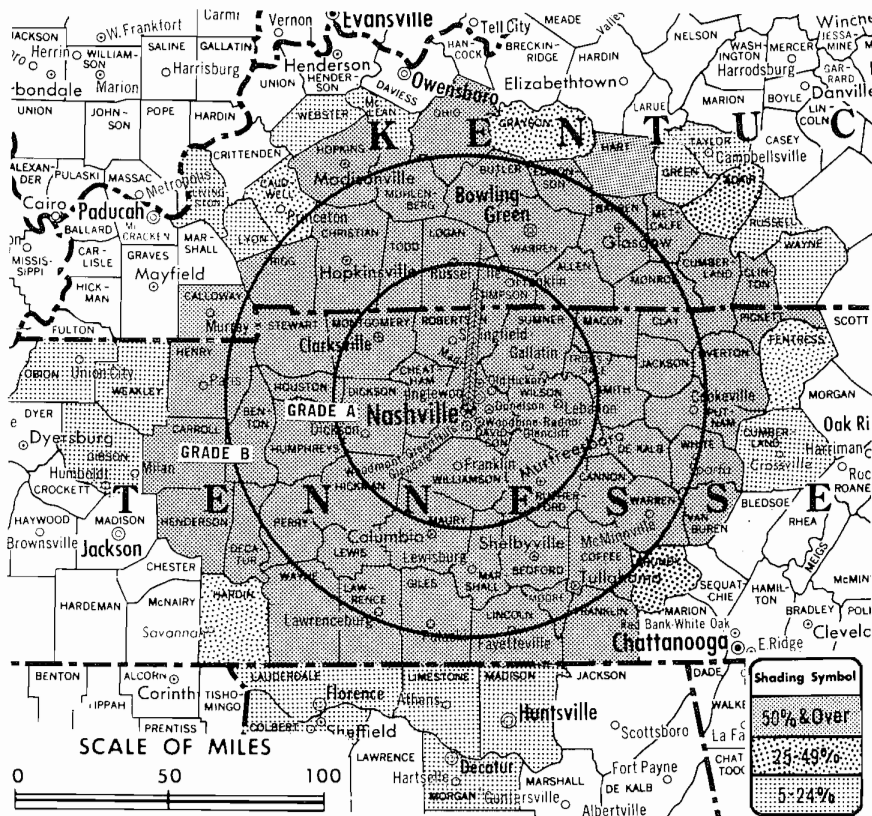
FM Affiliate: WSM-FM, 100-kw, 95.5 MHz (No. 238), 1280-ft.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

News Film Service: NBC.

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).



WSM-TV Ref: FCC File No. BMPCT-4658 Granted 5/21/57

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## WSM-TV

Licensee: WSM Inc., 5700 Knob Rd. (37209).

Mailing Address: P.O. Box 100 (37202).

Telephone: 615-291-4444. TWX No.: 810-371-1148.

Ownership: 100% subsidiary of NLT Corp. WSM Inc. also owns WSM & FM.

Began Operation: Sept. 30, 1950.

Represented (sales) by Edward Petry & Co. Inc.

Represented (legal) by Kirkland, Ellis, Hodson, Chaffetz, Masters & Rowe.

Personnel:

IRVING WAUGH, president.  
TOM GRISCOM, vice president & general manager.  
HI BRAMHAM, commercial manager.  
BRAD GRANDALL, operations manager & film buyer.  
ELMER ALLEY, production manager.  
TWILA WALKER, promotion manager.  
AARON SHELTON, technical director.  
LEE WHITEHURST, chief engineer.

DIGEST OF RATE CARD NO. 3—(May 1, 1969)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.

Class AA—6-10 p.m., daily.

\$1200.00 \$720.00 \$540.00 \$360.00 Graded rates apply\*

\*Highest rate: \$600.

NETWORK BASE HOURLY RATE: \$1099.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	KENTUCKY			
	Allen	3,700	3,400	92
	Barren	9,500	8,800	93
	Butler	2,300	2,100	91
	Calloway	7,500	7,100	94
	Christian	16,000	15,000	94
	Clinton	2,500	2,200	87

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>KENTUCKY—(Continued)</b>				
	Cumberland	1,700	1,500	86
	Edmonson	2,000	1,800	87
	Hart	4,400	4,100	93
	Hopkins	12,500	11,600	92
	Logan	7,300	6,800	93
	Metcalfe	2,300	2,100	90
	Monroe	3,600	3,400	93
	Muhlenberg	8,200	7,600	93
	Ohio	5,600	5,200	92
	Simpson	3,900	3,700	93
	Todd	3,000	2,800	93
	Trigg	2,800	2,600	93
	Warren	16,100	15,100	93
<b>TENNESSEE</b>				
	Bedford	7,700	7,200	94
	Benton	3,800	3,400	91
	Cannon	2,600	2,400	92
	Carroll	7,100	6,500	90
	Cheatham	3,100	2,900	95
	Clay	1,600	1,400	88
	Coffee	10,700	10,200	95
	Davidson	144,300	139,500	97
	Decatur	2,800	2,500	89
	De Kalb	3,400	3,100	91
	Dickson	6,800	6,500	95
	Franklin	8,100	7,600	93
	Giles	6,700	6,000	90
	Henderson	5,300	4,800	91
	Henry	7,500	6,800	91
	Hickman	3,300	3,100	93
	Houston	1,800	1,600	90
	Humphreys	3,900	3,700	95
	Jackson	2,800	2,500	89
	Lawrence	8,700	8,000	92
	Lewis	2,200	2,000	91
	Lincoln	6,900	6,300	91

**50% & Over**

(Continued on page 719-b)

Station Totals	856,100	796,400	93
Net Weekly Circulation (March 1969)		490,984	
Average Daily Circulation (March 1969)		355,252	

**WLAC-TV**  
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
	TENNESSEE—(Continued)			
	Houston	1,800	1,600	90
	Humphreys	3,900	3,700	95
	Jackson	2,800	2,500	89
	Lawrence	8,700	8,000	92
	Lewis	2,200	2,000	91
	Lincoln	6,900	6,300	91
	Macon	3,800	3,500	92
	Marshall	5,400	5,100	94
	Maury	14,400	13,500	94
	Montgomery	18,700	17,900	96
	Moore	700	600	90
	Overton	4,800	4,300	89
<b>50% &amp; Over</b>	Perry	1,000	900	91
	Pickett	900	800	88
	Putnam	9,600	8,800	92
	Robertson	9,200	8,700	95
	Rutherford	18,600	17,700	95
	Smith	3,600	3,400	93
	Stewart	2,500	2,300	93
	Sumner	16,100	15,200	95
	Trousdale	1,200	1,100	93
	Van Buren	1,000	800	86
	Warren	7,900	7,200	91
	Wayne	3,100	2,600	85
	White	5,100	4,600	91
	Williamson	8,100	7,600	94
	Wilson	12,800	12,100	94
	KENTUCKY			
	Grayson	4,800	4,300	90
	Green	3,800	3,400	90
<b>Between 25-49%</b>	Mc Lean	3,200	3,000	93
	Russell	2,700	2,300	88
	Wayne	3,700	2,900	80
	TENNESSEE			
	Fentress	3,600	3,100	87
	Henderson	5,300	4,800	91
	ALABAMA			
	Colbert	16,100	14,700	91
	Limestone	12,100	10,900	90
	Madison	64,900	60,200	93
	Morgan	21,100	19,600	93
	KENTUCKY			
	Lyon	1,300	1,100	91
<b>Between 5-24%</b>	Pulaski	10,100	8,600	85
	Taylor	6,000	5,400	90
	Webster	5,000	4,500	90
	TENNESSEE			
	Cumberland	5,500	4,800	89
	Hardin	5,500	4,800	88
	Mc Nairy	5,000	4,500	90
	Weakley	7,300	6,700	92

**Tennessee**

**WSIX-TV**  
(ARB Data Continued)

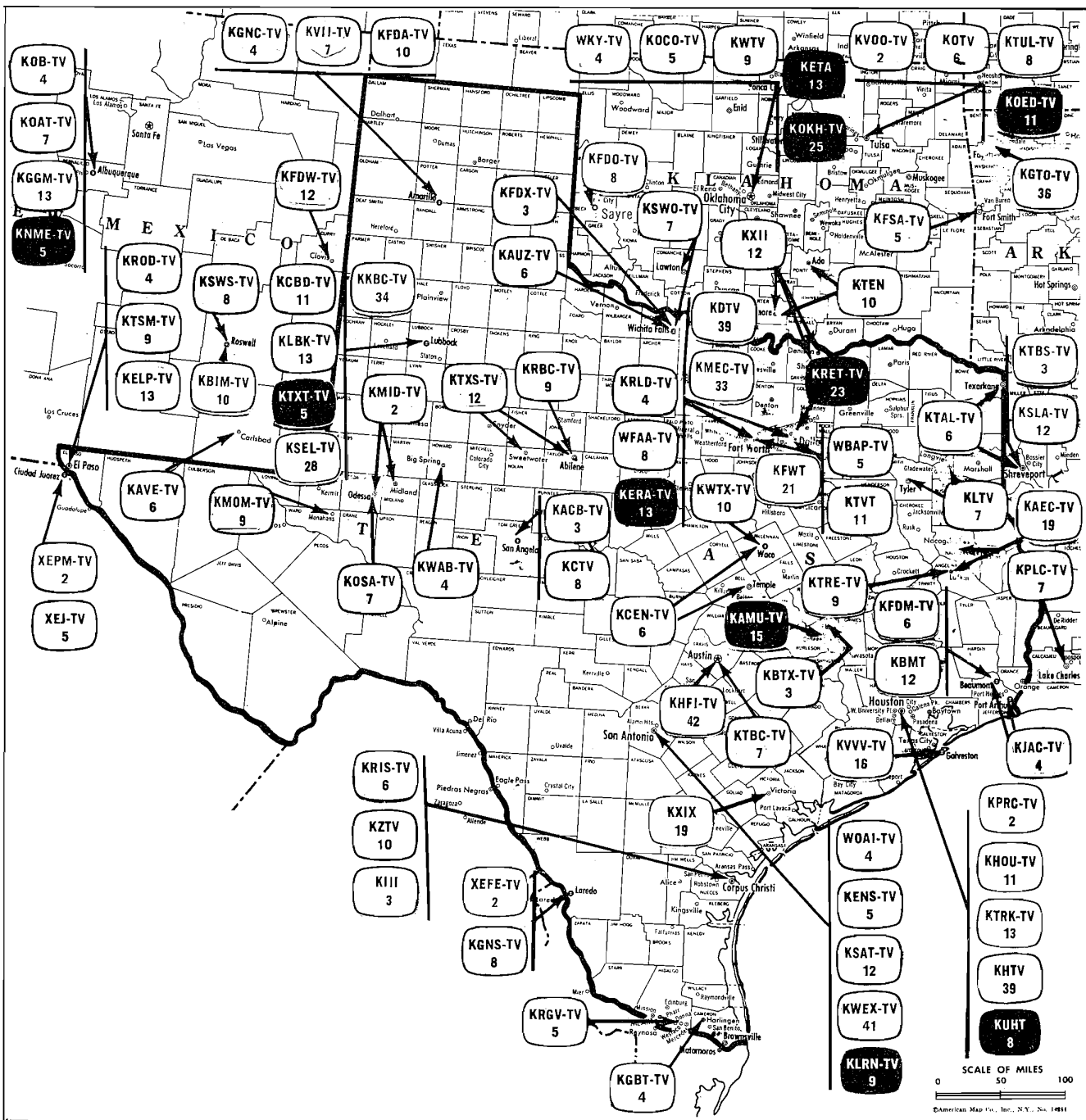
Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
	TENNESSEE—(Continued)			
	Rutherford	18,600	17,700	95
	Smith	3,600	3,400	93
	Stewart	2,500	2,300	93
	Sumner	16,100	15,200	95
<b>50% &amp; Over</b>	Trousdale	1,200	1,100	93
	Van Buren	1,000	800	86
	Warren	7,900	7,200	91
	Wayne	3,100	2,600	85
	White	5,100	4,600	91
	Williamson	8,100	7,600	94
	Wilson	12,800	12,100	94
	KENTUCKY			
	Caldwell	4,700	4,200	89
	Calloway	7,500	7,100	94
	Edmonson	2,000	1,800	87
	Hart	4,400	4,100	93
	Metcalfe	2,300	2,100	90
<b>Between 25-49%</b>	Wayne	3,700	2,900	80
	TENNESSEE			
	Carroll	7,100	6,500	90
	Decatur	2,800	2,500	89
	Hardin	5,500	4,800	88
	Henderson	5,300	4,800	91
	Pickett	900	800	88
	ALABAMA			
	Limestone	12,100	10,900	90
	Madison	64,900	60,200	93
	Morgan	21,100	19,600	93
	KENTUCKY			
	Adair	4,400	3,700	85
	Butler	2,300	2,100	91
	Grayson	4,800	4,300	90
	Green	3,800	3,400	90
	Hopkins	12,500	11,600	92
	Livingston	2,300	2,200	93
	Lyon	1,300	1,100	91
	Muhlenberg	8,200	7,600	93
	Russell	2,700	2,300	88
	Webster	5,000	4,500	90
	TENNESSEE			
	Cumberland	5,500	4,800	89
	Fentress	3,600	3,100	87
	Grundy	3,100	2,800	88

For Tennessee CATV Systems  
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# Texas



Market	ARB Net Weekly Circulation	Rank	ARB ADI TV Households	Rank
Dallas-Ft. Worth	885,985	13	820,800	12
Houston	659,400	21	658,600	14
San Antonio	355,840	57	335,200	49
Beaumont-Port Arthur	181,556	107	128,400	115
Lubbock	174,266	110	119,600	122

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Market	ARB Net Weekly Circulation	Rank	ARB ADI TV Households	Rank
Amarillo	168,144	115	153,100	90
Waco-Temple	159,241	122	133,100	108
Austin	156,105	124	103,200	133
Wichita Falls-Lawton	143,990	132	137,900	101
El Paso	132,504	138	134,200	106
Tyler	126,271	144	57,800	160
Corpus Christi	124,784	146	116,800	123
Abilene-Sweetwater	115,603	152	111,300	126
Odessa-Midland	112,827	154	99,900	135
McAllen-Brownsville (Lower Rio Grande Valley)	90,473	168	89,700	144
San Angelo	30,384	204	25,000	192
Laredo	19,057	211	18,500	196

## Texas Station Status as of March 1, 1970

	VHF	UHF	TOTAL
☐ Commercial Television Stations	43	8	51
● Educational Television Stations	4	2	6
			57

### State Educational Technical Facilities (Complete Data in Educational Directory)

#### KERA-TV

Dallas

Ch. 13

Non-Commercial Educational Station

Licensee: Public TV Foundation for North Texas, 3000 Harry Hines Blvd., Dallas (75201).

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 107-kw visual, 10.7-kw aural. Antenna: 330-ft. above av. terrain, 380-ft. above ground, 851-ft. above sea level.

Latitude	32°	47'	44"
Longitude	96°	48'	37"

#### KUHT

Houston

Ch. 8

Non-Commercial Educational Station

Licensee: University of Houston, 4513 Cullen Blvd., Houston.

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 302-kw visual, 30.2-kw aural. Antenna: 1160-ft. above av. terrain, 1196-ft. above ground, 1235-ft. above sea level.

Latitude	29°	27'	57"
Longitude	95°	13'	23"

#### KTXT-TV

Lubbock

Ch. 5

Non-Commercial Educational Station

Licensee: Texas Tech University, Tech Station Box 4359.

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 25.7-kw visual, 5.13-kw aural. Antenna: 440-ft. above av. terrain, 452-ft. above ground, 3677-ft. above sea level.

Latitude	33°	34'	52"
Longitude	101°	53'	07"

#### KRET-TV

Richardson

Ch. 23

Non-Commercial Educational Station

Grantee: Richardson Independent School District, 400 S. Greenville Ave., Richardson, Tex. (75080).

Technical Facilities: Channel No. 23 (524-530 MHz). Authorized power: 3.39-kw visual, .676-kw aural. Antenna: 260-ft. above av. terrain, 158-ft. above ground, 798-ft. above sea level.

Latitude	32°	57'	08"
Longitude	96°	45'	41.5"

#### KLRN-TV

San Antonio-Austin

Ch. 9

Non-Commercial Educational Station

Licensee: Southwest Texas Educational Television Council.

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 316-kw visual, 58.9-kw aural. Antenna: 1108-ft. above av. terrain, 1016-ft. above ground, 2047-ft. above sea level.

Latitude	29°	49'	40"
Longitude	98°	07'	03"

#### XEFE-TV

Laredo (Nuevo Laredo, Mexico)

Ch. 2

Licensee: Rafael Tijerina Carranza, Box 1484, Laredo, Tex. (78041).

Telephones: 2-21-82; 2-17-00, Nuevo Laredo, Mex.

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 2-kw visual, 1-kw aural. Antenna: 550-ft. above av. terrain, 222-ft. above ground. Note: Additional technical data not available.

Ownership: Rafael Tijerina Carranza, 100%.

Began Operation: Oct. 1, 1962.

Represented (sales) by Spanish International Network Sales Inc.

Personnel:

RAMONCITA ESPARZA G. (Miss), general manager.  
ENRIQUE ESPARZA, sales manager.  
RUBEN LOPEZ RUBIO, chief engineer.  
ARTURO ESPARZA G., program manager.

#### DIGEST OF DATE CARD NO. 3

(Aug. 1, 1965)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AAA—5-11 p.m.	\$105.60	\$60.00	\$40.00	\$30.00	\$30.00	\$18.00
	\$12.00					

## Texas

### State Cross Reference List

Communities That Receive Programs of  
Stations That Are Located Elsewhere

#### **KGBT-TV & KRGV-TV**

Brownsville

(See Harlingen & Weslaco, Tex.)

#### **WBAP-TV & KTVT**

Dallas

(See Fort Worth, Tex.)

#### **KXII**

Denison

(See Ardmore, Okla.)

#### **KRLD-TV & WFAA-TV**

Fort Worth

(See Dallas, Tex.)

#### **KRGV-TV**

Harlingen

(See Weslaco, Tex.)

#### **KLTV**

Longview

(See Tyler, Tex.)

#### **KOSA-TV**

Midland & Monahans

(See Odessa, Tex.)

#### **KMID-TV**

Odessa

(See Midland, Tex.)

#### **KMOM-TV**

Odessa

(See Monahans, Tex.)

#### **KJAC-TV**

Port Arthur

(See Beaumont, Tex.)

#### **KFDM-TV**

Port Arthur

(See Beaumont, Tex.)

#### **KXII**

Sherman

(See Ardmore, Okla.)

#### **KTXS-TV**

Sweetwater

(See Abilene, Tex.)

#### **KWTX-TV**

Temple

(See Waco, Tex.)

#### **KTAL-TV**

Texarkana

(See Shreveport, La.)

#### **KCEN-TV**

Waco

(See Temple, Tex.)

#### **KGBT-TV**

Weslaco

(See Harlingen, Tex.)

#### **KSWO-TV**

Wichita Falls

(See Lawton, Okla.)

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# Texas—Abilene



**KRBC-TV**



Ch. 9

[Also operates satellite KACB-TV, San Angelo, Tex.]

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 850-ft. above av. terrain, 537-ft. above ground, 2887-ft. above sea level.

Latitude 32° 17' 13"  
Longitude 99° 44' 20"

Transmitter: Cedar Gap Mt.

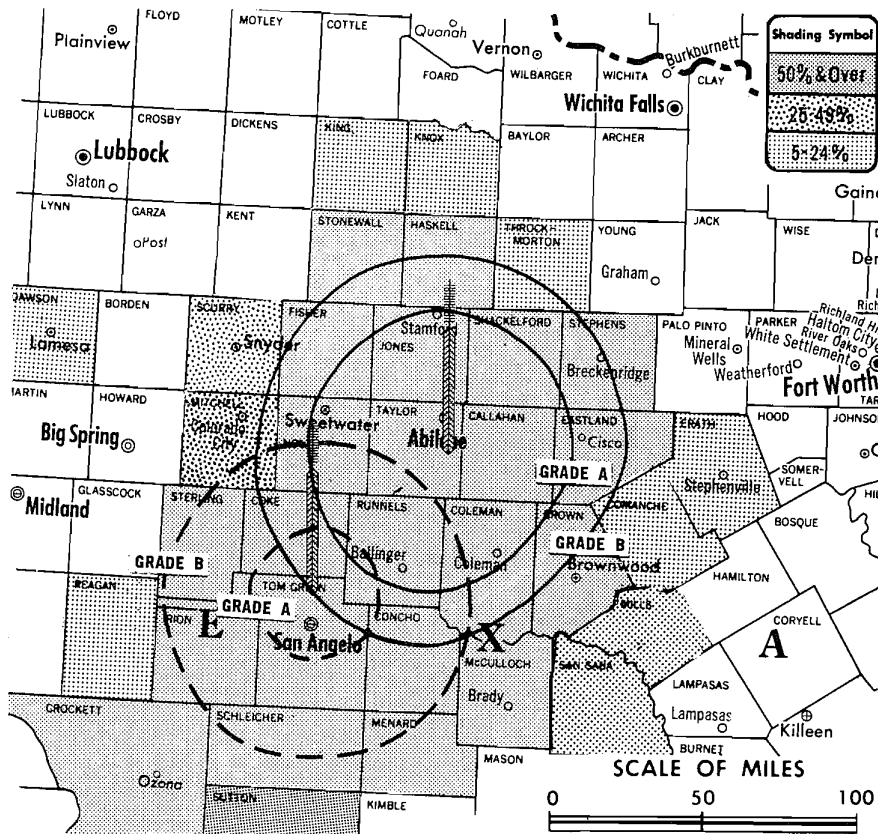
Studio: 4510 S. 14th St.

AM Affiliate: KRBC, 5-kw (1-kw night), 1470 kHz (ABC).

Color: Network, live, film, slide & tape.

News Wire Service: AP.

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).



KRBC-TV Ref: FCC File No. BPCT-3492 Granted 4/18/66  
KACB-TV Ref: FCC File No. BLCT-1171 Granted 8/22/62

©American Map Co., Inc., N.Y., No. 14244

## KRBC-TV

Licensee: Abilene Radio & Television Co., 4510 S. 14th St. (79605).

Telephone: 915-692-4242. TWX No.: 915-492-9210.

Ownership: Dale Ackers, pres., 29.17%; Christine Ackers Cagle, v.p., 20%; Jack Andrews, secy.-treas., 29.17%; Mrs. Lewis J. Ackers, 12.5%; Carol Cagle trust, 9.17%. Abilene Radio & Television also owns satellite KACB-TV, San Angelo, Tex.

Began Operation: Aug. 24, 1953. Sale by Abilene Reporter News approved Sept. 16, 1953 (Television Digest, Vol. 9:35, 38).

Represented (sales) by Blair TV.

Represented (legal) by Miller, Schroeder & Bankson.

Represented (engineering) by Commercial Radio Equipment Co.

Personnel:

DALE ACKERS, president.  
WILLIAM TERRY, station & sales manager.  
NORMAND MANN, program director.  
BRYAN MUNDY, production director.  
LARRY FITZGERALD, news director.  
GENE SMITH, chief engineer.

### DIGEST OF RATE CARD NO. 14 (June 15, 1969)

Hour	30 Min.	15 Min.	10 Min.	Min.	20 Sec.	10 Sec.
Class AA—6:30-10 p.m., daily.						
\$500.00	\$300.00	\$180.00	\$140.00	.....	\$115.00	\$55.00

NETWORK BASE HOURLY RATE: \$475.

ARB Data: Figures include Satellite KACB-TV,

San Angelo, Tex.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	TEXAS			
	Brown	10,800	9,600	89
	Callahan	2,200	2,100	94
	Coke	800	800	94
	Coleman	3,500	3,300	94
	Concho	600	500	93
	Crockett	1,300	1,100	88
	Eastland	5,900	5,400	91
	Fisher	3,100	2,900	92
	Haskell	3,000	2,800	92
	Irion	400	400	88
	Jones	7,300	6,900	95
	Mc Culloch	2,100	1,800	84
	Menard	700	500	74
	Nolan	6,200	5,900	95
	Runnels	4,200	4,000	94
	Schleicher	900	800	90
	Shackelford	800	800	92
Stephens	3,200	2,900	91	
Sterling	400	400	90	
Stonewall	1,500	1,400	96	
Sutton	1,200	1,000	81	
Taylor	39,700	38,000	96	
Tom Green	23,700	22,400	95	
<b>Between 25-49%</b>	TEXAS			
	Mitchell	2,600	2,400	93
	Scurry	5,500	5,200	94
<b>Between 5-24%</b>	TEXAS			
	Comanche	3,000	2,600	87
	Dawson	5,900	5,500	93
	Erath	5,900	5,600	95
	King	200	200	85
	Knox	1,700	1,500	91
	Mills	1,000	800	88
	Reagan	1,200	1,200	98
	San Saba	1,300	1,100	90
	Throckmorton	300	300	90
Station Totals	165,900	155,100	93	
Net Weekly Circulation (March 1969)			115,603	
Average Daily Circulation (March 1969)			90,445	

# Texas—Sweetwater-Abilene



## KTXS-TV

Ch. 12

[Affiliated with KLBK-TV, Lubbock, semi-satellite KWAB-TV, Big Spring & KMOM-TV, Monahans, Tex.]

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' 47.7"  
Longitude 100° 06' 24.8"

Transmitter: 6.8-mi. SW of Merkel off U.S. 80.

Telephone: 915-677-2281 (Abilene); 915-234-4895 (Sweetwater).

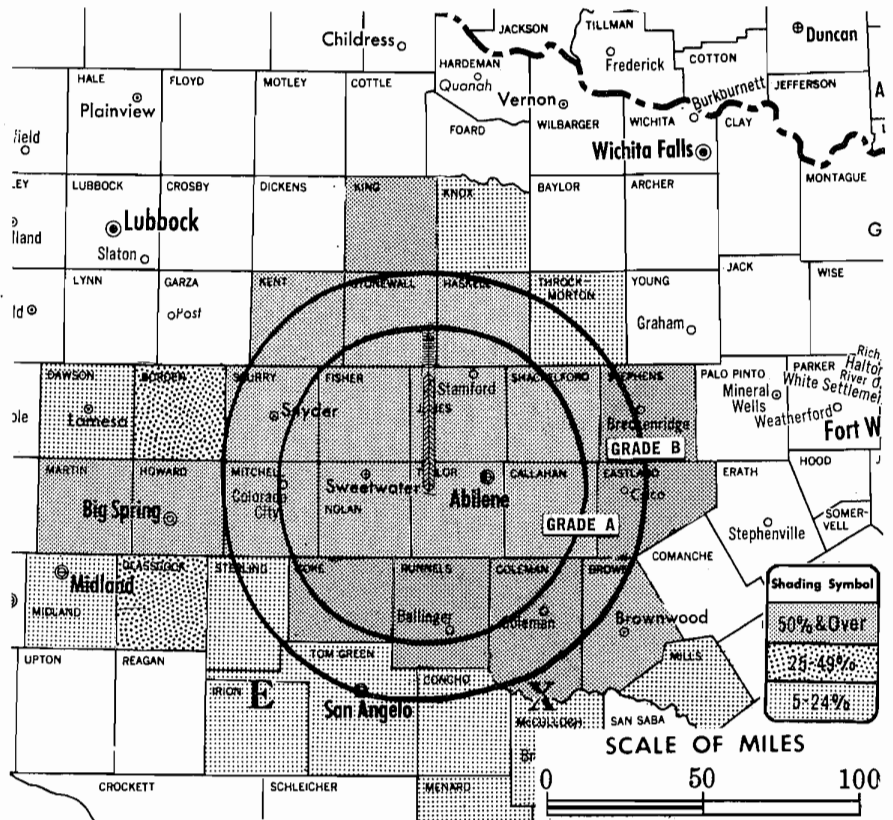
TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

News Film Service: CBS.

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).



KTXS-TV Ref: FCC File No. BMPCT-5021 Granted 4/25/58

©American Map Co., inc., N.Y., No. 14244

## KTXS-TV

Licensee: Texas Key Broadcasters Inc., P.O. Box 2997, Abilene, Tex. (79604).

Studio: U.S. Hwy. 80, 1-mi. E of Sweetwater. Abilene Studios: U.S. Hwy. 83.

TWX No.: 910-897-5401.

Ownership: Grayson Enterprises (KLBK-TV, Lubbock), 100%.

Began Operation: Jan. 30, 1956. Operation by former owners A. R. Elam & 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).

Represented (sales) by The Meeker Co.

Represented (legal) by Koteen & Burt.

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

Personnel:

VICTOR LUDINGTON, general manager.  
J. T. ALLEN, director of engineering.  
MICHAEL J. SWAYNE, studio chief engineer.  
BILL MILLER, transmitter chief engineer.  
DALE WARD, operations manager.

### DIGEST OF RATE CARD NO. 4—(Oct. 1, 1969)

Hour	30 Min.	15 Min.	10 Min.	Min.	20 Sec.	ID
Class AA—6:30-10 p.m., daily.						
\$500.00	\$300.00	\$180.00	\$140.00		\$115.00	\$55.00

Combination Rate: Sold in combination with KWAB-TV, Big Spring, Tex. (West Texas Television Network).

NETWORK BASE HOURLY RATE: \$300.

ARB Data: Figures include satellite KWAB-TV, Big Spring. KMOM-TV, Monahans, was not operating as a satellite of this station at the time the survey was made.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	TEXAS			
	Brown	10,800	9,600	89
	Callahan	2,200	2,100	94
	Coke	800	800	94
	Coleman	3,500	3,300	94
	Eastland	5,900	5,400	91
	Fisher	3,100	2,900	92
	Haskell	3,000	2,800	92
	Howard	15,600	15,100	97
	Jones	7,300	6,900	95
	Kent	300	300	95
	King	200	200	85
	Martin	1,500	1,500	96
	Mitchell	2,600	2,400	93
	Nolan	6,200	5,900	95
	Runnels	4,200	4,000	94
	Scurry	5,500	5,200	94
Shackelford	800	800	92	
Stephens	3,200	2,900	91	
Stonewall	1,500	1,400	96	
Taylor	39,700	38,000	96	
<b>Between 25-49%</b>	TEXAS			
	Borden	300	300	91
	Glasscock	400	400	97
<b>Between 5-24%</b>	TEXAS			
	Concho	600	500	93
	Dawson	5,900	5,500	93
	Irion	400	400	88
	Knox	1,700	1,500	91
	Mc Culloch	2,100	1,800	84
	Menard	700	500	74
	Midland	26,600	25,600	96
	Mills	1,000	800	88
	Sterling	400	400	90
	Throckmorton	300	300	90
Tom Green	23,700	22,400	95	

Station Totals	198,100	186,800	94
Net Weekly Circulation (March 1969)			103,232
Average Daily Circulation (March 1969)			72,415



# Texas—Amarillo



**KFDA-TV**



Ch. 10

[Also operates satellites KFDW-TV, Clovis, N.M. & KFDO-TV, Sayre, Okla.]

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 302-kw visual, 30.2-kw aural. Antenna: 800-ft. above av. terrain, 725-ft. above ground, 4298-ft. above sea level.

Latitude 35° 17' 33"  
Longitude 101° 50' 48"

Transmitter: Broadway & Cherry Ave.

TV tape: Recording facilities.

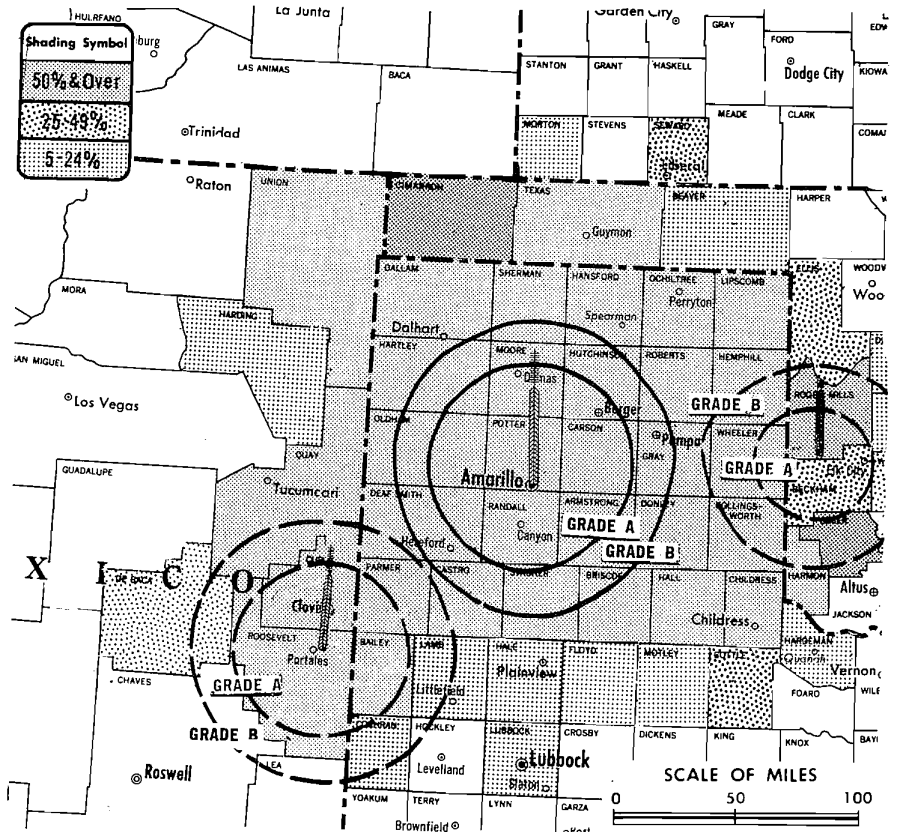
Color: Network, live, film, slide & tape.

News Wire Service: UPI.

News Film Service: CBS.

ARB Data: Figures for this station include satellites KFDW-TV, Clovis, N.M. & KFDO-TV, Sayre, Okla.

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).



KFDA-TV Ref: FCC File No. BPC-2453 Granted 2/21/58

©American Map Co., Inc., N.Y., No. 14244

## KFDA-TV

Licensee: Bass Broadcasting Co., Broadway at Cherry Ave., Box 1400.

Studio: Broadway at Cherry Ave. (79105).

Telephone: 806-383-2226. TWX No.: 910-898-4124.

Ownership: Bass Bcstg. Co. owners: Perry R. Bass, 51.58%; Bass Brothers Enterprises Inc., 39.96%; 8 other stockholders, 8.46%. Bass Bcstg. also owns KFDW-TV, Clovis, N.M. & KFDO-TV, Sayre, Okla. Western Telecasters Inc. & Bass Brothers Telecasters Inc., wholly-owned subsidiaries of Bass Brothers Enterprises, own KCST (TV), San Diego, Cal. & KAUZ-TV, Wichita Falls, Tex.

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.

Represented (sales) by Blair Television Associates Inc.

Represented (legal) by Miller, Schroeder & Bankson.

Represented (engineering) by Commercial Radio Equipment Co.

Personnel:

- MELVIN L. WHEELER, president.
- ALLEN GRANT SHIFRIN, vice president & general manager.
- LEE WEBB, director of news & public affairs.
- DONALD H. FORD, chief engineer.
- JACK E. BYRD, operations manager.
- LARRY S. FALER, sales manager.

DIGEST OF RATE CARD NO. 16A—(Aug. 18, 1969)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. ID  
Class AA—6:30-10 p.m., daily.  
\$500.00 \$300.00 \$200.00 \$135.00 \$160.00 \$140.00 \$85.00  
NETWORK BASE HOURLY RATE: \$468.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	NEW MEXICO			
	Curry	11,400	10,700	94
	Quay	2,700	2,400	89
	Roosevelt	4,900	4,500	93
	Union	1,300	1,100	84

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	OKLAHOMA			
	Cimarron	1,400	1,300	88
	Greer	2,200	1,900	89
	Harmon	1,200	1,100	92
	Roger Mills	1,000	900	88
	Texas	4,900	4,600	93
	TEXAS			
	Armstrong	1,300	1,200	94
	Bailey	3,300	3,100	94
	Briscoe	1,100	1,100	94
	Carson	2,500	2,500	98
	Castro	3,200	2,900	92
	Childress	3,200	2,900	92
	Collingsworth	1,100	1,000	84
	Dallam	1,500	1,300	92
	Deaf Smith	6,800	6,500	95
	Donley	900	800	89
	Gray	12,500	12,100	96
	Hall	1,200	1,000	87
	Hansford	2,400	2,300	96
Hartley	700	700	96	
Hemphill	500	400	93	
Hutchinson	11,700	11,400	97	
Lipscomb	800	700	87	
Moore	4,900	4,700	97	
Ochiltree	3,700	3,500	94	
Oldham	500	500	94	
Parmer	3,800	3,600	94	
Potter	44,300	42,700	96	
Randall	17,200	16,900	98	
Roberts	400	400	97	
Sherman	900	800	94	
Swisher	3,800	3,700	97	
Wheeler	1,800	1,600	86	
<b>Between 25-49%</b>	KANSAS			
	Seward	5,900	5,600	94
	NEW MEXICO			
De Baca	600	600	91	
(Continued on page 753-b)				
Station Totals		334,800	317,500	94
Net Weekly Circulation (March 1969)			168,144	
Average Daily Circulation (March 1969)			129,143	

# Texas—Amarillo



**KGNC-TV**



Ch. 4

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1420-ft. above av. terrain, 1440-ft. above ground, 4902-ft. above sea level.

Latitude 35° 18' 52"  
Longitude 101° 50' 47"

Transmitter: .6-mi. S of Givens Ave., near Amarillo.

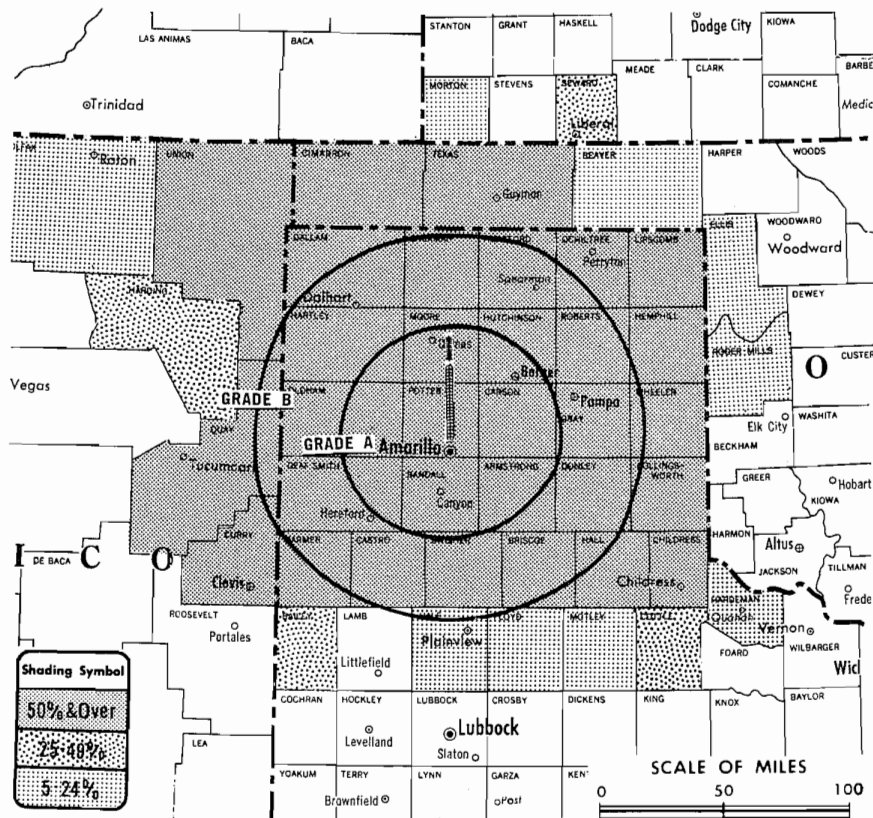
TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

Facsimile Service: AP.

News Film Service: NBC.



Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969, American Research Bureau.  
County coverage based on ARB study (see page 4-b).

KGNC-TV Ref: FCC File No. BPC-4146 Granted 6/4/69

©American Map Co., Inc., N.Y., No. 14244

## KGNC-TV

Licensee: Stauffer Publications Inc., 2000 N. Polk St., Box 751.

Studio: 2000 N. Polk St. (79107).

AM Affiliate: KGNC, 10-kw, 710 kHz (NBC). FM Affiliate: KGNC-FM, 14.1-kw, 93.1 MHz (No. 226), 477-ft. antenna height.

Telephone: 806-383-3321. TWX No.: 806-376-5804.

Ownership: For other interests see WIBW-TV, Topeka, Kan.

Began Operation: March 18, 1953. Sale to present owner by Globe News Publishing Co. approved Jan. 12, 1966 by FCC (Television Digest, Vols. 5:42, 6:3).

Represented (sales) by Avery-Knodel.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by A. Earl Cullum Consulting Engineers.

Personnel:

- THAD M. SANDSTROM, vice president, broadcasting.
- CLIFF CRAIG, station manager.
- WILLIAM CLARKE JR., general sales manager.
- ERNIE THRASHER, sales manager.
- CALVIN HANDY, business manager.
- ALAN NUZUM, chief engineer.
- MARY PRICHARD, film editor.
- KEITH ADAMS, promotion & research manager.
- RICHARD PALMER, news director.
- DALE SCARBERRY, production manager.

### DIGEST OF RATE CARD NO. 20—(Aug. 1, 1969)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. 10 Sec.

Class AA—6:30-10 p.m., daily.

\$475.00 \$285.00 \$190.00 \$143.00 Graded rates apply\*

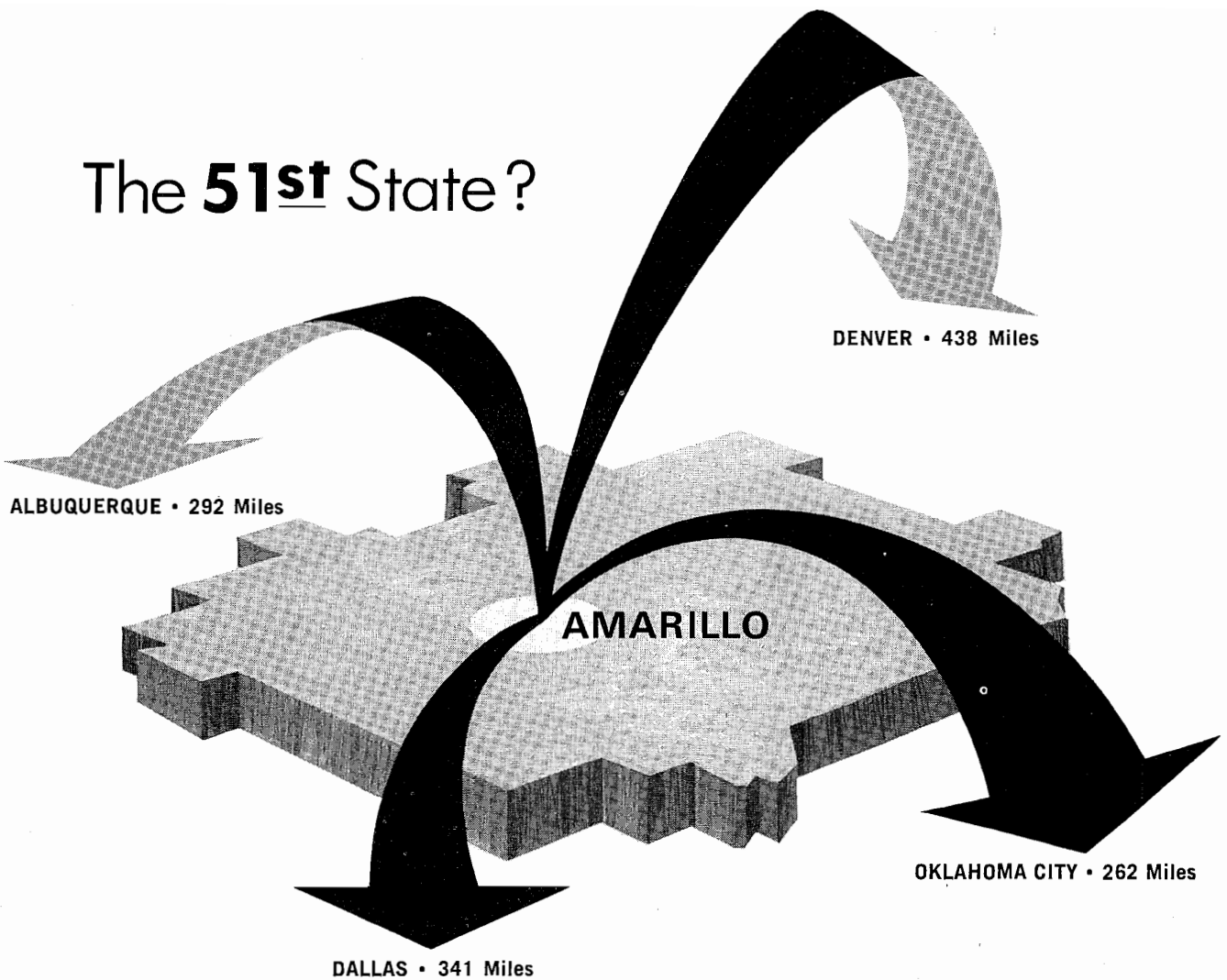
\*Highest rate: \$105.

NETWORK BASE HOURLY RATE: \$450.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	NEW MEXICO			
	Curry	11,400	10,700	94
	Quay	2,700	2,400	89
	Union	1,300	1,100	84

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	OKLAHOMA			
	Cimarron	1,400	1,300	88
	Texas	4,900	4,600	93
	TEXAS			
	Armstrong	1,300	1,200	94
	Briscoe	1,100	1,100	94
	Carson	2,500	2,500	98
	Castro	3,200	2,900	92
	Childress	3,200	2,900	92
	Collingsworth	1,100	1,000	84
	Dallam	1,500	1,300	92
	Deaf Smith	6,800	6,500	95
	Donley	900	800	89
	Gray	12,500	12,100	96
	Hall	1,200	1,000	87
	Hansford	2,400	2,300	96
	Hartley	700	700	96
	Hemphill	500	400	93
	Hutchinson	11,700	11,400	97
	Lipscomb	800	700	87
	Moore	4,900	4,700	97
Ochiltree	3,700	3,500	94	
Oldham	500	500	94	
Parmer	3,800	3,600	94	
Potter	44,300	42,700	96	
Randall	17,200	16,900	98	
Roberts	400	400	97	
Sherman	900	800	94	
Swisher	3,800	3,700	97	
Wheeler	1,800	1,600	86	
<b>Between 25-49%</b>	KANSAS			
	Seward	5,900	5,600	94
	OKLAHOMA			
Harding	400	300	79	
TEXAS				
Bailey	3,300	3,100	94	
Cottle	500	400	89	
(Continued on page 753-b)				
Station Totals		269,400	255,600	95
Net Weekly Circulation (March 1969)				145,707
Average Daily Circulation (March 1969)				102,017

# The **51<sup>st</sup>** State?



## Great State of **NW Texas**, of course! And **AMARILLO** is its "CAPITAL"

Or **would be**, if the famous Panhandle should ever set out on its own.

For there's enough here to make another state. A big one.

Fifty counties . . . spilling into four states . . . make up the Amarillo Retail Trading Area.

Retail sales top **ONE BILLION DOLLARS**. Some 350 supermarkets look to Amarillo for everything affluent shoppers want.

This is **BIG** country; Gross Farm Income,

for example, is greater than 26 of the full-size states . . . 50% as big as Iowa and Illinois. Each!

And nearly 150,000 homes tune their television sets to Amarillo . . . where they watch **KGNC-TV** strong and clear on Channel 4 for solid NBC programming . . . direct, and via some 34 cable systems and 19 translators.

This is worth looking into. Let Avery-Knodel tell you all about the distinctive . . . rich . . . exciting . . . one-of-a-kind . . . **GREAT STATE OF NORTHWEST TEXAS.**



TV-Radio-FM  
**AMARILLO**  
Affiliate: WIBW, TV Radio FM, Topeka, Kansas

# Texas—Amarillo



**KVII-TV**

Ch. 7

**Technical Facilities:** Channel No. 7 (174-180 MHz). Authorized power: 316-kw max. & 294-kw horizontal visual, 31.6-kw max. & 29.4-kw horizontal aural. Antenna: 1703-ft. above av. terrain, 1626-ft. above ground, 5049-ft. above sea level.

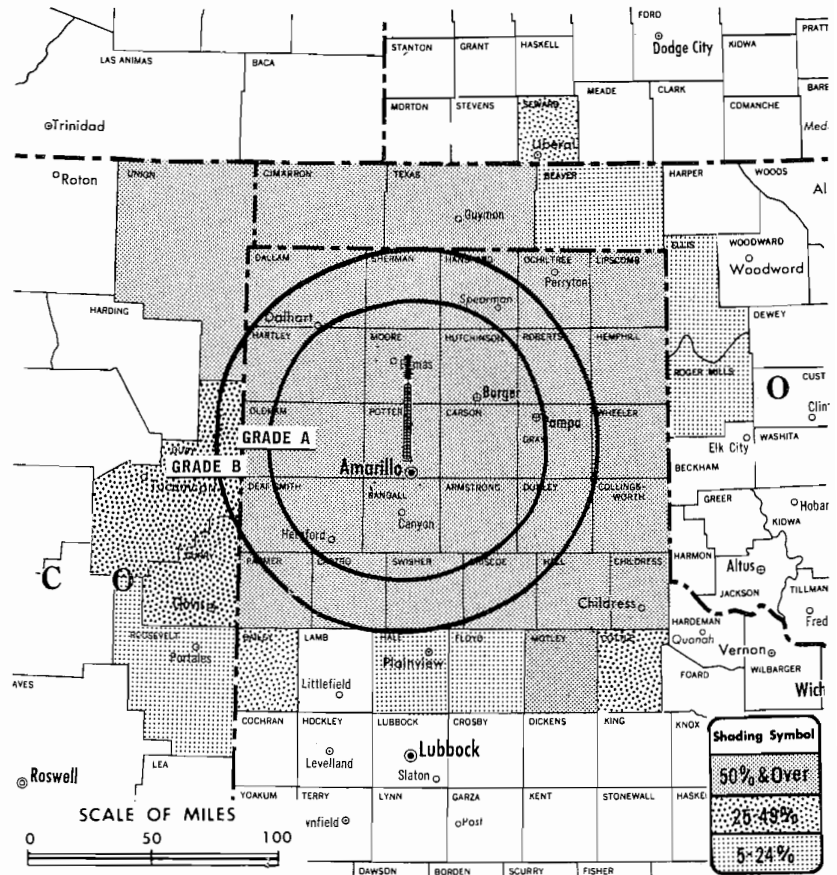
Latitude 35° 22' 29"

Longitude 101° 52' 58"

**Transmitter:** 10.4-mi. N of Amarillo.

**Color:** Network, live, film, slide & tape.

**News Wire Service:** AP.



Total Households: © SRDS

Consumer Market Data as of 1/1/70.

TV Homes: TV% and Circulation

© 1969 American Research Bureau.

County coverage based on ARB study (see page 4-b).

KVII-TV Ref: FCC File No. BPCT-4170 Granted 4/2/69

©American Map Co., Inc., N.Y., No. 14244

## KVII-TV

Licensee: Marsh Media Ltd., P.O. Box 925, Amarillo, Tex. (79105).

Studio: Vaughn Bldg., 4th & Polk Sts. (79101).

Telephone: 806-373-1787. TWX No.: 806-376-5785.

Ownership: Estelle Marsh (limited partner), Michael, Tom F. & Stanley Marsh III, 22.5% each; John S. Tyler, 10%.

Began Operation: Dec. 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 by FCC (Vol. 3:46). Sale of control to TV Properties (Southwest States) approved July 16, 1958 by FCC (Vol. 14:24, 26, 29).

Represented (sales) by H-R Television.

Represented (legal) by Finkelstein & Firestone.

Personnel:

- JOHN S. TYLER, managing partner.
- WAYNE M. ROY, general sales manager.
- JAMES R. McCORMICK, business manager.
- WILLIAM R. CANADY, director of engineering.
- JAMES D. PRATT, managing editor, news.
- JAMES CURRIE, operations director.
- JERRY MURPHEY, production manager.

### DIGEST OF RATE CARD NO. 8 (June 1, 1968)

Hour	30 Min.	15 Min.	Min.	30 Sec.	20 Sec.	ID
Class AA—7-10 p.m., daily.						
\$450.00	\$250.00	\$112.50				Graded rates apply*

\*Highest rate: \$144.

NETWORK BASE HOURLY RATE: \$325.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	NEW MEXICO			
	Union	1,300	1,100	84
	OKLAHOMA			
	Cimarron	1,400	1,300	88
	Texas	4,900	4,600	93

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>TEXAS</b>				
	Armstrong	1,300	1,200	94
	Briscoe	1,100	1,100	94
	Carson	2,500	2,500	98
	Castro	3,200	2,900	92
	Childress	3,200	2,900	92
	Collingsworth	1,100	1,000	84
	Dallam	1,500	1,300	92
	Deaf Smith	6,800	6,500	95
	Donley	900	800	89
	Gray	12,500	12,100	96
	Hall	1,200	1,000	87
	Hansford	2,400	2,300	96
<b>50% &amp; Over</b>	Hartley	700	700	96
	Hemphill	500	400	93
	Hutchinson	11,700	11,400	97
	Lipscomb	800	700	87
	Moore	4,900	4,700	97
	Motley	400	300	83
	Ochiltree	3,700	3,500	94
	Oldham	500	500	94
	Parmer	3,800	3,600	94
	Potter	44,300	42,700	96
	Randall	17,200	16,900	98
	Roberts	400	400	97
Sherman	900	800	94	
Swisher	3,800	3,700	97	
Wheeler	1,800	1,600	86	
<b>KANSAS</b>				
	Seward	5,900	5,600	94
<b>NEW MEXICO</b>				
<b>Between 25-49%</b>	Curry	11,400	10,700	94
	Quay	2,700	2,400	89
<b>TEXAS</b>				
	Bailey	3,300	3,100	94
	Cottle	500	400	89

(Continued on page 753-b)

Station Totals	251,700	239,400	95
Net Weekly Circulation (March 1969)			142,809
Average Daily Circulation (March 1969)			95,567

# Texas—Austin



**KHFI-TV**

Ch. 42

Technical Facilities: Channel No. 42 (638-644 MHz). Authorized power: 562-kw max. & 468-kw horizontal visual, 104-kw max. and 85.1-kw horizontal aural. Antenna: 1290-ft. above av. terrain, 1199-ft. above ground, 2049-ft. above sea level.

Latitude 30° 19' 33"  
Longitude 97° 47' 58"

Transmitter: Trail of Madrones Rd.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

News Film Service: NBC.

AM Affiliate: KTAP, 1-kw, 970 kHz.

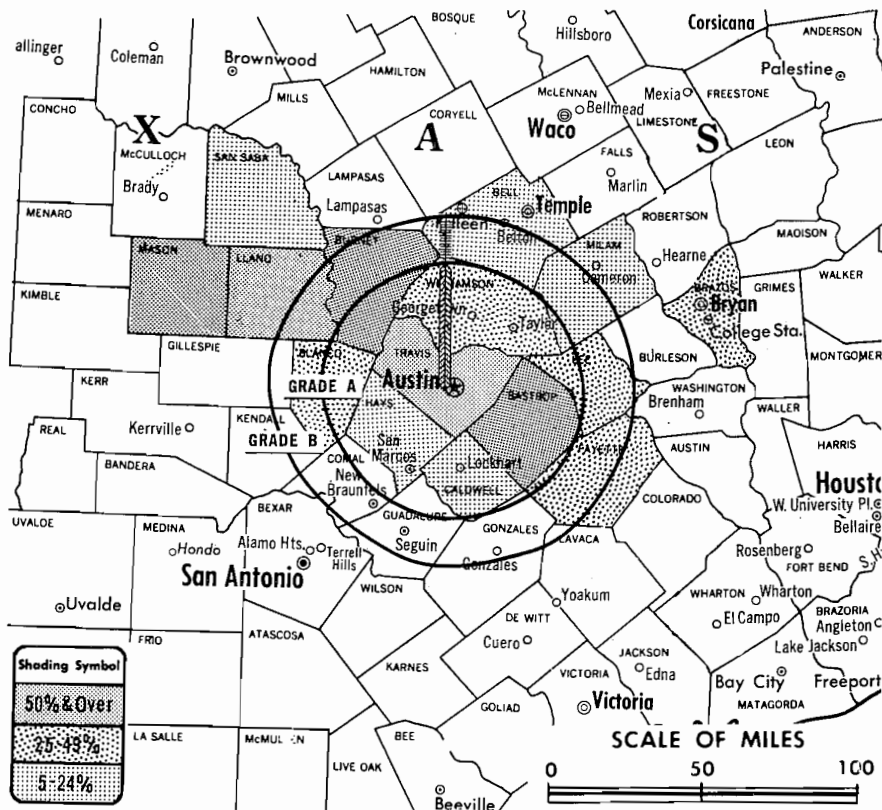
FM Affiliate: KHFI-FM, 1.3-kw, 98.3 MHz (No. 252), 419-ft.

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.

TV Homes: TV% and Circulation

© 1969 American Research Bureau.

County coverage based on ARB study (see page 4-b).



KHFI-TV Ref: FCC File No. BMPCT—5985 Granted 8/20/64

© American Map Co., Inc., N.Y. No. 14244

## KHFI-TV

Network Service: NBC.

Licensee: Southwest Republic Corp., P.O. Box 490 (78767).

Studio: 908 West 19th St. (78701).

Telephone: 512-476-4611.

TXW No.: 910-874-1370.

Ownership: Dan O'Laurie, chairman of the board, 13.6%; John R. Kingsbery, pres., 10.8%; Dan Love, exec. v.p. & gen. mgr., 2.7%; Ralph E. Janes Jr., v.p., 10.8%; Marion B. Findlay, secy., 4.0%; E. G. Kingsbery, 11.0%; John W. Stayton, 7.0%; Victor L. Brooks Jr., 6.1%; Ruth C. Collins, 7.0%; 11 others, none holding as much as 4%. Southwest Republic Corp. holds 51% of Ch. 6 applicant for San Angelo, Tex.

Began Operation: Feb. 12, 1965.

Represented (legal) by Wilner, Scheiner & Greeley.

Represented (engineering) by William B. Carr.

Represented (sales) by Avery-Knodel Inc.

Personnel:

JOHN R. KINGSBERY, president.  
DAN LOVE, executive vice president & general manager.  
FRED LINDLEY, station manager  
HAL WALLACE, commercial manager.  
JIM FRAZIER, local sales manager.  
GARY RICKETTS, program manager.  
GORDON SMITH, production manager.  
JOE DeMOSS, chief engineer.

### DIGEST OF RATE CARD NO. 9—(Nov. 1, 1969)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.  
Class AA—6:30-10 p.m., daily.  
\$550.00 \$300.00 \$220.00 \$135.00 \$154.00 \$99.00 \$77.00  
NETWORK BASE HOURLY RATE: \$275.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	TEXAS			
	Bastrop	4,800	4,300	89
	Burnet	2,500	2,300	95
	Llano	2,000	1,800	90
	Mason	800	600	82
Travis	79,700	75,200	94	
<b>Between 25-49%</b>	TEXAS			
	Blanco	1,300	1,100	91
	Brazos	14,100	13,100	93
	Fayette	7,000	5,400	78
	Lee	2,200	2,000	89
Williamson	10,200	9,400	92	
<b>Between 5-24%</b>	TEXAS			
	Bell	35,700	34,000	95
	Caldwell	4,700	4,300	91
	Hays	6,000	5,500	92
	Milam	7,000	6,300	89
San Saba	1,300	1,100	90	
Station Totals		230,100	214,000	93
Net Weekly Circulation (March 1969)				86,853
Average Daily Circulation (March 1969)				62,143

# Texas—Austin



**KTBC-TV**



Ch. 7

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 29.5-kw aural. Antenna: 1280-ft. above av. terrain, 1137-ft. above ground, 2049-ft. above sea level.

Latitude 30° 18' 34.9"  
Longitude 97° 47' 33.8"

Transmitter: 3.8-mi NW of State Capitol.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.

News Film Service: CBS.

AM Affiliate: KTBC, 5-kw, (1-kw night), 590 kHz (CBS).

FM Affiliate: KTBC-FM, 93.6-kw, 93.7 MHz (No. 229), 1060-ft.

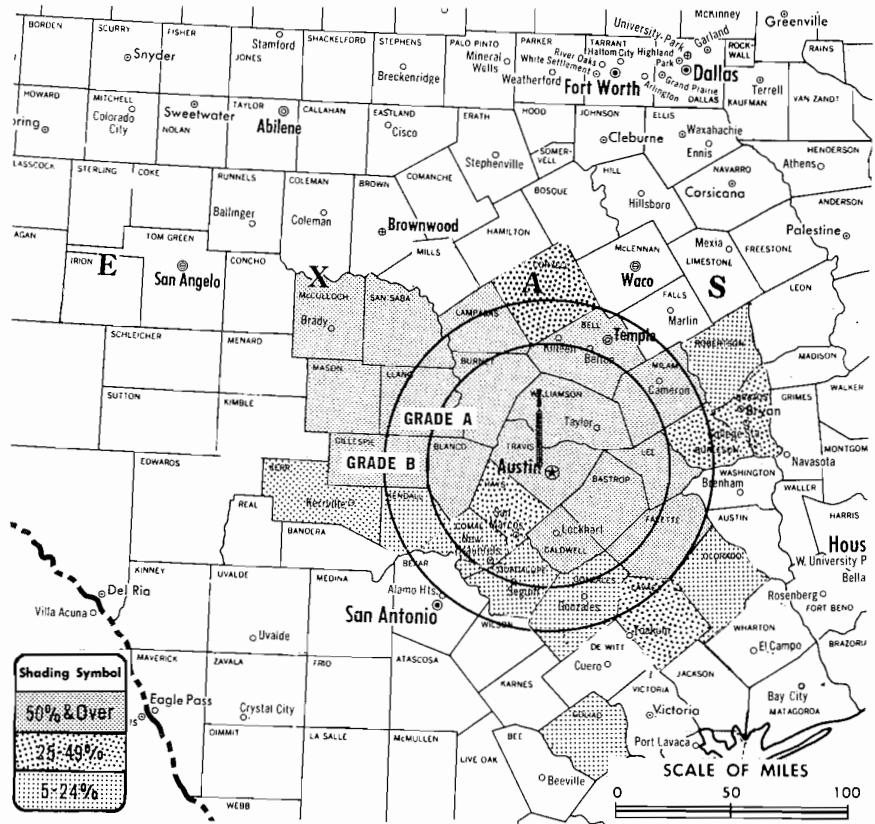
Total Households: © SRDS

Consumer Market Data as of 1/1/70.

TV Homes: TV% and Circulation

© 1969 American Research Bureau.

County coverage based on ARB study (see page 4-b).



KTBC-TV Ref: FCC File No. BMPCT-4016 Granted 7/27/66

©American Map Co., Inc., N.Y., No. 14244

## KTBC-TV

Network Service: ABC, CBS.

Licensee: Texas Bcstg. Corp., Tenth & Brazos Sts., Austin (78767).

Studio: Tenth & Brazos Sts., Box 1209 (78767).

Telephone: 512-472-2424. TWX No.: 910-874-1301.

Ownership: Claudia Taylor Johnson, 53.04%; Linda Bird Robb, 15.54%; Lucy Baines Nugent Trust, 8.45%; Lucy Baines Nugent, 7.09%; J. C. Kellam, 5.91%; Capital National Bank Trusts (2), 4.90%; Paul Bolton, 2.87%; O. P. Bobbitt, 1.18%; 5 others own remaining 1.01%. For other interests, see KWTX-TV, Waco.

Began Operation: Nov. 27, 1952.

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Cohn & Marks.

Represented (engineering) by A. Earl Cullum Jr. Consulting Engineers.

Personnel:

J. C. KELLAM, president & general manager.  
O. P. (BOB) BOBBITT, senior v.p. & general sales manager.  
ELMO BROWN, administrative asst., operations dir. & film buyer.  
RICHARD (CACTUS) PRYOR, program manager.  
AL MUSTIN, promotion manager.  
CHARLES L. HOWELL, v.p. & station manager.  
JOE RODDY, news editor.  
GRAYDON HOLMES, chief engineer.  
CAROLYN JACKSON, women's editor.

DIGEST OF RATE CARD NO. A13  
(Aug. 1, 1969)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. 10 Sec.  
Class AA—7-10 p.m., daily.

\$625.00 \$375.00 \$250.00 \$220.00 \$160.00 \$135.00 \$75.00

NETWORK BASE HOURLY RATE: \$625 (ABC), \$625 (CBS).

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>				
TEXAS				
	Bastrop	4,800	4,300	89
	Bell	35,700	34,000	95
	Blanco	1,300	1,100	91
	Burnet	2,500	2,300	95
	Caldwell	4,700	4,300	91
	Fayette	7,000	5,400	78
	Gillespie	3,200	2,700	84
	Lampasas	2,900	2,700	94
	Lee	2,200	2,000	89
	Llano	2,000	1,800	90
	Mc Culloch	2,100	1,800	84
	Mason	800	600	82
	Milam	7,000	6,300	89
	San Saba	1,300	1,100	90
	Travis	79,700	75,200	94
	Williamson	10,200	9,400	92
TEXAS				
	Brazos	14,100	13,100	93
<b>Between 25-49%</b>				
	Burleson	3,000	2,500	85
	Coryell	7,800	7,400	95
	Hays	6,000	5,500	92
	Lavaca	6,000	4,800	81
TEXAS				
<b>Between 5-24%</b>				
	Colorado	6,300	5,600	88
	Comal	7,200	6,700	93
	Goliad	1,500	1,300	87
	Gonzales	4,900	4,400	90
	Guadalupe	10,400	9,500	91
	Kendall	2,000	1,800	88
	Kerr	6,200	5,500	89
	Robertson	5,100	4,600	90
Station Totals		338,500	311,700	92
Net Weekly Circulation (March 1969)				156,105
Average Daily Circulation (March 1969)				112,049

# Texas—Beaumont



**KBMT**

Ch. 12

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 42.7-kw aural. Antenna: 1000-ft. above av. terrain, 1022-ft. above ground, 1049-ft. above sea level.

Latitude 30° 11' 26"  
Longitude 93° 53' 08"

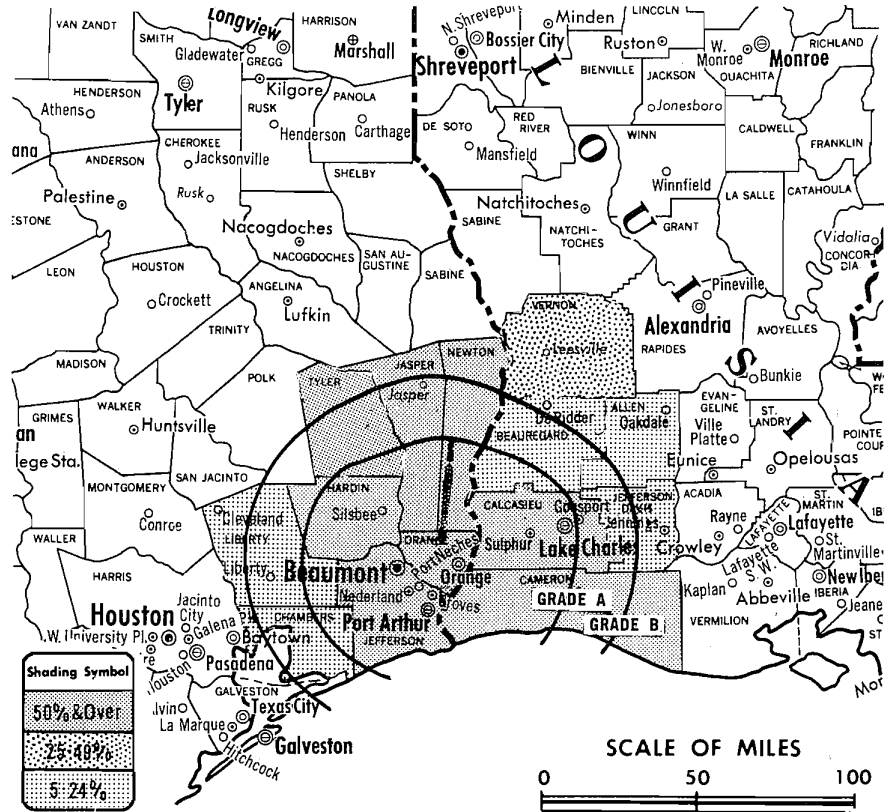
Transmitter: 2-mi. W of Mauriceville, Tex.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

Represented (engineering) by Kear & Kennedy.



Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).

KBMT Ref: FCC File No. BPCT-3268 Granted 1/6/65

©American Map Co., Inc., N.Y., No. 14244

## KBMT

Licensee: Liberty Corp., 1420 Calder, Beaumont.

Studio: 525 IH 10 S. (77704).

Ownership: John W. Nichols, pres. & chmn. of bd., .39%; John E. Kirkpatrick, v.p., .23%; Okay Corp., 55.06% (John W. Nichols, pres. & chmn. of bd., 15.73%; H. Campbell Stuckeman, 11.85%; Standard Life & Accident Ins. Co., 11.64%; others, none with more than 6.51%); J. W. McLean, 6.85%; H. Campbell Stuckeman, 3.71%; others, none with more than 3.71%. Kirkpatrick has 10.15% of KOCO-TV, Oklahoma City.

Began Operation: June 18, 1961.

Represented (sales) by Blair TV.

Represented (legal) by Fly, Shuebruk, Blume & Gaguine.

Personnel:

BEN K. WEST, president.  
WILLIAM G. HILL JR., vice president & general manager.  
DOUG THOMPSON, station & general sales manager.  
RON ADKINS, program director.  
LARRY BEEBE, production director.  
DAVE HENDRICKS, chief engineer.  
KENNY BALDWIN, promotion director.

DIGEST OF RATE CARD NO. 8—(June 15, 1969)  
(June 15, 1969)

Hour 30 Min. 15 Min. 10 Min. 5 Min. Min. 20 Sec.  
Class A—6:30-10 p.m., daily.  
\$500.00 \$300.00 \$200.00 \$150.00 \$120.00 ..... \$65.00  
NETWORK BASE HOURLY RATE: \$350.

	Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	LOUISIANA				
		Calcasieu	50,300	47,900	95
		Cameron	2,000	1,800	92
	TEXAS				
		Hardin	9,000	8,300	92
		Jasper	7,500	6,800	91
		Jefferson North	44,400	42,800	96
		Jefferson South	43,700	42,100	96
		Newton	2,700	2,300	86
		Orange	21,100	20,200	96
	Tyler	3,100	2,700	87	
<b>Between 25-49%</b>	LOUISIANA				
		Vernon	5,300	4,600	88
<b>Between 5-24%</b>	LOUISIANA				
		Allen	5,900	5,400	90
		Beauregard	5,900	5,200	88
		Jefferson Davis	9,000	8,300	92
	TEXAS				
	Chambers	3,800	3,600	95	
	Liberty	11,100	10,100	91	
Station Totals			351,500	331,000	94
Net Weekly Circulation (March 1969)				155,571	
Average Daily Circulation (March 1969)				86,917	

# Texas—Beaumont



**KFDN-TV**

Ch. 6



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"

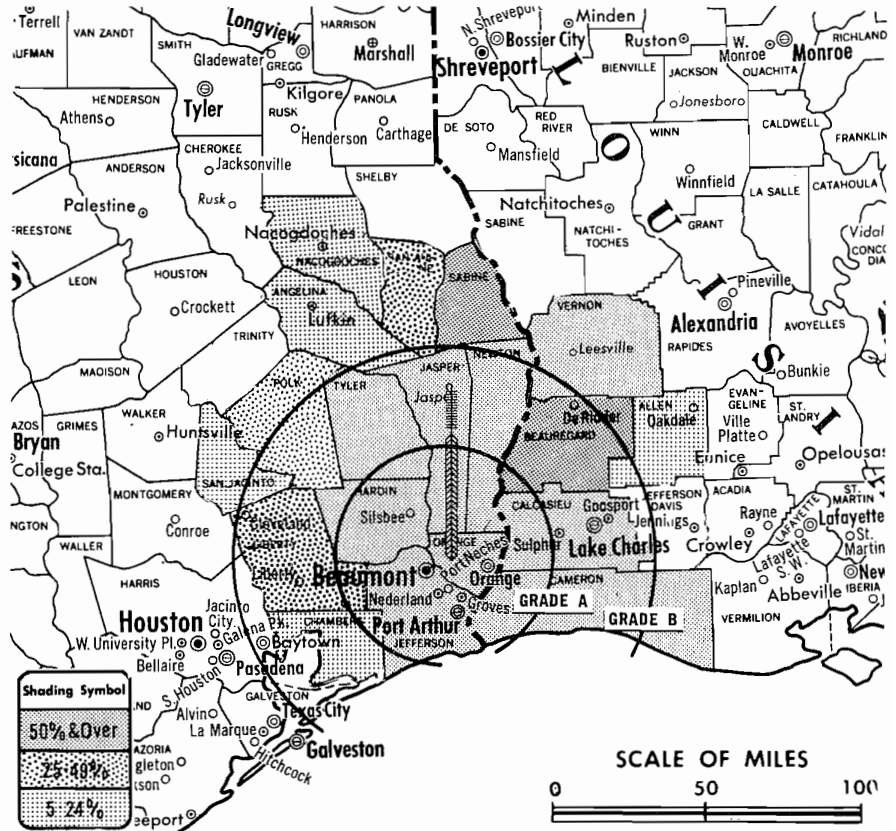
Transmitter: U.S. Hwy. 90, approx. 2.3-mi. ENE of Vidor, Tex.

Studio: 2955 Interstate 10 East (77706).

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.



Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).

KFDN-TV Ref: FCC File No. BPCT-3107 Granted 1/30/63

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## KFDN-TV

Licensee: Beaumont Television Corp., P.O. Box 5566 (77706).

Telephone: 713-892-6622. TWX No.: 713-892-7652.

Ownership: A. H. Belo Corp. For other interests, see WFAA-TV, Dallas.

Began Operation: April 24, 1955. Sale to present owner by Beaumont Bcstg. Corp. approved by FCC May 1969 (Television Digest, Vol. 9:19).

Represented (sales) by Edward Petry & Co.

Represented (legal) by Dempsey & Koplovitz.

Represented (engineering) by A. Earl Cullum Jr. Consulting Engineers.

### Personnel:

- MIKE SHAPIRO, president.
- MOTT M. JOHNSON, vice president & general manager.
- GEORGE MILNER, station manager.
- BOB McMANUS, production manager.
- HAROLD BARTLETT, chief engineer.

### DIGEST OF RATE CARD NO. 10 (Aug. 1, 1969)

Hour	30 Min.	15 Min.	Min.	30 Sec.	20 Sec.	10 Sec.
Class A—6:30-10 p.m., daily.	\$600.00	\$360.00	\$240.00	Graded rates apply*		

\*Highest rate: \$140.

NETWORK BASE HOURLY RATE: \$550.

	Net Weekly Circulation	State County	Total Households	TV Homes	Homes %
<b>50% &amp; Over</b>	LOUISIANA				
		Beauregard	5,900	5,200	88
		Calcasieu	50,300	47,900	95
		Cameron	2,000	1,800	92
		Vernon	5,300	4,600	88
<b>Between 25-49%</b>	TEXAS				
		Hardin	9,000	8,300	92
		Jasper	7,500	6,800	91
		Jefferson North	44,400	42,800	96
		Jefferson South	43,700	42,100	96
		Newton	2,700	2,300	86
		Orange	21,100	20,200	96
<b>Between 5-24%</b>	LOUISIANA				
		Allen	5,900	5,400	90
	TEXAS				
	Angelina	16,200	15,000	93	
	Chambers	3,800	3,600	95	
	Nacogdoches	8,400	7,400	88	
	San Jacinto	1,300	1,100	81	
Station Totals			442,400	412,900	93
Net Weekly Circulation (March 1969)					181,556
Average Daily Circulation (March 1969)					136,470



# Texas—Port Arthur-Beaumont



**KJAC-TV**



Ch. 4

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 990-ft. above av. terrain, 1025-ft. above ground, 1046-ft. above sea level.

Latitude 30° 12' 58"  
Longitude 93° 46' 05"

Transmitter: Hwy. 87, 8-mi. N of Orange, Tex.

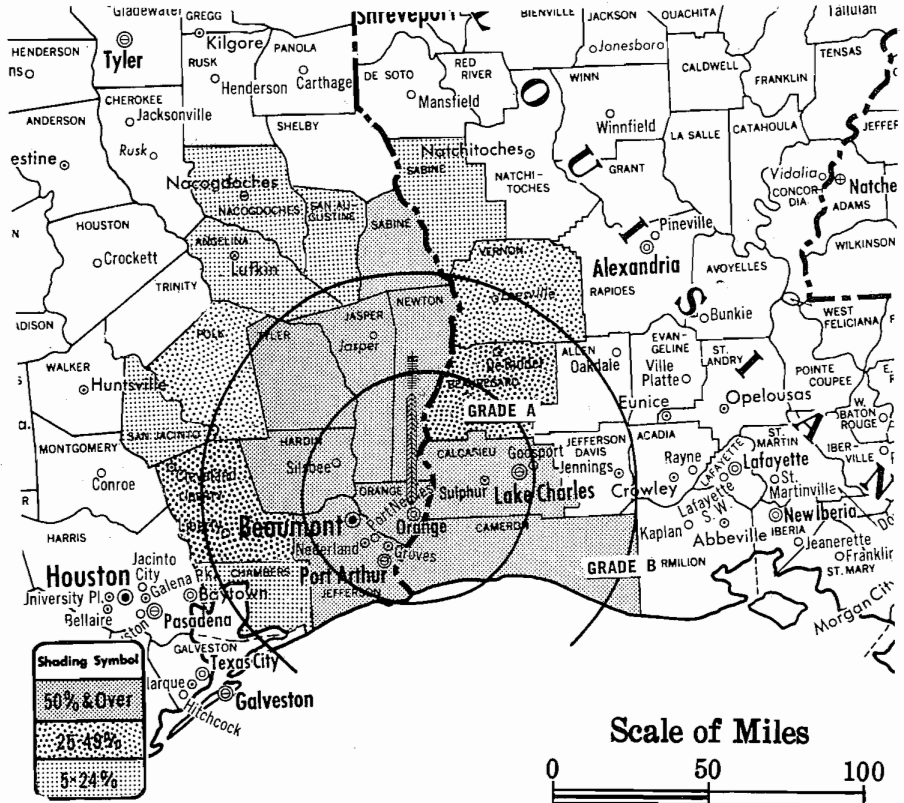
TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

News Film Service: NBC.

Represented (engineering) by David L. Steel Sr.



Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).

KJAC-TV Ref: FCC File No. BLCT-1152 Granted 8/1/62

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## KJAC-TV

Licensee: Texas Goldcoast TV Inc., P.O. Box 3257, Port Arthur, Tex. (17640).

Studio: 17th & Woodworth Blvd., Port Arthur.

Telephone: 713-985-5557. TWX No.: 910-886-5307.

Ownership: Robert H. Park, 50%; Gayle Ann Gordon Brannon & Lynn Gordon Jones, 15.17% each; Janet Gordon Jack & Valerie Gordon Tucker, 9.83% each.

Began Operation: Oct. 22, 1957 as 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 present owners approved by FCC May 1, 1969. Transfer of negative control from Carl D. Levy to present owners approved Feb. 27, 1970.

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Cohn & Marks.

Personnel:

RICHARD JACK, president.  
ROY D. SHOTTS, vice president & general manager.  
AGAPITO FALCON, chief engineer.  
JACK DAHMER, sales manager.

DIGEST OF RATE CARD NO. A11—(June 1, 1969).

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. ID

Class A—6:30-10 p.m., daily.

\$550.00 \$330.00 \$210.00 \$160.00 Graded rates apply\*

\*Highest rate: \$120.

NETWORK BASE HOURLY RATE: \$510.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	<b>LOUISIANA</b>			
	Calcasieu	50,300	47,900	95
	Cameron	2,000	1,800	92
	<b>TEXAS</b>			
	Hardin	9,000	8,300	92
	Jasper	7,500	6,800	91
	Jefferson North	44,400	42,800	96
	Jefferson South	43,700	42,100	96
	Newton	2,700	2,300	86
	Orange	21,100	20,200	96
Sabine	1,700	1,400	83	
Tyler	3,100	2,700	87	
<b>Between 25-49%</b>	<b>LOUISIANA</b>			
	Beauregard	5,900	5,200	88
	Vernon	5,300	4,600	88
	<b>TEXAS</b>			
Liberty	11,100	10,100	91	
Polk	4,900	4,200	87	
<b>Between 5-24%</b>	<b>LOUISIANA</b>			
	Sabine	4,600	3,900	84
	<b>TEXAS</b>			
	Angelina	16,200	15,000	93
	Chambers	3,800	3,600	95
	Nacogdoches	8,400	7,400	88
	San Augustine	1,800	1,500	84
San Jacinto	1,300	1,100	81	
<b>Station Totals</b>		<b>347,200</b>	<b>324,300</b>	<b>93</b>
<b>Net Weekly Circulation (March 1969)</b>			<b>171,129</b>	
<b>Average Daily Circulation (March 1969)</b>			<b>110,894</b>	

# Texas—Big Spring



## KWAB-TV

Ch. 4

[Satellite of KMOM-TV, Monahans, Tex.]

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"

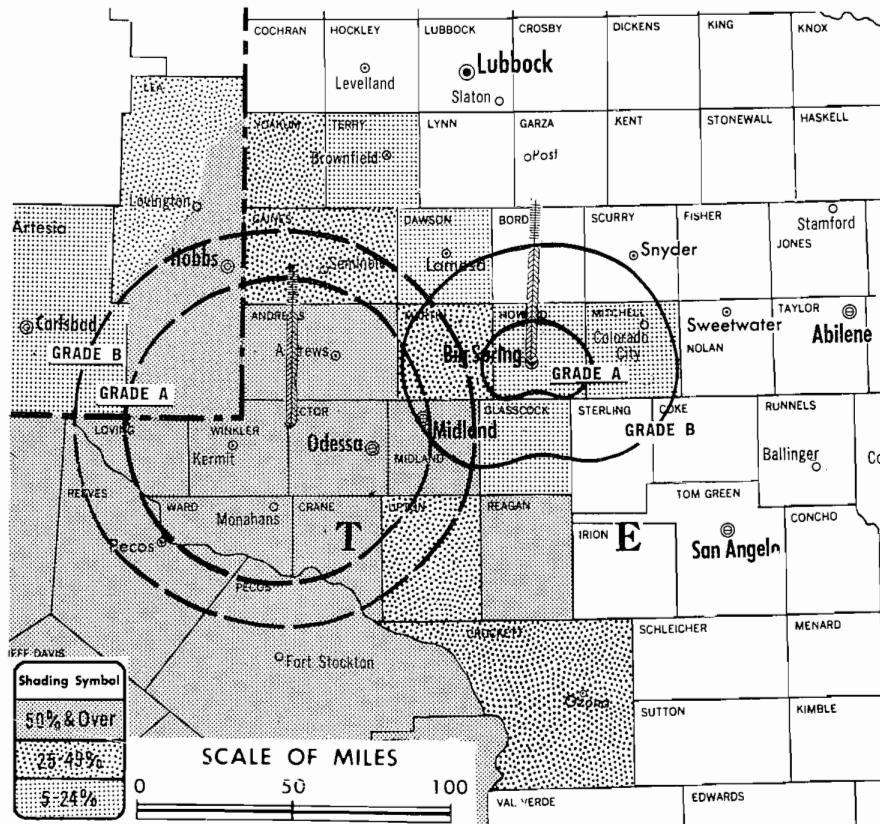
Transmitter: 2500 Kentucky Way, Big Spring.

TV tape: Recording facilities.

Color: Network, film & slide.

News Wire Service: AP.

News Film Service: CBS.



County coverage based on ARB study (see page 4-b).

KWAB-TV Ref: FCC File No. BMPCT-3267 Granted 8/8/55

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## KWAB-TV

Licensee: Grayson Enterprises Inc., Box 1559, Lubbock, Tex. (79408).

Studio: 2500 Kentucky Way, Big Spring, Tex. (79720).

Telephone: 915-267-6325. TWX No.: 910-896-4321.

Ownership: See KMOM-TV, Monahans, Tex.

Began Operation: Jan. 15, 1956.

Represented (sales) by The Meeker Co. Inc.; Busby, Finch & Woods.

Represented (legal) by Koteen & Burt.

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

Personnel: See KMOM-TV, Monahans, Tex.

NETWORK BASE HOURLY RATE: \$75.

ARB Data: Figures are included with parent KMOM-TV, Monahans. Map reflects coverage of both parent & satellite.

# Texas—Bryan

**abc CBS KBTX-TV**

Ch. 3

[Affiliated with KWTX-TV, Waco, with which it has microwave hookup.]

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 60.3-kw visual, 8.13-kw aural. Antenna: 410-ft. above av. terrain, 482-ft. above ground, 764-ft. above sea level.

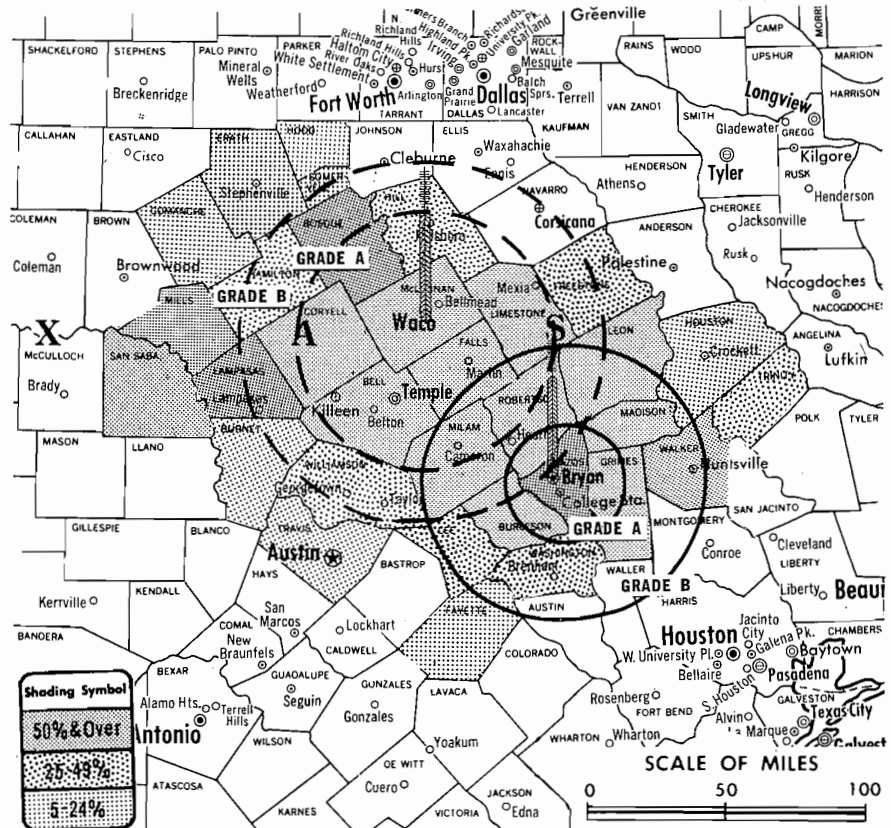
Latitude 30° 38' 39"  
Longitude 96° 19' 46"

Transmitter: 29th St. near Villa Maria Rd.

Color: Network, film & slide.

News Wire Service: UPI.

Represented (legal) by Fletcher, Heald, Rowell, Kenehan & Hildreth.



County coverage based on ARB study (see page 4-b).

KBTX-TV Ref: FCC File No. BPCT-2110 Granted 11/8/56

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## KBTX-TV

Network Service: ABC CBS (EMP).

Licensee: Brazos Broadcasting Co., Box 3730, Bryan, Tex. (77803)

Studio: 29th St., near Villa Maria Rd. (77803).

Telephone: 713-846-7777.

Ownership: KWTX Bcstg. Co., 50% (owns KWTX-TV-AM, Waco; 75% of radio KNAL, Victoria), M. N. Bostick, pres. & gen. mgr., 10% (also 12.465% owner of KWTX-TV-AM; 29.972% of KXII(TV), Ardmore, Okla. & KLFY-TV, Lafayette, La.; 20% of KNAL); Harry L. Gillam, v.p. & station mgr., 5%; John M. Lawrence III, secy.-treas., 5%; W. C. Mitchell, dir., 10%; Brazas A. Varisco, dir., 10%; Mrs. W. W. Callan, 10%.

Began Operation: May 22, 1957.

Represented (sales) by H-R Television.

Represented (engineering) by A. Earl Cullum Jr. Consulting Engineers.

Personnel:

M. N. BOSTICK, president, general manager & film buyer.  
HARRY LEE GILLAM, v.p. & station manager.  
WOODY COX, chief engineer.  
ULMAN McMULLEN, program director.

Rates: For national rate see KWTX-TV, Waco.

NETWORK BASE HOURLY RATE: Bonus to KWTX-TV, Waco \$130 (ABC). \$130 (CBS). \$580 combination rate with KWTX-TV (ABC & CBS).

ARB Data for this station included with report for Parent KWTX-TV, Waco, Texas. Above map reflects coverage of both parent & satellite.

## MORTON FLOM, P. Eng.

Consulting Engineer

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- Antenna Site/System — Testing, Analysis, Design
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# Texas—Corpus Christi



**KIII**



Ch. 3

[Operates satellite KXIX, Victoria, Tex.]

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.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.

News Film Service: ABC.

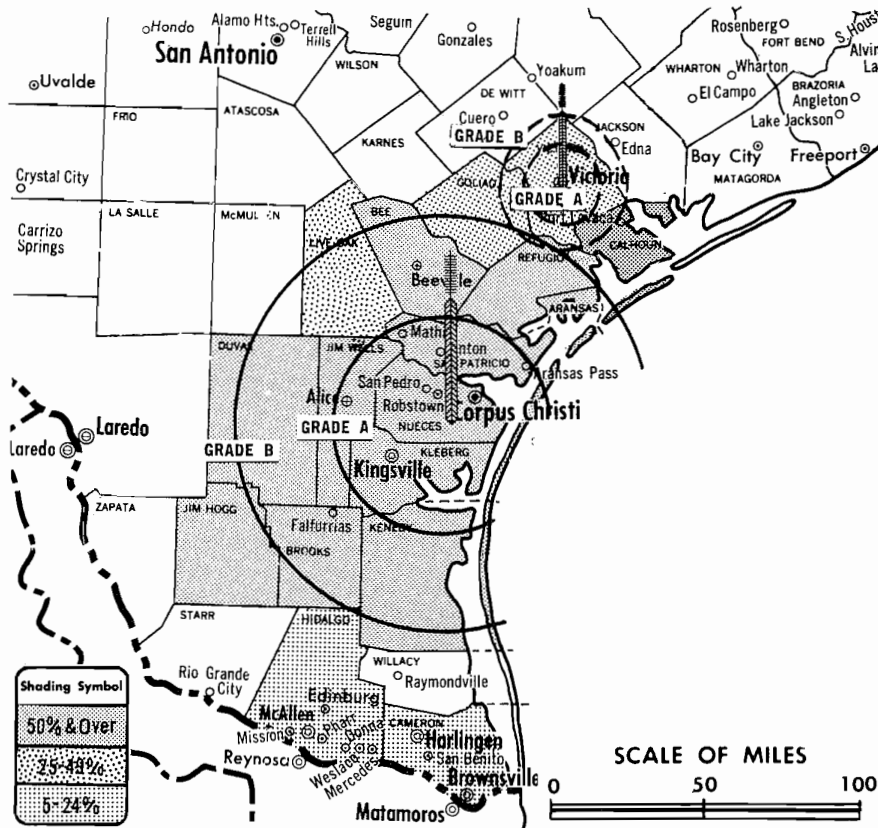
Total Households: © SRDS

Consumer Market Data as of 1/1/70.

TV Homes: TV% and Circulation

© 1969 American Research Bureau.

County coverage based on ARB study (see page 4-b).



KIII Ref: FCC File No. BMPCT—5945 Granted 11/7/63  
KXIX Ref: FCC File No. BMPCT—6871 Granted 11/19/68

© American Map Co., Inc., N.Y. No. 14244

## KIII

Licensee: South Texas Telecasting Co. Inc., 4750 S. Padre Island Dr.

Studio: Box 6669, S. Padre Island Dr. & Everhart Rd. (78411).

Telephone: 512-853-0433.

Ownership: Michael D. McKinnon, 26.72%; C. Dan McKinnon, 24.25%; Bernard Weinberg, 16%; Harold B. Garfield, 16%; Clinton D. McKinnon, 10.10%; 11 others, none with as much as 2%. South Texas Telecasting also owns KXIX (Ch. 19), Victoria, Tex.

Began Operation: May 4, 1964 on Ch. 3. Prior to transfer of control to Clinton D. McKinnon, station operated as KVDO-TV on Ch. 22 from June 9, 1954 until it left the air Aug. 19, 1957 and later was granted change to Ch. 3.

Represented (sales) by Blair Television.

Represented (legal) by Cohn & Marks.

Represented (engineering) by A. Earl Cullum Jr. Consulting Engineers.

Personnel:

MICHAEL D. MCKINNON, president & general manager.

W. G. HENEGER, auditor.

CARY FITCH, chief engineer.

JIM McELHANEY, program manager.

STEVE ARDEN, national sales manager.

JACK FARMER, local sales manager.

### DIGEST OF RATE CARD NO. 8

(Oct. 15, 1969)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. 10 Sec.  
Class AA—6:59-10 p.m., daily.

\$400.00 \$300.00 \$225.00 \$125.00 \$70.00 \$60.00 \$45.00

NETWORK BASE HOURLY RATE: \$350.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>TEXAS</b>				
	Aransas	2,800	2,700	95
	Bee	6,500	5,900	90
	Brooks	2,000	1,800	90
	Calhoun	5,000	4,500	91
	Duval	2,900	2,400	84
<b>50% &amp; Over</b>	Jim Hogg	1,300	1,100	84
	Jim Wells	10,800	9,700	90
	Kenedy	200	200	92
	Kleberg	9,600	8,900	93
	Nueces	72,400	68,100	94
	Refugio	3,400	3,200	94
	San Patricio	14,000	12,800	91
<b>Between 25-49%</b>				
	<b>TEXAS</b>			
	Live Oak	1,700	1,500	91
<b>Between 5-24%</b>				
	<b>TEXAS</b>			
	Cameron	41,000	38,100	93
	Goliad	1,500	1,300	87
	Hidalgo	47,700	43,700	92
	Victoria	17,600	15,900	91
<b>Station Totals</b>		<b>344,500</b>	<b>318,900</b>	<b>92</b>
Net Weekly Circulation (March 1969)				<b>123,160</b>
Average Daily Circulation (March 1969)				<b>77,517</b>

ARB Data: Figures do not include KXIX, Victoria since it was not in operation when the survey was made.

# Texas—Corpus Christi



**KRIS-TV**



Ch. 6

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 650-ft. above av. terrain, 683-ft. above ground, 748-ft. above sea level.

Latitude 27° 46' 46"  
Longitude 97° 37' 31"

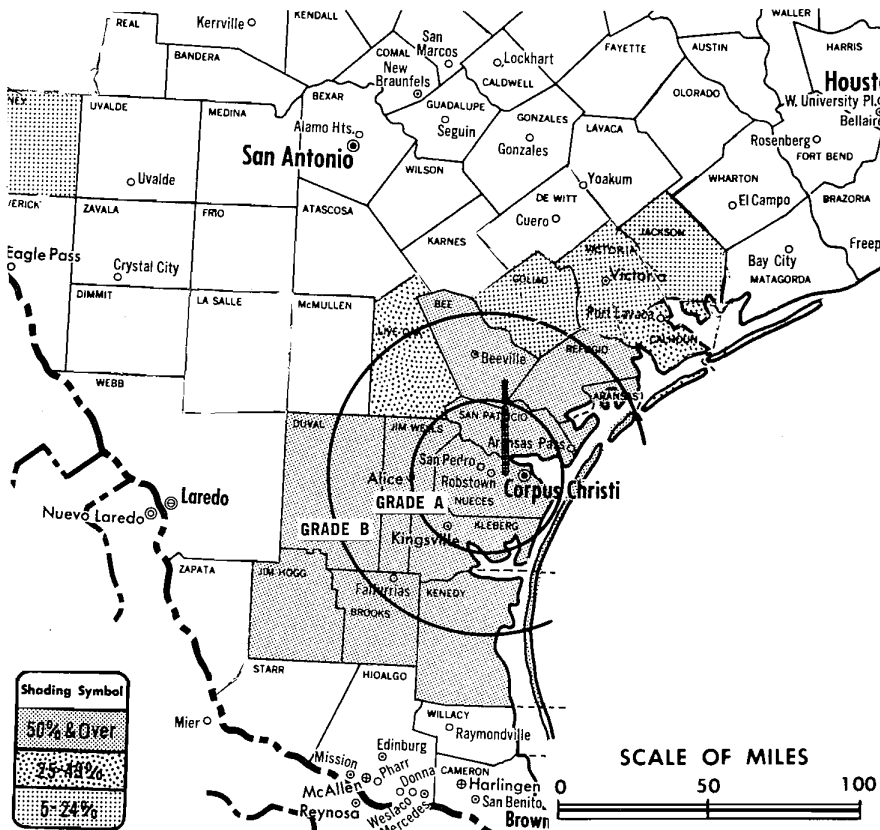
Transmitter: Near Robstown, Tex., 13.5-mi. W of Corpus Christi.

Studio: 409 South Staples (78401).

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.



Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).

KRIS-TV Ref: FCC File No. BPCT-723 Granted 12/7/65

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## KRIS-TV

Licensee: Gulf Coast Broadcasting Co., Box 840 (78403).

Telephone: 512-883-6511. TWX No.: 512-883-0965.

Ownership: T. Frank Smith, 100%.

Began Operation: May 25, 1956.

Represented (sales) by Peters, Griffin, Woodward Inc.

Represented (legal) by Theodore Baron.

Represented (engineering) by Cohen & Dippell.

### Personnel:

T. FRANK SMITH, president & general manager.  
W. M. (IKE) EIKNER, v.p. in charge of sales.  
VAN JOHNSON (Miss), v.p., natl. spot sales, station network clearance & film buyer.

T. FRANK SMITH JR., v.p.-asst. to president.  
CHARLES NETHERY, v.p. in charge of programs.  
BUCK JOHNSON, v.p. & chief studio engineer.  
RUEL SKINNER, chief transmitter engineer.

### DIGEST OF RATE CARD NO. 7—(Sept. 2, 1968)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	30 or 20 Sec.	10 Sec.
Class AA—6:31-9:59 p.m., daily.							
\$400.00	\$225.00	\$150.00				\$110.00	\$90.00 \$45.00

NETWORK BASE HOURLY RATE: \$385.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	TEXAS			
	Aransas	2,800	2,700	95
	Bee	6,500	5,900	90
	Brooks	2,000	1,800	90
	Duval	2,900	2,400	84
	Jim Hogg	1,300	1,100	84
	Jim Wells	10,800	9,700	90
	Kenedy	200	200	92
	Kleberg	9,600	8,900	93
	Nueces	72,400	68,100	94
Refugio	3,400	3,200	94	
San Patricio	14,000	12,800	91	
<b>Between 25-49%</b>	TEXAS			
	Calhoun	5,000	4,500	91
	Live Oak	1,700	1,500	91
<b>Between 5-24%</b>	TEXAS			
	Goliad	1,500	1,300	87
	Jackson	4,300	3,900	89
	Kinney	500	300	76
Victoria	17,600	15,900	91	
Station Totals		361,600	333,700	92
Net Weekly Circulation (March 1969)				121,938
Average Daily Circulation (March 1969)				84,079

# Texas—Corpus Christi



**KZTV**

Ch. 10



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, Tex.

Office: Show Room Bldg.

Telephone: 512-884-1616.

TV tape: Recording facilities.

AM Affiliate: KSIX, 1-kw, (.25-kw night), 1230 kHz (CBS).

Color: Network, live, film, slide & tape.

News Wire Service: AP.

Facsimile Service: AP.

News Film Service: CBS.

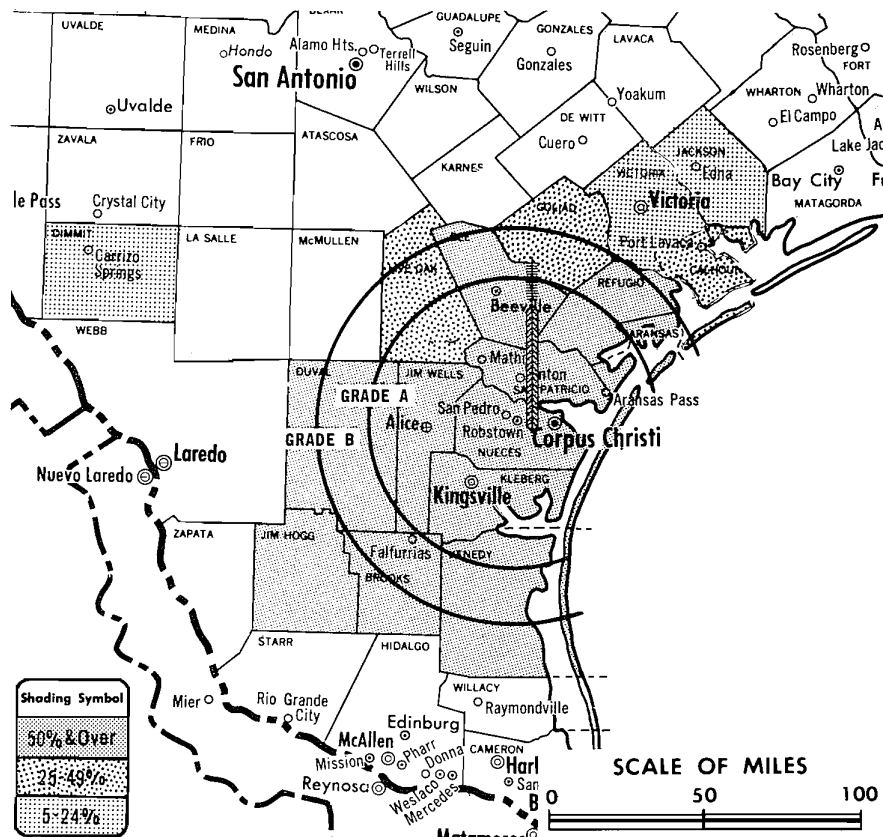
Total Households: © SRDS

Consumer Market Data as of 1/1/70.

TV Homes: TV% and Circulation

© 1969 American Research Bureau.

County coverage based on ARB study (see page 4-b).



KZTV Ref: FCC File No. BPCT-3299 Granted 3/17/64

©American Map Co., Inc., N.Y., No. 14244

## KZTV

Network Service: CBS.

Licensee: K-SIX Television Inc., Show Room Bldg.

Ownership: Corpus Christi Bcstg. Co. Inc. (KSIX), 54.266%; Vann M. Kennedy, pres., 10.4%; Guy I. Warren, v.p., 13.33%; Charles R. Manning, v.p., .66%; Cecil E. Burney, secy., 4.033%; Lillian R. Mahoney, treas.; remainder of stock held by 32 others, none with more than 3%. Kennedy owns 51%, Manning 12%, and Cecil E. Burney, 25% of KSIX. Firm also holds CP for KVTY, Ch. 13, Laredo, Tex.

Began Operation: Sept. 30, 1956.

Represented (sales) by H-R Television Inc.

Represented (legal) by McKenna & Wilkinson.

Personnel:

VANN M. KENNEDY, president, gen. mgr. & film buyer.  
BOB PAYNE, commercial manager.  
GENE LOOPER, program manager.  
DALE TAYLOR, chief engineer.

DIGEST OF RATE CARD NO. C-1—(Jan. 1, 1969)

Hour 30 Min. 15 Min. 5 Min. Min. 30 Sec. 20 Sec. 8 Sec.

Class A—7-10 p.m., daily.

\$400.00 \$220.00 \$150.00 \$115.00 Graded rates apply\*

\*Highest rate: \$140.

NETWORK BASE HOURLY RATE: \$375 (CBS).

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	TEXAS			
	Aransas	2,800	2,700	95
	Bee	6,500	5,900	90
	Brooks	2,000	1,800	90
	Duval	2,900	2,400	84
	Jim Hogg	1,300	1,100	84
	Jim Wells	10,800	9,700	90
	Kenedy	200	200	92
	Kleberg	9,600	8,900	93
	Nueces	72,400	68,100	94
Refugio	3,400	3,200	94	
San Patricio	14,000	12,800	91	
<b>Between 25-49%</b>	TEXAS			
	Calhoun	5,000	4,500	91
	Goliad	1,500	1,300	87
Live Oak	1,700	1,500	91	
<b>Between 5-24%</b>	TEXAS			
	Dimmit	2,100	1,700	79
	Jackson	4,300	3,900	89
Victoria	17,600	15,900	91	
Station Totals		440,600	409,700	93
Net Weekly Circulation (March 1969)			124,784	
Average Daily Circulation (March 1969)			93,954	

# Texas—Dallas-Fort Worth

## KDTV

Ch. 39

Technical Facilities: Channel No. 39 (620-626 MHz). Authorized power: 3090-kw max. & 1410-kw horizontal visual, 310-kw max. & 141-kw horizontal aural, using .8° electrical beam tilt. Antenna: 1690-ft. above av. terrain, 1535-ft. above ground, 2349-ft. above sea level.

Latitude 32° 35' 07"  
Longitude 96° 58' 06"

Transmitter: 1200 W. Beltline Rd.

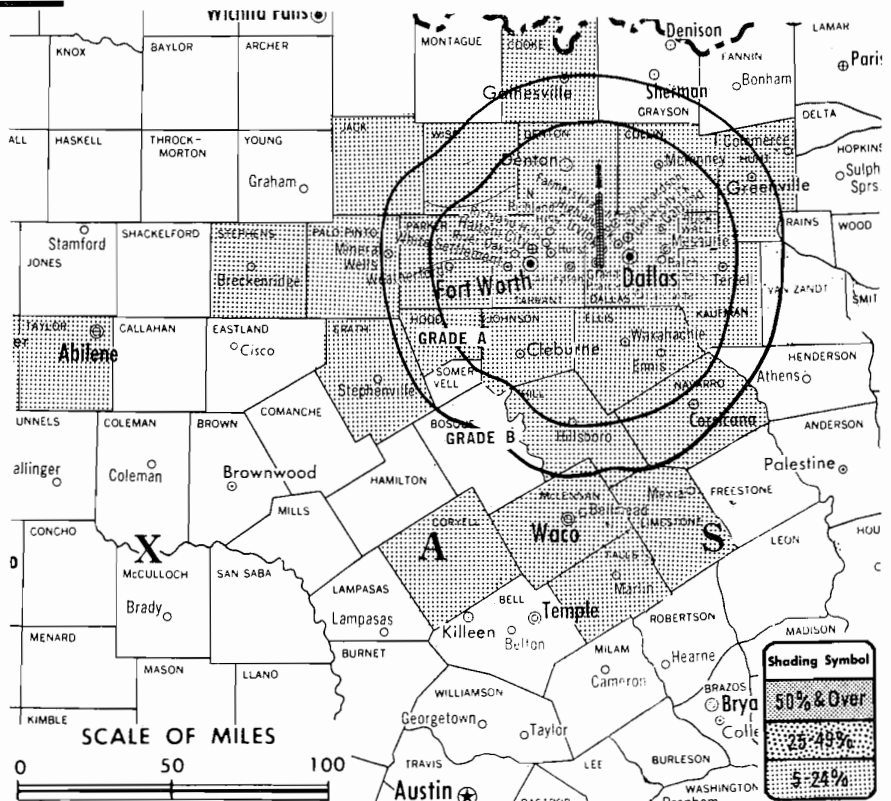
TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

Facsimile Service: UPI.

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).



KDTV Ref: FCC File No. BMPCT--6626 Granted 11/21/67

©American Map Co., Inc., N.Y., No. 1424

## KDTV

Network Service: None, independent.

Licensee: Doubleday Broadcasting Co. Inc., 277 Park Ave., New York, N.Y. (10017).

Studio: 3900 Harry Hines Blvd., Dallas (75219).

Telephone: 214-521-3900.

Ownership: See KROD-TV, El Paso.

Began Operation: Feb. 5, 1968.

Represented (sales) by Avco Radio TV Sales.

Personnel:

SHELDON K. TURNER, vice president & general manager.  
JOSEPH L. RYAN, sales manager.  
WILLIAM R. SCHOCK, director of engineering.  
ERIC NELSON, operations manager.

### DIGEST OF RATE CARD NO. 2 (Nov. 1, 1969)

Hour	30 Min.	15 Min.	Min.	30 or 20 Sec.	10 Sec.	
Class AA—6:30-10:30 p.m., daily.	\$500.00	\$300.00	\$200.00	\$125.00	\$75.00	\$60.00

*Hogan-Feldmann, Inc.*  
MEDIA BROKERS · CONSULTANTS  
4404 Riverside Drive, Box 1545  
Burbank, California 91505  
Area Code 213 849-3201

Net Weekly Circulation	State County	Total Households	TV Homes	%
Between 5-24%	OKLAHOMA			
	Carter	13,400	12,500	94
	TEXAS			
	Collin	18,300	17,200	94
	Cooke	7,900	7,400	94
	Coryell	7,800	7,400	95
	Dallas	406,100	391,200	96
	Denton	22,100	21,000	95
	Ellis	14,700	13,800	94
	Erath	5,900	5,600	95
	Falls	6,200	5,700	91
	Franklin	1,200	1,100	89
	Hill	6,300	5,800	93
	Hood	2,000	1,900	94
	Howard	15,600	15,100	97
	Hunt	12,600	11,700	93
	Jack	2,300	2,200	95
	Johnson	14,800	14,100	95
	Kaufman	8,700	8,000	92
	Limestone	5,100	4,600	89
Mc Lennan	54,000	51,200	95	
Navarro	10,500	9,500	91	
Nolan	6,200	5,900	95	
Palo Pinto	8,600	7,900	92	
Parker	8,300	7,800	95	
Rockwall	2,300	2,100	92	
Stephens	3,200	2,900	91	
Tarrant	208,100	200,300	96	
Taylor	39,700	38,000	96	
Titus	5,700	5,100	91	
Wise	6,300	6,000	95	
Station Totals		1,075,700	1,026,500	95
Net Weekly Circulation (March 1969)				114,183
Average Daily Circulation (March 1969)				31,678

# Texas—Dallas-Fort Worth

## KMEC-TV

(Off air Oct. 25, 1968)

Ch. 33

Technical Facilities: Channel No. 33 (584-590 MHz). Authorized power: 2240-kw max. & 1000-kw horizontal visual, 229-kw max. & 100-kw horizontal aural. Antenna: 851-ft. above av. terrain, 697-ft. above ground, 1497-ft. above sea level.

Latitude 32° 34' 55"  
Longitude 96° 58' 32"

Holds CP for change to 2240-kw max. & 795-kw horizontal visual, 224-kw max. & 79.5-kw horizontal aural, 1685-ft. above av. terrain, 1555-ft. above ground, 2345-ft. above sea level. BPCT—4170.

Requests 1359-kw max. & 341-kw horizontal visual, 136-kw max. & 34.1-kw horizontal aural. BMPCT—7148.

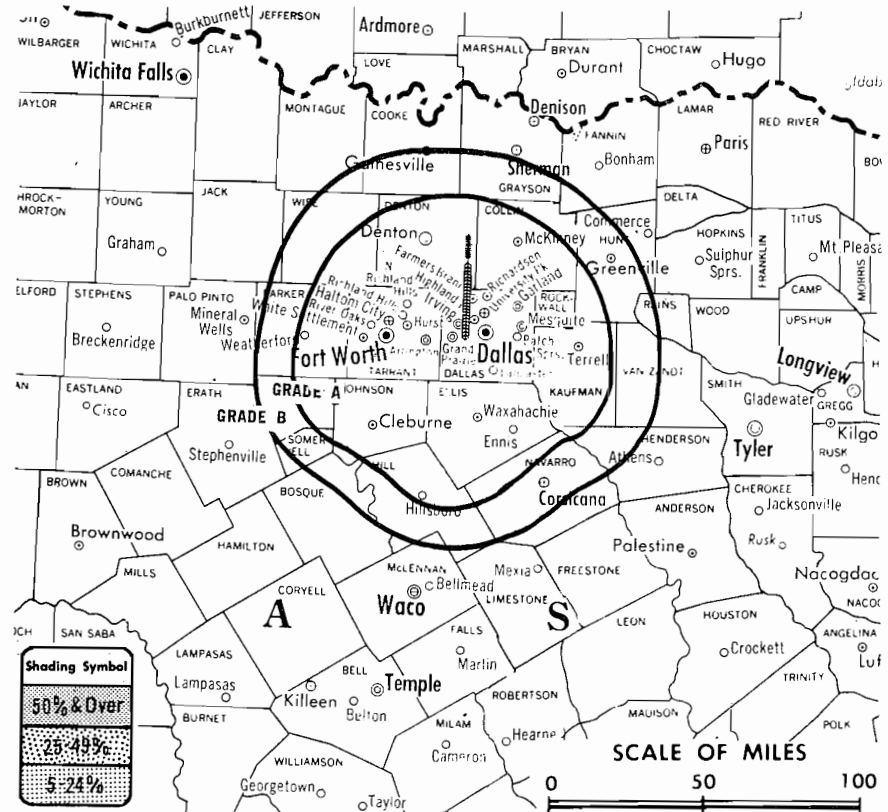
Transmitter: Belt Line Rd., Cedar Hill.

TV tape: Recording facilities.

Color: Live, film, slide & tape.

News Wire Service: AP.

Facsimile Service: AP.



KMEC-TV Ref: FCC File No. BPCT—4170 Granted 4/2/69

©American Map Co., Inc., N.Y., No. 14244

## KMEC-TV

Network Service: None, independent.

Grantee: Evans Broadcasting Corp. of Texas, 7901 Carpenter Freeway, Dallas, Tex. (75247).

Studio: 7901 Carpenter Freeway, Dallas.

Telephone: 214-638-1668.

Ownership: Edward P. Evans, pres; Thomas E. Carroll, exec. v.p.; Jack Petrik, v.p.; James H. Fraser, secy.-treas.; T. M. Evans Jr., dir.; Thomas Mellon Evans, dir., 100%. Evans Bcstg. also owns KDNL-TV, St. Louis, Mo.

Began Operation: Oct. 1, 1967. Left air Oct. 25, 1968. Sale to present owner by Maxwell Electronics Corp. approved by FCC April 3, 1969.

Represented (legal) by Keller & Heckman.

Represented (engineering) by James T. Maxwell.

Represented (sales) by National Television Sales.

Personnel:

CARROLL MAXWELL JR., general manager.

### DIGEST OF RATE CARD NO. 1

(Oct. 1, 1967)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AA—5-10 p.m., daily.	\$360.00	\$225.00	\$129.00	\$75.00	\$60.00	\$48.00

ARB Data: Not available



# Texas—Dallas-Ft. Worth



**KRLD-TV**



Ch. 4

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1685-ft. above av. terrain, 1521-ft. above ground, 2349-ft. above sea level.

Latitude 32° 35' 17"  
Longitude 96° 58' 34"

Transmitter: 1-mi. W of Cedar Hill, Tex.

Studio: 400 N. Griffin (75202).

TV tape: Recording facilities.

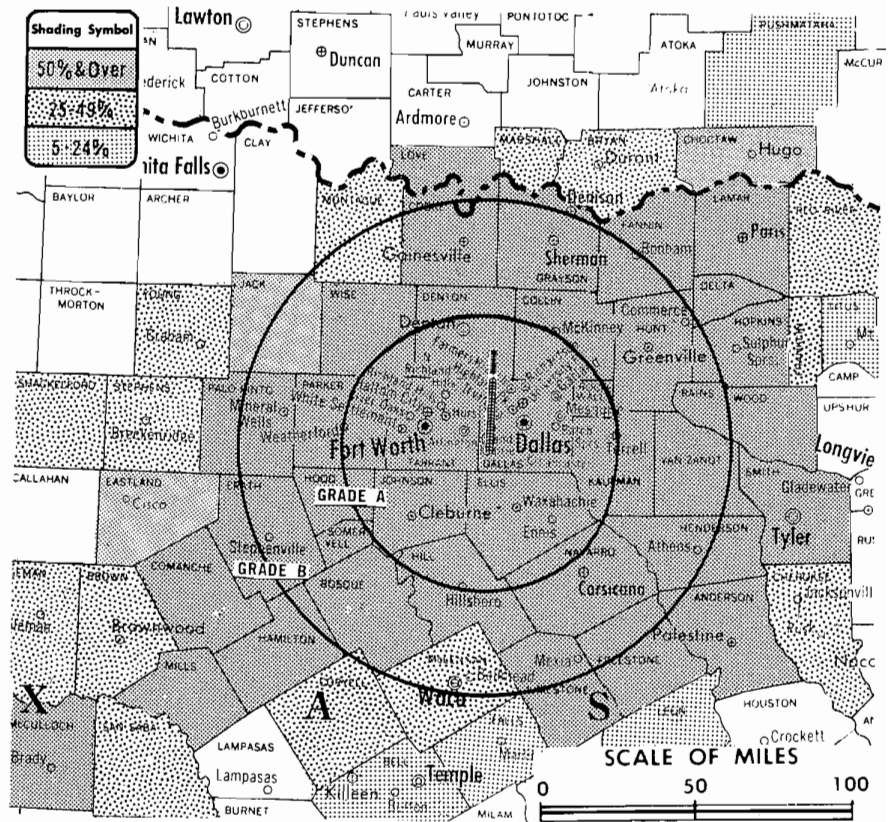
AM Affiliate: KRLD, 50-kw, 1080 kHz (CBS).

FM Affiliate: KRLD-FM, 100-kw, 92.5 MHz (No. 223), 1680-ft. antenna height.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV % and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).



KRLD-TV Ref: FCC File No. BPCT-1857 Granted 4/2/54

©American Map Co., Inc., N.Y., No. 14244

## KRLD-TV

Licensee: Times Herald Printing Co., Herald Square, Dallas.

Telephone: 214-742-5711. TWX No.: 214-899-8072.

Ownership: Same as Dallas Times-Herald; Clyde W. Rembert, pres.  
Note: Sale to Times Mirror Co. pends (Television Digest, Vol. 9:38).

Began Operation: Dec. 3, 1949.

Represented (sales) by H-R Television Inc.

Represented (legal) by Pittman, Lovett, Ford, Hennessey & White.

Represented (engineering) by Lohnes & Culver.

Personnel:

- CLYDE W. REMBERT, president & managing director.
- VES BOX, v.p. & general manager.
- BILL BAKER, v.p., asst. general manager.
- GENE CUNY, general sales manager.
- BILL SELAH, local sales manager.
- FRITZ KULER, program manager.
- NEVIN LYERLY, operations director.
- JERRY PARK, promotion manager.
- EDDIE BARKER, news director.
- NICK MUELLER, manager film dept.
- WILLIAM B. HONEYCUTT, chief engineer.

DIGEST OF RATE CARD NO. G-1—(Sept. 23, 1968)

Hour	30 Min.	15 Min.	5 Min.	Min. or 40 Sec.	20 Sec.	10 Sec.
Class AAA—6:30-10 p.m., daily.	\$2300.00	\$1380.00	\$920.00	\$690.00	Graded rates apply*	

\*Highest rate: \$1586.

NETWORK BASE HOURLY RATE: \$1950.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	OKLAHOMA			
	Choctaw	3,900	3,200	83
	Love	1,200	1,100	91

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>TEXAS</b>				
	Anderson	9,600	8,700	91
	Bosque	3,500	3,300	92
	Collin	18,300	17,200	94
	Comanche	3,000	2,600	87
	Cooke	7,900	7,400	94
	Dallas	406,100	391,200	96
	Delta	1,200	1,000	89
	Denton	22,100	21,000	95
	Eastland	5,900	5,400	91
	Ellis	14,700	13,800	94
	Erath	5,900	5,600	95
	Fannin	8,600	7,700	90
	Freestone	3,200	2,800	88
	Grayson	26,200	24,600	94
	Hamilton	2,300	2,100	90
	Henderson	6,700	6,000	91
	Hill	6,300	5,800	93
	Hood	2,000	1,900	94
	Hopkins	5,200	4,700	91
	Hunt	12,600	11,700	93
	Jack	2,300	2,200	95
	Johnson	14,800	14,100	95
	Kaufman	8,700	8,000	92
	Lamar	9,400	7,900	84
	Limestone	5,100	4,600	89
	Mc Culloch	2,100	1,800	84
	Mills	1,000	800	88
	Navarro	10,500	9,500	91
	Palo Pinto	8,600	7,900	92
	Parker	8,300	7,800	95
	Rains	700	600	91
	Rockwall	2,300	2,100	92
	Smith	31,300	29,200	93
	Somervell	1,000	900	94
	Tarrant	208,100	200,300	96
	Van Zandt	6,000	5,400	91

(Continued on page 753-b)

Station Totals	1,314,500	1,244,300	94
Net Weekly Circulation (March 1969)			870,899
Average Daily Circulation (March 1969)			589,647

# Texas—Dallas-Ft. Worth



**WFAA-TV**



Ch. 8

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 316-kw visual, 30.2-kw aural. Antenna: 1680-ft. above av. terrain, 1521-ft. above ground, 2349-ft. above sea level.

Latitude 32° 35' 17"  
Longitude 96° 58' 34"

Transmitter: 1-mi. W of Cedar Hill, Tex.

TV tape: Recording facilities.

AM Affiliate: WFAA, 50-kw, 820 kHz (NBC) and 5-kw, 570 kHz (ABC). Shares time on both frequencies with WBAP, Ft. Worth.

FM Affiliate: WFAA-FM, 57-kw, 97.9 MHz (No. 250), 1680-ft.

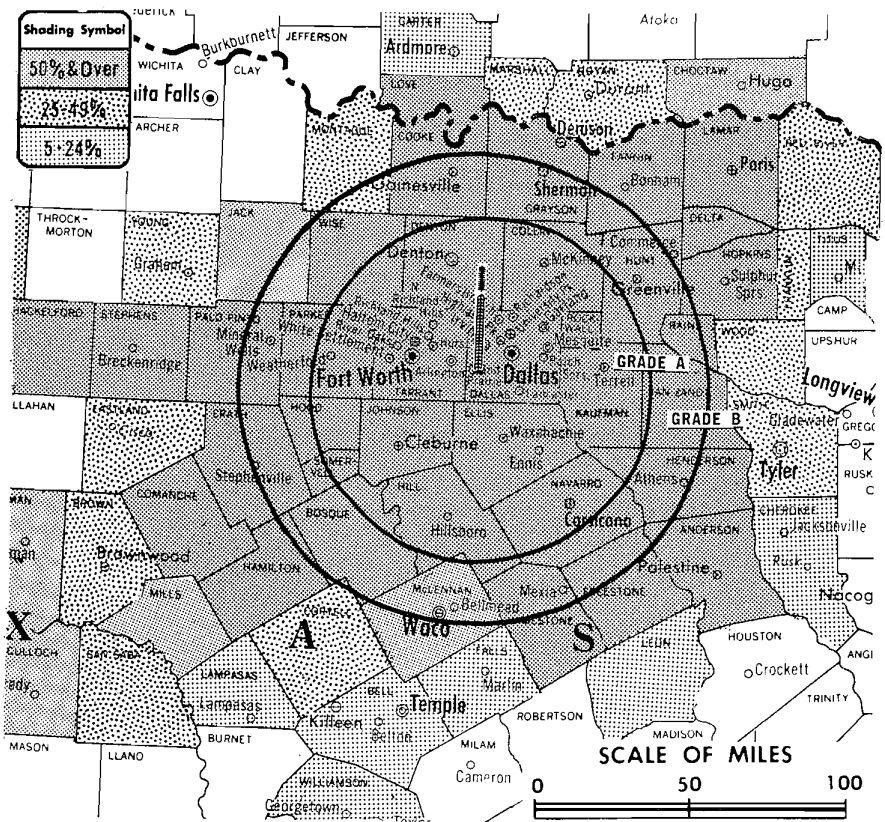
Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

Facsimile Service: AP.

Represented (engineering) by A. Earl Cullum Jr. Consulting Engineers.

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).



WFAA-TV Ref: FCC File No. BMPCT-2019 Granted 11/18/64

©American Map Co., Inc., N.Y., No. 14244

## WFAA-TV

Licensee: A. H. Belo Corp., Communications Center, Dallas, Tex. (75202).

Studio: Communications Center.

Telephone: 214-748-9631. TWX No.: 214-899-8413.

Ownership: Same as Dallas Morning News; Joseph M. Dealey, pres. A. H. Belo Corp. also owns KFDM-TV, Beaumont, Tex.

Began Operation: Sept. 17, 1949 as KBTW. Sold to present licensee February 1950 (Television Digest, Vol. 6:4, 11).

Represented (sales) by Edward Petry & Co. Inc.

Represented (legal) by Dempsey & Koplovitz.

Personnel:

MIKE SHAPIRO, general manager, TV-radio.  
J. C. HAUSER JR., station manager.  
WARD HUEY, general sales manager.  
HAL MAYFIELD, national sales manager.  
DOVE LANE, local sales manager.  
BOB TURNER, production & operations manager.  
JIM PRATT, promotion manager.  
TRAVIS LINN, news manager.  
ROSSER McDONALD, special projects director.  
CHRIS IRBY, chief engineer.

### DIGEST OF RATE CARD NO. 6—(Sept. 22, 1969)

Hour	30 Min.	15 Min.	5 Min.	Min. or 40 Sec.	20 Sec.	8 Sec.
Class AA—6:30-10 p.m., daily.	\$2000.00	\$1200.00	\$800.00	\$600.00	Graded rates apply*	

\*Highest rate: \$1094.

NETWORK BASE HOURLY RATE: \$1600.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	OKLAHOMA			
	Choctaw	3,900	3,200	83
	Love	1,200	1,100	91

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>TEXAS</b>				
	Anderson	9,600	8,700	91
	Bosque	3,500	3,300	92
	Coleman	3,500	3,300	94
	Collin	18,300	17,200	94
	Comanche	3,000	2,600	87
	Cooke	7,900	7,400	94
	Dallas	406,100	391,200	96
	Delta	1,200	1,000	89
	Denton	22,100	21,000	95
	Ellis	14,700	13,800	94
	Erath	5,900	5,600	95
	Fannin	8,600	7,700	90
	Freestone	3,200	2,800	88
	Grayson	26,200	24,600	94
	Hamilton	2,300	2,100	90
	Henderson	6,700	6,000	91
	Hill	6,300	5,800	93
	Hood	2,000	1,900	94
	Hopkins	5,200	4,700	91
	Hunt	12,600	11,700	93
	Jack	2,300	2,200	95
	Johnson	14,800	14,100	95
	Kaufman	8,700	8,000	92
	Lamar	9,400	7,900	84
	Limestone	5,100	4,600	89
	Mc Culloch	2,100	1,800	84
	Mc Lennan	54,000	51,200	95
	Mills	1,000	800	88
	Navarro	10,500	9,500	91
	Palo Pinto	8,600	7,900	92
	Parker	8,300	7,800	95
	Rains	700	600	91
	Rockwall	2,300	2,100	92
	Shackelford	800	800	92
	Somervell	1,000	900	94
	Stephens	3,200	2,900	91
	Tarrant	208,100	200,300	96
	Van Zandt	6,000	5,400	91
	Wise	6,300	6,000	95

50% & Over

(Continued on next page)

Station Totals	1,411,800	1,336,200	95
Net Weekly Circulation (March 1969)			885,985
Average Daily Circulation (March 1969)			549,160

**KGNC-TV, Amarillo**  
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>Between 5-24%</b>	KANSAS			
	Morton	1,100	1,000	93
	NEW MEXICO			
	Colfax	3,400	2,900	87
	OKLAHOMA			
	Beaver	2,300	2,100	93
	Ellis	1,200	1,000	85
	Roger Mills	1,000	900	88
	TEXAS			
	Floyd	4,300	4,100	96
	Hale	13,500	12,700	95
Hardeman	2,200	1,900	91	
Motley	400	300	83	

**KVII-TV, Amarillo**  
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>Between 5-24%</b>	NEW MEXICO			
	Roosevelt	4,900	4,500	93
	OKLAHOMA			
	Beaver	2,300	2,100	93
	Ellis	1,200	1,000	85
	Roger Mills	1,000	900	88
	TEXAS			
	Floyd	4,300	4,100	96
	Hale	13,500	12,700	95

**KRLD-TV, Dallas**  
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>50% &amp; Over</b>	TEXAS—(Continued)			
	Wise	6,300	6,000	95
	Wood	4,800	4,400	92
<b>Between 25-49%</b>	OKLAHOMA			
	Bryan	7,500	6,700	90
	Marshall	2,200	2,100	94
	TEXAS			
	Brown	10,800	9,600	89
	Cherokee	8,900	7,900	89
	Coleman	3,500	3,300	94
	Coryell	7,800	7,400	95
	Franklin	1,200	1,100	89
	Mc Lennan	54,000	51,200	95
	Montague	4,700	4,400	94
	Red River	3,600	3,100	85
	San Saba	1,300	1,100	90
	Shackelford	800	800	92
Stephens	3,200	2,900	91	
Young	5,200	4,900	94	
<b>Between 5-24%</b>	OKLAHOMA			
	Pushmataha	2,200	1,900	86
	TEXAS			
	Bell	35,700	34,000	95
	Falls	6,200	5,700	91
	Fisher	3,100	2,900	92
	Leon	2,500	2,100	83
	Mitchell	2,600	2,400	93
	Nolan	6,200	5,900	95
	Scurry	5,500	5,200	94
	Taylor	39,700	38,000	96
	Titus	5,700	5,100	91

**Texas**

**WFAA-TV, Dallas**  
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%	
<b>Between 25-49%</b>	OKLAHOMA				
	Bryan	7,500	6,700	90	
	Marshall	2,200	2,100	94	
	TEXAS				
	Brown	10,800	9,600	89	
	Coryell	7,800	7,400	95	
	Eastland	5,900	5,400	91	
	Franklin	1,200	1,100	89	
	Menard	700	500	74	
	Montague	4,700	4,400	94	
	Nolan	6,200	5,900	95	
	Red River	3,600	3,100	85	
	San Saba	1,300	1,100	90	
	Smith	31,300	29,200	93	
	Tom Green	23,700	22,400	95	
	Wood	4,800	4,400	92	
	Young	5,200	4,900	94	
	<b>Between 5-24%</b>	NEW MEXICO			
		Lea South	12,100	11,400	94
	<b>Between 5-24%</b>	OKLAHOMA			
		Carter	13,400	12,500	94
	<b>Between 5-24%</b>	TEXAS			
		Bell	35,700	34,000	95
		Cherokee	8,900	7,900	89
		Falls	6,200	5,700	91
		Fisher	3,100	2,900	92
		Garza	2,000	1,900	94
		Hale	13,500	12,700	95
		Haskell	3,000	2,800	92
		Howard	15,600	15,100	97
		Jones	7,300	6,900	95
		Lampasas	2,900	2,700	94
		Leon	2,500	2,100	83
		Lubbock	58,500	56,100	96
Mitchell		2,600	2,400	93	
Scurry		5,500	5,200	94	
Taylor		39,700	38,000	96	
Titus		5,700	5,100	91	
Williamson	10,200	9,400	92		

**KFDA-TV, Amarillo**  
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>Between 25-49%</b>	OKLAHOMA			
	Beckham	5,400	4,900	90
	Ellis	1,200	1,000	85
	Washita	6,400	6,100	95
<b>Between 5-24%</b>	TEXAS			
	Cottle	500	400	89
<b>Between 5-24%</b>	KANSAS			
	Morton	1,100	1,000	93
	NEW MEXICO			
	Harding	400	300	79
	OKLAHOMA			
	Beaver	2,300	2,100	93
	Custer	7,700	7,200	93
	Dewey	1,400	1,300	90
	TEXAS			
	Cochran	1,800	1,700	94
	Floyd	4,300	4,100	96
Hale	13,500	12,700	95	
Hardeman	2,200	1,900	91	
Lamb	7,400	7,100	95	
Lubbock	58,500	56,100	96	
Motley	400	300	83	

# Texas—El Paso



**KELP-TV**

Ch. 13

[Operates satellite KAVE-TV Carlsbad, N.M.]

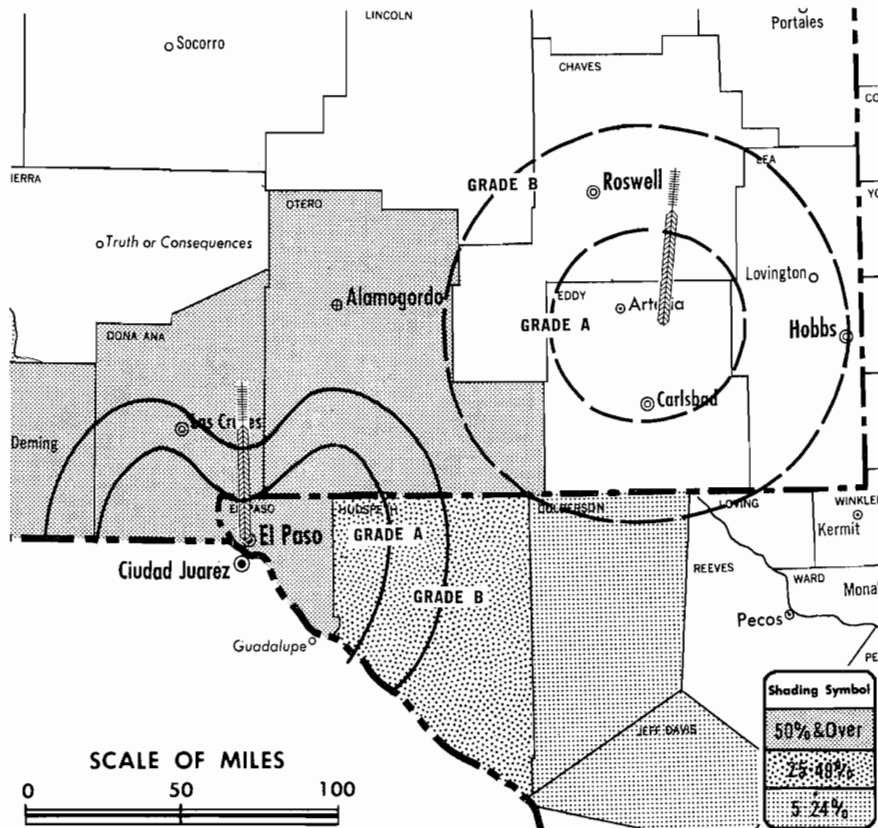
Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 209-kw visual, 20.9-kw aural. Antenna: 820-ft. above av. terrain, 289-ft. above ground, 4909-ft. above sea level.

Latitude 31° 47' 17"  
Longitude 106° 28' 46"

Transmitter: S slope of Comanche Peak, .4-mi. N of Scenic Dr. near El Paso.

AM Affiliate: KELP, 1-kw (.5-kw night), 920 kHz.

Color: Network, live, film, slide & tape.



Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).

KELP-TV Ref: FCC File No. BPCT—2762 Granted 4/9/60

©American Map Co., Inc., N.Y., No. 14244

## KELP-TV

Licensee: Walton Enterprises Inc., Box 12277 (79912).

Studio: 5 Executive Center Blvd. (79902).

Telephone: 915-533-5911.

Ownership: John B. Walton Jr., 100%. He also owns KAVE-TV, Carlsbad, N.M. and radios KELP, El Paso; KVOD, Albuquerque, N.M.; KIKX, Tucson, Ariz.; KDJW & FM, Amarillo; KBUY & FM, Fort Worth.

Began Operation: Sept. 1, 1956. Sale to present owner by Joseph Harris & Norman Alexander approved Jan. 19, 1966 by FCC (Television Digest, Vol. 6:4). Sale to Harris & Alexander by McLendon Investment Corp. approved March 20, 1957 (Vol. 13:12).

Represented (sales) by Jack Masla & Co.

Represented (legal) by Cohn & Marks.

Represented (engineering) by James C. McNary.

Personnel:

GENE ROTH, general manager & film buyer.  
WELDON DONALDSON, sales manager.  
DEAN BYRNE, operations manager.  
MICHAEL GAGLIO, chief engineer.

### DIGEST OF RATE CARD NO. 2 (May 1, 1967)

Hour	30 Min.	15 Min.	5 Min.	Min.	30 Sec.	20 Sec.	
Class AA—7-9:30 p.m., daily.	\$400.00	\$240.00	\$160.00	\$120.00	\$110.00	\$95.00	\$80.00

NETWORK BASE HOURLY RATE: \$200.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	NEW MEXICO			
	Dona Ana	18,000	16,500	92
	Luna	3,000	2,700	91
	Otero	11,700	11,000	94
	TEXAS			
	El Paso	102,900	98,400	96
<b>Between 25-49%</b>	TEXAS			
	Hudspeth	400	400	83
<b>Between 5-24%</b>	NEW MEXICO			
	Grant	5,000	4,400	88
	TEXAS			
	Culberson	900	800	88
	Jeff Davis	500	400	79
Station Totals		159,200	150,400	94
Net Weekly Circulation (March 1969)				115,037
Average Daily Circulation (March 1969)				66,721

For Index to Contents  
See Services Volume

# Texas—El Paso



**KROD-TV**



Ch. 4

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 61.7-kw visual, 6.76-kw aural. Antenna: 1150-ft. above av. terrain, 285-ft. above ground, 5285-ft. above sea level.

Latitude 31° 47' 34"  
Longitude 106° 28' 47"

Transmitter: Atop Mount Franklin.

TV tape: Recording facilities.

AM Affiliate: KROD, 5-kw, 600 kHz.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

News Film Service: CBS.

Facsimile Service: UPI.

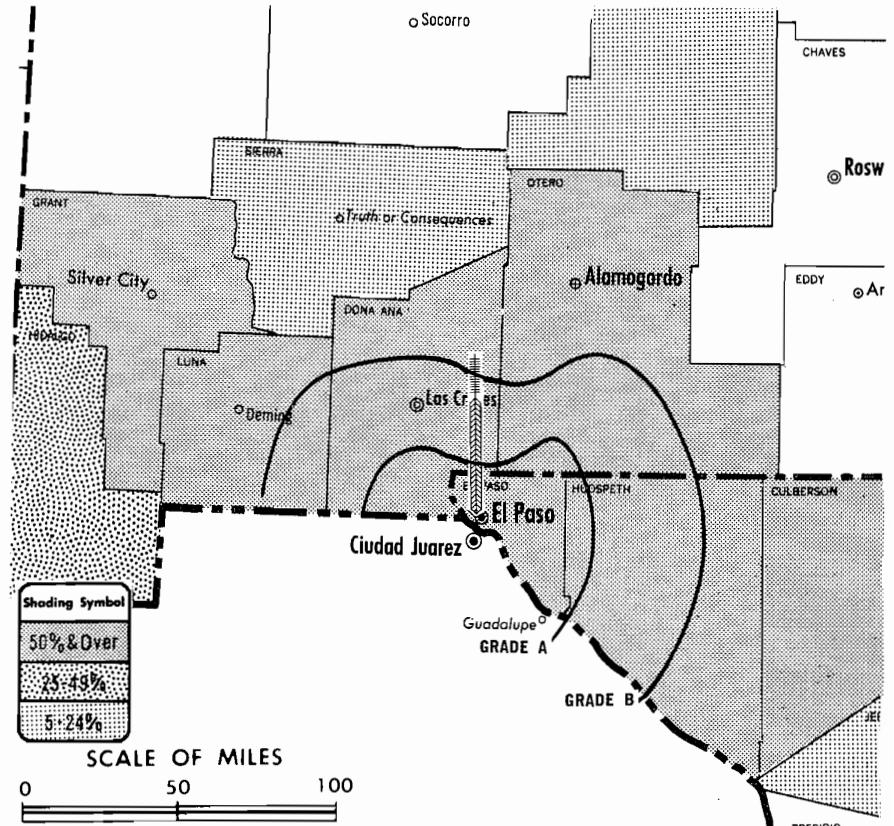
Total Households: © SRDS

Consumer Market Data as of 1/1/70.

TV Homes: TV% and Circulation

© 1969 American Research Bureau.

County coverage based on ARB study (see page 4-b).



KROD-TV Ref: FCC File No. BPCP-673 Granted 7/30/52

©American Map Co., Inc., N.Y., No. 1424\*

## KROD-TV

Licensee: Doubleday Broadcasting Co. Inc., 2201 Wyoming Ave., El Paso, Tex. (79903).

Studio: 2201 Wyoming Ave. (79903).

Telephone: 915-532-6551.

TWX No.: 910-964-1323.

Ownership: Doubleday also owns KOSA-TV, Odessa, Tex.; KDTV, Dallas; radios KRNO, San Bernardino, Cal.; KHOW, Denver, Colo.; KITE, Terrell Hills, Tex. (KITE-FM, San Antonio); KDEF & FM, Albuquerque, N.M., KMYR(FM), Denver and KROD, El Paso, Tex. Officers: David G. Scribner, pres.; Nelson Doubleday, chmn. of bd.

Began Operation: Dec. 14, 1952. Sale of Trigg-Vaughn station group to present owner approved Feb. 1, 1967 (Television Digest, Vol. 6:44, 7:6). Sale of KROD-TV & AM to Trigg-Vaughn interests by Dorrance Roderick and family, publisher of El Paso Times, approved Oct. 29, 1959 by FCC (Vol. 15:36, 44).

Represented (sales) by H-R Television Inc.

Represented (legal) by Haley, Bader & Potts.

Personnel:

DAVID G. SCRIBNER, president.  
ED SLEIGH, general manager.  
MARLIN HAINES, program manager.  
SAM KOBREN, national sales manager.  
FRANK JORDAN, chief engineer.

### DIGEST OF RATE CARD NO. 3—(Sept. 22, 1969)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.  
Class A—6-10 p.m., Mon.-Sat.; 6-11 p.m., Sun.  
\$495.00 \$297.00 \$198.00 \$145.00 Graded rates apply\*

\*Highest rate: \$144.

NETWORK BASE HOURLY RATE: \$425.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	NEW MEXICO			
	Dona Ana	18,000	16,500	92
	Grant	5,000	4,400	88
	Luna	3,000	2,700	91
	Otero	11,700	11,000	94
<b>Between 25-49%</b>	TEXAS			
	Culberson	900	800	88
	El Paso	102,900	98,400	96
<b>Between 5-24%</b>	Hudspeth	400	400	83
	NEW MEXICO			
	Hidalgo	1,300	1,100	86
	NEW MEXICO			
Lincoln	2,300	2,100	90	
Sierra	2,500	2,100	86	
TEXAS				
Jeff Davis	500	400	79	
Station Totals		153,200	144,400	94
Net Weekly Circulation (March 1969)				129,574
Average Daily Circulation (March 1969)				98,936

# Texas—El Paso



**KTSM-TV**



Ch. 9

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 87.1-kw visual, 17.4-kw aural. Antenna: 1910-ft. above av. terrain, 370-ft. above ground, 5993-ft. above sea level.

Latitude 31° 48' 18.5"  
Longitude 106° 28' 57.0"

Transmitter: Ranger Peak, Franklin Mts., 1-mi. NW of El Paso.

TV tape: Recording facilities.

AM Affiliate: KTSM, 5-kw, (.5-kw night), 1380 kHz (NBC).

FM Affiliate: KTSM-FM, 27-kw, 99.9 MHz (No. 260), 1860-ft.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

News Film Service: NBC.

Facsimile Service: AP.

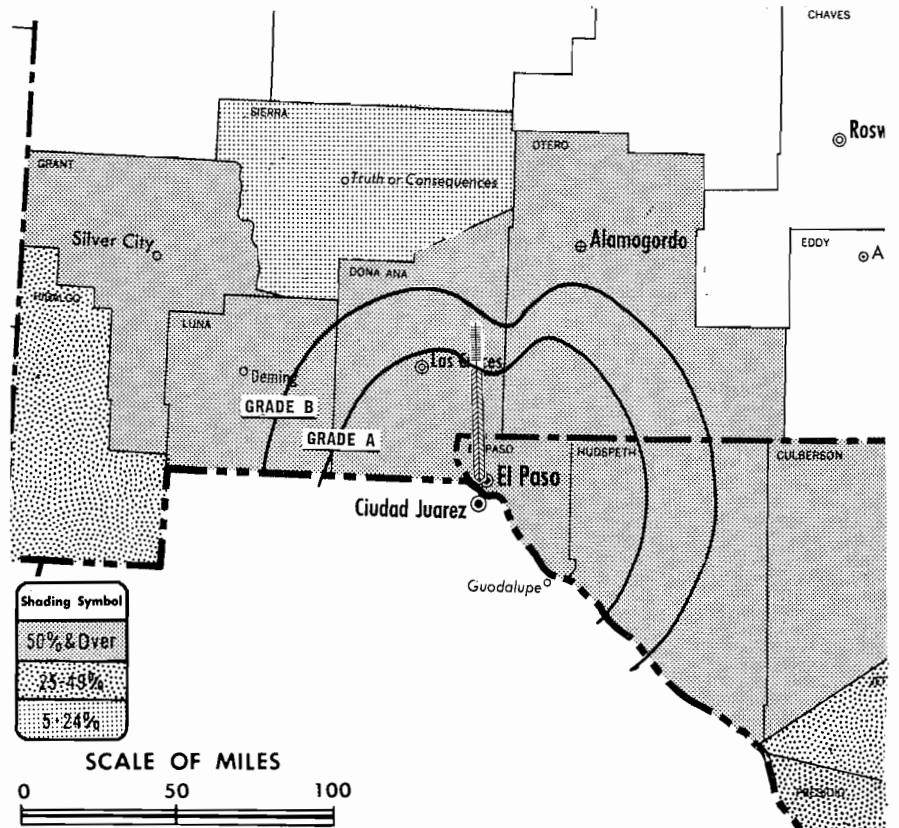
Total Households: © SRDS

Consumer Market Data as of 1/1/70.

TV Homes: TV% and Circulation

© 1969 American Research Bureau.

County coverage based on ARB study (see page 4-b).



KTSM-TV Ref: FCC File No. BNPCT-5252 Granted 2/9/69

©American Map Co., Inc., N.Y., No. 14244

## KTSM-TV

Licensee: Tri-State Broadcasting Co. Inc., 801 N. Oregon St.

Studio: 801 N. Oregon St. (79902).

Telephone: 915-532-5423.

TWX No.: 915-544-1963.

Ownership: Karl O. Wyler, pres., 55%; Karl O. Wyler Jr., 30%; F. L. Koons, 10%; W. C. Bailey, 5%; Jack Rye, exec. v.p. & treas.

Began Operation: Jan. 4, 1953.

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by Wilner, Scheiner & Greeley.

Represented (engineering) by George P. Adair Engineering Co.

Personnel:

KARL O. WYLER, president & general manager.  
JACK RYE, executive vice president & treasurer.  
KENNETH R. WALTON, program operations manager.  
TED BENDER, director of public affairs.  
JACK DeVORE, news director.  
W. T. MCGILL, vice president & chief engineer.  
JOHN PHELAN, vice president & sales manager.

### DIGEST OF RATE CARD NO. 13 (June 1, 1969)

Hour	30 Min.	15 Min.	5 Min.	30 Sec.	20 Sec.	ID	
Class AA—6:30-10 p.m. daily.	\$500.00	\$300.00	\$200.00	\$150.00	\$125.00	\$100.00	\$62.00
NETWORK BASE HOURLY RATE: \$425.							

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	NEW MEXICO			
	Dona Ana	18,000	16,500	92
	Grant	5,000	4,400	88
	Luna	3,000	2,700	91
	Otero	11,700	11,000	94
<b>Between 25-49%</b>	TEXAS			
	Brewster	1,300	1,100	83
	Culberson	900	800	88
	El Paso	102,900	98,400	96
	Hudspeth	400	400	83
<b>Between 5-24%</b>	NEW MEXICO			
	Hidalgo	1,300	1,100	86
	TEXAS			
Jeff Davis	500	400	79	
Presidio	1,600	1,300	79	
<b>Station Totals</b>		149,100	140,200	94
<b>Net Weekly Circulation (March 1969)</b>			132,504	
<b>Average Daily Circulation (March 1969)</b>			100,181	

For Color Set Penetration by Markets  
see Services Volume.

# Texas—El Paso (Juarez, Mexico)

## XEJ-TV

Ch. 5

[Spanish-language outlet]

**Technical Facilities:** Channel No. 5 (76-82 MHz). Authorized power: 18-kw visual, 9-kw aural. Note: Additional data unavailable.

**Transmitter:** Penon Mountain.

**Studio:** Edificio XEJ, Apartado 271, Juarez, Mexico.

**AM Affiliate:** XEJ, 10-kw (5-kw night), 970 kHz.

## XEPM-TV

Ch. 2

[Spanish-language outlet]

**Technical Facilities:** Channel No. 2 (54-60 MHz). Authorized power: 6.3-kw visual, 3.15-kw aural. Antenna: 1150-ft. above av. terrain.

**Note:** Additional data unavailable.

## XEJ-TV

**Network Service:** None, independent Spanish-language outlet.

**Licensee:** Television de la Frontera, S.A., Box 9555, El Paso, Tex.

**Telephones:** JUA. 2-2910, 2-2911, 2-0248.

**Ownership:** Pedro Meneses Hoyos, owner; also owner of radios XEJ, XEPZ and of XEPM-TV, Juarez.

**Began operation:** May 17, 1954.

**Represented (sales) by** Spanish International Network.

**Personnel:**

PEDRO MENESES HOYOS, general manager.  
STEVE GUERRERO, chief engineer.

### DIGEST OF RATE CARD NO. 1 (March 3, 1969)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class A—5-11 p.m., daily.						
\$240.00	\$144.00	\$96.00	\$72.00	\$80.00	\$48.00	\$32.00

## XEPM-TV

**Network Service:** None, independent Spanish-language outlet.

**Licensee:** XEPM-TV Television Inc., Apdo. No. 271, Juarez.

**Business Office:** Box 9554, El Paso (79985).

**Telephone:** Juarez 2-2222.

**Ownership:** Pedro Meneses Jr., also owner of XEJ, XEPZ & XEJ-TV also Juarez-El Paso.

**Began Operation:** Jan. 16, 1961.

**Represented (sales) by** Spanish International Network.

**Personnel:**

M. D. HEREDIA, general manager.  
SERGIO D. MOLINAR JR., sales manager.

### DIGEST OF RATE CARD NO. 1 (Nov. 15, 1960)

Hour	30 Min.	15 Min.	Min.	40 Sec.	20 Sec.	10 Sec.
Class A—2-8 p.m., daily.						
\$100.00	\$65.00	\$36.00	\$20.00	\$17.00	\$15.00	\$13.00

# Texas—Fort Worth

## KFWT

Ch. 21

(Off air Sept. 3, 1969)

Technical Facilities: Channel No. 21 (512-518 MHz). Authorized power: 550-kw max. & 490-kw horizontal visual, 109.6-kw max. & 97.7-kw horizontal aural. Antenna: 1080-ft. above av. terrain, 1094-ft. above ground, 1721-ft. above sea level.

Latitude 32° 45' 01"  
Longitude 97° 16' 07"

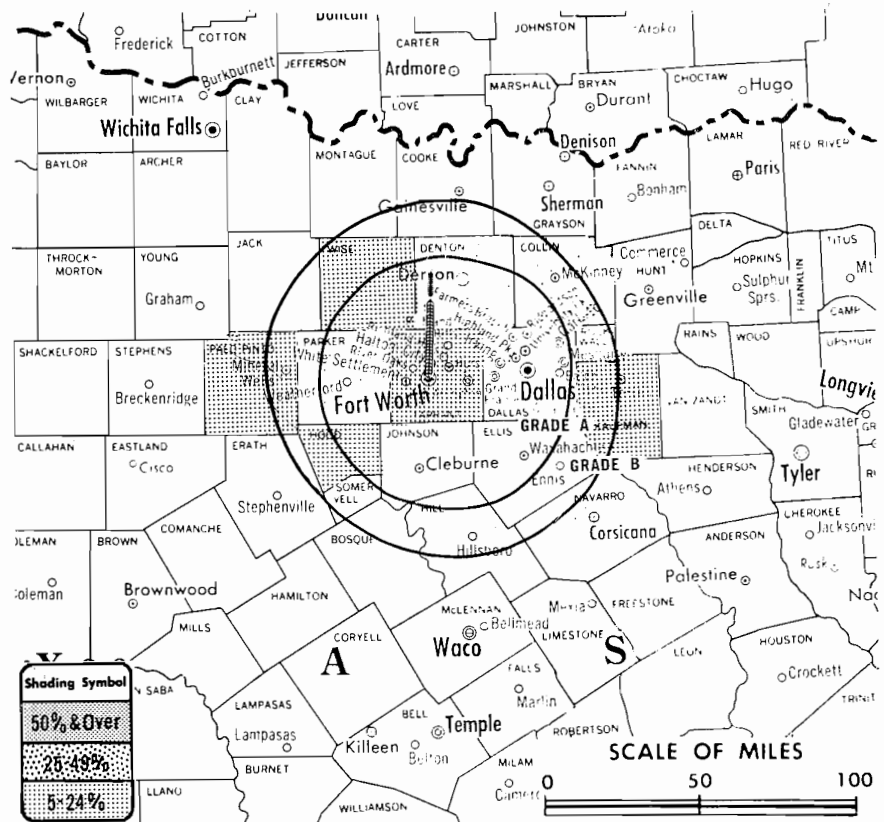
Transmitter: Bridge St., Ft. Worth.

Color: Live, film & slide.

News Wire Service: UPI.

Facsimile Service: UPI.

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).



KFWT Ref: FCC File No. BPCT—3172 Granted 1/6/66

American Map Co., Inc., N.Y., No. 14244

## KFWT

Network Service: None, independent.

Licensee: Trinity Broadcasting Co., Box 801, Fort Worth, Tex.

Studio: 3800 Barnett St.

Telephone: 817-534-4801.

Ownership: W. C. Windsor Jr., pres., 100%.

Began Operation: Sept. 14, 1967. Left air Sept. 3, 1969 (Television Digest, Vol. 9:37).

Represented (legal) by Cohn & Marks.

Represented (engineering) by Jules Cohen & Associates.

Represented (sales) by Roger Coleman Inc.

### Personnel:

W. C. WINDSOR JR., president.  
R. E. WEATHERFORD, general manager.  
LEE MILLER, news director.  
D. L. ROGAN, chief engineer.

## DIGEST OF RATE CARD NO. 1

(Sept. 1, 1967)

Hour	30 Min.	15 Min.	5 Min.	Min.	30 Sec.	20 Sec.
Class R0S—6-10 p.m., daily.	\$320.00	\$200.00	\$120.00	\$60.00	\$45.00	\$30.00

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Between 5-24%</b>	TEXAS			
	Hood	2,000	1,900	94
	Kaufman	8,700	8,000	92
	Palo Pinto	8,600	7,900	92
	Tarrant	208,100	200,30	96
Wise	6,300	6,000	95	
Station Totals		846,300	809,900	95
Net Weekly Circulation (March 1969)				27,772
Average Daily Circulation (March 1969)				5,917



# Texas—Fort Worth-Dallas

**KTVT**



Ch. 11

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, Tex.

TWX No.: 910-893-5051. TV tape: Recording facilities.

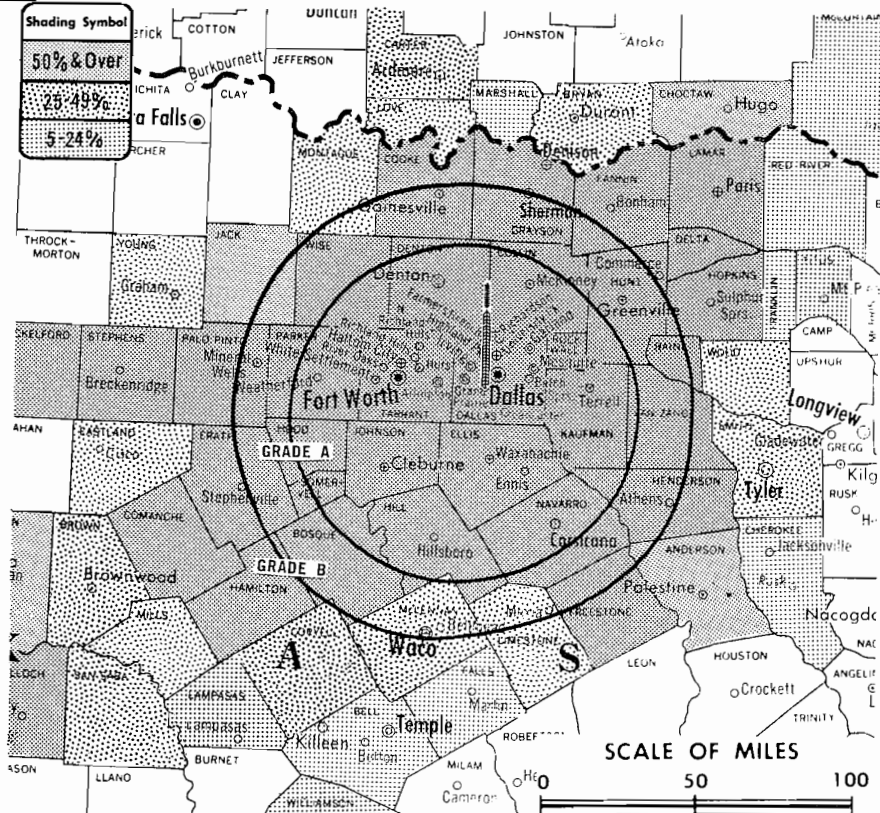
Color: Network, live, film, slide & tape.

News Wire Service: AP.

Represented (legal) by Pierson, Ball & Dowd.

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

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).



KTVT Ref: FCC File No. BPCT—3268 Granted 3/26/64

©American Map Co., Inc., N.Y., No. 14244

## KTVT

Network Service: None, independent.

Licensee: WKY Television System Inc., Oklahoma City, Okla.

Studios: 4801 W. Freeway, P.O. Box 2495, Ft. Worth (76101); 10111 N. Central Expressway, Dallas, Tex. (75231).

Telephone: 817-738-1951 (Ft. Worth); 214-363-9321 (Dallas).

Ownership: See WKY-TV, Oklahoma City.

Began Operation: Sept. 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) by The Katz Agency Inc.

Personnel:

- JIM TERRELL, vice president & manager.
- JACK BERNING, assistant manager & general sales manager.
- CLEM CANDELARIA, program manager.
- BILL KESSEL, chief engineer.
- BILL CAMFIELD, promotion-merchandising dir.

### DIGEST OF RATE CARD NO. A22—(Sept. 11, 1969)

Hour 30 Min. 15 Min. 5 Min. Min. 30 Sec. 10 Sec.  
Class A—3:30 p.m.-12:30 a.m., Mon.-Fri.; 6 p.m.-12:30 a.m., Sat. & Sun.  
\$750.00 \$450.00 ..... \$350.00 \$228.00 \$137.00

Net Weekly Circulation	State County	Total Households	TV Homes	%
	OKLAHOMA			
	Choctaw	3,900	3,200	83
	TEXAS			
	Anderson	9,600	8,700	91
	Bosque	3,500	3,300	92
	Coleman	3,500	3,300	94
<b>50% &amp; Over</b>	Collin	18,300	17,200	94
	Comanche	3,000	2,600	87
	Cooke	7,900	7,400	94
	Dallas	406,100	391,200	96
	Delta	1,200	1,000	89
	Denton	22,100	21,000	95
	Ellis	14,700	13,800	94
	Erath	5,900	5,600	95

Net Weekly Circulation	State County	Total Households	TV Homes	%
	TEXAS—(Continued)			
	Fannin	8,600	7,700	90
	Freestone	3,200	2,800	88
	Grayson	26,200	24,600	94
	Hamilton	2,300	2,100	90
	Henderson	6,700	6,000	91
	Hill	6,300	5,800	93
	Hood	2,000	1,900	94
	Hopkins	5,200	4,700	91
	Hunt	12,600	11,700	93
	Jack	2,300	2,200	95
	Johnson	14,800	14,100	95
	Kaufman	8,700	8,000	92
<b>50% &amp; Over</b>	Lamar	9,400	7,900	84
	Mc Culloch	2,100	1,800	84
	Navarro	10,500	9,500	91
	Palo Pinto	8,600	7,900	92
	Parker	8,300	7,800	95
	Rains	700	600	91
	Rockwall	2,300	2,100	92
	Shackelford	800	800	92
	Somervell	1,000	900	94
	Stephens	3,200	2,900	91
	Tarrant	208,100	200,300	96
	Van Zandt	6,000	5,400	91
	Wise	6,300	6,000	95
	OKLAHOMA			
	Bryan	7,500	6,700	90
	Carter	13,400	12,500	94
	Love	1,200	1,100	91
	TEXAS			
<b>Between 25-49%</b>	Brown	10,800	9,600	89
	Coryell	7,800	7,400	95
	Eastland	5,900	5,400	91
	Limestone	5,100	4,600	89
	McLennan	54,000	51,200	95
	Menard	700	500	74
	Mills	1,000	800	88
	(Continued on page 785-b)			
<b>Station Totals</b>		1,428,800	1,352,400	94
<b>Net Weekly Circulation (March 1969)</b>				734,488
<b>Average Daily Circulation (March 1969)</b>				378,656

# Texas—Fort Worth-Dallas



**WBAP-TV**



Ch. 5

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 20-kw aural, 1685-ft. above av. terrain, 1521-ft. above ground, 2349-ft. above sea level.

Latitude 32° 35' 17"  
Longitude 96° 58' 34"

Transmitter: Mansfield & Beltline Rds., Cedar Hill, Dallas County.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

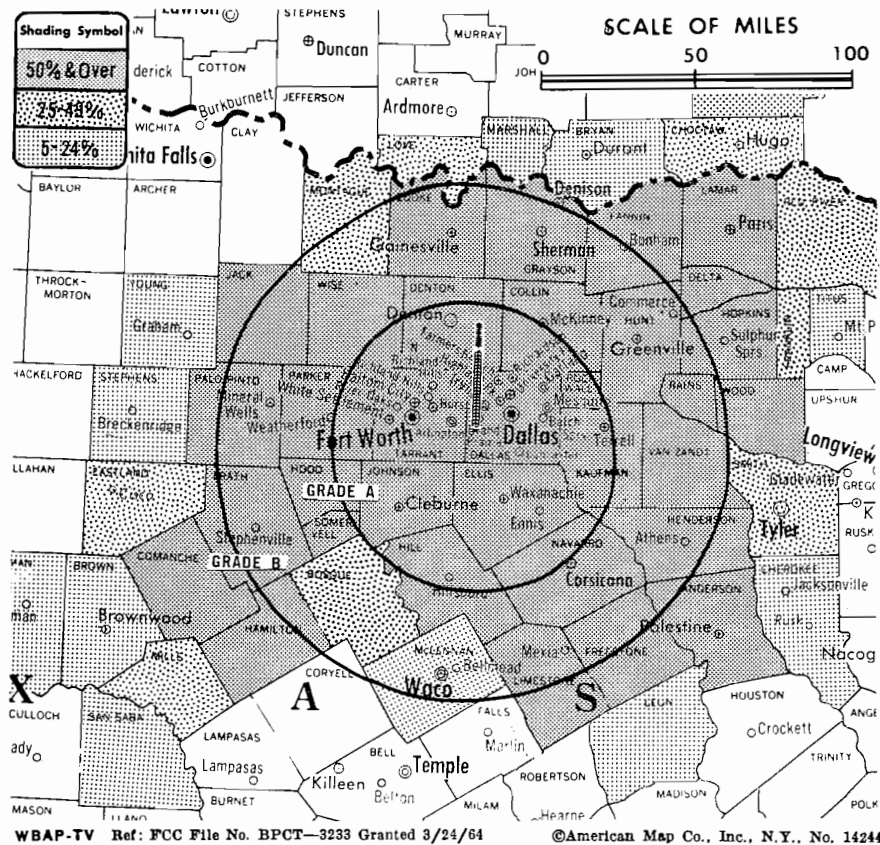
News Wire Service: AP.

News Film Service: NBC.

AM Affiliate: WBAP, 50-kw, 820 kHz (NBC) and 5-kw, 570 kHz (ABC). Shares frequencies with WFAA, Dallas.

FM Affiliate: WBAP-FM, 88-kw, 96.3 MHz (No. 242), 1440-ft. above av. terrain.

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).



WBAP-TV Ref: FCC File No. BPCT-3233 Granted 3/24/64

©American Map Co., Inc., N.Y., No. 14244

## WBAP-TV

Licensee: Carter Publications Inc., 3900 Barnett St., Fort Worth.

Studio: 3900 Barnett St., Fort Worth.

Mailing Address: Box 1780, Fort Worth (76101).

Telephone: 817-536-1981.

TWX No.: 910-893-5070.

Ownership: Same as Fort Worth Star-Telegram; B. N. Honea, chmn.; Amon G. Carter Jr., pres.

Began Operation: Sept. 29, 1948.

Represented (sales) by Peters, Griffin, Woodward Inc.

Represented (legal) by Finkelstein & Firestone.

Represented (engineering) by Jules Cohen & Associates.

Personnel:

JAMES A. BYRON, director of broadcasting.  
JETT JAMISON, director of operations.  
L. F. BROYLES, sales manager.  
ROBERT GOULD, program director & film buyer.  
RUPERT BOGAN, engineering director.  
RUSS THORNTON, news manager.  
PHIL WYGANT, promotion director.  
BOB WALSH, farm director.  
FRANK MILLS, director of public affairs.  
ROBERT GRAMMER, director of public service.

### DIGEST OF RATE CARD NO. 25G

(Sept. 14, 1969)

Hour 30 Min. 15 Min. 5 Min. Min. 30 Sec. 10 Sec.

Class AA—6:30-10 p.m., daily.

\$2000.00 \$1250.00 \$720.00 \$600.00 \$950.00 \$500.00 \$275.00

NETWORK BASE HOURLY RATE: \$1550.

Net Weekly Circulation	State County	Total Households	TV Homes	%
	TEXAS			
	Anderson	9,600	8,700	91
	Collin	18,300	17,200	94
	Comanche	3,000	2,600	87
	Cooke	7,900	7,400	94
	Dallas	406,100	391,200	96
	Delta	1,200	1,000	89
	Denton	22,100	21,000	95
	Ellis	14,700	13,800	94
	Erath	5,900	5,600	95
	Fannin	8,600	7,700	90
	Freestone	3,200	2,800	88
	Grayson	26,200	24,600	94
	Hamilton	2,300	2,100	90
	Henderson	6,700	6,000	91
	Hill	6,300	5,800	93
	Hood	2,000	1,900	94
	Hopkins	5,200	4,700	91
	Hunt	12,600	11,700	93
	Jack	2,300	2,200	95
	Johnson	14,800	14,100	95
	Kaufman	8,700	8,000	92
	Lamar	9,400	7,900	84
	Limestone	5,100	4,600	89
	Navarro	10,500	9,500	91
	Palo Pinto	8,600	7,900	92
	Parker	8,300	7,800	95
	Rains	700	600	91
	Rockwall	2,300	2,100	92
	Somervell	1,000	900	94
	Tarrant	208,100	200,300	96
	Van Zandt	6,000	5,400	91
	Wise	6,300	6,000	95
	Wood	4,800	4,400	92

(Continued on page 785-b)

Station Totals	1,149,700	1,087,700	94
Net Weekly Circulation (March 1969)			808,999
Average Daily Circulation (March 1969)			527,922

# A Texas Size Television Station —on wheels



**Ready to roll . . .** any time, anywhere, WBAP-TV's custom color mobile unit carries TV production potential to new long-distance lengths. Full station facilities equal to the most complex assignment are integrated into forty feet of functional mobile housing — designed and engineered to WBAP-TV's exacting specifications . . . outfitted with the most technologically advanced equipment . . . manned by one of the most technically qualified, highly experienced TV crews anywhere.



Represented Nationally by  
Peters, Griffin, Woodward, Inc.

# Texas—Galveston

## KVVV-TV

Ch. 16

(Off air Aug. 31, 1969)

Technical Facilities: Channel No. 16 (482-488 MHz). Authorized power: 3390-kw max. & 2690-kw horizontal visual, 350-kw max. & 278-kw horizontal aural, using .5° electrical beam tilt. Antenna: 1100-ft. above av. terrain, 1137-ft. above sea level.

Latitude 29° 28' 03"  
Longitude 95° 13' 09"

Transmitter: FM Rd. 528 at Moore Rd., 3-mi. NE of Alvin.

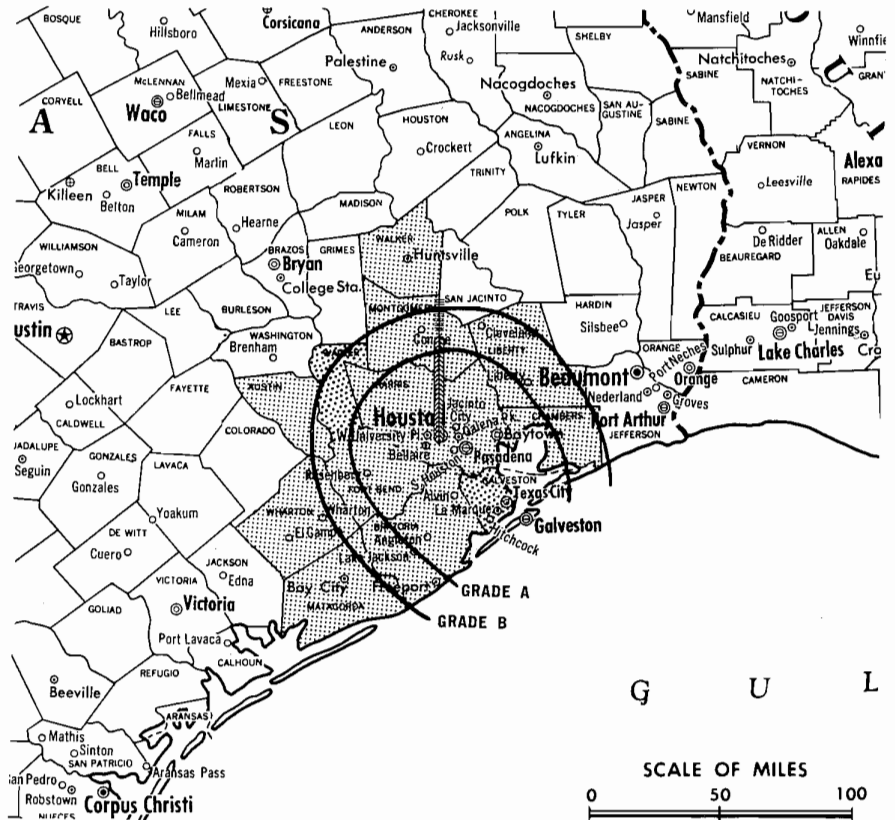
TV tape: Recording Facilities.

Color: Live, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).



KVVV-TV Ref: FCC File No. BMPCT-6627 Granted 10/9/67

© American Map Co., Inc., N.Y. No. 14244

## KVVV-TV

Licensee: TVue Assoc. Inc., 1217 Prairie Ave., Houston, Tex. (77002).

Studio: FM Rd. 528 at Moore Rd., 3-mi. NE of Alvin, Tex.

Telephone: 713-225-0222.

Ownership: Roy O. Beach Jr., pres., 21.75%; Garret D. Look, secy.-treas., 5.85%; John K. Bremyer, Gardner Engineering Corp., M. Clare Miller, 10.52% each; H. Kempner, uninc., 9.77%; Tom Salter, 8%; Charles F. Macy, 3.65%; Robert L. Easton, 2.7%; others, none with more than 2%. Miller owns 1½% of KARD-TV, Wichita; KCKT (TV), Great Bend; KGLD-TV, Garden City, all Kan. & KOMC (TV), McCook, Neb.

Began Operation: March 25, 1968. Left air Aug. 31, 1969. (Television Digest, Vol. 9:37).

Represented (sales) by H-R Television Inc.

Represented (legal) by Welch & Morgan.

Represented (engineering) by Serge Bergen.

Personnel:

ROY O. BEACH JR., president.

### DIGEST OF RATE CARD NO. 3 (Jan. 15, 1969)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AA—6:30-10 p.m., daily.	\$500.00	\$300.00	\$200.00	\$125.00	\$60.00	\$45.00

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Between 25-49%</b>	TEXAS			
	Galveston	54,000	51,100	95
	Waller	3,400	3,100	89
<b>Between 5-24%</b>	TEXAS			
	Austin	4,300	3,700	87
	Brazoria	28,200	27,000	96
	Chambers	3,800	3,600	95
	Fort Bend	13,700	12,700	93
	Harris	508,300	485,700	96
	Liberty	11,100	10,100	91
	Matagorda	9,300	8,400	91
	Montgomery	11,800	10,700	91
	Walker	5,700	4,800	85
Wharton	11,400	10,400	91	
Station Totals		695,100	659,800	94
Net Weekly Circulation (March 1969)			132,463	
Average Daily Circulation (March 1969)			38,272	

Station Totals include counties with circulation between 1-4%

# Texas—Harlingen



**KGBT-TV**



Ch. 4

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 18.6-kw aural. Antenna: 990-ft. above av. terrain, 991-ft. above ground, 1046-ft. above sea level.

Latitude 26° 08' 56"  
Longitude 97° 49' 19"

Transmitter: 1/8-mi. S of La Feria, Tex.

TV tape: Recording facilities.

AM Affiliate: KGBT, 50-kw (10-kw night), 1530 kHz.

FM Affiliate: KELT, 3.1-kw, 94.5 MHz (No. 233), 700-ft. antenna height.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

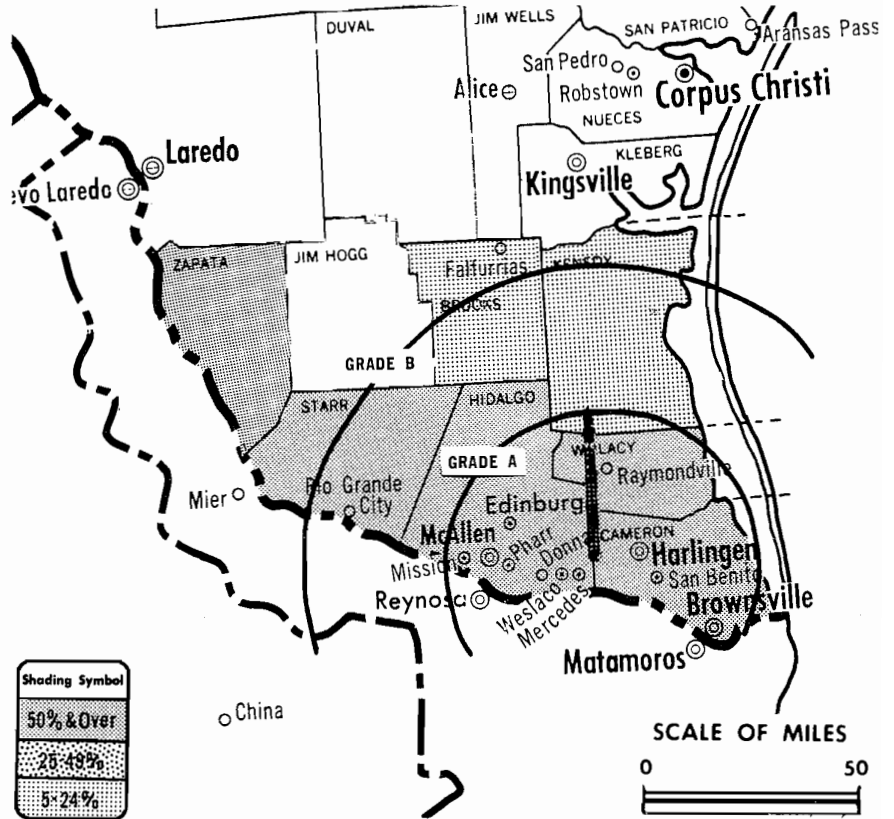
Total Households: © SRDS

Consumer Market Data as of 1/1/70.

TV Homes: TV% and Circulation

© 1969 American Research Bureau.

County coverage based on ARB study (see page 4-b).



KGBT-TV Ref: FCC File No. BPCT—2280 Granted 3/15/57

©American Map Co., Inc., N.Y., No. 14244

## KGBT-TV

Network Service: ABC, CBS.

Licensee: Harbenito Bcstg. Co. Inc., Box 711 (78551).

Studio: 1519 W. Harrison St. (78550).

Telephone: 512-423-3910.

TWX No.: 512-423-8990.

Ownership: McHenry Tichenor, chairman of the board, 52.68%; James Cullen Looney, v.p., 19.66%. J. C. Looney owns 2%, McHenry Tichenor, 6.2% of KUNO, Corpus Christi. Looney also owns 40%, Tichenor 29.2% of KIFN, Phoenix, Ariz. Owners are buying WACO AM-FM & CP for WACO-TV, Waco.

Began Operation: Sept. 17, 1953.

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by Cohn & Marks.

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

Personnel:

McHENRY TICHENOR, chairman.  
McHENRY T. TICHENOR, president.  
MAL KASANOFF, vice president & general manager.  
DAVID LYKES, vice president & commercial manager.  
LARRY BROOK, director of operations.  
ALEX GIESE, director of engineering.  
JIM MATTISON, chief engineer.

## DIGEST OF RATE CARD NO. 16

(June 1, 1969)

Hour	30 Min.	15 Min.	5 Min.	30 Sec.	20 Sec.	10 Sec.
Class A—	6-10:30 p.m., daily.					
\$500.00	\$300.00	\$200.00	\$125.00	\$100.00	\$80.00	\$50.00

NETWORK BASE HOURLY RATE: \$425 (ABC), \$ 425 (CBS).

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	TEXAS			
	Cameron	41,000	38,100	93
	Hidalgo	47,700	43,700	92
	Starr	4,500	3,800	85
	Willacy	4,500	4,100	92
Zapata	1,100	900	78	
<b>Between 5-24%</b>	TEXAS			
	Brooks	2,000	1,800	90
	Caldwell	4,700	4,300	91
	Kenedy	200	200	92
Station Totals		207,800	192,300	92
Net Weekly Circulation (March 1969)				90,473
Average Daily Circulation (March 1969)				76,689

# Texas—Houston



**KHOV-TV**



Ch. 11

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 316-kw visual, 47.5-kw aural. Antenna: 1441-ft. above av. terrain, 1473-ft. above ground, 1549-ft. above sea level.

Latitude 29° 33' 25"  
Longitude 95° 30' 04"

Transmitter: 3101 Senior Rd., 3-mi. E. of De Walt, Tex.

Studio: 1945 Allen Parkway, Houston.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.

News Film Service: CBS.

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

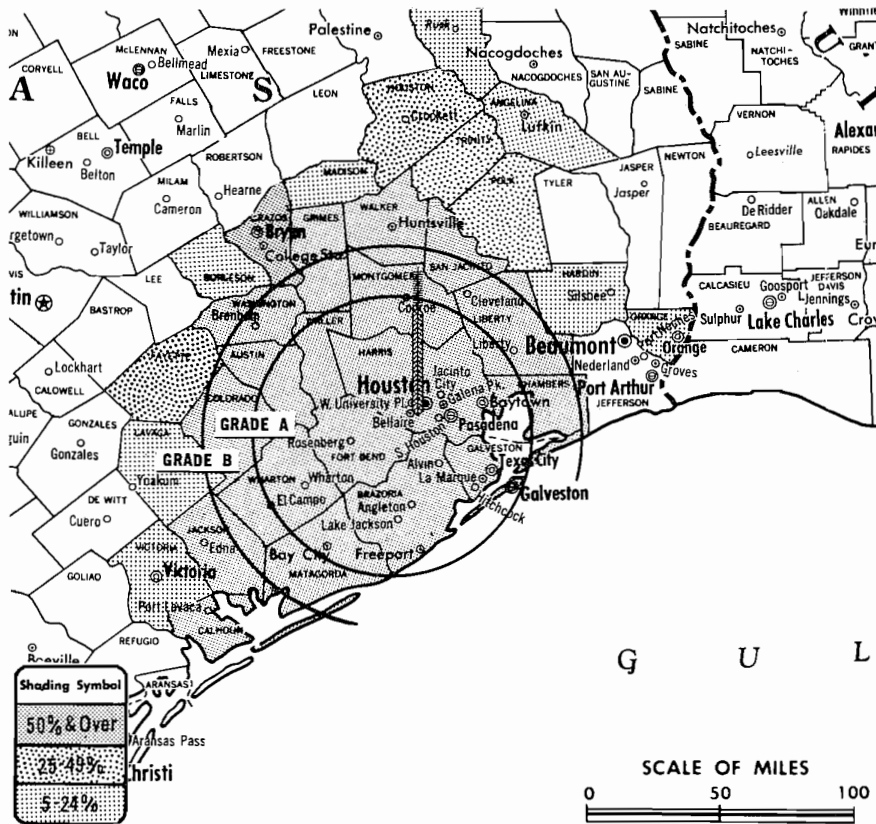
Total Households: © SRDS

Consumer Market Data as of 1/1/70.

TV Homes: TV% and Circulation

© 1969 American Research Bureau.

County coverage based on ARB study (see page 4-b).



KHOV-TV Ref: FCC File No. BPCT-3212 Granted 9/9/63

©American Map Co., Inc., N.Y., No. 14244

## KHOV-TV

Licensee: Gulf Television Corp., P.O. Box 11, Houston (77001).

Telephones: 713-529-4811, Houston; 713-763-1607, Galveston.

TWX No.: 713-571-1222.

Ownership: Corinthian Broadcasting Corp., 86%; nine other stockholders, none of whom own more than 4%. For other interests see KOTV, Tulsa, Okla.

Began Operation: March 22, 1953. Transfer of control to present owners by Paul E. Taft, et al., approved July 11, 1956 by FCC (Television Digest, Vol. 12:19, 28).

Represented (sales) by Harrington, Righter & Parsons.

Represented (legal) by Covington & Burling.

### Personnel:

DEAN BORBA, vice president & general manager.  
ROBERT O. PAXSON, commercial manager.  
GEORGE STANTIS, program manager & operations director.  
ROBERT J. LEVY, promotion manager.  
ED GODFREY, news director.  
ART BIGGS, chief engineer.  
JOHN P. IRVIN, community affairs director.  
JACK HOLTON, business manager.

### DIGEST OF RATE CARD NO. 13 (Sept. 21, 1969)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	ID
Class AA—7-10 p.m., daily.						
\$2000.00	\$1200.00	\$800.00	\$600.00			Graded rates apply*

\*Highest rate: \$700.

NETWORK BASE HOURLY RATE: \$1500.

For Texas CATV Systems  
See Directory in Services Volume

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>				
TEXAS				
	Austin	4,300	3,700	87
	Brazoria	28,200	27,000	96
	Brazos	14,100	13,100	93
	Calhoun	5,000	4,500	91
	Chambers	3,800	3,600	95
	Colorado	6,300	5,600	88
	Fort Bend	13,700	12,700	93
	Galveston	54,000	51,100	95
	Grimes	3,400	2,900	86
	Harris	508,300	485,700	96
	Jackson	4,300	3,900	89
	Liberty	11,100	10,100	91
	Matagorda	9,300	8,400	91
	Montgomery	11,800	10,700	91
	San Jacinto	1,300	1,100	81
	Walker	5,700	4,800	85
	Waller	3,400	3,100	89
	Washington	6,100	5,100	83
	Wharton	11,400	10,400	91
<b>Between 25-49%</b>				
TEXAS				
	Fayette	7,000	5,400	78
	Houston	5,000	4,300	85
	Polk	4,900	4,200	87
	Trinity	1,600	1,400	83
<b>Between 5-24%</b>				
TEXAS				
	Angelina	16,200	15,000	93
	Burleson	3,000	2,500	85
	Cherokee	8,900	7,900	89
	Hardin	9,000	8,300	92
	Lavaca	6,000	4,800	81
	Madison	3,100	2,700	86
	Orange	21,100	20,200	96
	Victoria	17,600	15,900	91
<b>Station Totals</b>				
		945,900	889,500	94
<b>Net Weekly Circulation (March 1969)</b>			656,776	
<b>Average Daily Circulation (March 1969)</b>			461,493	

# Texas—Houston

**KHTV**

Ch. 39



Technical Facilities: Channel No. 39 (620-626 MHz). Authorized power: 2570-kw max. and 1170-kw horizontal visual, 257-kw max. and 117-kw horizontal aural. Antenna: 1450-ft. above av. terrain, 1473-ft. above ground, 1549-ft. above sea level.

Latitude 29° 45' 32"  
Longitude 95° 20' 21"

Transmitter: 3101 Senior Rd., 3-mi. E. of De Walt, Tex.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

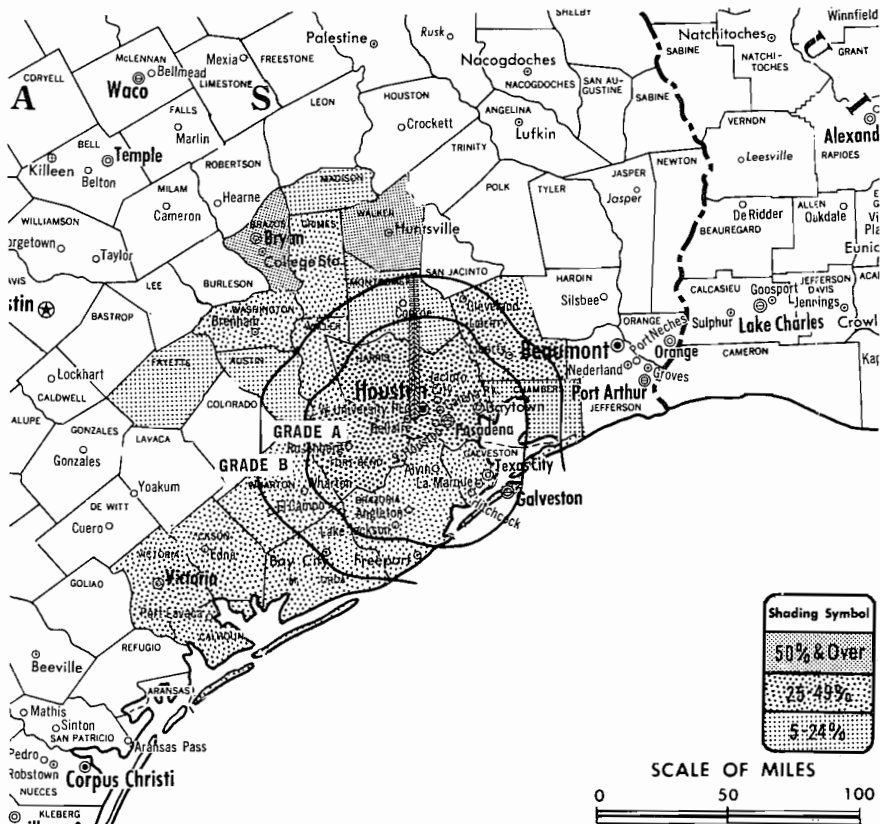
News Wire Service: AP.

Facsimile Service: UPI.

Represented (engineering) by David L. Steel Sr.

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation

© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).



KHTV Ref: FCC File No. BMPCT—6337 Granted 9/15/66

© American Map Co., Inc., N.Y., No. 14244

## KHTV

Network Service: None, independent.

Licensee: WKY Television System Inc., 7700 Westpark Dr., Houston (77042).

Studio: 7700 Westpark Dr. Telephone: 713-781-3930.

Ownership: See WKY-TV, Oklahoma City.

Began Operation: Oct. 10, 1953 as KNUZ-TV, but quit air June 25, 1954. Sale of 80% to WKY-TV by KNUZ Television Co. approved Oct. 13, 1965 by FCC (Television Digest, Vol. 5:21, 42). Transfer of remaining 20% approved June 17, 1966 (Vol. 6:26). Resumed operation Jan. 6, 1967.

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Pierson, Ball & Dowd.

### Personnel:

- CRAWFORD P. RICE, vice president & manager.
- GENE R. JACOBSEN, assistant manager.
- HARRY APEL, general sales manager.
- RICHARD H. ALBITZ, local sales manager.
- CHARLES ROGERS, production manager.
- JACK H. TUDOR, chief engineer.

### DIGEST OF RATE CARD NO. 7A—(Aug. 1, 1969)

Hour 30 Min. 15 Min. 5 Min. Min. 30 Sec. 10 Sec.  
Class A—4-11 p.m., Mon.-Fri.; 6-11 p.m., Sat. & Sun.  
\$400.00 \$240.00 \$160.00 \$100.00 Graded rates apply\*

\*Highest rate: \$200.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	TEXAS			
	Brazos	14,100	13,100	93
	Walker	5,700	4,800	85
<b>Between 25-49%</b>	TEXAS			
	Brazoria	28,200	27,000	96
	Calhoun	5,000	4,500	91
	Fort Bend	13,700	12,700	93
	Galveston	54,000	51,100	95
	Grimes	3,400	2,900	86
	Harris	508,300	485,700	96
	Jackson	4,300	3,900	89
	Liberty	11,100	10,100	91
	Matagorda	9,300	8,400	91
	Victoria	17,600	15,900	91
Waller	3,400	3,100	89	
Washington	6,100	5,100	83	
Wharton	11,400	10,400	91	
<b>Between 5-24%</b>	TEXAS			
	Austin	4,300	3,700	87
	Chambers	3,800	3,600	95
	Fayette	7,000	5,400	78
	Madison	3,100	2,700	86
Montgomery	11,800	10,700	91	
<b>Station Totals</b>		745,800	702,900	94
<b>Net Weekly Circulation (March 1969)</b>			317,684	
<b>Average Daily Circulation (March 1969)</b>			141,868	

# Texas—Houston



**KPRC-TV**



Ch. 2

[Affiliated with separately-owned  
KTRE-TV, Lufkin, Texas]

Technical Facilities: Channel No. 2  
(54-60 MHz). Authorized power:  
100-kw visual, 10-kw aural. An-  
tenna: 1430-ft. above av. terrain,  
1473-ft. above ground, 1549-ft.  
above sea level.

Latitude 29° 33' 25"  
Longitude 95° 30' 04"

Transmitter: 1.6-mi. S. of Farm Rd.

TV tape: Recording facilities.

AM Affiliate: KPRC, 5-kw, 950 kHz  
(NBC).

Color: Network, live, film, slide &  
tape.

News Wire Service: AP.

News Film Service: NBC.

Facsimile Service: AP.

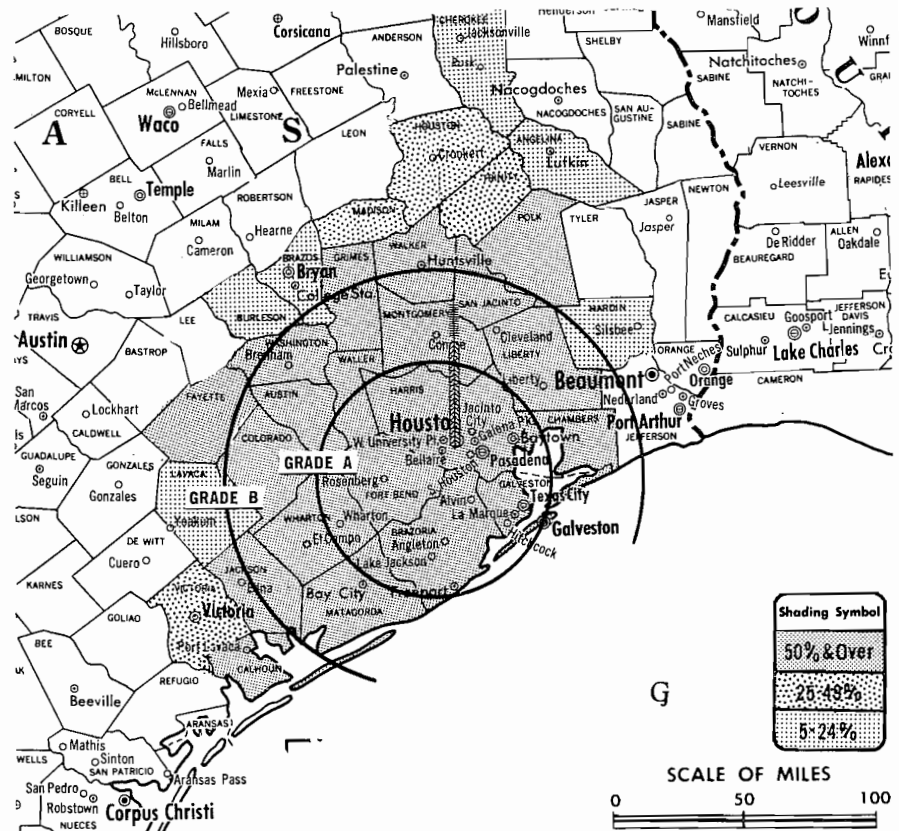
Total Households: © SRDS

Consumer Market Data as of 1/1/70.

TV Homes: TV % and Circulation

© 1969 American Research Bureau.

County coverage based on ARB study (see  
page 4-b).



KPRC-TV Ref: FCC File No. BMPCT-5984 Granted 6/30/64

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## KPRC-TV

Licensee: Houston Post Co., 4747 Southwest Freeway, Houston,  
Tex. (77027).

Studio: 3014 S. Post Oak Rd., Houston (77027).

Telephone: 713-622-2950.

TWX No.: 713-571-3084.

Ownership: Same as Houston Post; Mrs. Oveta Culp Hobby, pres.  
Same interests own 32.5% of KFDM-TV, Beaumont.

Began Operation: Jan. 1, 1949 as KLEE-TV. Sold to present licen-  
see May 1950 (Television Digest, Vol. 6:13, 21).

Represented (sales) by Edward Petry & Co. Inc.

Represented (legal) by Miller, Schroeder & Bankson.

Represented (engineering) by A. Earl Cullum Jr. Consulting Engi-  
neers.

### Personnel:

JACK HARRIS, president & general manager.  
JACK MCGREW, station manager.  
JACK HEALEY, local sales manager.  
PAUL HUHDORFF, operations manager.  
TOM REIFF, program manager.  
MARK DAVIS, production manager.  
KIRT HARRISS, public affairs director.  
ROBERT STALLWORTH, film operation manager.  
GEORGE ROESNER, farm director.  
KATHRYN ESTES, traffic.

### DIGEST OF RATE CARD NO. 20 (Sept. 1, 1968)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	ID
Class AA—7-10 p.m., daily.						
\$1800.00	\$1080.00	\$810.00	\$540.00			Graded rates apply*

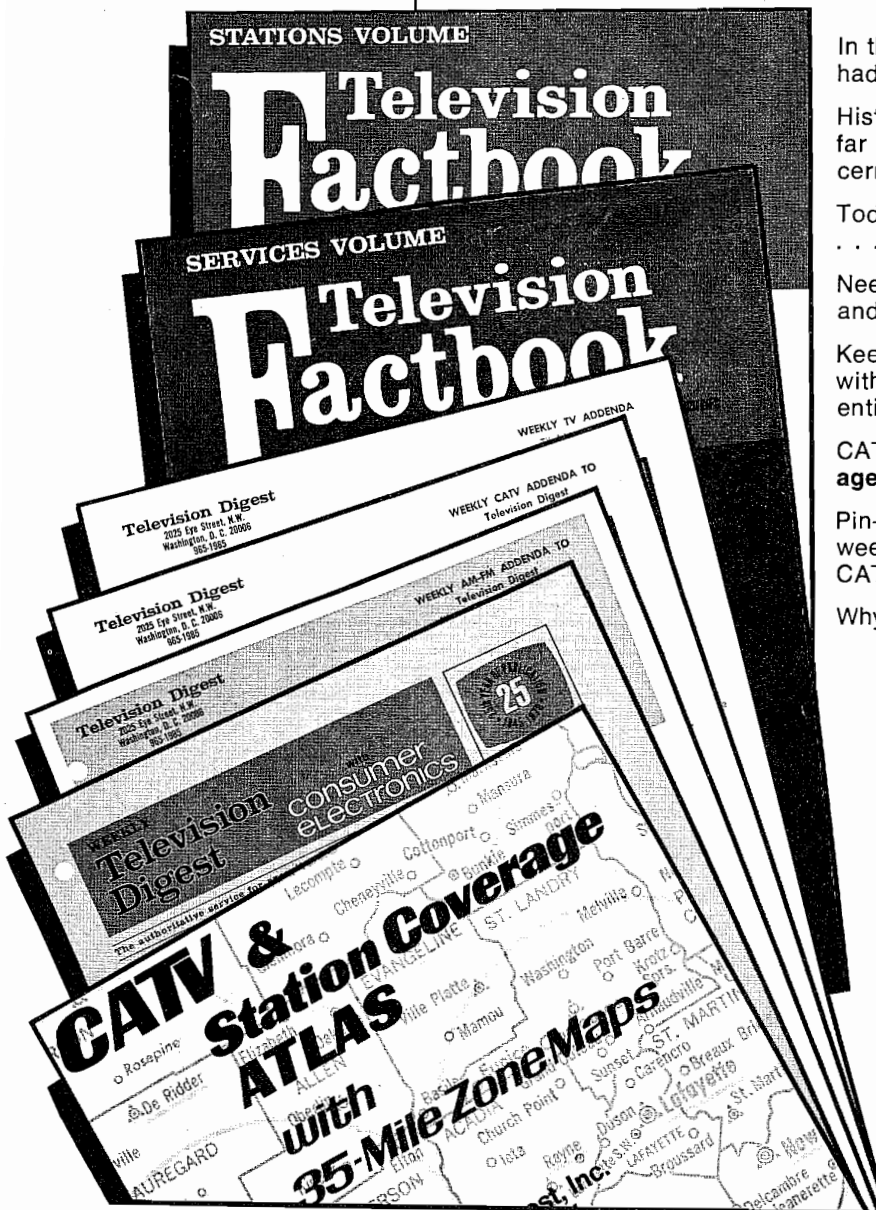
\*Highest rate: \$1500.

NETWORK BASE HOURLY RATE: \$1650.

	Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>		TEXAS			
		Austin	4,300	3,700	87
		Brazoria	28,200	27,000	96
		Calhoun	5,000	4,500	91
		Chambers	3,800	3,600	95
		Colorado	6,300	5,600	88
		Fayette	7,000	5,400	78
		Fort Bend	13,700	12,700	93
		Galveston	54,000	51,100	95
		Grimes	3,400	2,900	86
		Harris	508,300	485,700	96
		Jackson	4,300	3,900	89
		Liberty	11,100	10,100	91
		Matagorda	9,300	8,400	91
		Montgomery	11,800	10,700	91
		Polk	4,900	4,200	87
		San Jacinto	1,300	1,100	81
		Walker	5,700	4,800	85
		Waller	3,400	3,100	89
	Washington	6,100	5,100	83	
	Wharton	11,400	10,400	91	
<b>Between 25-49%</b>		TEXAS			
		Houston	5,000	4,300	85
		Madison	3,100	2,700	86
		Trinity	1,600	1,400	83
	Victoria	17,600	15,900	91	
<b>Between 5-24%</b>		TEXAS			
		Angelina	16,200	15,000	93
		Brazos	14,100	13,100	93
		Burleson	3,000	2,500	85
		Cherokee	8,900	7,900	89
		Hardin	9,000	8,300	92
		Lavaca	6,000	4,800	81
	Mills	1,000	800	88	
Station Totals			1,008,900	948,400	94
Net Weekly Circulation (March 1969)				659,400	
Average Daily Circulation (March 1969)				455,899	



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## Television Digest

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# Texas—Houston



**KTRK-TV**



Ch. 13

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 316-kw visual, 39.8-kw aural. Antenna: 960-ft. above av. terrain, 978-ft. above ground, 1049-ft. above sea level.

Latitude 29° 34' 25"  
Longitude 95° 28' 31"

Transmitter: Almeda, Tex.

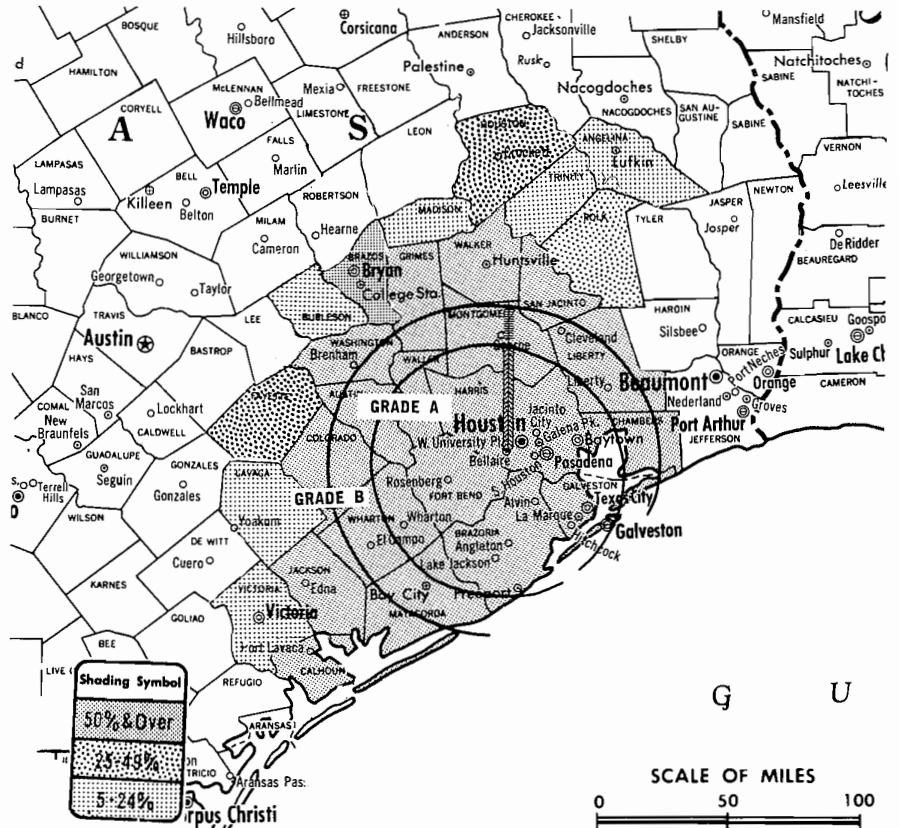
TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

Facsimile Service: AP.

News Film Service: ABC.



Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).

KTRK-TV Ref: FCC File No. BMPCT—2240 Granted 7/7/54

©American Map Co., Inc., N.Y., No. 14244

## KTRK-TV

Licensee: Capital Cities Bcstg. Corp., 24 E. 51st St., New York, N.Y.

Studio: 3310 Bissonnet St., Houston (77005).

Telephone: 713-666-0713.

TWX No.: 910-881-1511.

Ownership: Capital Cities Bcstg. Corp. For other interests, see WTEN, Albany N.Y.

Began Operation: Nov. 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) by Blair TV.

Represented (legal) by Wilmer, Cutler & Pickering.

Personnel:

- KENNETH M. JOHNSON, v.p. & general manager.
- MURRAY ISON, general sales manager.
- HOWARD FINCH, program manager.
- TOM CURRAN, business manager.
- JESS MITCHELL, chief studio engineer.
- ROBERT SUTTON, chief transmitter engineer.
- M. B. JOHNSON, film director & buyer.
- WAYNE THOMAS, production director.
- LILA GORDON, public relations director.
- MARY PETERSON, public service director.

DIGEST OF RATE CARD NO. 17  
(June 15, 1969)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. 10 Sec.  
Class AA—7-10 p.m., daily.

\$2000.00 \$1200.00 \$600.00 . . . . . \$600.00\* \$500.00\* \$300.00\*

\*Class AAA—7-9:30 p.m., daily.

NETWORK BASE HOURLY RATE: \$1550.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>				
TEXAS				
	Austin	4,300	3,700	87
	Brazoria	28,200	27,000	96
	Brazos	14,100	13,100	93
	Calhoun	5,000	4,500	91
	Chambers	3,800	3,600	95
	Colorado	6,300	5,600	88
	Fort Bend	13,700	12,700	93
	Galveston	54,000	51,100	95
	Grimes	3,400	2,900	86
	Harris	508,300	485,700	96
	Jackson	4,300	3,900	89
	Liberty	11,100	10,100	91
	Matagorda	9,300	8,400	91
	Montgomery	11,800	10,700	91
	San Jacinto	1,300	1,100	81
	Walker	5,700	4,800	85
	Waller	3,400	3,100	89
	Washington	6,100	5,100	83
	Wharton	11,400	10,400	91
Between 25-49%				
TEXAS				
	Fayette	7,000	5,400	78
	Houston	5,000	4,300	85
	Polk	4,900	4,200	87
Between 5-24%				
LOUISIANA				
	Winn	4,600	4,100	88
TEXAS				
	Angelina	16,200	15,000	93
	Burleson	3,000	2,500	85
	Lavaca	6,000	4,800	81
	Madison	3,100	2,700	86
	Trinity	1,600	1,400	83
	Victoria	17,600	15,900	91
Station Totals		1,077,100	1,014,100	94
Net Weekly Circulation (March 1969)				649,628
Average Daily Circulation (March 1969)				426,230

# Texas—Laredo

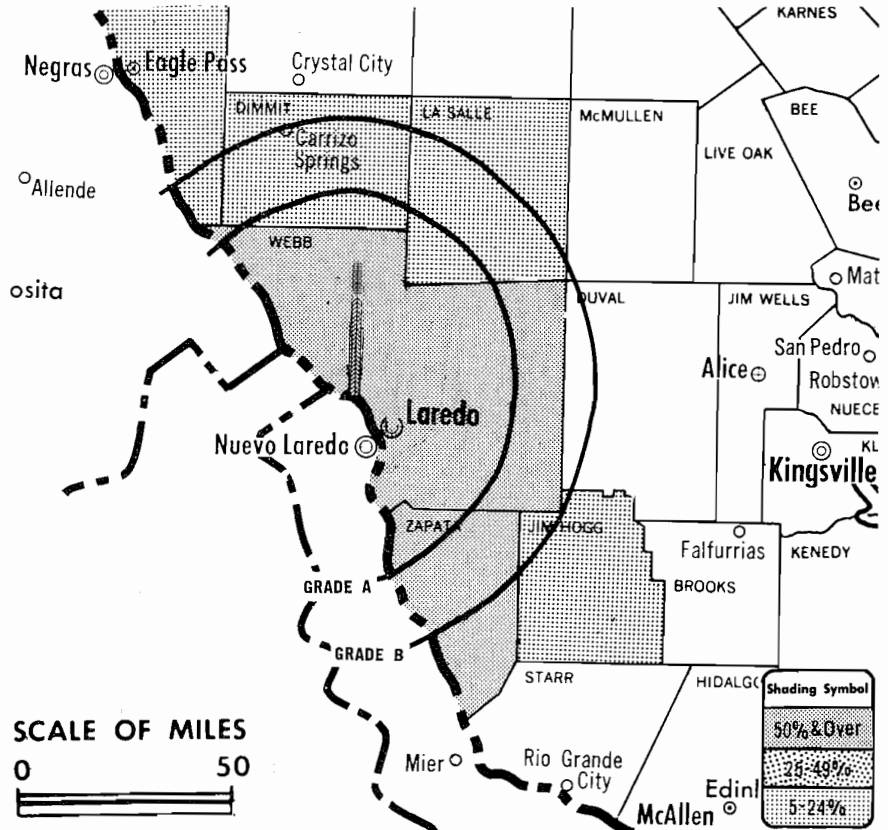
**NBC abc KGNS-TV**

Ch. 8

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 316-kw visual, 42.2-kw aural. Antenna: 1020-ft. above av. terrain, 1049-ft. above ground, 1549-ft. above sea level.

Latitude 27° 40' 22"  
Longitude 99° 39' 23"

Transmitter: 0.8-mi. N of Islitas.  
Color: Network, film, slide & tape.  
News Wire Service: UPI.



Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).

KGNS-TV Ref: FCC File No. BMPCT—6319 Granted 9/30/66

©American Map Co., Inc., N.Y., No. 14244

## KGNS-TV

Network Service: NBC, ABC.

Licensee: Southwestern Operating Co., Box 1378 (78040).

Studio: Convent & Houston Sts. (78040).

Telephone: 512-723-7457.

Ownership: Donald W. Reynolds owns Southwestern Operating Co.; for other interests, see KORK-TV, Las Vegas.

Began Operation: Jan. 5, 1956. Transfer from partners H. C. Avery Jr. and David H. Cole to present owner under 5-year lease approved July 30, 1958 by FCC (Television Digest, Vol. 14:28, 32).

Represented (sales) by The Meeker Co.; Busby, Finch & Woods.

Represented (legal) by Koteen & Burt.

Represented (engineering) by Hammett & Edison.

Personnel:

DONALD W. REYNOLDS, president.  
JAMES W. CATHEY, vice president & general manager.  
WAYNE JOHNSTON, chief engineer.

DIGEST OF RATE CARD NO. 9—(Sept. 1, 1968)

Hour 30 Min. 15 Min. 10 Min. 5 Min. Min. 20 Sec. 8 Sec.  
Class A—6:30-10 p.m., daily.

\$200.00 \$120.00 \$80.00 ..... \$80.00 \$70.00 \$40.00

NETWORK BASE HOURLY RATE: \$100.

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>50% &amp; Over</b>	TEXAS Webb	19,400	17,600	91
	Zapata	1,100	900	78
	TEXAS Dimmit	2,100	1,700	79
<b>Between 5-24%</b>	Jack	2,300	2,200	95
	Jim Hogg	1,300	1,100	84
	La Salle	1,000	900	84
	Maverick	4,100	3,100	76
Station Totals		31,300	27,500	87
Net Weekly Circulation (March 1969)			19,057	
Average Daily Circulation (March 1969)			14,481	

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# Texas—Lubbock



## KCBD-TV

Ch. 11

[Operates satellite KSWs-TV, Roswell, N.M.]

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.

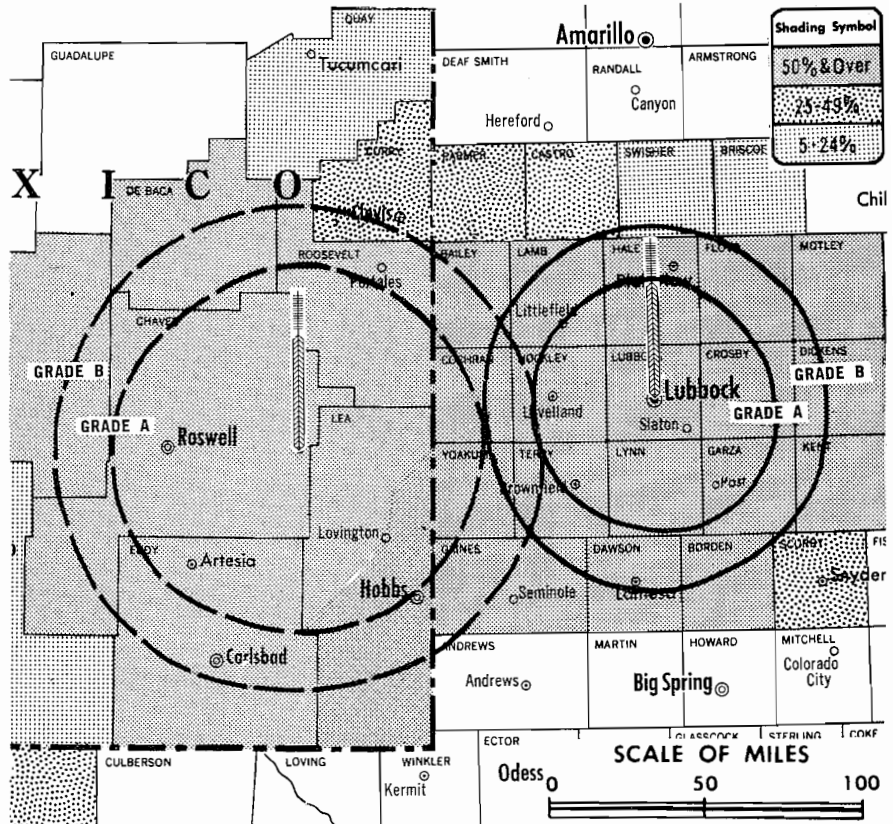
AM Affiliate: KCBD, 1-kw, 1590 kHz (NBC).

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

Facsimile Service: AP.

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on AIB study (see page 4-b).



KCBD-TV Ref: FCC File No. BMPCT-5814 Granted 2/1/63  
KSWs-TV Ref: FCC File No. BPCT-3130 Granted 3/19/63

©American Map Co., Inc., N.Y., No. 14244

## KCBD-TV

Licensee: Bryant Radio & Television Inc., Box 2190 (79408).

Studio: 5600 Ave. A, Box 2190 (79408).

Telephone: 806-744-1414. TWX No.: 806-747-3893.

Ownership: Caprock Bcstg. Co., 65%; J. D. Leftwich, 20%; several others, none with over 5%. Joe H. Bryant estate owns 57.4% of Caprock Bcstg. Co. Bryant Radio & TV Inc. also owns KSWs-TV, Roswell, N.M.

Began Operation: May 10, 1953.

Represented (sales) by Blair Television.

Represented (legal) by Welch & Morgan.

Represented (engineering) by Lohnes & Culver.

Personnel:

ROBERT L. SNYDER, executive vice president.  
GEORGE L. TARTER, vice president & film buyer.  
RAY POINDEXTER, national sales.  
FRANK LEE, chief engineer.  
BILL TAYLOR, program director.  
C. W. RATLIFF, news director.

### DIGEST OF RATE CARD NO. 11—(Feb. 15, 1969)

Hour 30 Min. 15 Min. 10 Min. 5 Min. 20 Sec. ID  
Class AA—6:30-10 p.m., daily.  
\$700.00 \$420.00 \$280.00 \$245.00 \$200.00 \$125.00 \$80.00  
NETWORK BASE HOURLY RATE: \$600.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	NEW MEXICO			
	Chaves	19,900	19,000	95
	De Baca	600	600	91
	Eddy	15,500	14,700	95
	Lea North	4,700	4,500	94
	Lea South	12,100	11,400	94

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	NEW MEXICO—(Continued)			
	Lincoln	2,300	2,100	90
	Roosevelt	4,900	4,500	93
	TEXAS			
	Bailey	3,300	3,100	94
	Borden	300	300	91
	Cochran	1,800	1,700	94
	Crosby	3,200	3,100	96
	Dawson	5,900	5,500	93
	Dickens	800	700	93
	Floyd	4,300	4,100	96
	Gaines	4,400	4,200	96
	Garza	2,000	1,900	94
Hale	13,500	12,700	95	
Hockley	7,300	7,000	97	
Kent	300	300	95	
Lamb	7,400	7,100	95	
Lubbock	58,500	56,100	96	
Lynn	3,200	3,100	95	
Motley	400	300	83	
Terry	5,800	5,400	94	
Yoakum	2,400	2,400	97	
<b>Between 25-49%</b>	NEW MEXICO			
	Curry	11,400	10,700	94
	TEXAS			
	Castro	3,200	2,900	92
	Hudspeth	400	400	83
<b>Between 5-24%</b>	NEW MEXICO			
	Otero	11,700	11,000	94
	Quay	2,700	2,400	89
TEXAS				
Briscoe	1,100	1,100	94	
Swisher	3,800	3,700	97	
Station Totals		244,500	232,300	95
Net Weekly Circulation (March 1969)				174,266
Average Daily Circulation (March 1969)				134,256

# Texas—Lubbock



**KKBC-TV**

Ch. 34

**Technical Facilities:** Channel No. 34 (590-596 MHz). Authorized power: 4080-kw max. & 1185-kw horizontal visual, 813-kw max. & 237-kw horizontal aural. Antenna: 850-ft. above av. terrain, 893-ft. above ground, 4100-ft. above sea level.

Latitude 33° 30' 08"  
Longitude 101° 52' 20"

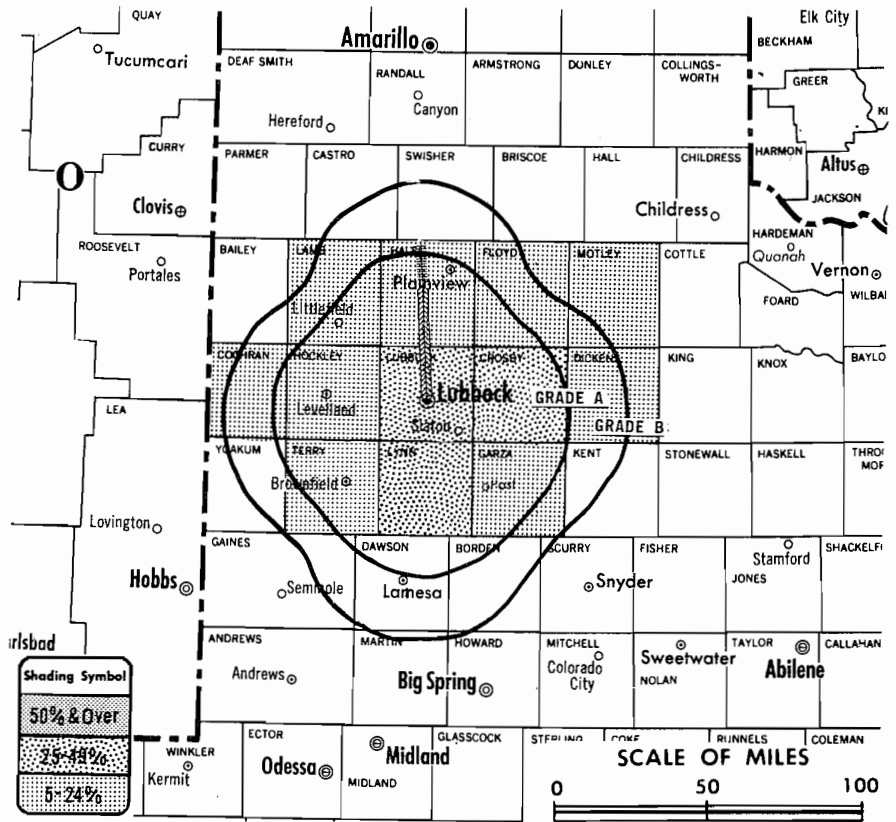
**Transmitter:** 1.2-mi. S of city limits on University Ave.

**Color:** Network, live, film, slide & tape.

**TV tape:** Recording facilities.

**News Wire Service:** UPI.

**Facsimile Service:** UPI.



Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).

KKBC-TV Ref: FCC File No. BPCT-4157 Granted 10/29/68

©American Map Co., Inc., N.Y., No. 14244

## KKBC-TV

**Network Service:** CBS.

**Licensee:** Double H Corp., 21 Briercroft Center, Lubbock, Tex.

**Studio:** 2015 50th St., Lubbock, Tex. (79413).

**Telephone:** 806-747-4334.

**Ownership:** Henry L. Huneke, pres., 10%; W. B. Rushing, secy., 90%.

**Began Operation:** Oct. 20, 1967. Sale to present owners by Chester H. & Clarence L. Kissell approved by FCC Aug. 30, 1968.

**Represented (legal)** by Daly & Joyce.

**Represented (sales)** by Vic Piano.

**Personnel:**

C. L. HOLGERSON, general manager.  
GENE COULTER, sales manager.  
STEVE JOHNSON, film director.  
JIM RILEY, chief engineer.

### DIGEST OF RATE CARD NO. 1

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class A—6:30-10 p.m., daily.	\$200.00	\$140.00	\$90.00	\$75.00	\$40.00	\$30.00
NETWORK BASE HOURLY RATE:	\$550.					

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Between 25-49%</b>	TEXAS			
	Crosby	3,200	3,100	96
	Lubbock	58,500	56,100	96
	Lynn	3,200	3,100	95
<b>Between 5-24%</b>	TEXAS			
	Cochran	1,800	1,700	94
	Dickens	800	700	93
	Floyd	4,300	4,100	96
	Garza	2,000	1,900	94
	Hale	13,500	12,700	95
	Hockley	7,300	7,000	97
	Lamb	7,400	7,100	95
Motley	400	300	83	
Terry	5,800	5,400	94	
Station Totals		133,300	127,200	95
Net Weekly Circulation (March 1969)				23,804
Average Daily Circulation (March 1969)				7,915

For Texas CATV Systems, See Services Volume

# Texas—Lubbock



**KLBK-TV**

Ch. 13

[Also operates West Texas TV Network, with KLBK-TV as originating station for its affiliated KTXS-TV, Sweetwater - Abilene, KWAB-TV, Big Spring.]

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 251-kw visual, 25.1-kw aural. Antenna: 880-ft. above av. terrain, 917-ft. above ground, 4143-ft. above sea level.

Latitude 33° 31' 33"  
Longitude 101° 52' 07"

Transmitter: 7400 University Ave.

TV tape: Recording facilities.

AM Affiliate: KLBK, 1-kw, 1340 kHz.

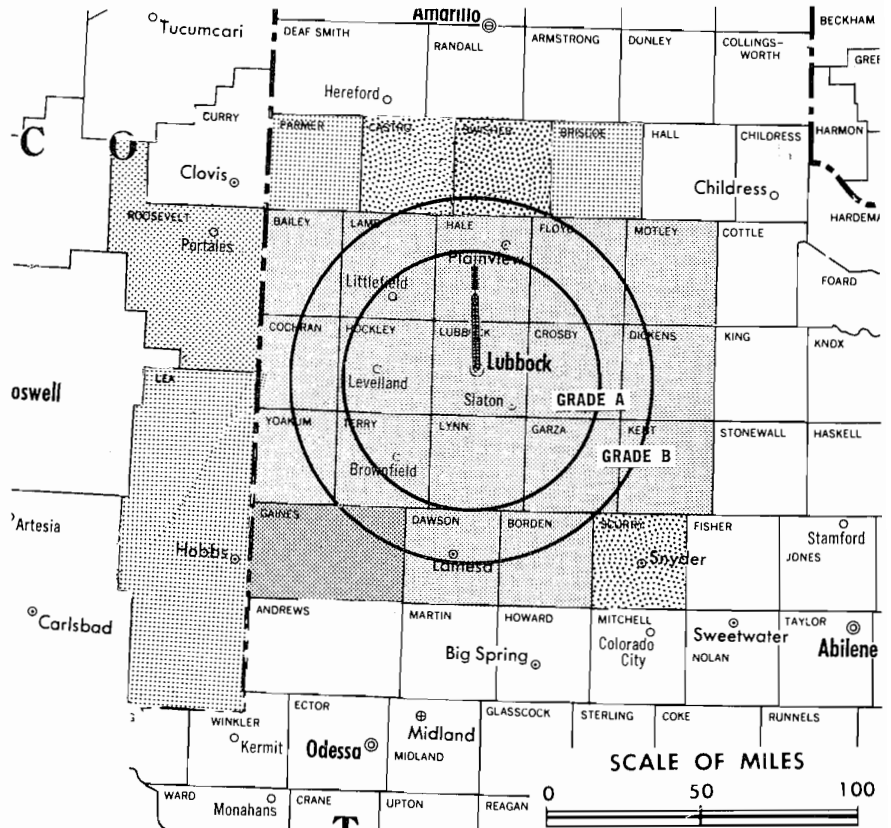
FM Affiliate: KLBK-FM, 100-kw, 94.5 MHz (No. 233), 680-ft.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

News Film Service: CBS.

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).



KLBK-TV Ref: FCC File No. BPCT-4059 Granted 12/27/67

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## KLBK-TV

Licensee: Grayson Enterprises Inc., Box 1559, Lubbock, Tex. (79408).

Studio: 7400 University Ave. (79408).

Telephone: 806-744-2345.

TWX No.: 910-896-4321.

Ownership: Theodore Shanbaum, 1/3; Dr. Ellis Carp, 1/3; Lee Optical and associated companies pension plan trust, 1/3. Grayson Enterprises also owns KWAB-TV, Big Spring; KTXS-TV, Sweetwater-Abilene and KMOM-TV, Monahans, all Tex.

Began Operation: Nov. 13, 1952. Sale of control to present owners by Sidney Grayson and associates, whereby Shanbaum, Carp & Lee Optical increased holdings to 2/3 each was approved March 25, 1964 by FCC (Addenda 34-G). Sale by W. D. (Dub) Rogers and associates to Grayson Enterprises approved Oct. 11, 1961 (Television Digest, Vols. 17:27, 1:5).

Represented (sales) by The Meeker Co.

Represented (legal) by Koteen & Burt.

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

Personnel:

W. F. de TOURNILLON, exec. v.p. & general manager.  
FORD ROBERTSON, local sales manager.  
SAMMY SMITH, news director.

DIGEST OF RATE CARD NO. 12  
(Nov. 1, 1969)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 8 Sec.  
Class AA—6:30-10 p.m., daily.  
\$600.00 \$400.00 \$250.00 \$140.00 \$144.00\* \$119.00\* \$72.00\*

\*Class AA—6:59-9:59 p.m., daily.

NETWORK BASE HOURLY RATE: \$550.

Net Weekly Circulation	State County	Total Households	TV Homes	%
	TEXAS			
	Bailey	3,300	3,100	94
	Borden	300	300	91
	Cochran	1,800	1,700	94
	Crosby	3,200	3,100	96
	Dawson	5,900	5,500	93
	Dickens	800	700	93
	Floyd	4,300	4,100	96
	Gaines	4,400	4,200	96
50% & Over	Garza	2,000	1,900	94
	Hale	13,500	12,700	95
	Hockley	7,300	7,000	97
	Kent	300	300	95
	Lamb	7,400	7,100	95
	Lubbock	58,500	56,100	96
	Lynn	3,200	3,100	95
	Motley	400	300	83
	Terry	5,800	5,400	94
	Yoakum	2,400	2,400	97
	TEXAS			
Between 25-49%	Castro	3,200	2,900	92
	Scurry	5,500	5,200	94
	Swisher	3,800	3,700	97
	NEW MEXICO			
Between 5-24%	Lea North	4,700	4,500	94
	Lea South	12,100	11,400	94
	Roosevelt	4,900	4,500	93
	TEXAS			
	Briscoe	1,100	1,100	94
	Parmer	3,800	3,600	94
Station Totals		164,100	156,100	95
Net Weekly Circulation (March 1969)				120,117
Average Daily Circulation (March 1969)				88,097

# Texas—Lubbock



**KSEL-TV**

Ch. 28

**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:** .2-mi. SW of intersection of 84th St. & Ave. J, near Lubbock.

**TV tape:** Recording facilities.

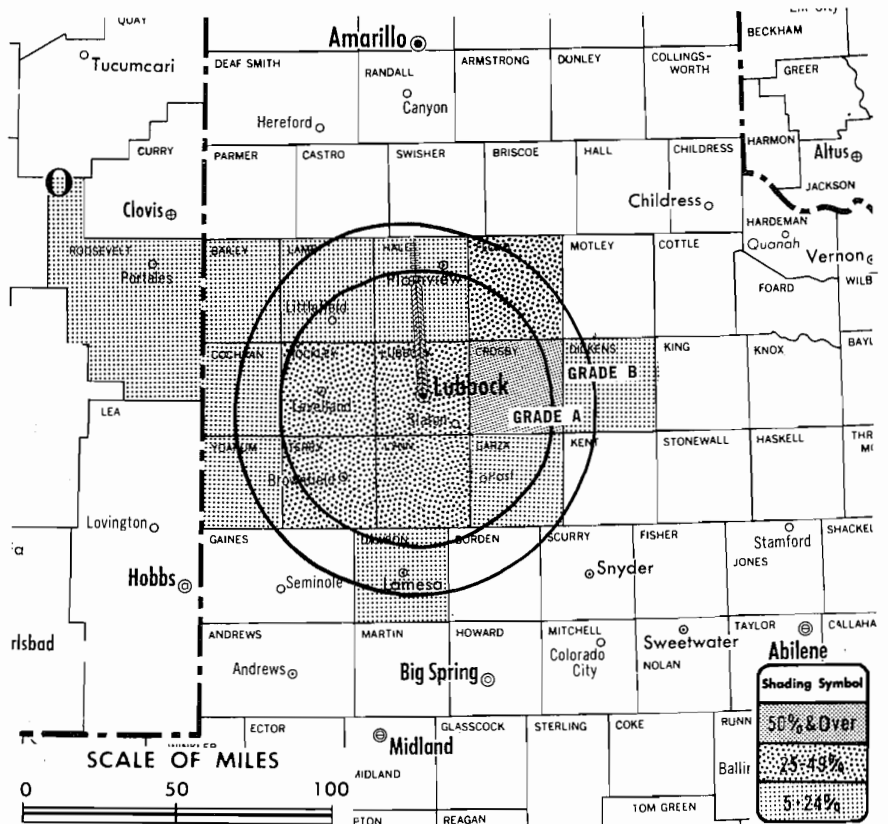
**Color:** Network, live, film, slide & tape.

**News Wire Service:** UPI.

**AM Affiliate:** KSEL, 5-kw (5-kw N), 950 kHz.

**FM Affiliate:** KSEL-FM, 93.7 MHz (No. 229), 30-kw, 155-ft.

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).



## KSEL-TV

**Network Service:** ABC.

**Grantee:** McAlister TV Enterprises Inc., Box 2805, Lubbock, Tex. (79408).

**Studio:** 1201 84th (79412). Telephone: 806-747-4561.

**Ownership:** McAlister Bcstg. Corp., 30%; R. B. & Bill McAlister, 10% each; L. T. D'Elia, D. C. English, R. S. Krebs, Garth Close, S. E. Camp, Bryan J. Williams & G. C. McCrary, 5% each; Glenn M. Jones, Max M. Slettner, Cadman Chaffin & Allan L. Kosen, 2.5% each. McAlisters hold 40% & 35% respectively of McAlister Bcstg., licensee of KSEL & FM, Lubbock; D'Elia has 5%.

**Began Operation:** Nov. 11, 1968.

**Represented (legal)** by Leo Resnick.

**Personnel:**

BILL McALISTER, general manager.  
LEW DEE, sales manager.  
BILL BAKER, chief engineer.  
A. C. WIMBERLY, program director.

**DIGEST OF RATE CARD NO. 2—(Sept. 1, 1969)**

Hour 30 Min. 15 Min. 5 Min. Min. 30 Sec. 10 Sec.  
Class AA—6:30-10 p.m., daily.

\$50.00 \$30.00 \$25.00

**NETWORK BASE HOURLY RATE:** \$30.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	TEXAS Crosby	3,200	3,100	96
	TEXAS Floyd Hockley	4,300 7,300	4,100 7,000	96 97
<b>Between 25-49%</b>	Lubbock	58,500	56,100	96
	Lynn	3,200	3,100	95
	Terry	5,800	5,400	94
	NEW MEXICO Roosevelt	4,900	4,500	93
<b>Between 5-24%</b>	TEXAS Bailey	3,300	3,100	94
	Cochran	1,800	1,700	94
	Dawson	5,900	5,500	93
	Dickens	800	700	93
	Garza	2,000	1,900	94
	Hale	13,500	12,700	95
Lamb	7,400	7,100	95	
<b>Station Totals</b>		128,700	122,600	95
<b>Net Weekly Circulation (March 1969)</b>			38,972	
<b>Average Daily Circulation (March 1969)</b>			20,347	

# Texas—Lufkin

NBC abc **KTRE-TV**



Ch. 9

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 27.5-kw visual, 5.5-kw aural. Antenna: 650-ft. above av. terrain, 540-ft. above ground, 950-ft. above sea level.

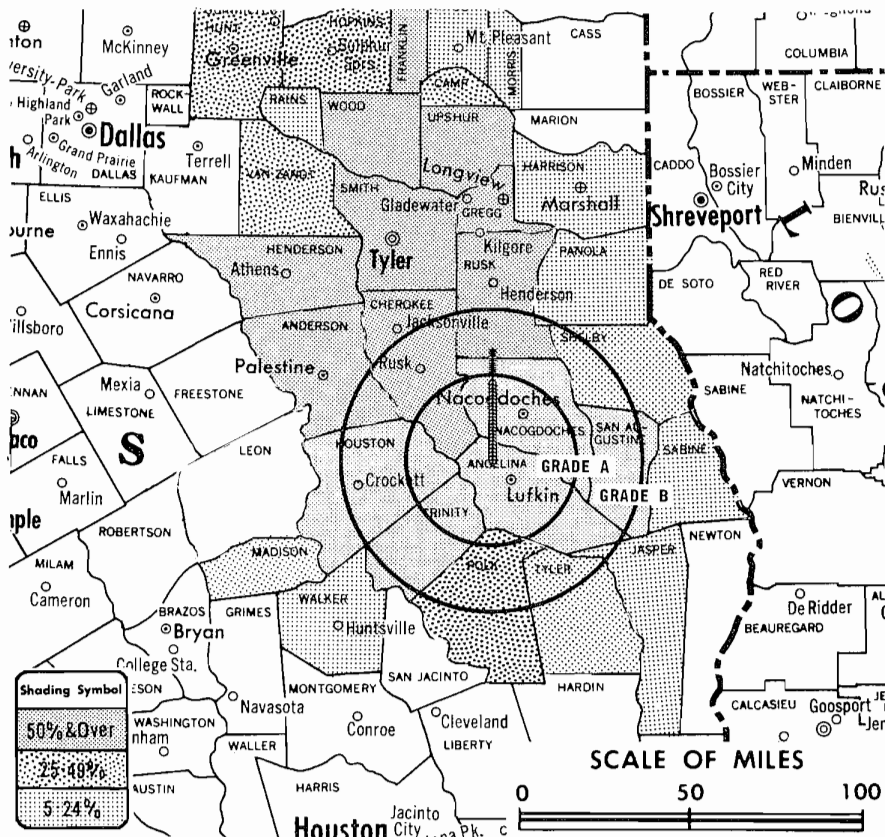
Latitude 31° 25' 09"  
Longitude 94° 48' 02"

Transmitter: 1.4-mi. NW of Clawson.  
AM Affiliate: KTRE, 1-kw, 1420 kHz (MBS).

Color: Network, live, film, slide & tape.

News Wire Service: AP.

ARB Data: Included with KLTW, Tyler.



County coverage based on ARB study (see page 4-b).

KTRE-TV Ref: FCC File No. BNPCT-2988 Granted 4/19/55

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## KTRE-TV

Network Service: NBC, ABC.

Licensee: Forest Capital Communications Corp., Box 729 (75901).

Studio: 1.4-mi. NW of Clawson.

Telephone: 713-634-7771. TWX No.: 713-632-3107.

Ownership: Robert P. Buford, Gerald Buford, Geoffrey Buford, 19% each; Fred C. Hill & Delila G. Lewin, 12.5% each; Marshall Pengra Jr. & Michael Pengra, 6.375% each; Lucille Buford & Marshall Pengra, 2.5% each. Same interests also own KLTW, Tyler, Tel. Note: Sale of KTRE (AM) pends.

Began Operation: Aug. 17, 1955. Sale to present owners by R. W. Wortham Jr. and associates approved by FCC July 18, 1962 (Television Digest, Vol. 2:31).

Represented (sales) by Avery-Knodel Inc.

### Personnel:

FRED C. HILL, president, general manager.  
BILL CARTER, program director.  
ROYCE CHRISTENSON, director of sales.  
MARY ANN CHRISTOPHER, promotion manager.  
TOM PERRYMAN, chief engineer.  
HAZEL STEPHERSON, traffic manager.

DIGEST OF RATE CARD NO. G-6—(Jan. 1, 1969)

Hour 30 Min. 15 Min. 10 Min. 5 Min. Min. 20 Sec. ID  
Class A—6:29-10:01 p.m., Mon.-Fri.; 4:59-10:01 p.m., Sat. & Sun.  
\$250.00 \$150.00 \$100.00 \$87.50 \$75.00 \$70.00 \$60.00 \$35.00  
NETWORK BASE HOURLY RATE: \$200.

## La Rue Media Brokers Inc.

### Radio Television CATV

#### Completed Sales

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Radio: St. Louis, Missouri \$3,500,000

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New York, N.Y. 10019

President  
Hugh Ben LaRue

Area Code 212  
265-3430



# Texas—Nacogdoches-Lufkin



## KAEC-TV

Ch. 19

Technical Facilities: Channel No. 19 (500-506 MHz). Authorized power: 724-kw visual, 140-kw aural. Antenna: 740-ft. above av. terrain, 659-ft. above ground, 1049-ft. above sea level.

Latitude 31° 24' 28"  
Longitude 94° 45' 53"

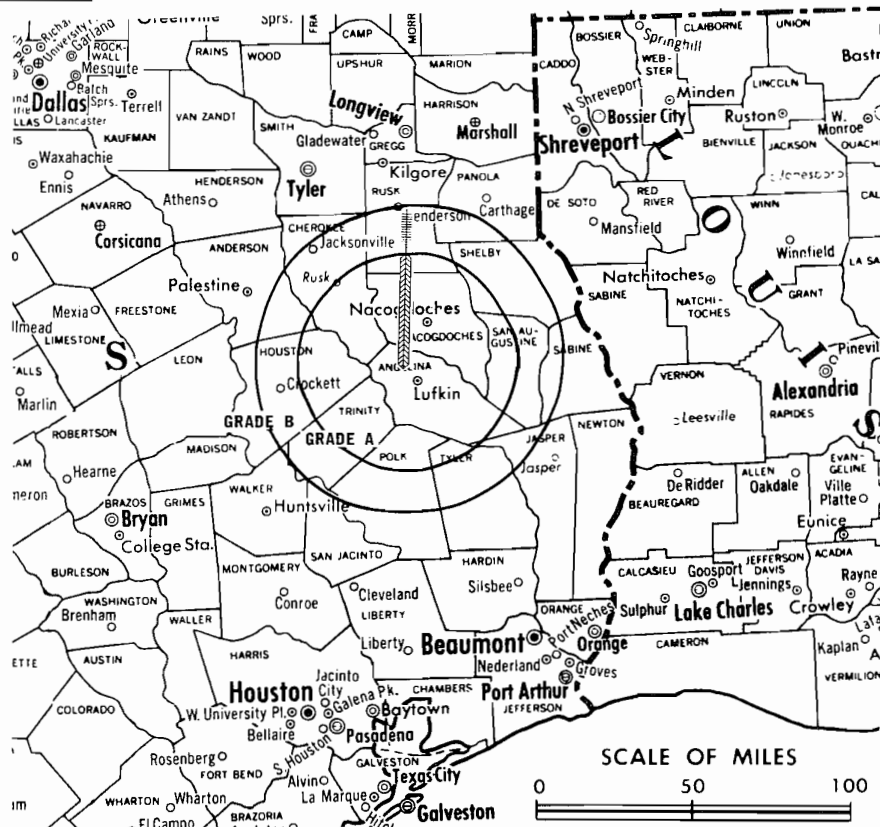
Transmitter: Farm Rd., 5-mi. N of Lufkin.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

ARB Data: Not available.



## KAEC-TV

Permittee: Fredonia Broadcasting Corp., Box 395, Lufkin, Tex. (75901).

Studio: Farm Rd.

Telephone: 713-634-7733.

Ownership: A. E. Cudlipp Jr., pres., 21.04%; Mrs. Jessie B. Cudlipp, v.p., 17.42% individually & 12.67% as executrix; Dr. Basil E. Atkinson Jr., chmn., 12.44%; Winnie Berry, secy.-treas., 2.26%; others, none with as much as 5%.

Began Operation: July 29, 1969.

Represented (sales) by Savalli/Gates Inc.

Represented (legal) by Cohn & Marks.

Personnel:

A. E. CUDLIPP JR., president & general manager.

MRS. A. E. CUDLIPP SR., vice president.

WINNIE BERRY, secretary-treasurer.

JONIE LAWRENCE, program coordinator & traffic manager.

LEE ROY FRANKLIN, chief engineer.

### DIGEST OF RATE CARD NO. 1

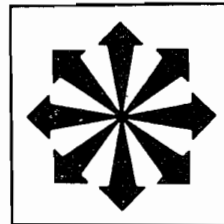
(July 1969)

Hour	30 Min.	15 Min.	5 Min.	Min.	30 Sec.	10 Sec.
\$250.00	\$150.00	\$100.00	\$75.00	\$45.00	\$25.00	\$20.00

Class AAA—6:30-10 p.m., daily.

NETWORK BASE HOURLY RATE: \$10.

# BLACKBURN & COMPANY, INC.



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ATLANTA 1655 Peachtree Rd., N.E. (404) 873-5626

BEVERLY HILLS 9645 Wilshire Blvd. (213) 274-8151

# Texas—Midland & Odessa



**KMID-TV**



Ch. 2

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.

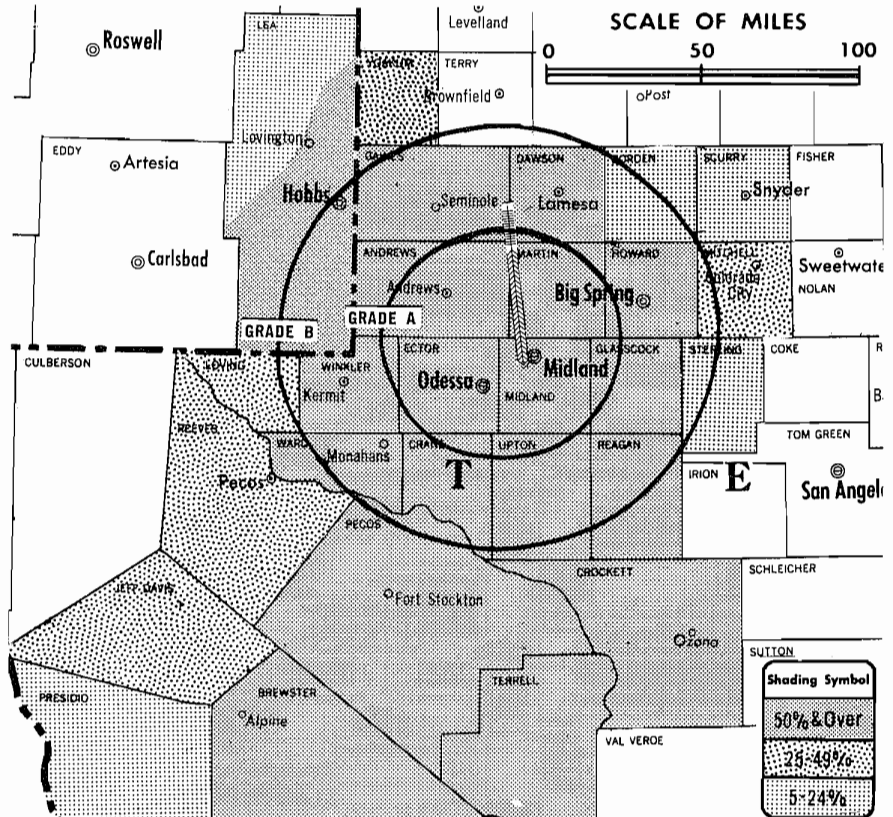
Latitude 32° 05' 14"  
Longitude 102° 17' 12"

Transmitter: 13.5-mi. NW of Midland.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.



Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV % and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).

KMID-TV Ref: FCC File No. BPCT-2922 Granted 10/30/61

©American Map Co., Inc., N.Y., No. 14244

## KMID-TV

Licensee: Midessa Television Co. Inc., Midland.

Studio: Midland-Odessa Air Terminal (79701).

Telephone: 915-563-2222, Midland.

TWX No.: 915-563-1759.

Ownership: J. Conrad Dunagan, pres., 10.5%; W. D. Noel, v.p., 12.3%; E. G. Rodman, secy.-treas., 12.3%; R. H. Drewry, director, 29%; T. R. Warkentin heirs, 18.4%; Paul Davis, 5.2%; Donald M. Oliver, 5.2%; 4 other stockholders, none owns over 5.2%. R. H. Drewry and Warkentin heirs are stockholders in KSWO-TV and KSWO, Lawton, Okla., and radio KRHD, Duncan and KGWA, Enid, both Okla.

Began Operation: Dec. 18, 1953.

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by Wilner, Scheiner & Greeley.

Personnel:

RAY HERNDON, general manager & film buyer.

JERRY BLAIR, sales manager.

GEORGE WRIGHT, chief engineer.

JOHN FOSTER, program-production director.

### DIGEST OF RATE CARD NO. 11A (June 1, 1969)

Hour	30 Min.	15 Min.	5 Min.	Min.	8 Sec.
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Class A—6:30-10 p.m., daily.

\$400.00	\$240.00	\$160.00	\$100.00	Graded rates apply*
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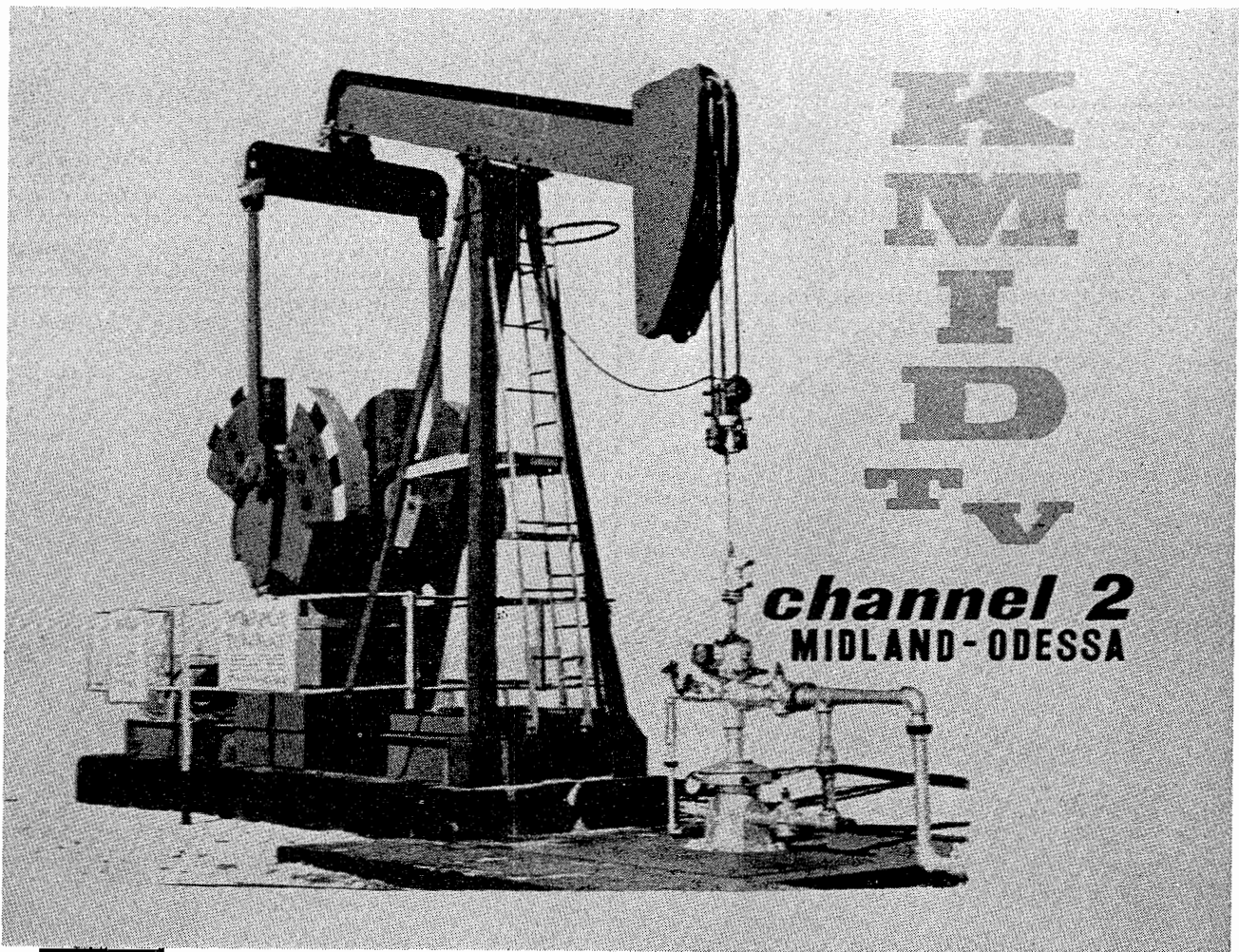
\*Highest rate: \$160.

NETWORK BASE HOURLY RATE: \$400.

For Station-Owned Translators  
See Services Volume

Net Weekly Circulation	State County	Total Households	TV Homes	%
	<b>NEW MEXICO</b>			
	Lea South	12,100	11,400	94
	<b>TEXAS</b>			
	Andrews	3,700	3,500	94
	Brewster	1,300	1,100	83
	Crane	1,700	1,700	97
	Crockett	1,300	1,100	88
	Dawson	5,900	5,500	93
	Ector	33,000	31,700	96
<b>50% &amp; Over</b>	Gaines	4,400	4,200	96
	Glasscock	400	400	97
	Howard	15,600	15,100	97
	Martin	1,500	1,500	96
	Midland	26,600	25,600	96
	Pecos	4,000	3,700	92
	Reagan	1,200	1,200	98
	Terrell	500	400	82
	Upton	2,000	1,900	93
	Ward	4,900	4,600	95
	Winkler	5,200	4,900	94
	<b>TEXAS</b>			
<b>Between 25-49%</b>	Jeff Davis	500	400	79
	Loving	100	100	97
	Mitchell	2,600	2,400	93
	Reeves	3,700	3,400	92
	Yoakum	2,400	2,400	97
	<b>NEW MEXICO</b>			
	Lea North	4,700	4,500	94
<b>Between 5-24%</b>	<b>TEXAS</b>			
	Borden	300	300	91
	Presidio	1,600	1,300	79
	Scurry	5,500	5,200	94
	Sterling	400	400	90
<b>Station Totals</b>		<b>235,700</b>	<b>223,400</b>	<b>94</b>
<b>Net Weekly Circulation (March 1969)</b>				<b>112,827</b>
<b>Average Daily Circulation (March 1969)</b>				<b>81,025</b>

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CALL: AVERY-KNODEL, INC., NEW YORK

# Texas—Monahans & Odessa



**KMOM-TV**

Ch. 9

(formerly KVKM-TV)

[Also operates satellite KWAB-TV, Big Spring, Tex.]

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 240-kw visual, 45.7-kw aural, 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, Tex.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

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

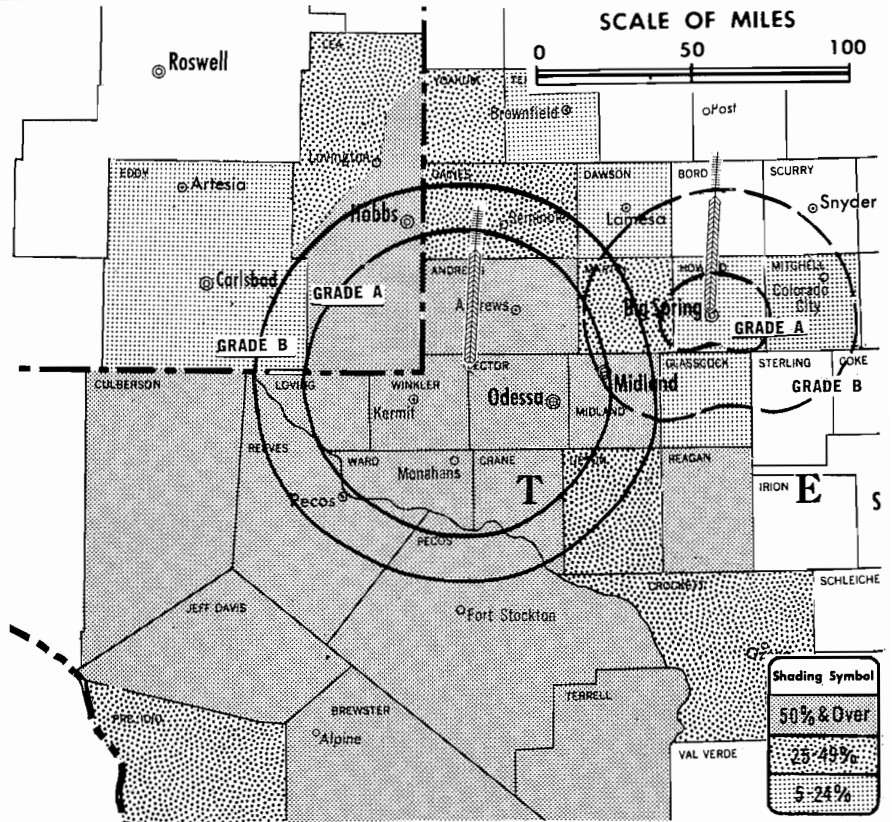
Total Households: © SRDS

Consumer Market Data as of 1/1/70.

TV Homes: TV% and Circulation

© 1969 American Research Bureau.

County coverage based on ARB study (see page 4-b).



KMOM-TV Ref: FCC File No. BPCT-3000 Granted 7/25/62

©American Map Co., Inc., N.Y., No. 14244

## KMOM-TV

Licensee: Grayson Enterprises Inc., Drawer N, Monahans (79756).

Studio: 1-mi. north of Monahans, Drawer N.

Telephone: 915-943-3231.

TWX No.: 915-943-4802.

Ownership: See KLBK-TV, Lubbock, Tex.

Began Operation: Dec. 1, 1958. Moved to new site and higher power Feb. 1, 1963. Sale to present owner by Tri-Cities Bcstrs. (John B. Walton) approved by FCC Feb. 12, 1969.

Represented (sales) by The Meeker Co. Inc.; Busby, Finch & Woods.

Represented (legal) by Koteen & Burt.

Personnel:

FRANK LOKEY, general & sales manager.  
J. T. ALLEN, chief engineer.

### DIGEST OF RATE CARD NO. 3 (May 1, 1969)

Hour 30 Min. 15 Min. 10 Min. 5 Min. Min. 20 Sec. 10 Sec.

Class A—6:30-10:01 p.m., daily.

\$350.00 \$225.00 \$150.00 \$125.00 \$90.00 \$72.00 \$45.00

NETWORK BASE HOURLY RATE: \$200.

ARB Data: Figures include coverage of

satellite KWAB-TV, Big Spring, Tex.

	Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	<b>NEW MEXICO</b>				
		Lea South	12,100	11,400	94
	<b>TEXAS</b>				
		Andrews	3,700	3,500	94
		Brewster	1,300	1,100	83
		Crane	1,700	1,700	97
		Culberson	900	800	88
		Ector	33,000	31,700	96
		Jeff Davis	500	400	79
		Loving	100	100	97
		Midland	26,600	25,600	96
		Pecos	4,000	3,700	92
		Reagan	1,200	1,200	98
		Reeves	3,700	3,400	92
		Terrell	500	400	82
	Ward	4,900	4,600	95	
	Winkler	5,200	4,900	94	
<b>Between 25-49%</b>	<b>NEW MEXICO</b>				
		Lea North	4,700	4,500	94
	<b>TEXAS</b>				
		Crockett	1,300	1,100	88
		Gaines	4,400	4,200	96
		Martin	1,500	1,500	96
		Presidio	1,600	1,300	79
		Upton	2,000	1,900	93
	Yoakum	2,400	2,400	97	
<b>Between 5-24%</b>	<b>NEW MEXICO</b>				
		Eddy	15,500	14,700	95
	<b>TEXAS</b>				
		Dawson	5,900	5,500	93
		Glasscock	400	400	97
		Howard	15,600	15,100	97
		Mitchell	2,600	2,400	93
	Terry	5,800	5,400	94	
<b>Station Totals</b>			197,400	187,400	94
Net Weekly Circulation (March 1969)					93,280
Average Daily Circulation (March 1969)					49,561

# Texas—Odessa



**KOSA-TV**



Ch. 7

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' 50.5"  
Longitude 102° 34' 41"

Transmitter: Farm Rd. No. 866, 11-mi. W of Odessa.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

News Film Service: CBS.

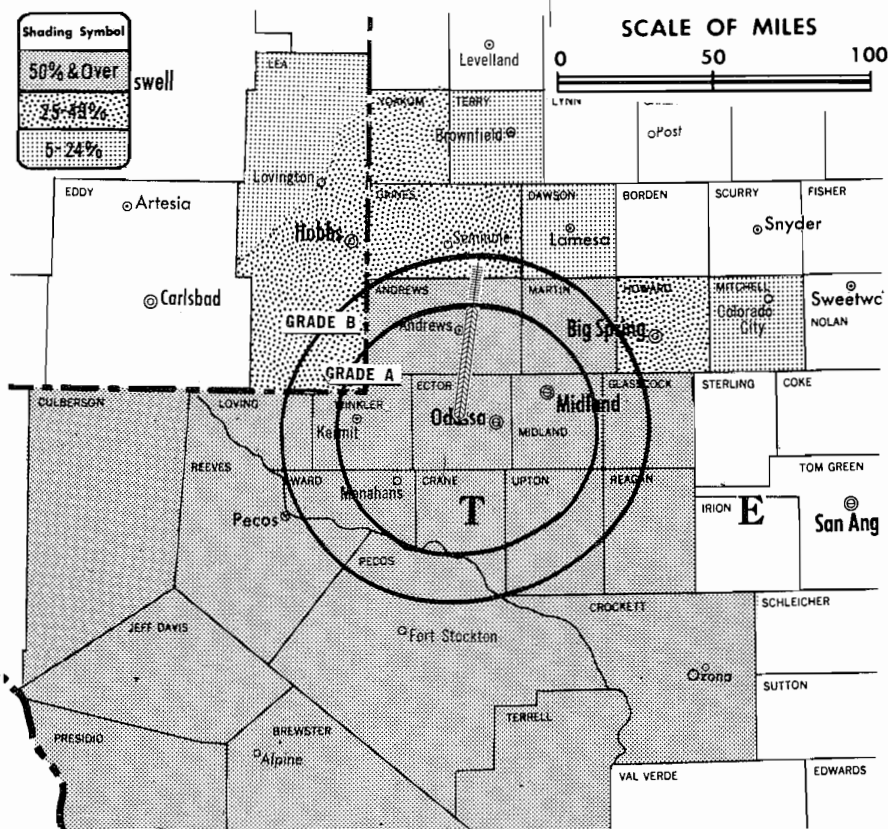
Total Households: © SRDS

Consumer Market Data as of 1/1/70.

TV Homes: TV% and Circulation

© 1969 American Research Bureau.

County coverage based on ARB study (see page 4-b).



## KOSA-TV

Licensee: Doubleday Broadcasting Co. Inc., 277 Park Ave., New York, N.Y. (10017).

Studio: 1211 N. Whitaker, Odessa, Tex. (79760).

Telephone: 915-337-8301. TWX No.: 915-332-0051.

Ownership: See KROD-TV, El Paso, Tex.

Began Operation: Jan. 1, 1956.

Represented (sales) by H-R Television Inc.

Represented (legal) by Haley, Bader & Potts.

Personnel:

NELSON DOUBLEDAY, chairman of board.  
DAVE SCRIBNER, president.  
JOHN VACCA, v.p., general manager & film buyer.  
ED COSTELLO, v.p., station & sales manager.  
DOYCE ELLIOTT, national sales manager.  
AL HELTON, program manager.  
DAVE WILLIAMS, chief engineer.

### DIGEST OF RATE CARD NO. 9 (June 1, 1967)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.  
Class A—6:30-10 p.m., daily.  
\$400.00 \$240.00 \$160.00 \$120.00 Graded rates apply\*

\*Highest rate: \$118.

NETWORK BASE HOURLY RATE: \$375.

*Hogan-Feldmann, Inc.*  
MEDIA BROKERS · CONSULTANTS

4404 Riverside Drive, Box 1545  
Burbank, California 91505  
Area Code 213 849-3201

	Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	<b>TEXAS</b>				
		Andrews	3,700	3,500	94
		Brewster	1,300	1,100	83
		Crane	1,700	1,700	97
		Crockett	1,300	1,100	88
		Culberson	900	800	88
		Ector	33,000	31,700	96
		Glasscock	400	400	97
		Jeff Davis	500	400	79
		Loving	100	100	97
		Martin	1,500	1,500	96
		Midland	26,600	25,600	96
		Pecos	4,000	3,700	92
		Presidio	1,600	1,300	79
		Reagan	1,200	1,200	98
	Reeves	3,700	3,400	92	
	Terrell	500	400	82	
	Upton	2,000	1,900	93	
	Ward	4,900	4,600	95	
	Winkler	5,200	4,900	94	
<b>Between 25-49%</b>	<b>NEW MEXICO</b>				
		Lea South	12,100	11,400	94
	<b>TEXAS</b>				
		Gaines	4,400	4,200	96
	Howard	15,600	15,100	97	
	Yoakum	2,400	2,400	97	
<b>Between 5-24%</b>	<b>NEW MEXICO</b>				
		Lea North	4,700	4,500	94
	<b>TEXAS</b>				
		Dawson	5,900	5,500	93
	Mitchell	2,600	2,400	93	
	Terry	5,800	5,400	94	
<b>Station Totals</b>			173,400	164,400	94
<b>Net Weekly Circulation (March 1969)</b>					100,470
<b>Average Daily Circulation (March 1969)</b>					78,872

# Texas—San Angelo



**KACB-TV**



Ch. 3

[Satellite of KRBC-TV, Abilene]

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 17.87-kw visual, 3.55-kw aural. Antenna: 596-ft. above av. terrain, 469-ft. above ground, 2719-ft. above sea level.

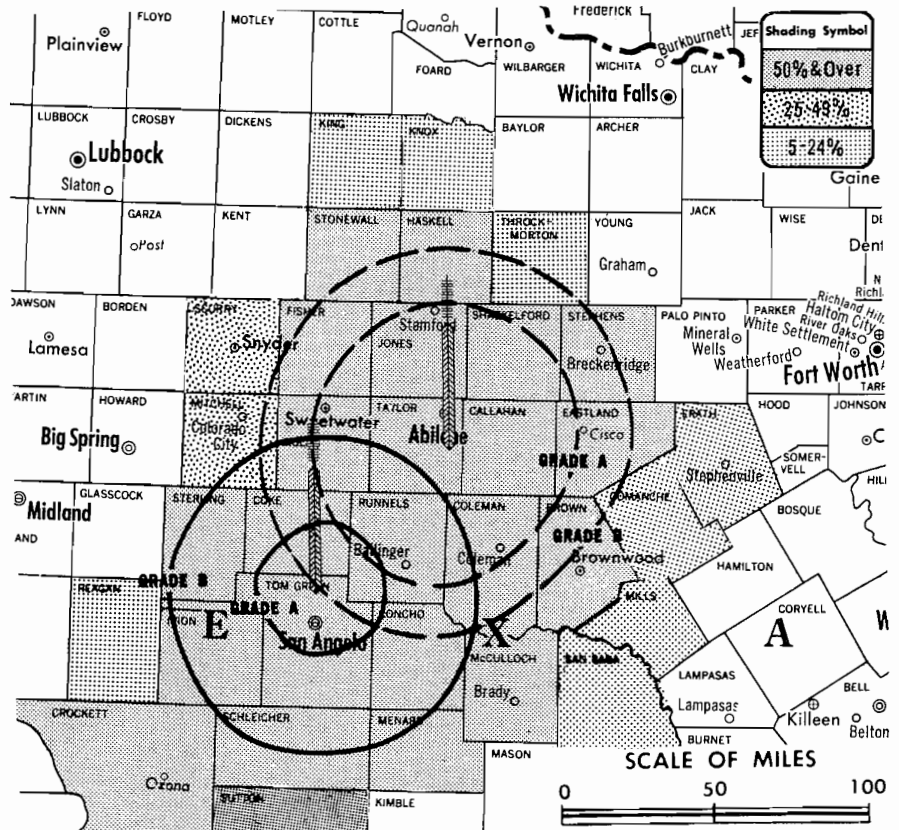
Latitude 31° 37' 22"

Longitude 100° 26' 14"

Transmitter: 7.7-mi. N of San Angelo, .4-mi. W of State Hwy. 208.

Color: Network, live, film, slide & tape.

News Wire Service: AP.



County coverage based on ARB study (see page 4-b).

KACB-TV Ref: FCC File No. BLCT-1171 Granted 8/22/62

©American Map Co., Inc., N.Y., No. 14244

## KACB-TV

Licensee: Abilene Radio & TV Co., 4510 14th St., Abilene (79605).

Studio: 4510 S. 14th St., Abilene.

Telephone: 915-692-4242. TWX No.: 915-492-9210.

Ownership: See KRBC-TV, Abilene.

Began Operation: Feb. 8, 1962.

Represented (sales) by Blair TV.

Represented (legal) by Miller, Schroeder & Bankson.

Represented (engineering) by Commercial Radio Equipment Co.

Personnel:

- DALE ACKERS, president.
- WILLIAM TERRY, station & sales manager.
- NORMAND MANN, program director.
- GENE SMITH, chief engineer.

Rates: Sold in combination with KRBC-TV, Abilene.

NETWORK BASE HOURLY RATE: Combination rate with KRBC-TV \$475.

ARB Data for this Station Included with Parent KRBC-TV, Abilene. Above Map Reflects Coverage of both Parent & Satellite.

### MORTON FLOM, P. Eng. Consulting Engineer

- CATV Proof of Performance
- Antenna Site/System — Testing, Analysis, Design
- FCC Briefs — CRTC Applications
- Radio Equipment Type Approval
- CSA Applications

All Services Confidential

514-484-4883

5814 Hudson Avenue  
Montreal 268.

# Texas—San Angelo



**KCTV**

Ch. 8

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 25.1-kw visual, 5-kw aural. Antenna: 420-ft. above av. terrain, 443-ft. above ground, 2331-ft. above sea level.

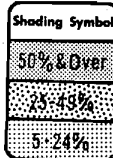
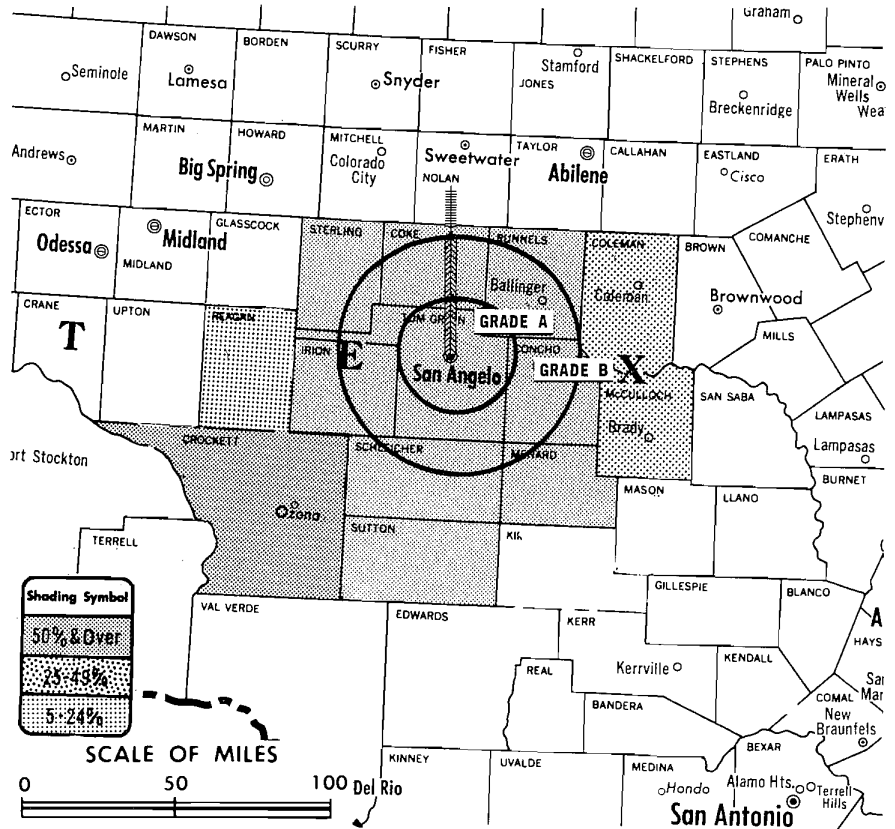
Latitude 31° 29' 29"  
Longitude 100° 26' 03"

Transmitter: 1011 E. 28th St.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Represented (legal) by Arnold & Porter.



Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).

KCTV Ref: FCC File No. BMPCT-1052 Granted 4/10/53

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## KCTV

Licensee: Westex Television Co., 1011 E. 28th St. (76901).

Studio: 1011 E. 28th St.

Telephone: 915-655-7383.

TWX No.: 915-655-6612.

Ownership: Houston H. Harte, pres., 48.32%; Edward H. Harte, v.p., 48.32%; A. L. Hall, secy., 3.36%. Edward H. & Houston H. Harte also have an interest in San Angelo Standard Times and Affiliated Newspapers Inc., which own control of Express Publishing Co., licensee of KENS-TV, San Antonio, Tex.

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 present owners approved by FCC Dec. 4, 1962 (BPTC-4160).

Represented (sales) by H-R Television.

Personnel:

HARRY MOORADIAN, general manager.  
J. HARRY ABBOTT, general sales manager.  
JOHN McGEE, program director.  
ED MATEO, chief engineer.  
FRANCES HENSON, business manager.  
FRED GUENTHER, news editor.

DIGEST OF RATE CARD NO. 7  
(Nov. 1, 1968)

Hour 30 Min. 15 Min. 5 Min. Min. 30 Sec. 20 Sec. 8 Sec.  
Class AA—7-10 p.m., daily.  
\$200.00 \$130.00 \$90.00 \$50.00 \$50.00 \$40.00 \$30.00 \$20.00

NETWORK BASE HOURLY RATE: \$200 (CBS).

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	TEXAS			
	Coke	800	800	94
	Concho	600	500	93
	Crockett	1,300	1,100	88
	Irion	400	400	88
	Menard	700	500	74
	Runnels	4,200	4,000	94
	Schleicher	900	800	90
	Sterling	400	400	90
	Sutton	12,000	1,000	81
Tom Green	23,700	22,400	95	
<b>Between 5-24%</b>	TEXAS			
	Coleman	3,500	3,300	94
	Mc Culloch	2,100	1,800	84
Reagan	1,200	1,200	98	
Station Totals		129,900	123,200	94
Net Weekly Circulation (March 1969)				30,384
Average Daily Circulation (March 1969)				24,482

**When audience estimates will help TOMORROW,  
Call for ARB Overnights TODAY!**

# Texas—San Antonio



**KENS-TV**



Ch. 5

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 20-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: Stewart Rd., 4-mi. NE of Elmendorf, Tex.

Studio: Ave. E & Fourth St.

Telephone: 512-225-7411.

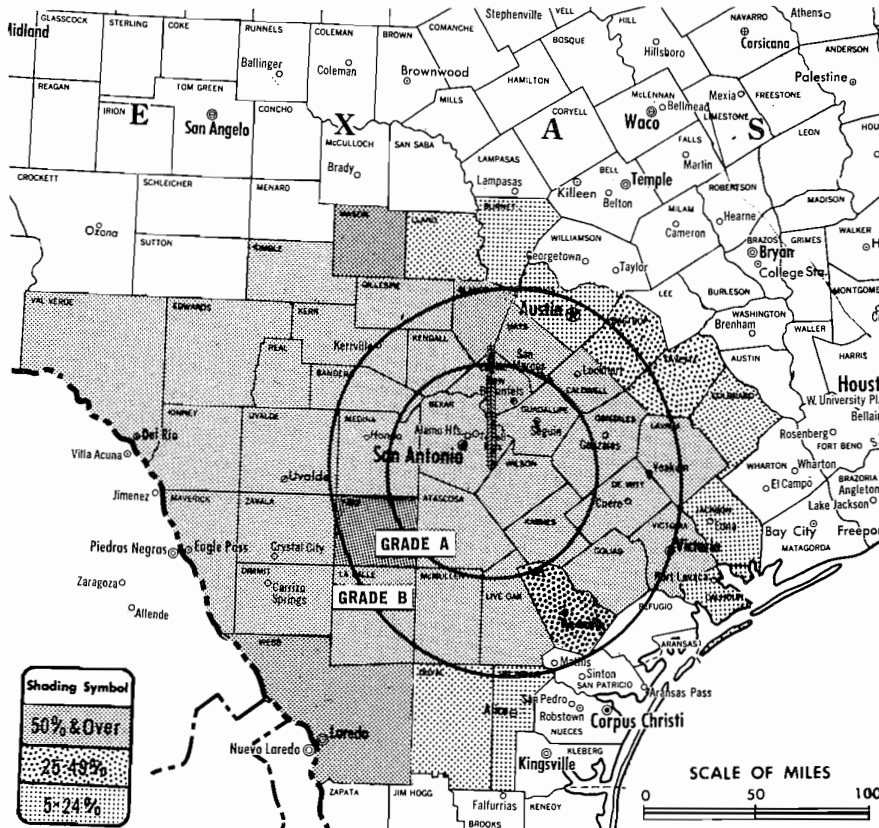
TWX No.: 512-571-0951.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV % and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).



KENS-TV Ref: FCC File No. BPCT-2306 Granted 8/1/57

©American Map Co., Inc., N.Y., No. 14244

## KENS-TV

Licensee: Express Communications Inc., Ave. E & Fourth St. (78205).

Ownership: Express Publishing Co., 99.2% of stock held by Corpus Christi Caller and Times, Abilene Reporter-News, San Angelo Standard-Times and Affiliated Newspapers Inc. (35.8% owner of San Antonio Express and News). These are all Harte-Hanks newspapers. Houston H. and Edward H. Harte own 48.32% each of KCTV, San Angelo, Tex.

Began Operation: Feb. 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) by Peters, Griffin, Woodward Inc.

Represented (legal) by Arnold & Porter.

Represented (engineering) by W. G. Edgerton.

Personnel:

- WAYNE KEARL, president & general manager.
- BILL LYDLE, v.p. & station manager.
- ELLIOT R. KLEEMAN, asst. general sales manager.
- SAM SPIVEY, program manager.
- BOB ROGERS, news director.
- RUTH HARMER, promotion director.
- RAY McMILLAN, chief engineer.

DIGEST OF RATE CARD NO. 19—(Sept. 1, 1969)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. 10 Sec.

Class AA—6:30-10 p.m., daily.

\$1000.00 \$700.00 ..... \$300.00\* \$250.00\* \$150.00\*

\*Class AAA—7-9:59 p.m., daily.

NETWORK BASE HOURLY RATE: \$900.

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>50% &amp; Over</b>	TEXAS			
	Atascosa	5,000	4,500	90
	Bandera	1,100	1,000	94
	Bexar	236,200	222,800	94

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>50% &amp; Over</b>				
TEXAS—(Continued)				
	Blanco	1,300	1,100	91
	Caldwell	4,700	4,300	91
	Comal	7,200	6,700	93
	De Witt	6,100	5,300	87
	Dimmit	2,100	1,700	79
	Edwards	1,800	1,500	81
	Frio	2,400	2,100	85
	Gillespie	3,200	2,700	84
	Goliad	1,500	1,300	87
	Gonzales	4,900	4,400	90
	Guadalupe	10,400	9,500	91
	Hays	6,000	5,500	92
	Karnes	3,500	3,100	89
	Kendall	2,000	1,800	88
	Kerr	6,200	5,500	89
	Kimble	1,100	900	81
	Kinney	500	300	76
	La Salle	1,000	900	84
	Lavaca	6,000	4,800	81
	Live Oak	1,700	1,500	91
	McMullen	400	300	90
	Maverick	4,100	3,100	76
	Medina	5,700	5,200	90
	Real	300	300	76
	Uvalde	5,200	4,600	88
	Val Verde	8,600	7,300	85
	Victoria	17,600	15,900	91
	Webb	19,400	17,600	91
	Wilson	3,100	2,800	88
	Zavala	3,300	2,600	79

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>Between 25-49%</b>				
TEXAS				
	Bastrop	4,800	4,300	89
	Bee	6,500	5,900	90
	Fayette	7,000	5,400	78

(Continued on page 785-b)

Station Totals	579,900	534,900	92
Net Weekly Circulation (March 1969)			355,840
Average Daily Circulation (March 1969)			259,632



# Texas—San Antonio



**KSAT-TV**



Ch. 12

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 63.2-kw aural. Antenna: 1483-ft. above av. terrain, 1505-ft. above ground, 2049-ft. above sea level.

Latitude 29° 16' 11"  
Longitude 98° 15' 31"

Transmitter: 4.5-mi. ENE of Elmen-dorf, Tex.

Studio: 1408 N. St. Mary's St.

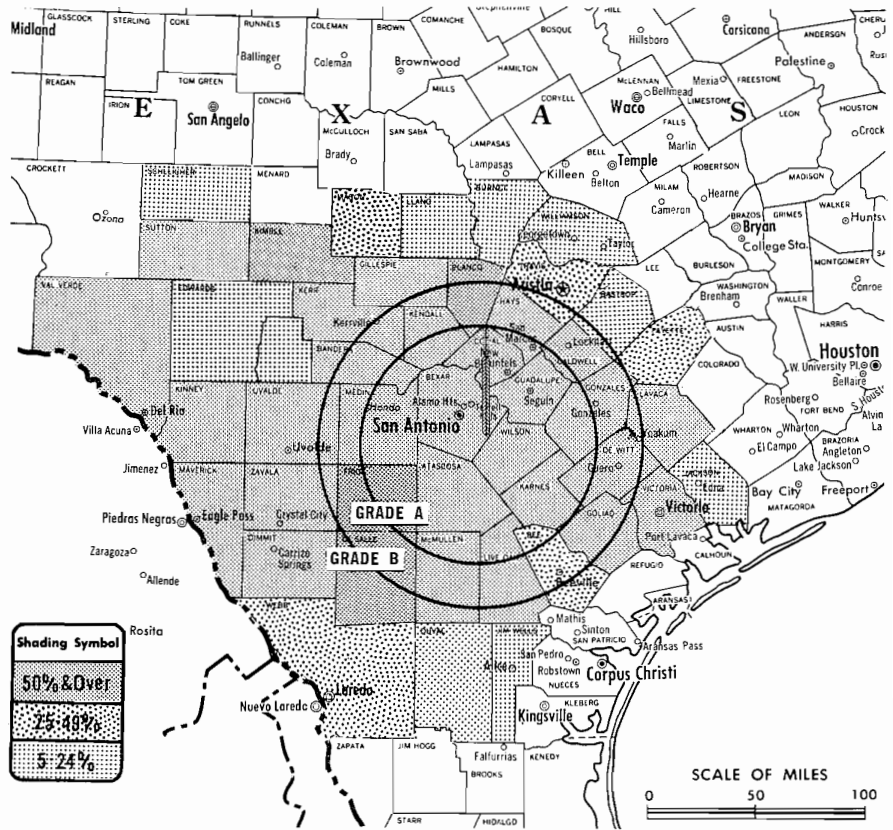
Telephone: 512-226-7611.

TXW No.: 910-871-1022.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.



KSAT-TV Ref: FCC File No. BPCT-2892 Granted 9/27/61

©American Map Co., Inc., N.Y., No. 14244

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).

## KSAT-TV

Licensee: The Outlet Co., Box 2478, San Antonio, Tex. (78206).

Ownership: The Outlet Co. For other interests see WJAR-TV, Providence, R.I.

Began Operation: Jan. 21, 1957. Sale to the Outlet Co. by Mission Telecasting Corp. approved Nov. 22, 1967 (Television Digest, Vol. 7:32, 48).

Represented (sales) by Edward Petry & Co.

Represented (legal) by Amram, Hahn & Sundlun.

Personnel:

- JOSEPH S. SINCLAIR, chairman of board.
- KENNETH LOGOWITZ, president.
- JAMES SCHIAVONE, vice president & general manager.
- JACK DIX, general sales manager.
- CLYDE FORMBY, program manager.
- LEO TRUMBLE, operations manager.
- KATIE FERGUSON, public service director.
- JIM LOGAN, news director.
- BRUCE LAUGHLIN, chief engineer.

### DIGEST OF RATE CARD NO. 2

(Sept. 21, 1969)

Hour 30 Min. 15 Min. Min. 30 Sec. 10 Sec.

Class AA—6:30-10 p.m., daily.

\$925.00 \$555.00 ..... Graded rates apply\*

\*Highest rate: \$424.

NETWORK BASE HOURLY RATE: \$925.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	TEXAS			
	Atascosa	5,000	4,500	90
	Bandera	1,100	1,000	94
	Bexar	236,200	222,800	94
	Blanco	1,300	1,100	91
	Caldwell	4,700	4,300	91
Comal	7,200	6,700	93	

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	TEXAS—(Continued)			
	De Witt	6,100	5,300	87
	Dimmit	2,100	1,700	79
	Frio	2,400	2,100	85
	Gillespie	3,200	2,700	84
	Goliad	1,500	1,300	87
	Gonzales	4,900	4,400	90
	Guadalupe	10,400	9,500	91
	Hays	6,000	5,500	92
	Karnes	3,500	3,100	89
	Kendall	2,000	1,800	88
	Kerr	6,200	5,500	89
	Kimble	1,100	900	81
	Kinney	500	300	76
	La Salle	1,000	900	84
	Lavaca	6,000	4,800	81
	Live Oak	1,700	1,500	91
	McMullen	400	300	90
	Maverick	4,100	3,100	76
	Medina	5,700	5,200	90
Sutton	1,200	1,000	81	
Uvalde	5,200	4,600	88	
Val Verde	8,600	7,300	85	
Victoria	17,600	15,900	91	
Wilson	3,100	2,800	88	
Zavala	3,300	2,600	79	
<b>Between 25-49%</b>	TEXAS			
	Bee	6,500	5,900	90
	Fayette	7,000	5,400	78
	Mason	800	600	82
	Travis	79,700	75,200	94
Webb	19,400	17,600	91	
<b>Between 5-24%</b>	TEXAS			
	Bastrop	4,800	4,300	89
Burnet	2,500	2,300	95	
(Continued on page 785-b)				
Station Totals		581,400	535,300	92
Net Weekly Circulation (March 1969)			344,266	
Average Daily Circulation (March 1969)			223,444	

# Texas—San Antonio

## KWEX-TV

Ch. 41

[Spanish language outlet]

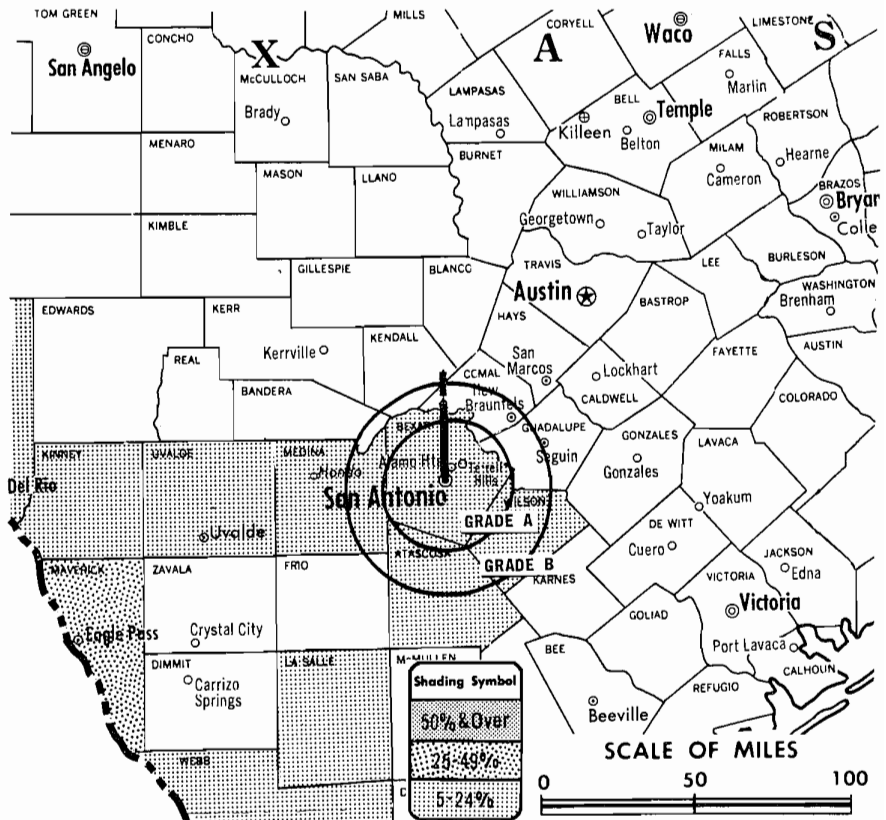
**Technical Facilities:** Channel No. 41 (632-638 MHz). Authorized power: 170-kw max. and 129-kw horizontal visual, 35.8-kw max. and 25.7-kw horizontal aural. Antenna: 500-ft. above av. terrain, 598-ft. above ground, 1218-ft. above sea level.

Latitude 29° 25' 03"  
Longitude 98° 29' 26"

**Transmitter:** 411 W. Durango.

**Color:** Network, live, film, slide & tape.

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1968 American Research Bureau.  
County coverage based on ARB study (see page 4-b).



KWEX-TV Ref: FCC File No. BPCT-3573 Granted 7/12/65

©American Map Co., Inc., N.Y., No. 14244

## KWEX-TV

**Network Service:** None, independent. Spanish language outlet (Spanish International Broadcasting Network).

**Licensee:** Spanish International Bcstg. Corp., P.O. Box 9225, San Antonio, Tex. (78204).

**Studio:** 411 W. Durango. Telephone: 512-227-4141.

**Ownership:** Frank Fouce, 20%; Rene Anselmo, v.p., 15%; Edward J. Noble, 20%; Emilio Azcarraga, 20%; Emilio Nicolas, 20%; Julian M. Kaufman, 5%. Also owns KMEX-TV, Los Angeles, Cal.

**Began Operation:** June 10, 1955. Sale as KUAL-TV to present owner by Raul A. Cortez and associates approved by FCC Dec. 6, 1961 (Television Digest, Vol. 17:35, 2:1).

**Represented (sales)** by Spanish International Network Inc.

**Represented (legal)** by McKenna & Wilkinson.

### Personnel:

FRANK FOUCE, president.  
RENE ANSELMO, vice president.  
JULIAN KAUFMAN, vice president.  
EMILIO NICOLAS, vice president & general manager.  
J. MANUEL CALVO, business manager.  
FELIX MAJUL, sales manager.  
JAMES R. MEEK, director of engineering.  
LEONARDO GARCIA, operations manager.  
JUAN GARZA, production manager.  
JULIUS GERMANO JR., color production manager.  
ISABEL JIMENEZ, women's program director.

## DIGEST OF RATE CARD NO. 6

(March 1, 1968)

Hour	30 Min.	15 Min.	5 Min.	Min.	30 or 20 Sec.	10 Sec.
Class AA—6-11 p.m., daily.						
\$500.00	\$300.00	\$180.00	\$108.00	\$80.00	\$48.00	\$40.00

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Between 25-49%</b>	TEXAS			
	Maverick	4,100	3,100	76
<b>Between 5-24%</b>	TEXAS			
	Atascosa	5,000	4,500	90
	Bexar	236,200	222,800	94
	Kinney	500	300	76
	La Salle	1,000	900	84
	Medina	5,700	5,200	90
	Uvalde	5,200	4,600	88
	Val Verde	8,600	7,300	85
Webb	19,400	17,600	91	
Wilson	3,100	2,800	88	
<b>Station Totals</b>		<b>377,400</b>	<b>352,300</b>	<b>93</b>
<b>Net Weekly Circulation (March 1969)</b>				<b>54,333</b>
<b>Average Daily Circulation (March 1969)</b>				<b>29,668</b>

**WBAP-TV, Fort Worth**  
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>Between 25-49%</b>	OKLAHOMA			
	Choctaw	3,900	3,200	83
	Love	1,200	1,100	91
	TEXAS			
	Bosque	3,500	3,300	92
	Eastland	59,000	5,400	91
	Franklin	1,200	1,100	89
	Mills	1,000	800	88
	Montague	4,700	4,400	94
	Red River	3,600	3,100	85
Smith	31,300	29,200	93	
<b>Between 5-24%</b>	OKLAHOMA			
	Bryan	7,500	6,700	90
	Marshall	2,200	2,100	94
	Pushmataha	2,200	1,900	86
	TEXAS			
	Brown	10,800	9,600	89
	Cherokee	8,900	7,900	89
	Coleman	3,500	3,300	94
	Leon	2,500	2,100	83
	Mc Lennan	54,000	51,200	95
San Saba	1,300	1,100	90	
Scurry	5,500	5,200	94	
Stephens	3,200	2,900	91	
Titus	5,700	5,100	91	
Young	5,200	4,900	94	

**KTVT, Fort Worth**  
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>Between 25-49%</b>	TEXAS—(Continued)			
	Montague	4,700	4,400	94
	Nolan	6,200	5,900	95
	San Saba	1,300	1,100	90
	Smith	31,300	29,200	93
	Wood	4,800	4,400	92
Young	5,200	4,900	94	
<b>Between 5-24%</b>	NEW MEXICO			
	Lea South	12,100	11,400	94
	OKLAHOMA			
	Mc Curtain	6,800	6,000	87
	Marshall	2,200	2,100	94
	TEXAS			
	Bell	35,700	34,000	95
	Cherokee	8,900	7,900	89
	Dickens	800	700	93
	Falls	6,200	5,700	91
	Fayette	7,000	5,400	78
	Fisher	3,100	2,900	92
	Franklin	1,200	1,100	89
	Gaines	4,400	4,200	96
	Garza	2,000	1,900	94
	Hale	13,500	12,700	95
	Haskell	3,000	2,800	92
	Howard	15,600	15,100	97
	Jones	7,300	6,900	95
	Lampasas	2,900	2,700	94
	Lubbock	58,500	56,100	96
	Midland	26,600	25,600	96
	Mitchell	2,600	2,400	93
	Red River	3,600	3,100	85
	Scurry	5,500	5,200	94
	Taylor	39,700	38,000	96
	Terry	5,800	5,400	94
	Titus	5,700	5,100	91
	Tom Green	23,700	22,400	95
	Williamson	10,200	9,400	92

**Texas**

**KENS-TV, San Antonio**  
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>Between 5-24%</b>	TEXAS			
	Burnet	2,500	2,300	95
	Calhoun	5,000	4,500	91
	Duval	2,900	2,400	84
	Jackson	4,300	3,900	89
	Jim Wells	10,800	9,700	90
	Llano	2,000	1,800	90
	Mason	800	600	82
	Travis	79,700	75,200	94

**KSAT-TV, San Antonio**  
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>Between 5-24%</b>	TEXAS—(Continued)			
	Duval	2,900	2,400	84
	Edwards	1,800	1,500	81
	Jackson	4,300	3,900	89
	Jim Wells	10,800	9,700	90
	Llano	2,000	1,800	90
	Real	300	300	76
	Schleicher	900	800	90
	Williamson	10,200	9,400	92

**WOAI-TV, San Antonio**  
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>Between 5-24%</b>	TEXAS—(Continued)			
	Burnet	2,500	2,300	95
	Calhoun	5,000	4,500	91
	Duval	2,900	2,400	84
	Jackson	4,300	3,900	89
	Jim Wells	10,800	9,700	90
	Schleicher	900	800	90
	Travis	79,700	75,200	94



**MALARKEY, TAYLOR and ASSOCIATES**

CATV

BROKERS / CONSULTANTS / ENGINEERS

1225 Connecticut Ave. N.W. • Washington, D.C. • Phone (202) 223-2345

# Texas—San Antonio



**WOAI-TV**



Ch. 4

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 11.2-kw aural. Antenna: 1476-ft. above av. terrain, 1531-ft. above ground, 2049-ft. above sea level.

Latitude 29° 16' 03"  
Longitude 98° 16' 28"

Transmitter: Stewart Rd., NE of Elmendorf, Texas.

Studio: 1031 Navarro St.

TV tape: Recording facilities.

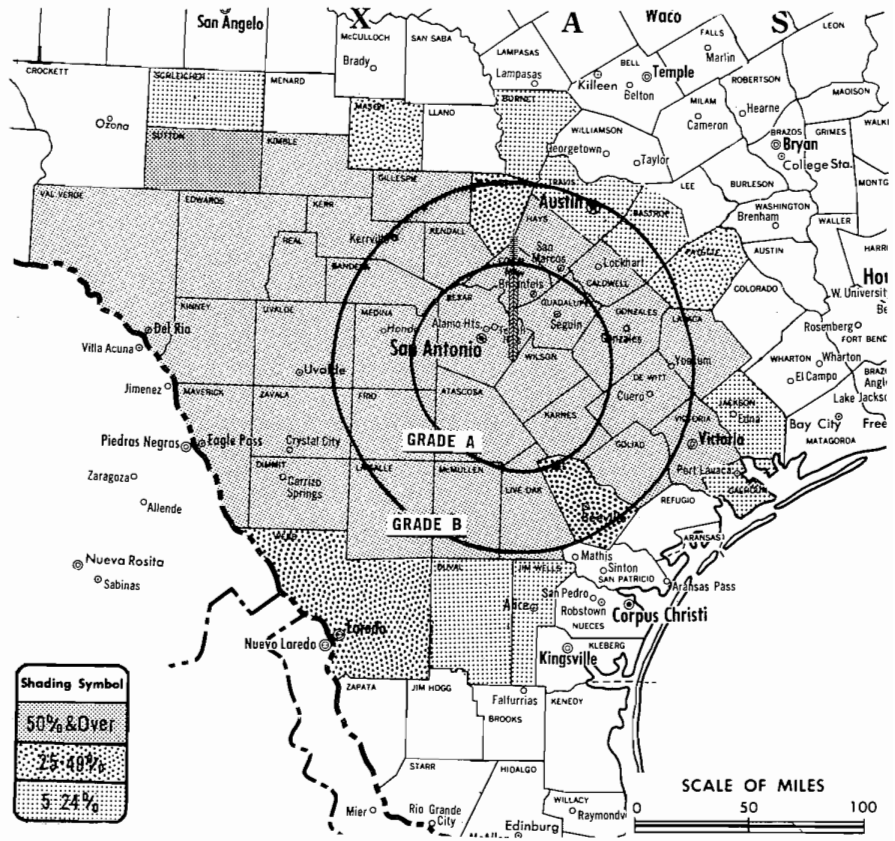
AM Affiliate: WOAI, 50-kw, 1200 kHz (NBC).

Color: Network, live, film, slide & tape.

News Wire Service: AP.

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

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).



WOAI-TV Ref: FCC File No. BPCT-2287 Granted 8/1/57

©American Map Co., Inc., N.Y., No. 14244

## WOAI-TV

Licensee: Avco Broadcasting Corp., 1031 Navarro St., San Antonio (78205).

Telephone: 512-227-4221. TWX No.: 512-571-0920.

Ownership: Subsidiary of Avco Corp. For other interests see WLWT, Cincinnati, Ohio.

Began Operation: Dec. 11, 1949. Sale to present owner by Hugh Half Jr. and associates approved Sept. 15, 1965 by FCC (Television Digest, Vol. 5:22, 38).

Represented (sales) by Avco Radio Television Sales Inc.

Represented (legal) by Hogan & Hartson.

### Personnel:

- EDWARD V. CHEVIOT, vice president & general manager.
- MORTON A. BARRETT, general sales manager.
- EDWARD GRAHAM, local sales manager.
- JACK CARROLL, program director.
- EARL LING, promotion & publicity director.
- ROBERT H. LUNQUIST, news director.
- CHARLES L. JEFFERS, director of engineering.
- RAY LAUBE, community services director.
- CHARLES LUTZ, production manager.
- FAYE KEMPER, film director.

### DIGEST OF RATE CARD NO. 4—(June 1, 1969)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	8 Sec.
Class AA—6:30-10:30 p.m., daily.	\$975.00	\$750.00	\$325.00	\$180.00	Graded rates apply*	

\*Highest rate: \$350.

NETWORK BASE HOURLY RATE: \$975.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>				
	TEXAS			
	Atascosa	5,000	4,500	90
	Bandera	1,100	1,000	94
	Bexar	236,200	222,800	94
	Caldwell	4,700	4,300	91
	Comal	7,200	6,700	93

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>				
TEXAS—(Continued)				
	De Witt	6,100	5,300	87
	Dimmit	2,100	1,700	79
	Edwards	1,800	1,500	81
	Frio	2,400	2,100	85
	Gillespie	3,200	2,700	84
	Goliad	1,500	1,300	87
	Gonzales	4,900	4,400	90
	Guadalupe	10,400	9,500	91
	Hays	6,000	5,500	92
	Karnes	3,500	3,100	89
	Kendall	2,000	1,800	88
	Kerr	6,200	5,500	89
	Kimble	1,100	900	81
	Kinney	500	300	76
	La Salle	1,000	900	84
	Lavaca	6,000	4,800	81
	Live Oak	1,700	1,500	91
	McMullen	400	300	90
	Maverick	4,100	3,100	76
	Medina	5,700	5,200	90
	Real	300	300	76
	Sutton	1,200	1,000	81
	Uvalde	5,200	4,600	88
	Val Verde	8,600	7,300	85
	Victoria	17,600	15,900	91
	Wilson	3,100	2,800	88
	Zavala	3,300	2,600	79
<b>Between 25-49%</b>				
TEXAS				
	Bee	6,500	5,900	90
	Blanco	1,300	1,100	91
	Fayette	7,000	5,400	78
	Mason	800	600	82
	Webb	19,400	17,600	91
<b>Between 5-24%</b>				
TEXAS				
	Bastrop	4,800	4,300	89
(Continued on page 785-b)				
Station Totals		627,100	578,300	92
Net Weekly Circulation (March 1969)			342,570	
Average Daily Circulation (March 1969)			229,881	

# Texas—Tyler-Longview



**KLTV**

Ch. 7



Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 50-kw aural. Antenna: 520-ft. above av. terrain, 495-ft. above ground, 1050-ft. above sea level.

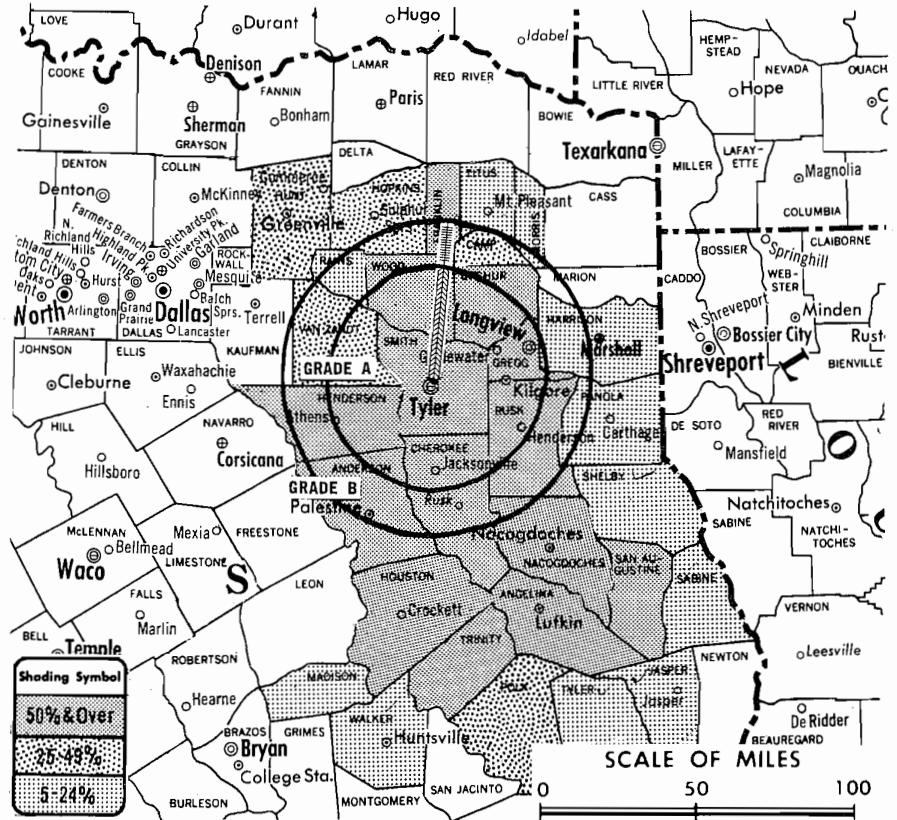
Latitude 32° 21' 06"  
Longitude 95° 16' 00"

Transmitter: Kilgore Hwy. East.

Studio: Kilgore Hwy. East.

Color: Network, live, film, slide & tape.

News Wire Service: AP.



Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).

KLTV Ref: FCC File No. BFPCT—2172 Granted 8/30/66

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## KLTV

Network Service: ABC, NBC, CBS.

Licensee: Channel 7 Inc., P.O. Box 957, Tyler (75702).

Telephone: 214-592-3873. TWX No.: 910-860-5810.

Ownership: Lucille Buford, 36.6%; Marshall Pengra, 20%; Robert Paschal Buford, Gerald Barber Buford, Geoffrey Ross Buford, 14% each; Hudson Collins, .5%; Charles Bowker, .5%. Same interests also own KTRE-TV, Lufkin, Tex. (KTRE).

Began Operation: Oct. 14, 1954.

Represented (sales) by Avery-Knodel Inc.

Personnel:

MARSHALL H. PENGRA, exec. v.p., gen. mgr. & film buyer.  
ROBERT BUFORD, v.p. & general sales manager.  
RALPH JOHNSON, news director.  
CHARLES BOWKER, local sales manager.  
HUDSON COLLINS, technical director.  
LINDA DELK, traffic director.

### DIGEST OF RATE CARD NO. 9 (Feb. 1, 1969)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. 10 Sec.  
Class AA—6:30-10 p.m., daily.  
\$385.00 \$230.00 \$155.00 \$115.00 \$65.00 \$55.00 \$33.00

\*Class A—6:31-9:59 p.m., daily.

NETWORK BASE HOURLY RATE: \$350 (ABC), \$350 (NBC).

ARB Data: Figures include KTRE-TV,  
Lufkin, Tex.

Map reflects coverage of both.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	<b>TEXAS</b>			
	Anderson	9,600	8,700	91
	Angelina	16,200	15,000	93
	Cherokee	8,900	7,900	89
	Franklin	1,200	1,100	89
	Gregg	25,400	23,800	94
	Henderson	6,700	6,000	91
	Houston	5,000	4,300	85
	Nacogdoches	8,400	7,400	88
	Rusk	11,000	10,100	92
	San Augustine	1,800	1,500	84
	Smith	31,300	29,200	93
	Trinity	1,600	1,400	83
Upshur	6,100	5,600	92	
Wood	4,800	4,400	92	
<b>Between 25-49%</b>	<b>TEXAS</b>			
	Camp	2,100	1,800	88
	Hopkins	5,200	4,700	91
	Hunt	12,600	11,700	93
	Polk	4,900	4,200	87
Van Zandt	6,000	5,400	91	
<b>Between 5-24%</b>	<b>LOUISIANA</b>			
	Cameron	2,000	1,800	92
	<b>TEXAS</b>			
	Harrison	13,300	12,100	91
	Jasper	7,500	6,800	91
	Madison	3,100	2,700	86
	Morris	4,600	4,200	93
	Panola	4,600	4,200	91
	Rains	700	600	91
	Sabine	1,700	1,400	83
	Shelby	5,800	5,100	88
Titus	5,700	5,100	91	
Tyler	3,100	2,700	87	
Walker	5,700	4,800	85	
Young	5,200	4,900	94	
<b>Station Totals</b>		<b>306,200</b>	<b>279,900</b>	<b>91</b>
<b>Net Weekly Circulation (March 1969)</b>				<b>126,271</b>
<b>Average Daily Circulation (March 1969)</b>				<b>86,117</b>

# Texas—Victoria



**KXIX**

Ch. 19

[Satellite of KIII, Corpus Christi, Tex.]

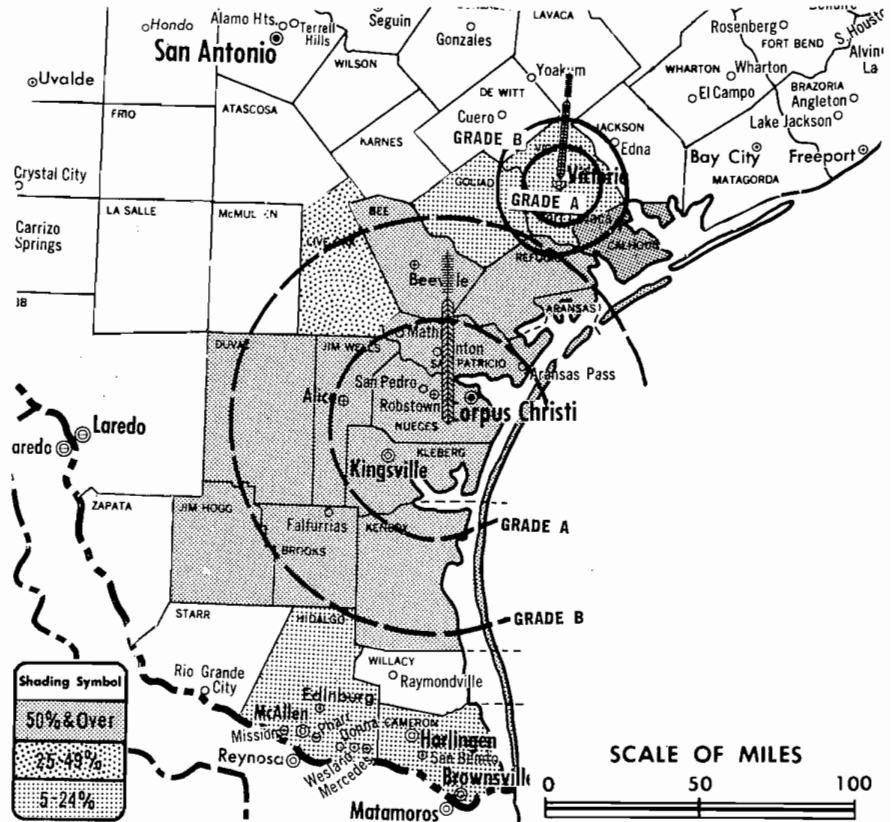
Technical Facilities: Channel No. 19 (500-506 MHz). Authorized power: 14.8-kw visual, 2.94-kw aural. Antenna: 490-ft. above av. terrain, 495-ft. above ground, 584-ft. above sea level.

Latitude 28° 46' 41"  
Longitude 96° 57' 38"

Transmitter: SE corner of By-Pass Loop 175 & Port Lavaca Hwy.

Color: Network, film & slide.

ARB Data: Map reflects coverage of parent KIII, Corpus Christi.



County coverage based on ARB study (see page 4-b).

KXIX Ref: FCC File No. BMPCT—6871 Granted 11/19/68  
KIII Ref: FCC File No. BMPCT—5945 Granted 11/7/63

©American Map Co., Inc., N.Y. No. 14244

## KXIX

Grantee: South Texas Telecasting Co. Inc., P.O. Box 6669, Corpus Christi, Tex.

Studio: Loop 175 & Port Lavaca Hwy., Victoria.

Ownership: South Texas Telecasting Co. Inc., 51% (see KIII(TV), Corpus Christi, Tex.); Dwight W. Strahan, 49%.

Began Operation: Oct. 1, 1969.

Represented (sales) by Blair Television.

Represented (legal) by Cohn & Marks.

Represented (engineering) by A. Earl Cullum Jr., Consulting Engineers.

Personnel: See KIII(TV), Corpus Christi.

Rates: See KIII(TV), Corpus Christi.

## BLACKBURN & COMPANY, INC.

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ATLANTA	1655 Peachtree Rd., N.E.	(404) 873-5626
BEVERLY HILLS	9645 Wilshire Blvd.	(213) 274-8151

# Texas—Waco

**abc** **KWTX-TV**

Ch. 10

[Affiliated with KBTX-TV,  
Bryan, Texas]

Technical Facilities: Channel No. 10  
(192-198 MHz). Authorized power:  
257-kw visual, 51.3-kw aural. Antenna:  
1140-ft. above av. terrain, 1080-ft.  
above ground, 1749-ft. above sea level.

Latitude 31° 24' 15"  
Longitude 97° 12' 26"

Transmitter: 1.4-mi. NNE of Lorena,  
Tex.

Studio: 4520 Bosque Blvd. (76710).

AM Affiliate: KWTX, .25-kw, 1230  
kHz (MBS).

Color: Network, live, film, slide &  
tape.

News Wire Service: UPI.

Facsimile Service: UPI.

ARB Data: Figures for this station  
include satellite KBTX-TV, Bryan,  
Tex.

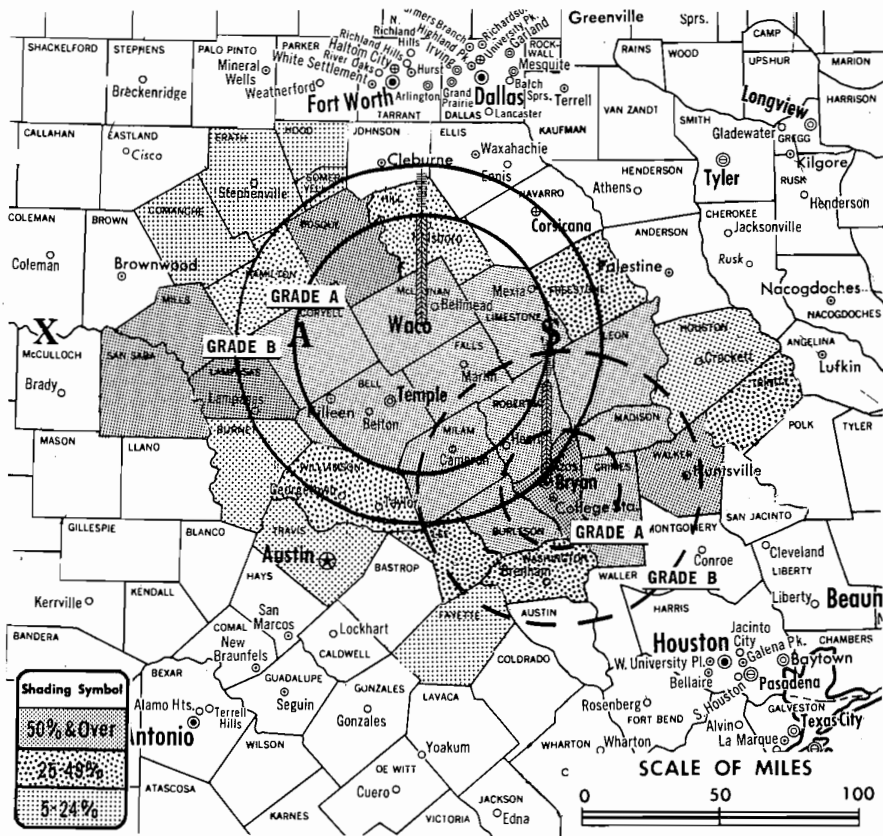
Total Households: © SRDS

Consumer Market Data as of 1/1/70.

TV Homes: TV% and Circulation

© 1969 American Research Bureau.

County coverage based on ARB study (see  
page 4-b).



KWTX-TV Ref: FCC File No. BPCT—2866 Granted

KBTX-TV Ref: FCC File No. BPCT—2210 Granted 11/8/56

©American Map Co., Inc., N.Y., No. 14244

## KWTX-TV

Network Service: ABC, CBS.

Licensee: KWTX Broadcasting Co., Box 7128 (76710).

Telephone: 817-756-4451. TWX No.: 817-756-4420.

Ownership: M. N. Bostick, pres., 12.465%; estate of Hilton E. Howell, 12.465%; Ross M. Sams, 12.465%; W. W. Callan Sr., 9.78%; Robert Levy, 8.643%; W. Woody Callan Jr., 1.342%; Diana C. Braswell, 1.343%; Thomas D. Stribling, 7.972%; George & E. S. Chase, 4.493%; Texas Bcstg. Corp. (KTBC-TV, Austin, Tex.) 29.032%. Note: KWTX Broadcasting Co. owns 50% of KBTX-TV, Bryan; 75% radio KNAL, Victoria. Stockholders of KWTX-TV own KXII, Ardmore, Okla. & KLFY-TV, Lafayette, La. M. N. Bostick is also 10% owner of KBTX-TV, Bryan; 29.972% of KXII(TV) & KLFY-TV; 20% owner of radio KNAL.

Began Operation: April 3, 1955.

Represented (sales) by H-R Television.

Represented (legal) by Fletcher, Heald, Rowell, Kenehan & Hildreth.

Represented (engineering) by A. Earl Cullum Jr. Consulting Engineers.

Personnel:

M. N. (BUDDY) BOSTICK, pres., gen. mgr. & film buyer.  
PETE McNEE, national & regional sales manager.  
RALPH WEBB, program director.  
JOHN WATKINS, farm & garden editor.  
MARVEL RUSSELL, woman's editor.

### DIGEST OF RATE CARD NO. 8

(Aug. 15, 1969)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. 10 Sec.

Class A—6-10:30 p.m., daily.

\$550.00 \$330.00 \$220.00 \$140.00 \$110.00\* \$90.00\* \$75.00\*

\*Class AA—6-9:59 p.m., daily.

This rate includes bonus station KBTX-TV, Bryan, Tex.

NETWORK BASE HOURLY RATE: \$450 (ABC & CBS). Combina-  
tion rate with KBTX-TV, Bryan \$580 (ABC & CBS).

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	TEXAS			
	Bell	35,700	34,000	95
	Bosque	3,500	3,300	92
	Brazos	14,100	13,100	93
	Burleson	3,000	2,500	85
	Coryell	7,800	7,400	95
	Falls	6,200	5,700	91
	Grimes	3,400	2,900	86
	Lampasas	2,900	2,700	94
	Leon	2,500	2,100	83
	Limestone	5,100	4,600	89
	Mc Lennan	54,000	51,200	95
	Madison	3,100	2,700	86
	Milam	7,000	6,300	89
Mills	1,000	800	88	
Robertson	5,100	4,600	90	
San Saba	1,300	1,100	90	
Walker	5,700	4,800	85	
<b>Between 25-49%</b>	TEXAS			
	Freestone	3,200	2,800	88
	Hamilton	2,300	2,100	90
	Hill	6,300	5,800	93
	Lee	2,200	2,000	89
	Trinity	1,600	1,400	83
	Washington	6,100	5,100	83
Williamson	10,200	9,400	92	
<b>Between 5-24%</b>	TEXAS			
	Burnet	2,500	2,300	95
	Comanche	3,000	2,600	87
	Erath	5,900	5,600	95
	Fayette	7,000	5,400	78
	Hood	2,000	1,900	94
	Houston	5,000	4,300	85
Somervell	1,000	900	94	
Travis	79,700	75,200	94	
Station Totals		493,200	456,400	93
Net Weekly Circulation (March 1969)				159,241
Average Daily Circulation (March 1969)				112,869

# Texas—Temple-Waco



**KCEN-TV**



Ch. 6

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 14.1-kw aural. Antenna: 830-ft. above av. terrain, 833-ft. above ground, 1549-ft. above sea level.

Latitude 31° 17' 06"  
Longitude 97° 15' 34"

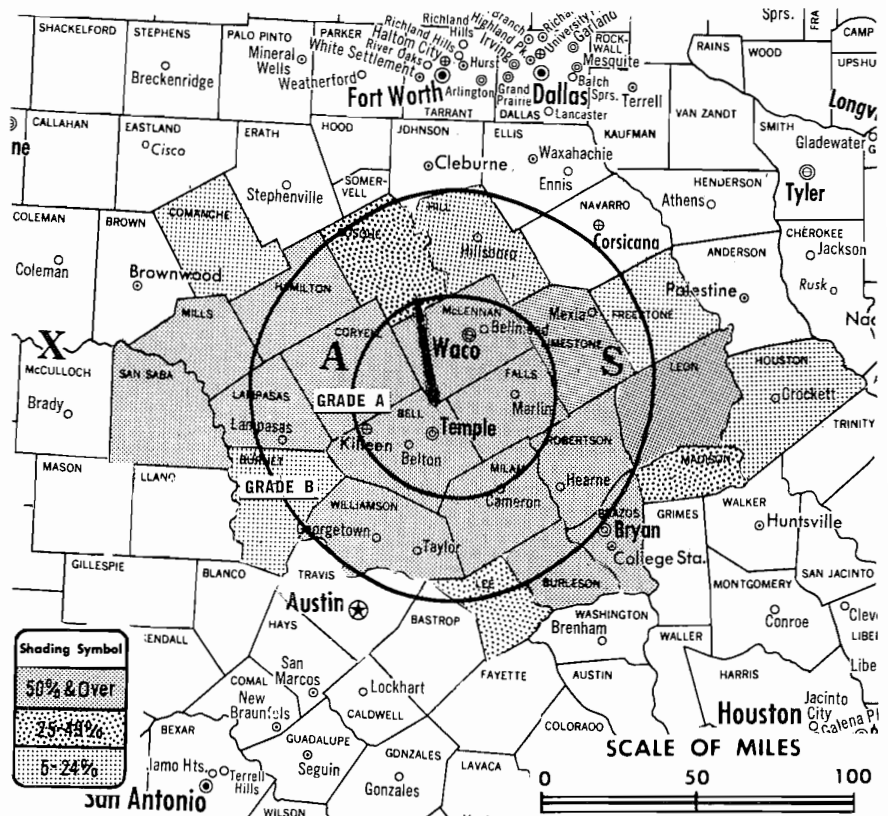
Transmitter: Hwy. 81, Eddy, Tex., 14-mi. N of Temple.

Studio: Hwy. 81, Eddy, Tex., 14-mi. N of Temple.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.



KCEN-TV Ref: FCC File No. BMPCT-1085 Granted 5/19/63

©American Map Co., Inc., N.Y., No. 14244

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV % and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).

## KCEN-TV

Licensee: Channel 6 Inc., Box 188, 17 Third St., Temple (76501).  
Waco Office: 506 Professional Bldg. Telephone: 817-756-0332.  
Telephones: 817-773-6868, Temple; 817-752-4331, Waco.  
TWX No.: 910-890-5370.

Ownership: Frank W. Mayborn, pres. & 95% owner of Channel 6 Inc., is pres. and 95% owner of Bell Publishing Co. (Temple Daily Telegram); Red River Valley Publishing (Sherman Democrat) & Realty Companies, Sherman; Killeen Publishing Co. (Killeen Herald); Taylor Newspapers Inc. (Taylor Press and Times). C. A. Schulz owns 5% of Bell Publishing.

Began Operation: Nov. 1, 1953.

Represented (sales) by Blair Television.

Represented (legal) by Fisher, Wayland, Duvall & Southmayd.

Represented (engineering) by W. G. Egerton.

Personnel:

FRANK W. MAYBORN, president.  
RUSH K. EVANS, vice president & general manager.  
CURTIS CASEY, chief engineer.  
HAL ATKINS, local sales manager.  
RAYMOND BRITTON, operations manager.

### DIGEST OF RATE CARD NO. 12 (June 15, 1967)

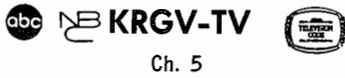
Hour	30 Min.	15 Min.	5 Min.	20 Sec.	10 Sec.
Class A—6:30-10 p.m., daily.					
\$500.00	\$300.00	\$180.00	\$115.00	\$110.00	\$55.00

NETWORK BASE HOURLY RATE: \$525.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>				
TEXAS				
	Bell	35,700	34,000	95
	Brazos	14,100	13,100	93
	Burleson	3,000	2,500	85
	Coryell	7,800	7,400	95
	Falls	6,200	5,700	91
	Hamilton	2,300	2,100	90
	Lampasas	2,900	2,700	94
	Leon	2,500	2,100	83
	Limestone	5,100	4,600	89
	Mc Lennan	54,000	51,200	95
	Milam	7,000	6,300	89
	Mills	1,000	800	88
	Robertson	5,100	4,600	90
	San Saba	1,300	1,100	90
	Williamson	10,200	9,400	92
<b>Between 25-49%</b>				
TEXAS				
	Bosque	3,500	3,300	92
	Lee	2,200	2,000	89
	Madison	3,100	2,700	86
<b>Between 5-24%</b>				
TEXAS				
	Burnet	2,500	2,300	95
	Comanche	3,000	2,600	87
	Freestone	3,200	2,800	88
	Hill	6,300	5,800	93
	Houston	5,000	4,300	85
Station Totals		322,300	299,700	93
Net Weekly Circulation (March 1969)				139,860
Average Daily Circulation (March 1969)				98,042



# Texas—Weslaco



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, Tex., 7-mi. SW of Harlingen.

TV tape: Recording facilities.

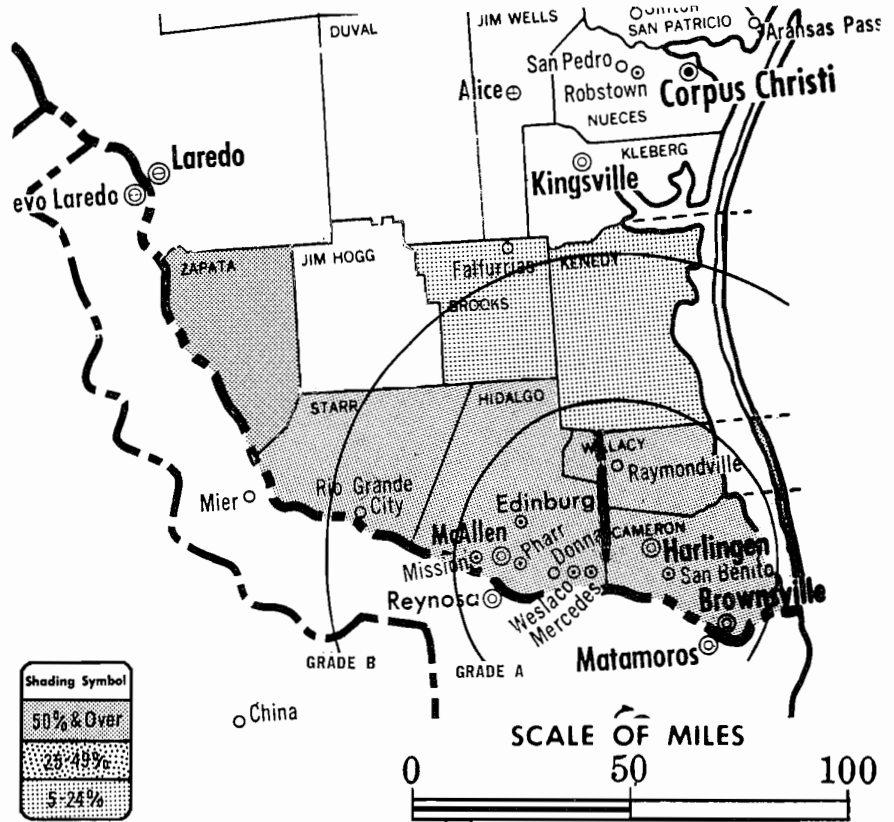
AM Affiliate: KRGV, 5-kw, 1290 kHz.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

News Film Service: NBC.

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).



KRGV-TV Ref: FCC File No. BPCT-3788 Granted 8/18/66 ©American Map Co., Inc., N.Y., No. 14244

## KRGV-TV

Network Service: ABC, NBC.

Licensee: Mobile Video Tapes, Box 626, Weslaco (78596).

Studio: 900 E. Expressway (78596).

Telephone: 512-968-3131. TWX No.: 512-968-3086.

Ownership: Douglas L. Manship, 50%; Charles P. Manship Jr., 50%. For other interests, see WBRZ, Baton Rouge, La.

Began Operation: April 10, 1954. Sale to present owners by Kenco Enterprises approved Jan. 28, 1964 by FCC. (Television Digest, Vol. 4:5). Sale to Kenco Enterprises by LBJ Co. approved by FCC Oct. 18, 1961. (Television Digest, Vol. 17:35, BALCF-167). LBJ Co. acquired full control of TV and radio when FCC approved sale of remaining 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) by H-R Television.

Represented (legal) by Cohn & Marks.

Personnel:

JACK H. DRAKE, general manager.  
EARL NOEL, general sales manager.  
HANK PAGE, operations director.  
WILLIAM R. YORDY SR., chief engineer.

### DIGEST OF RATE CARD NO. 7—(Sept. 1, 1966)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.	
Class AA—7-9:30 p.m., daily.	\$430.00	\$258.00	\$172.00	\$116.00	\$80.00*	\$64.00*	\$40.00*

\*Section 1.

NETWORK BASE HOURLY RATE: \$500.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	TEXAS			
	Cameron	41,000	38,100	93
	Hidalgo	47,700	43,700	92
	Starr	4,500	3,800	85
	Willacy	4,500	4,100	92
Zapata	1,100	900	78	
<b>Between 5-24%</b>	TEXAS			
	Brooks	2,000	1,800	90
	Kenedy	200	200	92
Station Totals		121,700	111,300	91
Net Weekly Circulation (March 1969)				89,249
Average Daily Circulation (March 1969)				70,980

# Texas—Wichita Falls



**KAUZ-TV**



Ch. 6

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 St., 2.5-mi. W of center of Wichita Falls.

TV tape: Recording facilities.

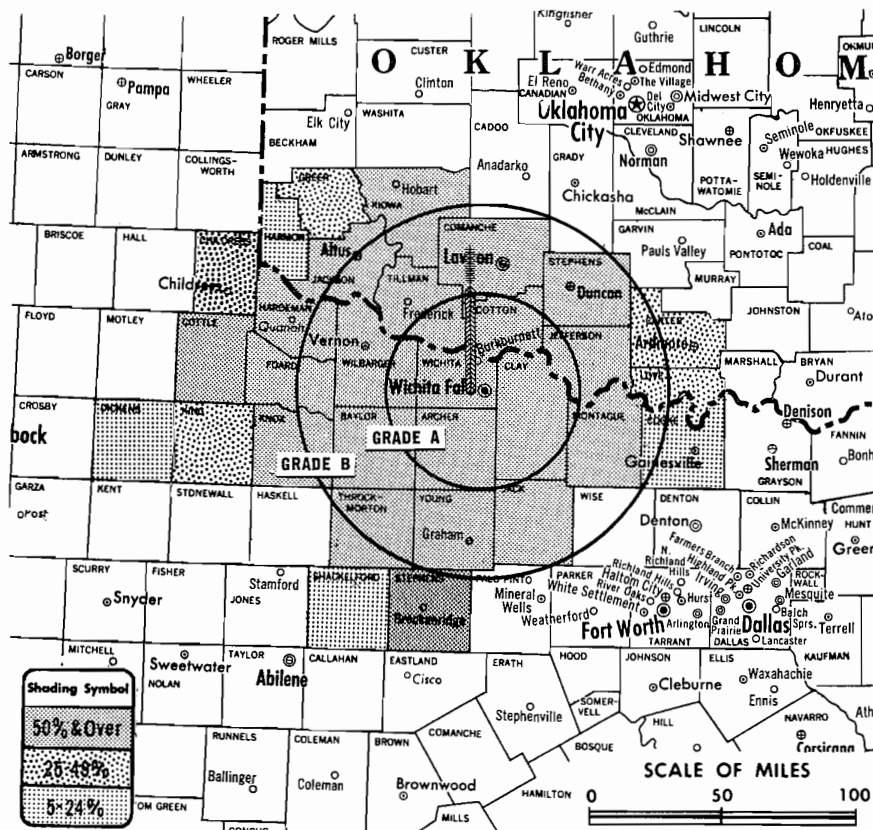
Color: Network, live, film, slide & tape.

News Wire Service: AP.

Facsimile Service: AP.

Represented (legal) by Miller, Schroeder & Bankson.

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).



KAUZ-TV Ref: FCC File No. BPCT-2553 Granted 1/14/59

©American Map Co., Inc., N.Y., No. 14244

## KAUZ-TV

Licensee: Bass Bros. Telecasters Inc., Box 2130 (76307).

Studio: Seymour St., 2.5-mi. W of center of Wichita Falls.

Telephone: 817-322-6957. TWX No.: 910-890-5836.

Ownership: Bass Brothers Telecasters Inc. For other interests, see KFDD-TV, Amarillo, Tex.

Began Operation: March 1, 1953 as KWFT-TV. Sale to present owner by Mid-New York Bcstg. (Paul F. Harron) approved by FCC April 10, 1968. Previously sale by Sidney A. Grayson and associates approved March 13, 1963 by FCC (Television Digest, Vol. 3:11). Transfer to Sidney A. Grayson group by E. H. Rowley theater chain family and 1/3 owner Kenyon Brown approved Jan. 11, 1956 by FCC (Vol. 11:46, 48 & 12:2).

Represented (sales) by Blair Television.

### Personnel:

WILLIAM E. HOBBS, vice president & general manager.  
JIM HORKY, national sales coordinator.  
AMY HARMON, traffic manager.  
LEON HOFFNER, chief engineer.  
MARY NORWOOD, promotion manager.

### DIGEST OF RATE CARD NO. 4 (June 1, 1969)

Hour	30 Min.	15 Min.	5 Min.	Min.	30 Sec.	ID
Class AA—6:30-10 p.m., daily.	\$500.00	\$300.00	\$160.00			\$51.00

NETWORK BASE HOURLY RATE: \$425.

**When audience estimates will help TOMORROW,**

**Call for ARB Overnights TODAY!**

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	OKLAHOMA			
	Comanche	31,400	30,000	96
	Cotton	2,000	1,800	95
	Jackson	11,800	11,200	95
	Jefferson	2,800	2,600	94
	Kiowa	4,300	4,000	94
	Stephens	14,500	13,800	95
	Tillman	4,400	4,100	94
	TEXAS			
	Archer	2,000	2,000	97
	Baylor	1,500	1,400	97
	Clay	2,200	2,100	96
	Cottle	500	400	89
Foard	1,000	1,000	94	
Hardeman	2,200	1,900	91	
Jack	2,300	2,200	95	
Knox	1,700	1,500	91	
Montague	4,700	4,400	94	
Stephens	3,200	2,900	91	
Throckmorton	300	300	90	
Wichita	44,400	43,100	97	
Wilbarger	5,900	5,700	97	
Young	5,200	4,900	94	
<b>Between 25-49%</b>	OKLAHOMA			
	Carter	13,400	12,500	94
	Greer	2,200	1,900	89
Love	1,200	1,100	91	
<b>Between 5-24%</b>	TEXAS			
	Childress	3,200	2,900	92
King	200	200	85	
<b>Between 5-24%</b>	OKLAHOMA			
	Harmon	1,200	1,100	92
	TEXAS			
	Cooke	7,900	7,400	94
Dickens	800	700	93	
Shackelford	800	800	92	
Station Totals		229,000	216,300	94
Net Weekly Circulation (March 1969)				139,278
Average Daily Circulation (March 1969)				100,979

# Texas—Wichita Falls



**KFDX-TV**



Ch. 3

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 997-ft. above av. terrain, 1044-ft. above ground, 2049-ft. above sea level.

Latitude 33° 53' 24"  
Longitude 98° 33' 26"

Transmitter: Old Seymour Rd.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

News Film Service: NBC.

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).



KFDX-TV Ref: FCC File No. BPCT-2646 Granted 1/8/59

©American Map Co., Inc., N.Y., No. 14244

## KFDX-TV

Licensee: Wichtex Radio & Television Co., Box 4000 (76308).

Studio: Seymour Highway.

Telephone: 817-692-4530. TWX No.: 817-692-4881.

Ownership: Darrold A. Cannan, pres., 52.5%; Howard H. Fry, v.p., 20%; Darrold A. Cannan Jr., v.p., 20%; Mayme Kuhfuss, secy.-treas., .83%; 8 others, none holding as much as 3.33%.

Began Operation: March 29, 1953.

Represented (sales) by Peters, Griffin, Woodward, Inc.

Represented (engineering) by Cohen & Dippell.

Represented (legal) by Hogan & Hartson.

Personnel:

DARROLD A. CANNAN, president.  
HOWARD H. FRY, v.p., sales mgr. & film buyer.  
D. A. CANNAN JR., v.p.  
BILL ENLOE, chief engineer.  
TOM CRANE, program director.

### DIGEST OF RATE CARD NO. 18 (Aug. 1, 1968)

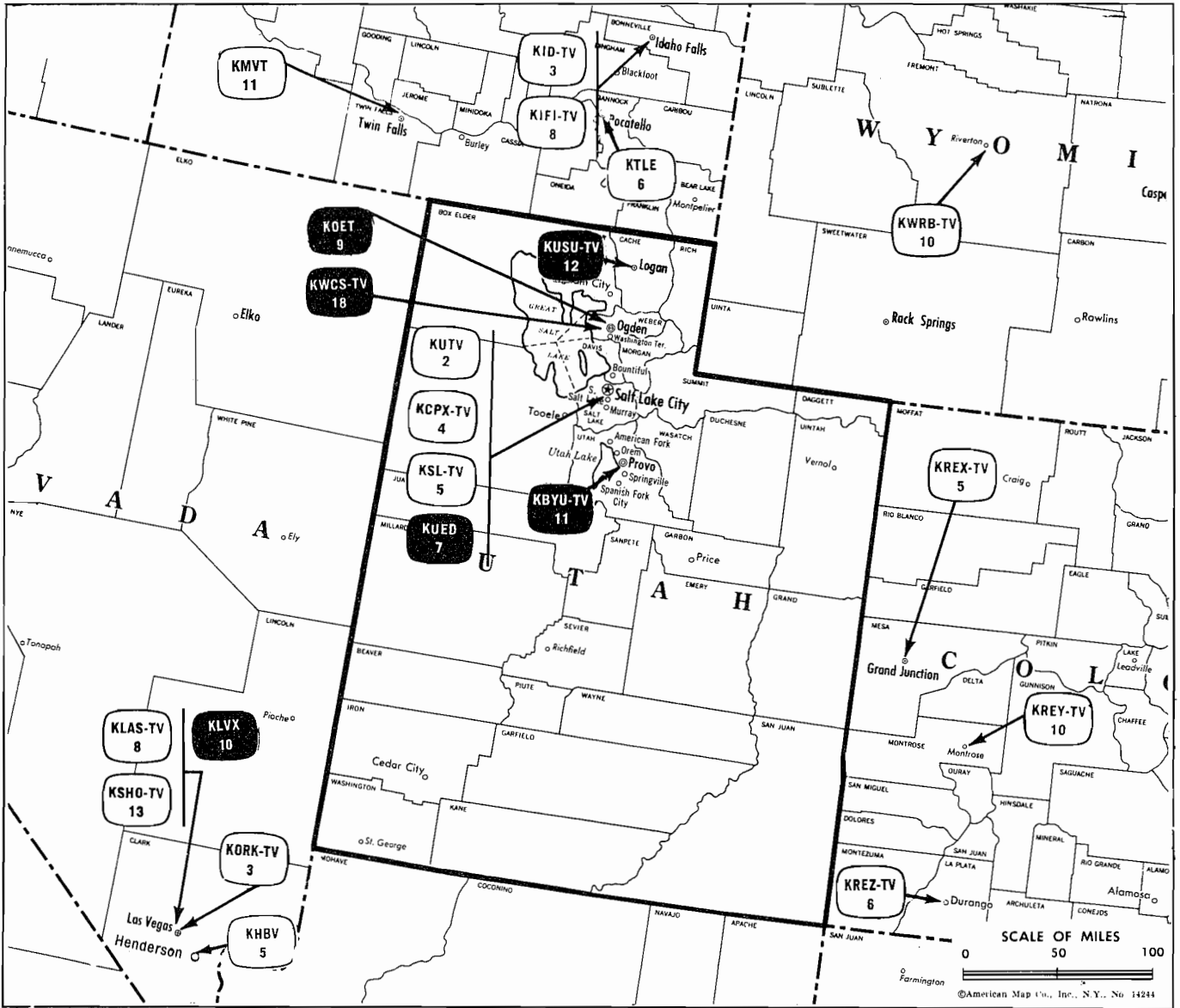
Hour	30 Min.	15 Min.	10 Min.	Min.	30 or 20 Sec.	10 Sec.
Class AA—6:29-9:59 p.m., daily.	\$500.00	\$300.00			\$150.00	\$90.00 \$45.00

NETWORK BASE HOURLY RATE: \$475.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	OKLAHOMA Comanche	31,400	30,000	96
	Cotton	2,000	1,800	95
	Greer	2,200	1,900	89
	Harmon	1,200	1,100	92

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	OKLAHOMA—(Continued)			
	Jackson	11,800	11,200	95
	Jefferson	2,800	2,600	94
	Kiowa	4,300	4,000	94
	Stephens	14,500	13,800	95
	Tillman	4,400	4,100	94
	TEXAS			
	Archer	2,000	2,000	97
	Baylor	1,500	1,400	97
	Childress	3,200	2,900	92
	Clay	2,200	2,100	96
	Cottle	500	400	89
	Foard	1,000	1,000	94
	Hardeman	2,200	1,900	91
	Jack	2,300	2,200	95
King	200	200	85	
Knox	1,700	1,500	91	
Montague	4,700	4,400	94	
Throckmorton	300	300	90	
Wichita	44,400	43,100	97	
Wilbarger	5,900	5,700	97	
Young	5,200	4,900	94	
<b>Between 25-49%</b>	OKLAHOMA			
	Love	1,200	1,100	91
	Washita	6,400	6,100	95
TEXAS				
Stephens	3,200	2,900	91	
<b>Between 5-24%</b>	OKLAHOMA			
	Beckham	5,400	4,900	90
	Carter	13,400	12,500	94
	TEXAS			
	Collingsworth	1,100	1,000	84
	Cooke	7,900	7,400	94
Dickens	800	700	93	
Haskell	3,000	2,800	92	
Palo Pinto	8,600	7,900	92	
Station Totals		298,900	280,400	93
Net Weekly Circulation (March 1969)			143,990	
Average Daily Circulation (March 1969)			111,156	

# Utah



Market	ARB Net Weekly Circulation	Rank	ARB ADI TV Households	Rank
Salt Lake City	363,052	55	318,800	51

Utah Station Status as of March 1, 1970

- Commercial Television Stations
- Educational Television Stations

VHF	UHF	TOTAL
3	0	3
4	1	5
		8

**HAMILTON-LANDIS & ASSOCIATES, INC.—NATIONWIDE MEDIA BROKERS**  
 THE OFFICE NEAREST YOU IS—111 SUTTER ST., SAN FRANCISCO, CAL. 94104 • (415) 392-5671

## Utah Educational Technical Facilities

(Complete Data in Educational Directory)

### KUSU-TV

**Logan**

Ch. 12

Non-Commercial Educational Station

Licensee: Utah State U. of Agriculture & Applied Science, Logan.

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 31.1-kw visual, 6.24-kw aural. Antenna: minus 570-ft. above av. terrain, 260-ft. above ground, 5053-ft. above sea level.

Latitude 41° 44' 49"  
Longitude 111° 48' 24"

### KOET

**Ogden**

Ch. 9

Non-Commercial Educational Station

Licensee: Board of Education of Ogden City.

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 21.4-kw visual, 4.28-kw aural. Antenna: 750-ft. above av. terrain, 337-ft. above ground, 5007-ft. above sea level.

Latitude 41° 15' 17"  
Longitude 112° 14' 14"

### KWCS-TV

**Ogden**

Ch. 18

Non-Commercial Educational Station

Licensee: Weber County School Dist., 1122 Washington Blvd.

Technical Facilities: Channel No. 18 (494-500 MHz). Authorized power: 10-kw visual, 2-kw aural. Antenna: minus 574-ft. above av. terrain, 157-ft. above ground, 4820-ft. above sea level.

Latitude 41° 15' 17"  
Longitude 112° 14' 14"

### KBYU-TV

**Provo**

Ch. 11

Non-Commercial Educational Station

Licensee: Brigham Young University, Provo.

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 49-kw visual, 9.8-kw aural. Antenna: 2890-ft. above av. terrain, 99-ft. above ground, 8557-ft. above sea level.

Latitude 40° 36' 28"  
Longitude 112° 09' 22"

### KUED

**Salt Lake City**

Ch. 7

Non-Commercial Educational Station

Licensee: University of Utah, Salt Lake City (84112).

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 138-kw visual, 25.1-kw aural. Antenna: 3050-ft. above av. terrain, 202-ft. above ground, 8633-ft. above sea level.

Latitude 40° 36' 29.5"  
Longitude 112° 09' 36.0"

## KCPX-TV

(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
	UTAH—(Continued)			
	Uintah	3,600	3,300	91
	Utah	34,000	32,500	96
	Wasatch	1,400	1,300	93
	Washington	3,300	2,900	87
	Wayne	500	500	95
<b>50% &amp; Over</b>	Weber	39,200	38,000	97
	WYOMING			
	Campbell	1,900	1,700	88
	Sheridan	5,600	5,000	88
	Sweetwater	4,300	3,900	91
	Uinta	1,900	1,800	92
	IDAHO			
	Bannock	17,000	16,100	95
	Twin Falls	14,200	13,600	96
	MONTANA			
	Beaverhead	2,600	2,200	86
	Dawson	3,800	3,500	91
	Deer Lodge	5,500	5,200	95
	Gallatin	9,000	8,300	92
	Lewis & Clark	10,000	9,200	92
	Park	4,100	3,800	91
	Powell	2,100	1,900	91
	Richland	2,900	2,700	92
	Sweet Grass	900	700	84
<b>Between 25-49%</b>	NEVADA			
	Lincoln	200	200	88
	NORTH DAKOTA			
	Williams	8,100	7,700	95
	WYOMING			
	Fremont	8,000	7,500	93
	Hot Springs	2,100	1,900	88
	Johnson	1,600	1,400	87
	Lincoln	2,700	2,400	89
	Park	4,800	4,300	90
	Teton	1,100	1,000	90
	Washakie	2,800	2,500	92
	ARIZONA			
	Mohave	10,400	9,200	89
	COLORADO			
	Dolores	700	500	75
	IDAHO			
	Jerome	3,400	3,200	96
	Minidoka	5,200	4,900	94
<b>Between 5-24%</b>	MONTANA			
	Big Horn	3,000	2,600	87
	Carbon	2,800	2,600	92
	Cascade	28,600	27,400	96
	Silver Bow	16,900	16,000	95
	Valley	6,100	5,300	88
	WYOMING			
	Big Horn	2,900	2,600	90

## La Rue Media Brokers Inc.

### Radio Television CATV

#### Completed Sales

CATV: Pennsylvania **\$850,000**

CATV: Carlsbad/Artesia **\$1,000,000**

116 Central Park South

New York, N.Y. 10019

**President**  
Hugh Ben LaRue

**Area Code 212**  
**265-3430**

# Utah—Salt Lake City



**KCPX-TV**

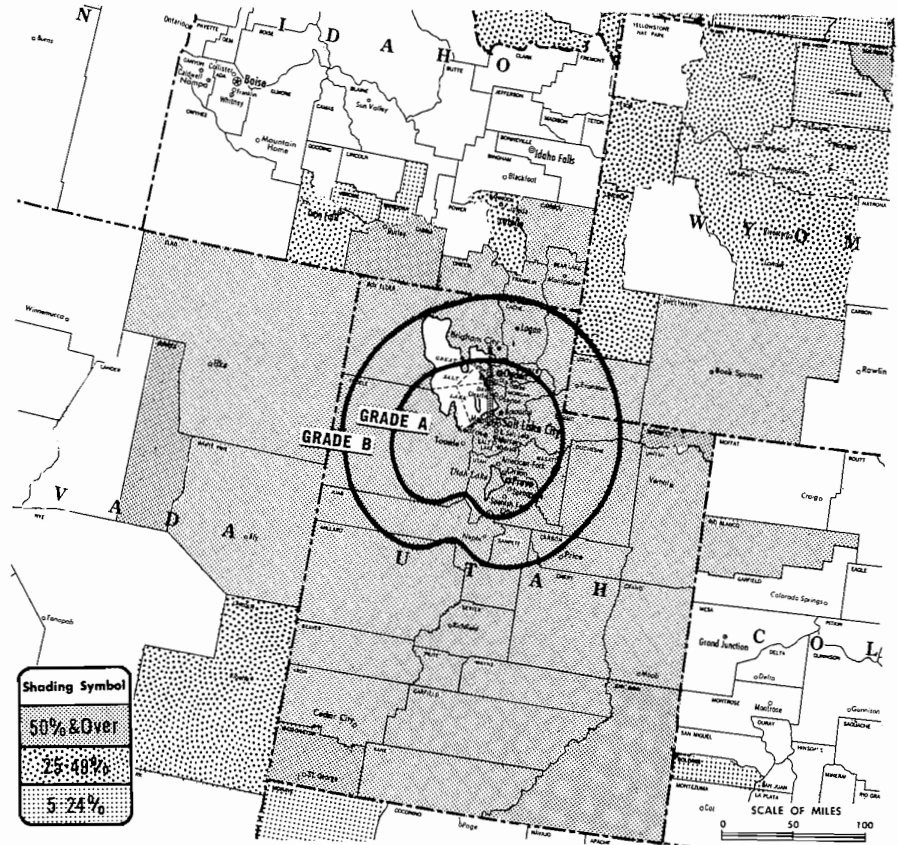


Ch. 4

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 50.1-kw visual, 8.71-kw aural. Antenna: 3000-ft. above av. terrain, 186-ft. above ground, 8684-ft. above sea level.

Latitude 40° 36' 30.5"  
Longitude 112° 09' 34"

Transmitter: Mt. Vision.  
Studio: 130 Social Hall Ave.  
TV tape: Recording facilities.  
AM Affiliate: KCPX, 5-kw, 1320 kHz.  
FM Affiliate: KCPX-FM, 1.2-kw, 98.7 MHz (No. 254), 2970-ft.  
Color: Network, live, film, slide & tape.  
News Wire Service: UPI.  
Facsimile Service: UPI.  
News Film Service: ABC.



KCPX-TV Ref: FCC File No. BPCT-4025 Granted 9/28/67

©American Map Co., Inc., N.Y., No. 14244

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).

## KCPX-TV

Licensee: Screen Gems Broadcasting of Utah Inc., 130 Social Hall Ave., Salt Lake City (84111).

Telephone: 801-322-5681. TWX No.: 801-521-2365.

Ownership: Screen Gems Inc., 100%. Screen Gems owns WVUE (TV), New Orleans and WAPA-TV, San Juan, P.R., which in turn owns 1/3 of WOLE-TV, Aguadilla, P.R. Note: Transfer from Columbia Pictures to Screen Gems Inc. approved Jan. 23, 1963 by FCC.

Began Operation: July 1, 1948. Sale to present owners by TLF Bcstrs. Inc. (Time Inc.) approved Nov. 5, 1959 by FCC (Television Digest, Vol. 15:30, 45). Sale to Time Inc. by Intermountain Bcstg. & Television Corp. (S. S. Fox, et al.) approved by FCC June 24, 1953 (Vol. 9:14, 26).

Represented (sales) by Metro TV Sales.

Represented (legal) by Fletcher, Heald, Rowell, Kenehan & Hildreth.

Represented (engineering) by Hammett & Edison.

Personnel:

NORMAN LOUVAU, president.  
HAROLD (HACK) WOOLLEY, v.p. & general manager.  
L. BOYD MULLINS, director of sales.  
FAY WILKES, sales service manager.  
CHARLES JENNINGS, business manager.  
GEORGE SMITH, promotion director.  
CHARLES HALFORD, art director.  
DAN RAINGER, program director, film supervisor & buyer.  
A. BOYD ASH, production manager.  
WALLY LAMBOURNE, director of engineering.  
ROY GIBSON, news & special events director.

DIGEST OF RATE CARD NO. 30  
(Aug. 15, 1969)

Hour	30 Min.	15 Min.	10 Min.	Min. or 20 Sec.	10 Sec.
Class AA—6:30-10 p.m., daily.	\$925.00	\$550.00	\$360.00	\$315.00	Graded rates apply*

\*Highest rate: \$250.

NETWORK BASE HOURLY RATE: \$825.

Net Weekly Circulation	State County	Total Households	TV Homes	%
	<b>COLORADO</b>			
	Rio Blanco	1,900	1,700	91
	<b>IDAHO</b>			
	Bear Lake	2,000	1,900	93
	Caribou	1,600	1,500	93
	Cassia	5,300	5,000	96
	Franklin	1,900	1,800	94
	Oneida	1,100	1,000	95
	<b>MONTANA</b>			
	Custer	4,400	3,800	87
	Fergus	4,100	3,600	88
	<b>NEVADA</b>			
	Elko	4,100	3,400	84
	Eureka	300	200	77
	White Pine	3,300	3,000	92
	<b>UTAH</b>			
	Beaver	1,000	1,000	94
	Box Elder	9,100	8,800	97
	Cache	13,100	12,400	94
	Carbon	5,100	4,700	94
	Daggett	200	100	81
	Davis	24,500	23,900	98
	Duchesne	1,300	1,200	90
	Emery	1,300	1,200	94
	Garfield	700	600	81
	Grand	3,100	2,500	82
	Iron	3,800	3,300	87
	Juab	800	800	94
	Kane	800	600	77
	Millard	1,600	1,500	94
	Morgan	800	700	93
	Piute	100	100	91
	Rich	500	500	91
	Salt Lake	142,200	137,400	97
	San Juan	3,100	2,500	82
	Sanpete	2,800	2,700	94
	Sevier	2,900	2,800	96
	Summit	1,400	1,300	96
	Tooele	6,000	5,900	97

50% & Over

(Continued on page 795-b)

Station Totals	637,500	602,200	94
Net Weekly Circulation (March 1969)			363,052
Average Daily Circulation (March 1969)			267,348

# Utah—Salt Lake City



**KSL-TV**



Ch. 5

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 33.9-kw visual, 6.78-kw aural. Antenna: 3660-ft. above av. terrain, 90-ft. above ground, 9137-ft. above sea level.

Latitude 40° 39' 35"  
Longitude 112° 12' 05"

Transmitter: Coon Peak, Oquirrh Range.

TV tape: Recording facilities.

AM Affiliate: KSL, 50-kw, 1160 kHz (CBS). FM Affiliate: KSL-FM, 13-kw, 100.3 MHz (No. 262), 3647-ft. antenna height.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI, Reuters. News Film Service: CBS.

Facsimile Service: AP.

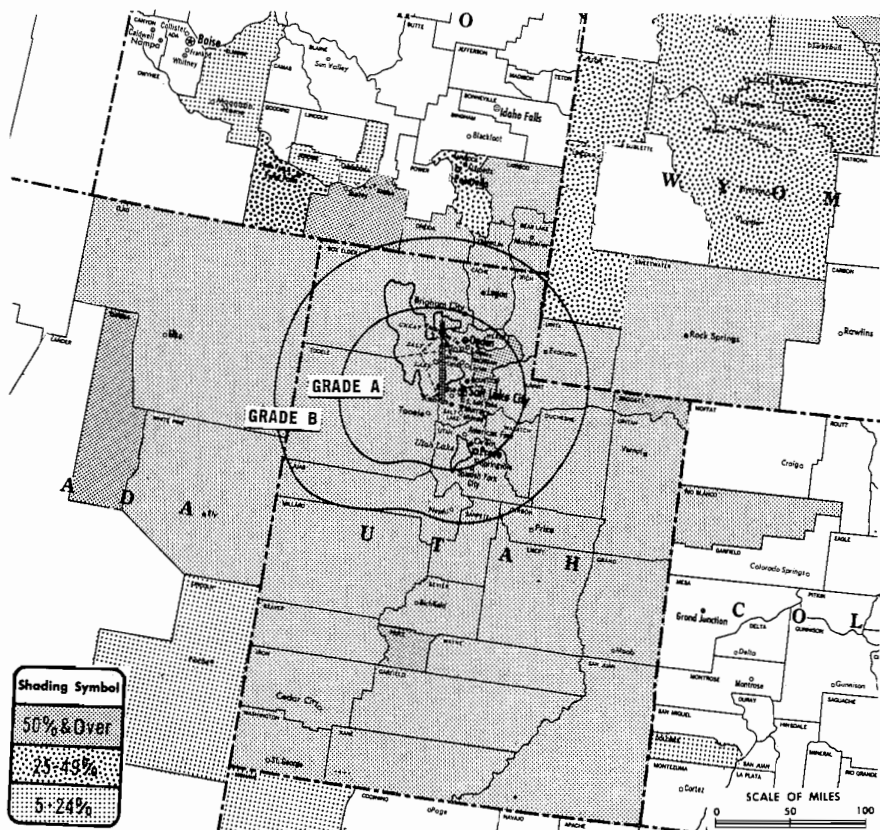
Total Households: © SRDS

Consumer Market Data as of 1/1/70.

TV Homes: TV% and Circulation

© 1969 American Research Bureau.

County coverage based on ARB study (see page 4-b).



KSL-TV Ref: FCC File BPCT-3673 Granted 10/11/54

©American Map Co., Inc., N.Y., No. 14244

## KSL-TV

Licensee: KSL Inc., 145 Social Hall Ave. (84111).

Studio: 145 Social Hall Ave.

Telephone: 801-355-4641. TWX No.: 910-925-5822.

Ownership: Bonneville International Corp., 98.2%. Bonneville International is owned by Deseret Management Corp. (Church of Jesus Christ of Latter Day Saints). Also owns 99.91% of KIRO-TV, Seattle (KIRO & FM). Also 100% of international radio WNYW and WRFM (FM), New York, N.Y.; KMBZ & KMBR (FM), Kansas City; KBIG (AM-FM), Los Angeles.

Began Operation: June 1, 1949.

Represented (sales) by Peters, Griffin, Woodward Inc.; Bob Hix Co. Inc. (Mountain states); KIRO (Pacific northwest).

Represented (legal) by Wilkinson, Cragun & Barker.

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

Personnel:

ARCH L. MADSEN, president.

L. H. CURTIS, executive vice president & general manager.

JAY W. LLOYD, station manager.

JAMES E. SCHULTZ, general sales manager.

KAY RICHINS, director of sales development.

SCOTT R. CLAWSON, director of programming & operations.

CLIFTON B. THOMAS, promotion director.

VINCENT E. CLAYTON, director of engineering.

### DIGEST OF RATE CARD NO. 20—(Sept. 15, 1969)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.

Class AA—6-10 p.m., daily.

\$1000.00 \$600.00 \$400.00 \$300.00 Graded rates apply\*

\*Highest rate: \$300.

NETWORK BASE HOURLY RATE: \$795.

For Station-Owned Translators  
See Services Volume

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>COLORADO</b>				
	Rio Blanco	1,900	1,700	91
<b>IDAHO</b>				
	Bear Lake	2,000	1,900	93
	Caribou	1,600	1,500	93
	Cassia	5,300	5,000	96
	Franklin	1,900	1,800	94
	Oneida	1,100	1,000	95
<b>NEVADA</b>				
	Elko	4,100	3,400	84
	Eureka	300	200	77
	White Pine	3,300	3,000	92
<b>UTAH</b>				
	Beaver	1,000	1,000	94
	Box Elder	9,100	88,00	97
	Cache	13,100	12,400	94
	Carbon	5,100	4,700	94
	Daggett	200	100	81
	Davis	24,500	23,900	98
	Duchesne	1,300	1,200	90
	Emery	1,300	1,200	94
	Garfield	700	600	81
	Grand	3,100	2,500	82
	Iron	3,800	3,300	87
	Juab	800	800	94
	Kane	800	600	77
	Millard	1,600	1,500	94
	Morgan	800	700	93
	Piute	100	100	91
	Rich	500	500	91
	Salt Lake	142,200	137,400	97
	San Juan	3100	2,500	82
	Sanpete	2,800	2,700	94
	Sevier	2,900	2,800	96
	Summit	1,400	1,300	96
	Tooele	6,000	5,900	97
	Uintah	3,600	3,300	91
	Utah	34,000	32,500	96

50% & Over

(Continued on page 799-b)

Station Totals	577,800	546,600	94
Net Weekly Circulation (March 1969)			350,737
Average Daily Circulation (March 1969)			249,303

# Utah—Salt Lake City



**KUTV**



Ch. 2

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 45.7-kw visual, 9.12-kw aural. Antenna: 3060-ft. above av. terrain, 229-ft. above ground, 8709-ft. above sea level.

Latitude 40° 36' 23"  
Longitude 112° 09' 47"

Transmitter: Pix Peak.

TV tape: Recording facilities.

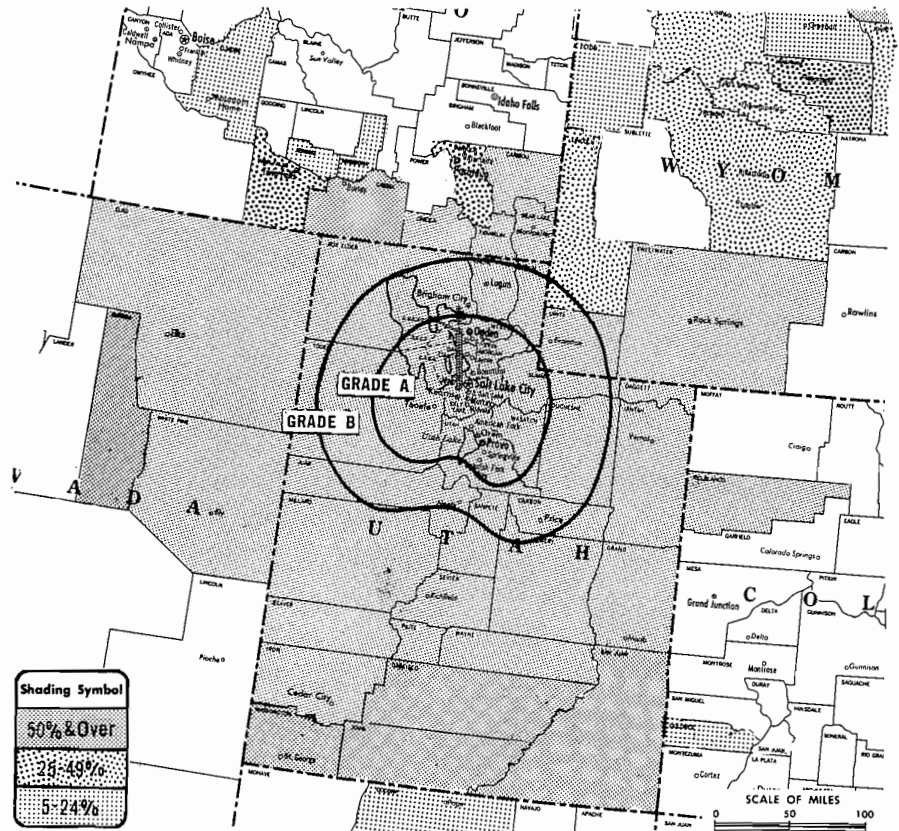
AM Affiliate: KALL, 5-kw (1-kw night), 910 kHz (ABC).

Color: Network, live, film, slide & tape.

News Wire Service: AP.

Facsimile Service: AP.

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).



KUTV Ref: FCC File No. BMPCT-2149 Granted 6/18/54

©American Map Co., Inc., N.Y. No. 14244

## KUTV

Licensee: KUTV Inc., 179 Social Hall Ave. (84111).

Studio: 179 Social Hall Ave.

Telephone: 801-322-2505.

Ownership: The Standard Corp. (publisher of Ogden Standard Examiner), 51%; Kearns-Tribune Corp., Salt Lake Tribune, 35%; Salt Lake City Bcstg. Co. Inc. (KALL), 14%; A. L. Glasmann, chmn.; George C. Hatch, pres.; John W. Gallivan, secy.; Ogden Standard Examiner is owned by A. L. Glasmann family, which also operates KMVT, Twin Falls, Ida.; KGMB-TV & KGMB, Honolulu; KPUA-TV & KPUA, Hilo, Hawaii. Salt Lake City Bcstg. Co. Inc. (owned by George C. & Wilda Gene Hatch) operates KALL, Salt Lake City; KGHL, Billings, Mont., and KGEM, Boise, Ida.

Began Operation: Sept. 10, 1954. Sale to present owners by Frank C. Carman, Grant R. Wrathall & Kearns-Tribune Corp., approved March 7, 1956 (Television Digest, Vol. 11:31, 38 & 12:10).

Represented (sales) by Edward Petry & Co. Inc.

Represented (legal) by Haley, Bader & Potts.

Personnel:

GEORGE C. HATCH, president.  
ROBERT TEMPLE, vice president & general manager.  
ALAN BRANCH, national sales manager.  
REID CARPENTER, engineering manager.  
DENNIS GUIVER, promotion manager.  
JACK IVERS, film manager.  
LA MAR SMITH, program manager.  
JAY DECKER, production manager.

### DIGEST OF RATE CARD NO. II (Feb. 15, 1968)

Hour	30 Min.	15 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class AA—6:30-10 p.m., daily.					
\$925.00	\$550.00	\$250.00	\$162.00	\$220.00*	\$111.00*

\*Class AA—6:59-10:01 p.m., daily.

NETWORK BASE HOURLY RATE: \$925.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>				
<b>COLORADO</b>				
	Rio Blanco	1,900	1,700	91
<b>IDAHO</b>				
	Bear Lake	2,000	1,900	93
	Caribou	1,600	1,500	93
	Cassia	5,300	5,000	96
	Franklin	1,900	1,800	94
	Oneida	1,100	1,000	95
<b>MONTANA</b>				
	Custer	4,400	3,800	87
<b>NEVADA</b>				
	Elko	4,100	3,400	84
	Eureka	300	200	77
	White Pine	3,300	3,000	92
<b>UTAH</b>				
	Beaver	1,000	1,000	94
	Box Elder	9,100	8,800	97
	Cache	13,100	12,400	94
	Carbon	5,100	4,700	94
	Daggett	200	100	81
	Davis	24,500	23,900	98
	Duchesne	1,300	1,200	90
	Emery	1,300	1,200	94
	Garfield	700	600	81
	Grand	3,100	2,500	82
	Iron	3,800	3,300	87
	Juab	800	800	94
	Kane	800	600	77
	Millard	1,600	1,500	94
	Morgan	800	700	93
	Piute	100	100	91
	Rich	500	500	91
	Salt Lake	142,200	137,400	97
	San Juan	3,100	2,500	82
	Sanpete	2,800	2,700	94
	Sevier	2,900	2,800	96
	Summit	1,400	1,300	96
	Tooel	6,000	5,900	97
	Uintah	3,600	3,300	91

(Continued on next page)

Station Totals	512,300	481,700	94
Net Weekly Circulation (March 1969)			352,632
Average Daily Circulation (March 1969)			237,596



**KUTV**  
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%	
<b>50% &amp; Over</b>	UTAH—(Continued)				
	Utah	34,000	32,500	96	
	Wasatch	1,400	1,300	93	
	Washington	3,300	2,900	87	
	Wayne	500	500	95	
	Weber	39,200	38,000	97	
	WYOMING				
	Campbell	1,900	1,700	88	
	Sheridan	5,600	5,000	88	
	Sweetwater	4,300	3,900	91	
	Uinta	1,900	1,800	92	
	<b>Between 25-49%</b>	IDAHO			
Bannock		17,000	16,100	95	
Twin Falls		14,200	13,600	96	
MONTANA					
Beaverhead		2,600	2,200	86	
Dawson		3,800	3,500	91	
Deer Lodge		5,500	5,200	95	
Fergus		4,100	3,600	88	
Gallatin		9,000	8,300	92	
Lewis & Clark		10,000	9,200	92	
Park		4,100	3,800	91	
Powell		2,100	1,900	91	
Richland		2,900	2,700	92	
Sweet Grass		900	700	84	
WYOMING					
Fremont		8,000	7,500	93	
Hot Springs		2,100	1,900	88	
Johnson		1,600	1,400	87	
Lincoln		2,700	2,400	89	
Park		4,800	4,300	90	
Washakie		2,800	2,500	92	
<b>Between 5-24%</b>		ARIZONA			
		Coconino	15,100	12,500	83
		COLORADO			
	Dolores	700	500	75	
	IDAHO				
	Elmore	6,000	5,800	96	
	Jerome	3,400	3,200	96	
	Minidoka	5,200	4,900	94	
	MONTANA				
	Big Horn	3,000	2,600	87	
	Silver Bow	16,900	16,000	95	
	NORTH DAKOTA				
	Williams	8,100	7,700	95	
	WYOMING				
	Big Horn	2,900	2,600	90	
	Teton	1,100	1,000	90	

**Utah—Salt Lake City**

**KSL-TV**  
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%	
<b>50% &amp; Over</b>	UTAH—(Continued)				
	Wasatch	1,400	1,300	93	
	Washington	3,300	2,900	87	
	Wayne	500	500	95	
	Weber	39,200	38,000	97	
	WYOMING				
	Campbell	1,900	1,700	88	
	Sheridan	5,600	5,000	88	
	Sweetwater	4,300	3,900	91	
	Uinta	1,900	1,800	92	
	<b>Between 25-49%</b>	IDAHO			
		Bannock	17,000	16,100	95
Twin Falls		14,200	13,600	96	
MONTANA					
Beaverhead		2,600	2,200	86	
Fergus		4,100	3,600	88	
Gallatin		9,000	8,300	92	
Lewis & Clark		10,000	9,200	92	
Park		4,100	3,800	91	
Powell		2,100	1,900	91	
Sweet Grass		900	700	84	
WYOMING					
Fremont		8,000	7,500	93	
Hot Springs		2,100	1,900	88	
Johnson		1,600	1,400	87	
Lincoln		2,700	2,400	89	
Park		4,800	4,300	90	
Teton		1,100	1,000	90	
Washakie		2,800	2,500	92	
<b>Between 5-24%</b>		ARIZONA			
		Mohave	10,400	9,200	89
		COLORADO			
		Dolores	700	500	75
		IDAHO			
	Elmore	6,000	5,800	96	
	Jerome	3,400	3,200	96	
	Minidoka	5,200	4,900	94	
	MONTANA				
	Deer Lodge	5,500	5,200	95	
	Silver Bow	16,900	16,000	95	
	NEVADA				
Lincoln	200	200	88		
WYOMING					
Big Horn	2,900	2,600	90		

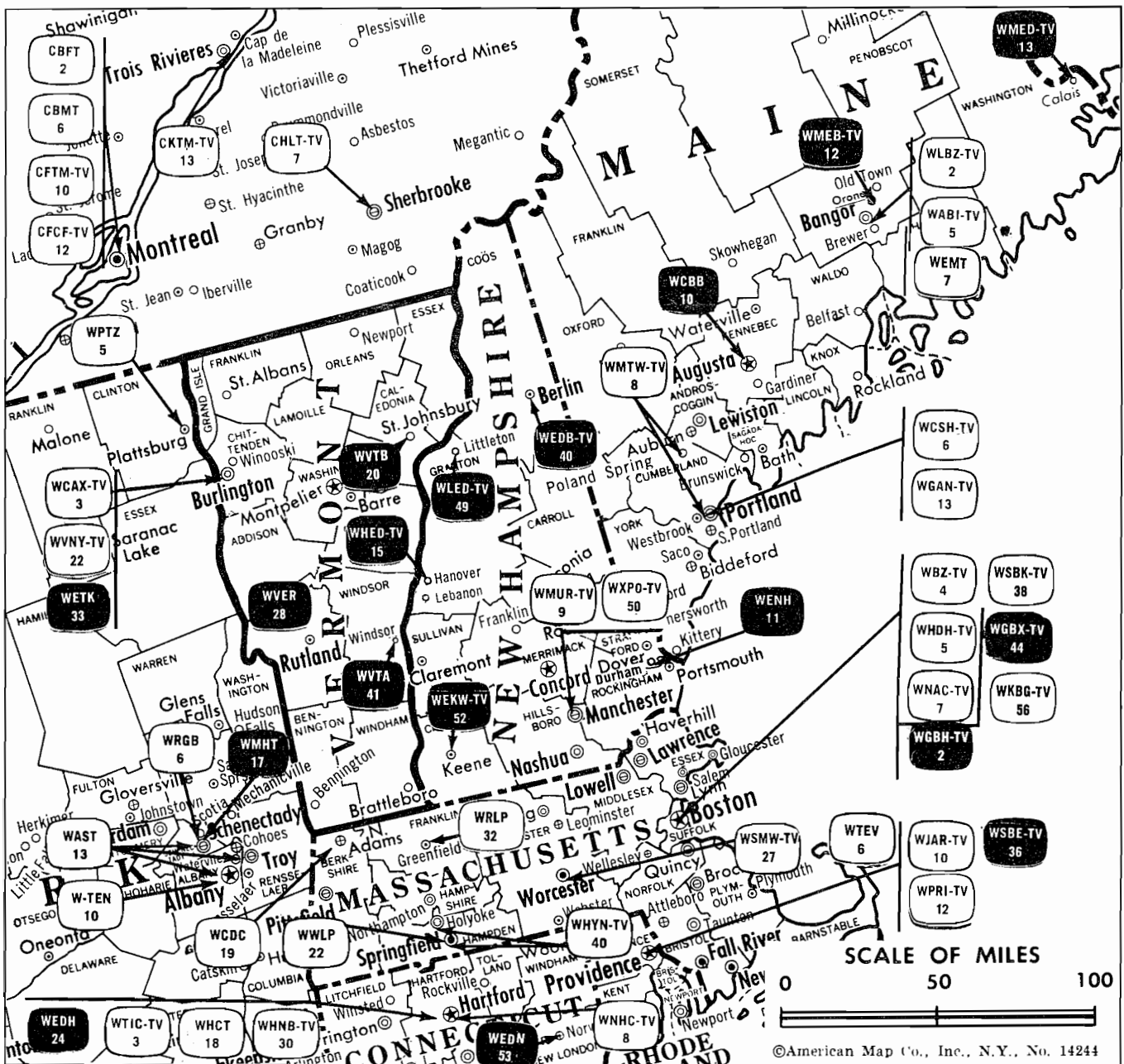
**TAILORED RATE...**

You can run YOUR full-page station ad facing YOUR station listing

**for as little as \$180**

For Further Information - PLEASE USE HANDY POSTAGE-PAID ORDER CARD #6 FOUND INSIDE THE BACK COVER OF THE STATIONS VOLUME

# Vermont



Market	ARB Net Weekly Circulation	Rank	ARB ADI TV Households	Rank
Burlington-Plattsburgh	167,505	116	129,000	114

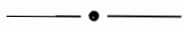
Vermont Station Status as of March 1, 1970		
VHF	UHF	TOTAL
Commercial Television Stations	1	2
Educational Television Stations	0	4
		6

**HAMILTON-LANDIS & ASSOCIATES, INC.—NATIONWIDE MEDIA BROKERS**  
 THE OFFICE NEAREST YOU IS—1100 CONNECTICUT AVE., N.W. WASHINGTON, D. C. 20036 • (202) 393-3456

**State Cross Reference List**

Communities That Receive Programs of  
Stations That Are Located Elsewhere

**WRLP, Brattleboro**  
(See Greenfield, Mass.)



**WPTZ, Burlington**  
(See Plattsburgh, N.Y.)

**State Educational Technical Facilities**  
(Complete Data in Educational Directory)

**WETK**  
**Burlington**  
Ch. 33

Non-Commercial Educational Station

Licensee: U. of Vermont & State Agricultural College.

Technical Facilities: Channel No. 33 (584-590 MHz). Authorized power: 251-kw visual, 50.1-kw aural. Antenna: 2680-ft. above av. terrain, 96-ft. above ground, 4130-ft. above sea level.

Latitude 44° 31' 32"  
Longitude 72° 48' 54"

**WVER**  
**Rutland**  
Ch. 28

Non-Commercial Educational Station

Licensee: U. of Vermont & State Agricultural College.

Technical Facilities: Channel No. 28 (554-560 MHz). Authorized power: 40.7-kw visual, 7.41-kw aural. Antenna: 1400-ft. above av. terrain, 297-ft. above ground, 2273-ft. above sea level.

Latitude 43° 39' 32"  
Longitude 73° 06' 25"

**WVTB**  
**St. Johnsbury**  
Ch. 20

Non-Commercial Educational Station

Licensee: U. of Vermont & State Agricultural College.

Technical Facilities: Channel No. 20 (506-512 MHz). Authorized power: 42.7-kw visual, 7.76-kw aural. Antenna: 1940-ft. above av. terrain, 131-ft. above ground, 3386-ft. above sea level.

Latitude 44° 34' 16"  
Longitude 72° 27' 08"

**WVTA**  
**Windsor**  
Ch. 41

Non-Commercial Educational Station

Licensee: U. of Vermont & State Agricultural College.

Technical Facilities: Channel No. 41 (632-638 MHz). Authorized power: 589-kw visual, 112-kw aural. Antenna: 2260-ft. above av. terrain, 426-ft. above ground, 3291-ft. above sea level.

Latitude 43° 26' 17"  
Longitude 72° 27' 08"

# Vermont—Burlington



**WCAX-TV**



Ch. 3

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 37.6-kw visual, 7.4-kw aural. Antenna: 2740-ft. above av. terrain, 116-ft. above ground, 4176-ft. above sea level.

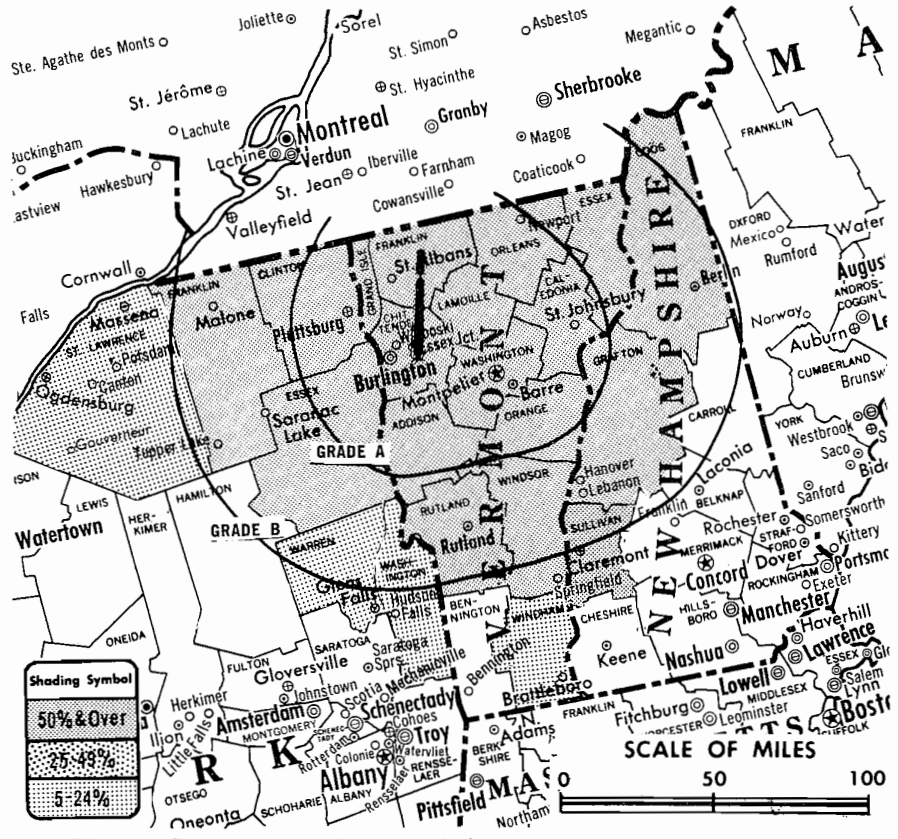
Latitude 44° 31' 36"  
Longitude 72° 48' 57"

Transmitter: Atop Mt. Mansfield.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.



Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).

WCAX-TV Ref: FCC File No. BPCT-3188 granted 11/20/64

© American Map Co., Inc., N.Y., No. 14244

## WCAX-TV

Network Service: CBS.  
Licensee: Mt. Mansfield Television Inc., 100 Market Square.  
Studio: 100 Market Sq. (05451).  
Telephone: 802-862-5761.  
TWX No.: 710-224-1783.  
Ownership: C. P. Hasbrook, 34%; S. T. Martin, pres., dir. & gen. mgr., 53.5%; John A. Dobson, 12.5%; A. Pearley Feen, dir., .125%; Marcia B. Hasbrook, .125%.  
Began Operation: Sept. 3, 1954.  
Represented (sales) by Avery-Knodel Inc. (U.S.); Radio-Television Representatives Ltd. (Canada).  
Represented (legal) by Wilmer, Cutler & Pickering.  
Represented (engineering) by Gautney & Jones.  
Personnel:  
STUART T. MARTIN, president & general manager.  
PHILIP WATERMAN, vice president & general sales manager.  
STUART HALL, vice president & production manager.  
RICHARD GALLAGHER, news editor.  
A. S. RUTTER, film manager & buyer.  
JAMES W. TIERNEY, chief engineer.

### DIGEST OF RATE CARD NO. 12B (April 1, 1969)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. ID  
Class A—6:30-11 p.m., Mon.-Fri.; 7-11 p.m., Sat.-Sun.  
\$660.00 \$396.00 \$264.00 \$178.00 \$160.00\* \$146.00\* \$73.00\*\*  
\*Class A—7-10:29 p.m., Mon.-Fri.; 7:30-10:29 p.m., Sat.-Sun.  
NETWORK BASE HOURLY RATE: \$650.

Net Weekly Circulation	State County	Total Households	TV Homes	%	
50% & Over	<b>NEW HAMPSHIRE</b>				
		Coos	11,900	11,500	96
		Grafton	16,200	15,100	93
		Sullivan	10,000	9,300	93
		<b>NEW YORK</b>			
		Clinton	22,900	22,200	97
		Essex	11,100	10,600	96
		Franklin	13,200	12,400	94
		<b>VERMONT</b>			
		Addison	5,800	5,500	94
		Caledonia	7,000	6,700	95
		Chittenden	23,800	23,000	97
		Essex	1,800	1,700	96
		Franklin	8,900	8,700	98
	Grand Isle	900	800	98	
	Lamoille	3,300	3,100	96	
	Orange	4,700	4,400	94	
	Orleans	5,700	5,500	97	
	Rutland	15,000	14,200	95	
	Washington	13,400	12,900	96	
	Windsor	14,100	13,200	94	
Between 5-24%	<b>NEW YORK</b>				
		St Lawrence	34,500	32,900	96
		Warren	15,900	15,100	95
	<b>VERMONT</b>				
	Washington	15,300	14,700	96	
	Windham	10,200	9,100	90	
Station Totals		331,600	316,000	95	
Net Weekly Circulation (March 1969)			167,505		
Average Daily Circulation (March 1969)			129,229		
(Station also received in Canadian markets)					

# Vermont—Burlington-Plattsburgh, N.Y.



**WVNY-TV**

Ch. 22

Technical Facilities: Channel No. 22 (518-524 MHz). Authorized power: 770-kw max. & 302-kw horizontal visual, 115.6-kw max. & 45.4-kw horizontal aural. Antenna: 2753-ft. above av. terrain, 324-ft. above ground, 4187-ft. above sea level.  
 Latitude 44° 31' 40"  
 Longitude 72° 48' 58"

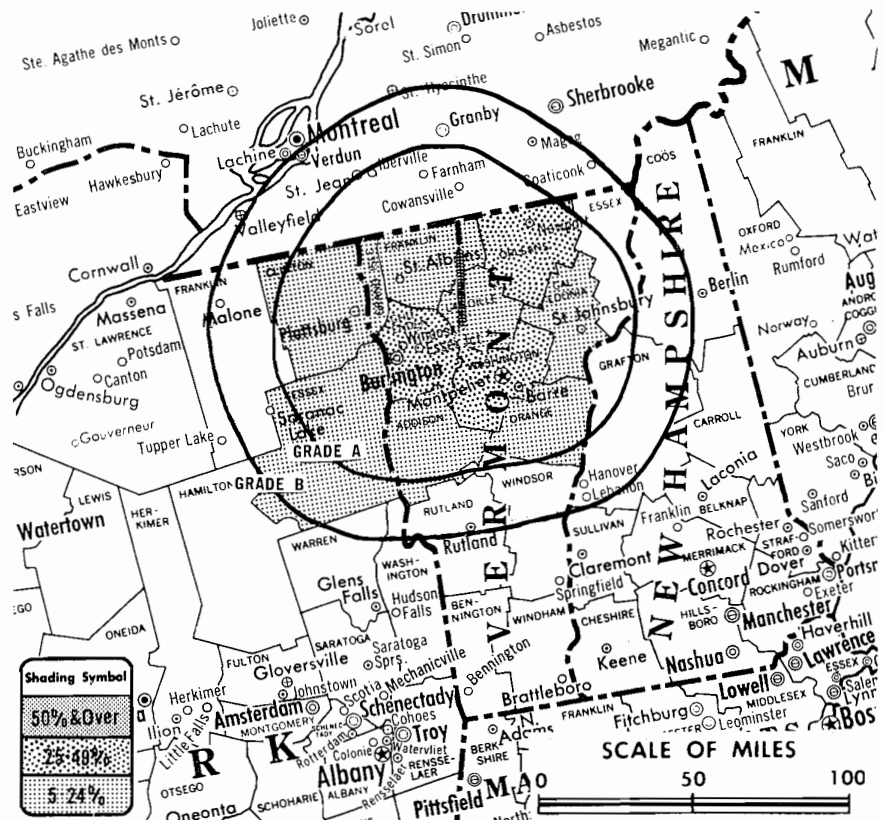
Requests change to 712.9-kw visual, 106.9-kw aural. BPCT-4199.

Transmitter: Mt. Mansfield.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP.



Total Households: © SRDS  
 Consumer Market Data as of 1/1/70.  
 TV Homes: TV% and Circulation  
 © 1969 American Research Bureau.  
 County coverage based on ARB study (see page 4-b).

WVNY-TV Ref: FCC File No. BMPCT-6771 Granted 4/30/68

©American Map Co., Inc., N.Y. No. 14244

## WVNY-TV

Grantee: Vermont New York TV Inc., Box 22, Burlington, Vt. (05401).

Studio: 1500 Hegeman Ave., Ft. Ethan Allen, Colchester, Vt. (05446).

Telephone: 802-658-2222. TWX No.: 710-224-6348.

Ownership: J. L. Siegal, pres. & gen. mgr., 30%; Hilton A. Wick, secy., 8%; I. Munn Boardman Jr., treas., 8%; Henry Strauss, I. Munn Boardman Sr., Charles F. Black, Henry W. Trimble Jr. & John M. Young, 8% each; The Forty-Six Co., 7.64%; H. G. Trentin, 5%.

Began Operation: Aug. 19, 1968.

Represented (sales) by Savalli/Gates; Kettell-Carter (regional).

Represented (legal) by Covington & Burling.

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

Personnel:

- JACK L. SIEGAL, president & general manager.
- JAMES R. HODGINS, vice president & station manager.
- GEORGE ROUSSEAU, operations production manager.
- DEAN J. SLACK, sales manager.
- CARL C. EGOLF, chief engineer.
- MATT KELSH, news.
- JOHN MOYNIHAN, sports director.

### DIGEST OF RATE CARD NO. 1 (July 1, 1968)

Hour 30 Min. 15 Min. 5 Min. Min. 30 Sec. 20 Sec. 10 Sec  
 Class AAA—7-10 p.m., daily.  
 \$382.00 \$229.00 \$159.00 \$124.00 \$75.00 \$45.00 \$38.00 \$30.00

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Between 25-49%</b>	VERMONT			
	Chittenden	23,800	23,000	97
	Orleans	5,700	5,500	97
	Washington	13,400	12,900	96
<b>Between 5-24%</b>	NEW YORK			
	Clinton	22,900	22,200	97
	Essex	11,100	10,600	96
	VERMONT			
	Addison	5,800	5,500	94
	Caledonia	7,000	6,700	95
Franklin	8,900	8,700	98	
Grand Isle	900	800	98	
Lamoille	3,300	3,100	96	
Orange	4,700	4,400	94	
Station Totals		109,300	105,100	96
Net Weekly Circulation (March 1969)				26,174
Average Daily Circulation (March 1969)				11,897

### MORTON FLOM, P. Eng. Consulting Engineer

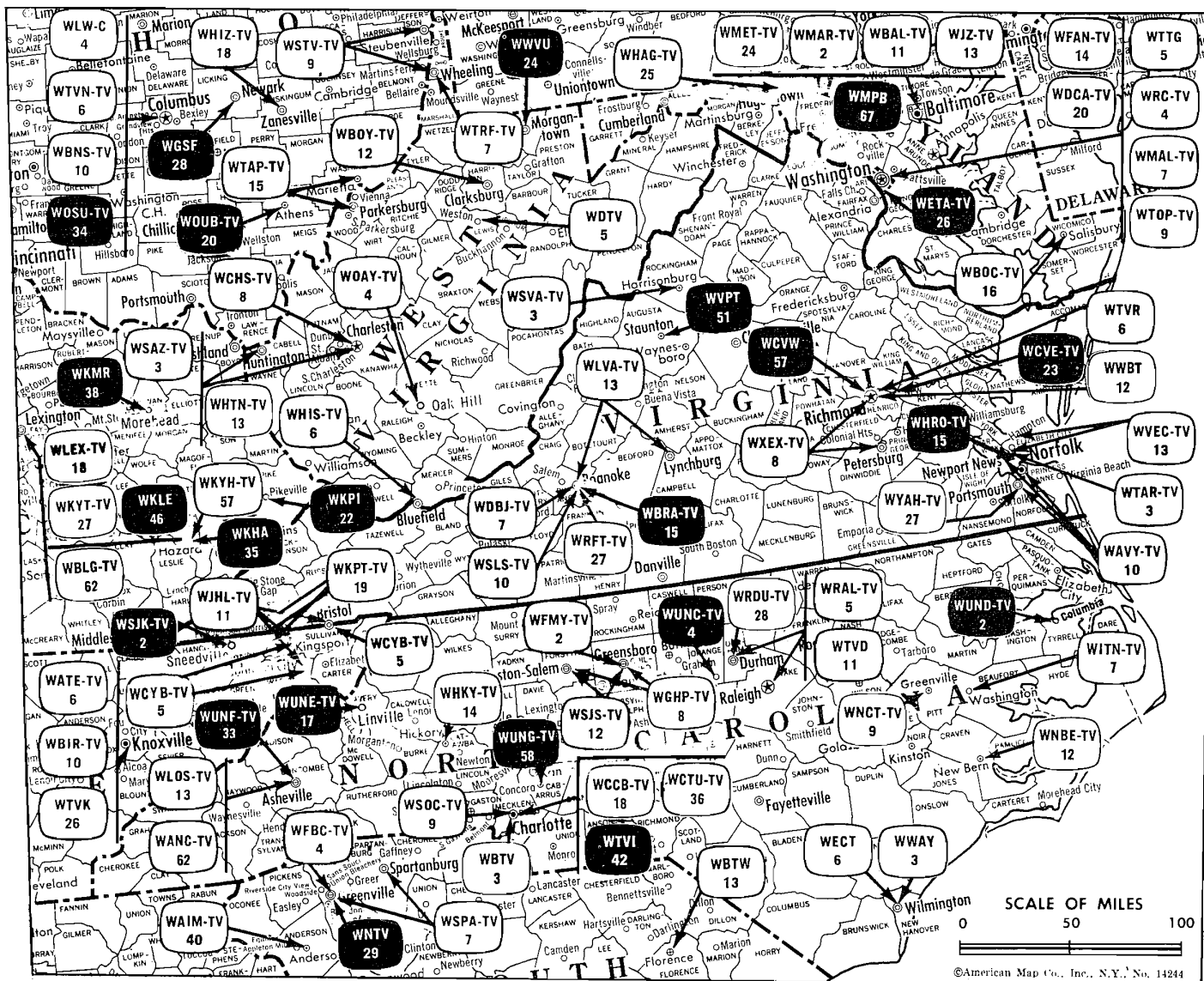
- CATV Proof of Performance
- Antenna Site/System — Testing, Analysis, Design
- FCC Briefs — CRTC Applications
- Radio Equipment Type Approval
- CSA Applications

All Services Confidential

514-484-4883

5814 Hudson Avenue  
Montreal 268.

# Virginia



Market	ARB Net Weekly Circulation	Rank	ARB ADI TV Households	Rank
Norfolk-Portsmouth- Newport News-Hampton	367,557	53	351,200	46
Richmond	326,476	62	289,600	57
Roanoke-Lynchburg	318,126	64	266,400	62
Bristol-Kingsport- Johnson City	201,552	99	166,600	85
Harrisonburg	63,690	182	20,900	195

Virginia Station Status as of March 1, 1970

	VHF	UHF	TOTAL
Commercial Television Stations	11	2	13
Educational Television Stations	0	5	5
			18

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**State Educational Technical Facilities**  
(Complete Data in Educational Directory)

**WHRO-TV**  
**Hampton-Norfolk**

Ch. 15

Non-Commercial Educational Station

Licensee: Hampton Roads Educational TV Assn. Inc., 5200 Hampton Blvd., Norfolk, Va. (23508).

Technical Facilities: Channel No. 15 (476-482 MHz). Authorized power: 214-kw visual, 42.7-kw aural. Antenna: 480-ft. above av. terrain, 503-ft. above ground, 513-ft. above sea level.

Latitude	37°	02'	20"
Longitude	76°	18'	30"

**WCVF-TV**  
**Richmond**

Ch. 23

Non-Commercial Educational Station

Licensee: Central Virginia Educational TV Corp., Box 3237, Richmond, Va. (23235).

Technical Facilities: Channel No. 23 (524-530 MHz). Authorized power: 1175-kw max. and 617-kw horizontal visual, 123-kw aural. Antenna: 771-ft. above av. terrain, 699-ft. above ground, 1049-ft. above sea level.

Latitude	37°	30'	46"
Longitude	77°	36'	06"

**WCVW**  
**Richmond**

Ch. 57

Non-Commercial Educational Station

Licensee: Central Virginia Educational TV Corp., Box 3237, Richmond, Va. (23235).

Technical Facilities: Channel No. 57 (728-734 MHz). Authorized power: 1120-kw max. and 513-kw horizontal visual, 219-kw max. and 102-kw horizontal aural. Antenna: 650-ft. above av. terrain, 699-ft. above ground, 1049-ft. above sea level.

Latitude	37°	30'	46.6"
Longitude	77°	36'	06.6"

**WBRA-TV**  
**Roanoke**

Ch. 15

Non-Commercial Educational Station

Licensee: Blue Ridge Educational TV Association, Box 15, Roanoke, Va. (24011).

Technical Facilities: Channel No. 15 (476-482 MHz). Authorized power: 631-kw max. & 283-kw horizontal visual, 92-kw max. & 42.4-kw horizontal aural. Antenna: 2050-ft. above av. terrain, 265-ft. above ground, 4005-ft. above sea level.

Latitude	37°	11'	56"
Longitude	80°	09'	02"

**WVPT**  
**Staunton**

Ch. 51

Non-Commercial Educational Station

Licensee: Shenandoah Valley Educational Corp., Port Republic Rd., Harrisonburg, Va. (22801).

Technical Facilities: Channel No. 51 (692-698 MHz). Authorized power: 525-kw max. & 89.1-kw horizontal visual, 67.6-kw max. & 13.5-kw horizontal aural. Antenna: 2230-ft. above av. terrain, 46-ft. above ground, 4382-ft. above sea level.

Latitude	38°	18'	55"
Longitude	79°	18'	50"

**Virginia**

**State Cross Reference List**  
Communities That Receive Programs of  
Stations That Are Located Elsewhere

**WJHL-TV**  
**Bristol**

(See Johnson City, Tenn.)

**WKPT-TV**  
**Bristol**

(See Kingsport, Tenn.)

**WVEC-TV**  
**Hampton**

(See Norfolk, Va.)

**WSLS-TV**  
**Lynchburg**

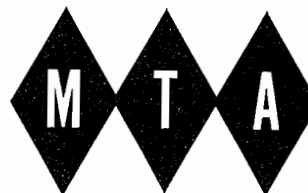
(See Roanoke, Va.)

**WXEX-TV**  
**Petersburg**

(See Richmond, Va.)

**WLVA-TV**  
**Roanoke**

(See Lynchburg, Va.)



**MALARKEY, TAYLOR and ASSOCIATES**

**CATV**

**BROKERS / CONSULTANTS / ENGINEERS**

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# Virginia—Bristol-Kingsport & Johnson City, Tennessee



**WCYB-TV**



Ch. 5

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 85.1-kw visual, 10.25-kw aural. Antenna: 2220-ft. above av. terrain, 125.5-ft. above ground, 4360-ft. above sea level.

Latitude 36° 26' 57"  
Longitude 82° 06' 31"

Transmitter: Rye Patch Knob, Cherokee National Forest.

Studio: 516 Cumberland St.

TV tape: Recording facilities.

AM Affiliate: WCYB, 10-kw, 690 kHz (ABC).

Color: Network live, film, slide & tape.

News Wire Service: AP.

Facsimile Service: AP.

News Film Service: NBC.

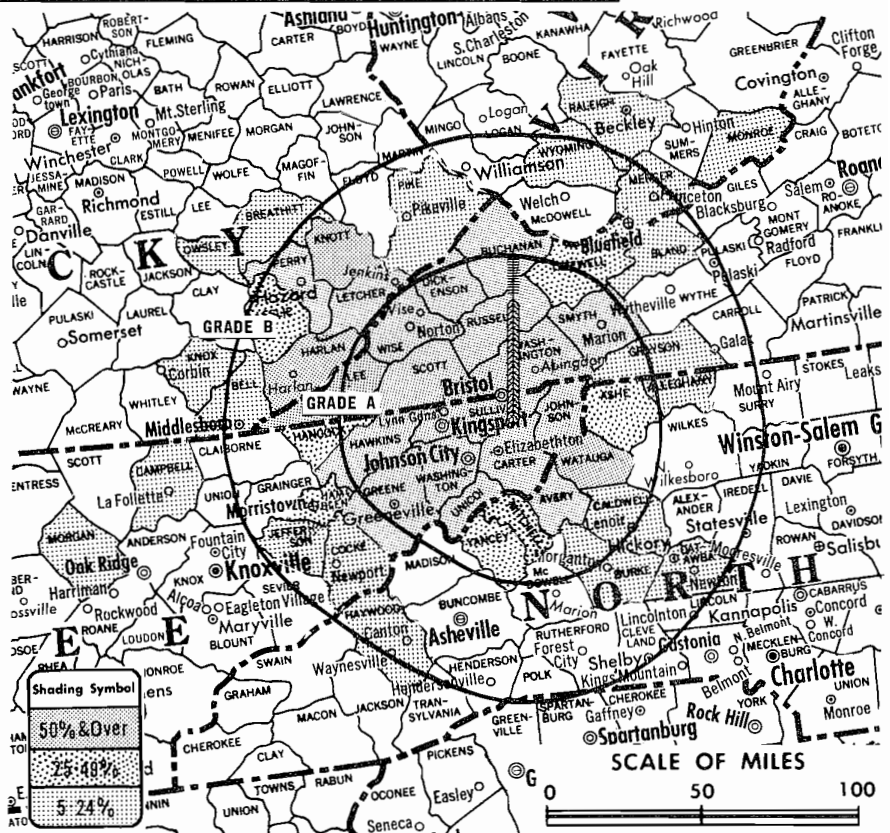
Total Households: © SRDS

Consumer Market Data as of 1/1/70.

TV Homes: TV% and Circulation

© 1969 American Research Bureau.

County coverage based on ARB study (see page 4-b).



## WCYB-TV

Network Service: NBC.

Licensee: Appalachian Bcstg. Corp., Cumberland St. (24201).

Telephone: 703-669-4161. TWX No.: 510-580-4523.

Ownership: Robert H. Smith, pres., 25%; J. Fey Rogers, v.p., 25%; Charles M. Gore, secy., 25%; Harry M. Daniel, v.p., 25%.  
Note: Sale to Starr Bcstg. pends (Television Digest, Vol. 10:6).

Began Operation: Aug. 13, 1956.

Represented (sales) by The Meeker Co. Inc.; James S. Ayers Co. Inc. (South).

Represented (legal) by Fly, Shuebruk, Blume & Gaguine.

Represented (engineering) by Cohen & Dippell.

Personnel:

ROBERT H. SMITH, president, gen. mgr. & film buyer.  
J. FEY ROGERS, v.p. & sales manager.  
WALTER CROCKETT, news editor.  
JIM EVANS, production manager.  
RUSSELL ROBINSON, chief engineer.  
CHARLES LINEBERGER, program operations manager.  
PAUL FRYE JR., sales development director.

### DIGEST OF RATE CARD NO. 8—(Nov. 1, 1969)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.
Class A—6-10 p.m., daily.	\$600.00	\$360.00	\$240.00	\$180.00	Graded rates apply*

\*Highest rate: \$145.

NETWORK BASE HOURLY RATE: \$650.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	KENTUCKY			
	Harlan	9,700	8,700	89
	Knott	4,000	3,300	82
	Letcher	6,800	5,800	85
	Perry	6,500	5,400	84

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	<b>NORTH CAROLINA</b>			
	Avery	3,000	2,700	89
	Watauga	4,900	4,400	91
	<b>TENNESSEE</b>			
	Carter	12,800	12,000	93
	Greene	13,800	12,800	93
	Hawkins	9,300	8,500	91
	Johnson	2,800	2,500	91
	Sullivan	40,000	38,400	96
	Unicoi	4,600	4,300	92
	Washington	21,000	20,100	95
	<b>VIRGINIA</b>			
	Buchanan	9,100	8,000	88
	Dickenson	4,300	3,900	92
	Lee	4,800	4,200	88
	Russell	6,800	6,200	91
	Scott	6,600	5,900	89
	Smyth	8,400	7,900	94
	Washington	16,800	15,800	94
	Wise	11,700	10,700	91
	<b>Between 25-49%</b>	<b>KENTUCKY</b>		
Leslie		2,500	1,900	77
<b>NORTH CAROLINA</b>				
Ashe		6,100	5,500	89
Mitchell		3,800	3,500	91
Yancey		4,000	3,400	86
<b>TENNESSEE</b>				
Hamblen		12,300	11,500	93
Hancock		2,200	1,900	88
<b>VIRGINIA</b>				
Tazewell	11,200	10,400	93	
<b>Between 5-24%</b>	<b>KENTUCKY</b>			
	Bell	7,100	6,300	90
	Breathitt	3,000	2,300	77
	Knox	6,900	5,900	85
	Owsley	1,500	1,100	74
	Pike	15,800	14,300	90

(Continued on page 811-b)

Station Totals	698,800	648,500	92
Net Weekly Circulation (March 1969)			201,552
Average Daily Circulation (March 1969)			140,125



# Virginia—Harrisonburg



**WSVA-TV**



Ch. 3

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 8.32-kw visual, 1.66-kw aural (maximum power permitted by FCC, 100-kw equivalent for antenna height). Antenna: 2130-ft. above av. terrain, 349-ft. above ground, 3304-ft. above sea level.

Latitude 38° 36' 05"  
Longitude 78° 37' 57"

Transmitter: Big Mt., Endless Caverns, New Market, Va.

Studio: Rawley Pike.

AM Affiliate: WWSA, 5-kw (1-kw night, 550 kHz (NBC)).

FM Affiliate: WWSA-FM, 7.2-kw, 100.7 MHz (No. 264), 345-ft. antenna height.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

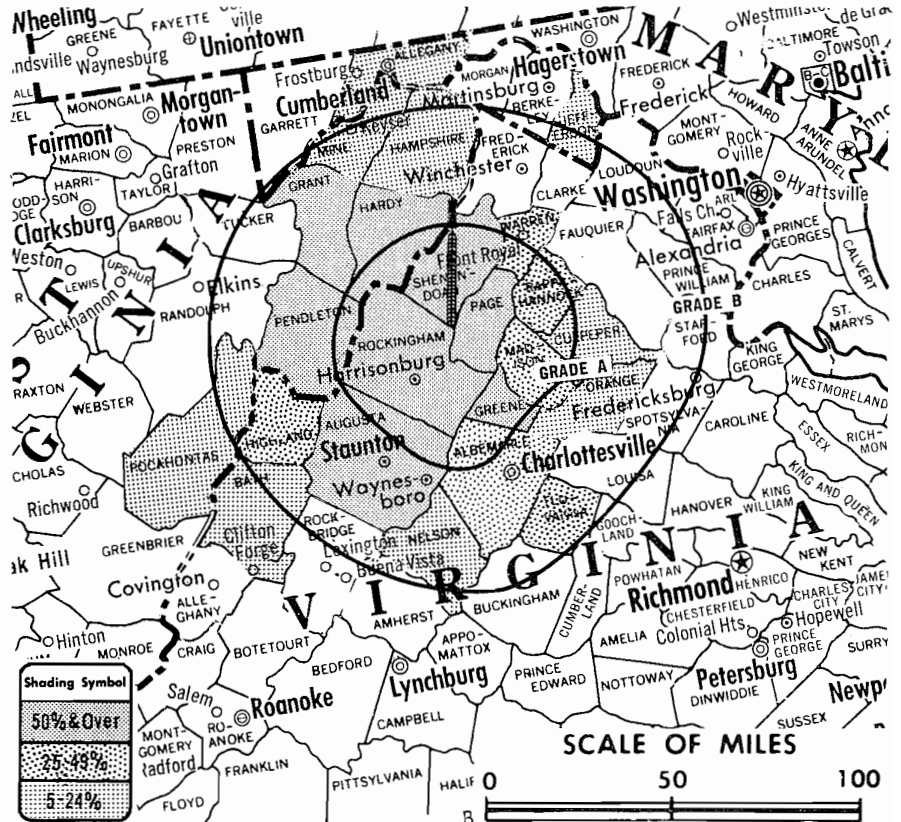
Total Households: © SRDS

Consumer Market Data as of 1/1/70.

TV Homes: TV% and Circulation

© 1969 American Research Bureau.

County coverage based on ARB study (see page 4-b).



WSVA-TV Ref: FCC File No. BMPCT-1171 Granted 7/28/53

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## WSVA-TV

Network Service: ABC, NBC.

Licensee: Gilmore Broadcasting Corp., Rawley Pike (22801).

Telephone: 703-434-0331. TWX No.: 710-839-1394.

Ownership: See KODE-TV, Joplin, Mo.

Began Operation: Oct. 9, 1953. Sale to Gilmore Bcstg. by Evening Star and Hamilton Shea approved Aug. 9, 1965 by FCC (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 by FCC (Television Digest, Vol. 15:30, 32, 39). Sale to Transcontinent Corp. & Hamilton Shea as co-equal owners by Frederick L. Allman approved May 29, 1956 by FCC (Vol. 12:15, 22).

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by Kirkland, Ellis, Hodson, Chaffetz, Masters & Rowe.

Represented (engineering) by Jansky & Bailey.

Personnel:

JAMES S. GILMORE JR., president.  
HAMILTON SHEA, exec. vice president & general manager.  
JOHN T. McNAMARA, station & sales manager.  
ROBERT E. LEE, station operations manager.  
LOUIS E. FARRAYE, asst. to exec. vice president.  
IRA LOWE, chief engineer.

DIGEST OF RATE CARD NO. 12A—(June 1, 1968)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.  
Class A—6-10 p.m., daily.

\$400.00 \$240.00 \$160.00 \$120.00 \$60.00\* \$50.00\* \$30.00\*

\*Class A—6-10 p.m., Mon.-Fri.; 7-10 p.m., Sat.-Sun.

NETWORK BASE HOURLY RATE: \$500 (ABC).

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	<b>VIRGINIA</b>			
	Augusta	24,700	23,200	94
	Greene	1,200	1,000	83
	Page	4,900	4,700	97
	Rockingham	17,900	16,900	94
	Shenandoah	7,400	7,000	95
<b>Between 25-49%</b>	<b>WEST VIRGINIA</b>			
	Grant	2,400	2,100	86
	Hardy	2,300	1,900	84
	Pendleton	1,800	1,600	88
<b>Between 5-24%</b>	<b>VIRGINIA</b>			
	Albemarle	21,300	19,300	91
	Fluvanna	1,900	1,700	91
	Highland	400	400	93
	Madison	2,200	2,000	89
	Rappahannock	1,200	1,100	91
Warren	4,600	4,200	92	
<b>Between 5-24%</b>	<b>MARYLAND</b>			
	Allegany	27,800	26,600	96
	<b>VIRGINIA</b>			
	Bath	1,600	1,500	92
	Culpeper	4,900	4,600	94
	Nelson	3,300	2,900	89
	Orange	4,000	3,600	90
	<b>WEST VIRGINIA</b>			
	Hampshire	3,200	2,900	89
	Jefferson	6,100	5,800	95
Mineral	7,000	6,600	93	
Pocahontas	2,300	1,800	80	
<b>Station Totals</b>		298,800	278,600	93
Net Weekly Circulation (March 1969)				63,690
Average Daily Circulation (March 1969)				39,876

# Virginia—Norfolk



**WTAR-TV**

Ch. 3



Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 20-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: Old Suffolk Rd. near Driver, Va.

TV tape: Recording facilities.

AM Affiliate: WTAR, 5-kw, 790 kHz (CBS).

FM Affiliate: WTAR-FM, 15-kw, 95.7 MHz (No. 239), 881-ft. antenna.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

Facsimile Service: AP.

News Film Service: CBS.

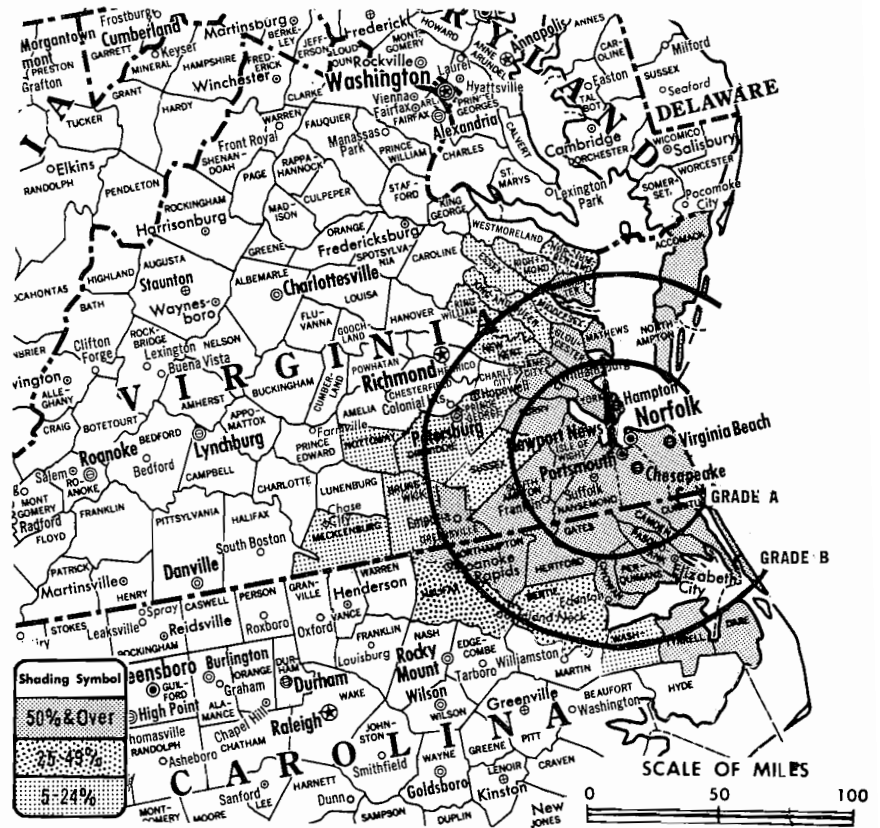
Total Households: © SRDS

Consumer Market Data as of 1/1/70.

TV Homes: TV% and Circulation

© 1969 American Research Bureau.

County coverage based on ARB study (see page 4-b).



WTAR-TV Ref: FCC File No. BMPCT-1051 Granted 4/7/53

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## WTAR-TV

Licensee: WTAR Radio-TV Corp., 720 Boush St. (23510).

Studio: 720 Boush St.

Telephone: 703-625-6711. TWX No.: 703-625-8148.

Ownership: WTAR Radio-TV Corp., subsidiary of Landmark Communications Inc. which owns subsidiary Greensboro News Co. & WFMY Television Corp., Greensboro, N.C.

Began Operation: April 2, 1950.

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

Represented (legal) by Hogan & Hartson.

Personnel:

- LEE C. KITCHIN, president.
- RONALD W. PHILIPS, general sales manager, TV.
- JOSEPH C. PERKINS, director of TV operations.
- JAMES W. EVANS, dir. of sales development & merchandising.
- JEFF DANE, promotion manager & creative director.
- JOEL F. CARLSON, director of community relations.
- JAMES E. MAYS director of public affairs & news.
- RICHARD L. LINDELL, director of engineering.
- HARRY NICHOLAS, film director.

### DIGEST OF RATE CARD NO. 4—(Aug. 1, 1969)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class AAA—8-10 p.m., daily.	\$1000.00	\$600.00	\$420.00	\$320.00	\$260.00	Graded rates apply*

\*Highest rate: \$600.

NETWORK BASE HOURLY RATE: \$1050.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	NORTH CAROLINA			
	Camden	1,600	1,500	95
	Chowan	3,000	2,800	93
	Currituck	2,100	1,900	89
	Dare	2,000	1,800	88

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>				
NORTH CAROLINA—(Continued)				
	Gates	2,800	2,500	89
	Hertford	6,400	6,000	93
	Northampton	6,600	5,900	90
	Pasquotank	8,200	7,600	93
	Perquimans	2,400	2,200	93
	Tyrrell	1,100	1,000	89
VIRGINIA				
	Accomack	9,600	8,600	90
	Chesapeake	152,900	146,800	96
	Gloucester	4,300	4,100	94
	Greensville	4,400	4,000	91
	Hampton-Newport News	73,000	70,500	97
	Isle Of Wight	5,500	5,100	94
	James City	5,600	5,300	94
	Lancaster	3,100	2,800	92
	Mathews	2,400	2,200	92
	Nansemond	14,500	13,400	92
	Northampton	5,200	4,800	91
	Southampton	6,900	6,400	92
	Surry	1,600	1,500	91
	Virginia Beach	43,700	42,300	97
	York	8,900	8,500	96
<b>Between 25-49%</b>				
NORTH CAROLINA				
	Bertie	5,800	5,100	89
	Halifax	16,300	14,600	90
VIRGINIA				
	Middlesex	1,900	1,800	92
	Northumberland	3,200	2,900	93
	Sussex	3,100	2,700	88
<b>Between 5-24%</b>				
NORTH CAROLINA				
	Washington	3,800	3,500	92
VIRGINIA				
	Brunswick	4,300	3,900	90
	Dinwiddie	17,700	16,400	93
(Continued on page 811-b)				
Station Totals		696,100	658,600	94
Net Weekly Circulation (March 1969)			367,557	
Average Daily Circulation (March 1969)			284,801	

# Virginia—Hampton-Norfolk



**WVEC-TV**



Ch. 13

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 245-kw visual, 24.5-kw aural. Antenna: 980-ft. above av. terrain, 1028-ft. above ground, 1049-ft. above sea level.

Latitude 36° 49' 00"  
Longitude 76° 28' 05"

Transmitter: Old Suffolk Rd., 0.2-mi. SSE of Shoulders Hill, Va.

TV tape: Recording facilities.

AM Affiliate: WVEC, 1-kw, 1490 kHz (ABC).

FM Affiliate: WVEC-FM, 50-kw, 101.3 MHz (No. 267), 380-ft. (ABC).

Color: Network, live, film, slide & tape.

News Wire Service: AP.

Facsimile Service: AP.

Total Households: © SRDS

Consumer Market Data as of 1/1/70.

TV Homes: TV% and Circulation

© 1969 American Research Bureau.

County coverage based on ARB study (see page 4-b).



WVEC-TV Ref: FCC File No. BPT-3279 Granted 7/29/64

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## WVEC-TV

Licensee: Peninsula Bcstg. Corp., Box 400, Hampton (23369).

Studios: 110 Third St., Norfolk (23510); 1930 E. Pembroke Ave., Hampton (23364).

Telephones: 703-625-0553, Norfolk; 703-722-6331, Hampton.

TWX No.: 710-882-0072.

Ownership: Thomas P. Chisman, pres., 22.7%; Harrol A. Brauer Jr., v.p., 8.6%; J. W. Chisman, secy.-treas., 21.5%; other stockholders, none with more than 4.1%.

Began Operation: Aug. 15, 1953 on Ch. 15. Nov. 13, 1959 it switched to Ch. 13.

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Cohn & Marks.

Represented (engineering) by Jules Cohen & Associates.

Personnel:

THOMAS P. CHISMAN, president, gen. mgr. & film buyer.

HARROL A. BRAUER JR., v.p. sales.

L. W. KLIEWER, v.p. operations.

CHARLES L. COKER, 2nd v.p., sales.

DAVID WHITENER, operations manager.

LINDSAY TUCKER, dir., community relations & public affairs.

CHARLES EANES, news director.

FRANK HANNAH, graphics director.

JAMES O. GRAY, merchandise & promotion director.

### DIGEST OF RATE CARD NO. A16a—(Sept. 15, 1969)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. ID Class AA—7:30-11 p.m., daily.

\$940.00 \$560.00 \$330.00 \$250.00 Graded rates apply\*

\*Highest rate: \$250.

NETWORK BASE HOURLY RATE: \$975.

For Virginia CATV Systems  
See Services Volume

Net Weekly Circulation	State County	Total Households	TV Homes	%	
<b>50% &amp; Over</b>	<b>NORTH CAROLINA</b>				
		Camden	1,600	1,500	95
		Chowan	3,000	2,800	93
		Currituck	2,100	1,900	89
		Gates	2,800	2,500	89
		Hertford	6,400	6,000	93
		Pasquotank	8,200	7,600	93
		Perquimans	2,400	2,200	93
		Tyrrell	1,100	1,000	89
		<b>VIRGINIA</b>			
		Accomack	9,600	8,600	90
		Chesapeake	152,900	146,800	96
		Gloucester	4,300	4,100	94
		Hampton-Newport News	73,000	70,500	97
		Isle Of Wight	5,500	5,100	94
		James City	5,600	5,300	94
	Lancaster	3,100	2,800	92	
	Mathews	2,400	2,200	92	
	Nansemond	14,500	13,400	92	
	Northampton	5,200	4,800	91	
	Southampton	6,900	6,400	92	
	Surry	1,600	1,500	91	
	Virginia Beach	43,700	42,300	97	
	York	8,900	8,500	96	
<b>Between 25-49%</b>	<b>NORTH CAROLINA</b>				
		Bertie	5,800	5,100	89
		Dare	2,000	1,800	88
	Northampton	6,600	5,900	90	
<b>Between 5-24%</b>	<b>VIRGINIA</b>				
		Greensville	4,400	4,000	91
		King William	2,100	1,900	94
		Middlesex	1,900	1,800	92
		Northumberland	3,200	2,900	93
		Prince Edward	3,600	3,300	91
	Sussex	3,100	2,700	88	
<b>Station Totals</b>		473,700	447,000	94	
<b>Net Weekly Circulation (March 1969)</b>				334,847	
<b>Average Daily Circulation (March 1969)</b>				227,970	

# Virginia—Portsmouth-Norfolk-Newport News



**WAVY-TV**



Ch. 10

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 316-kw visual, 48.8-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: Kings Hwy., Driver, Va.

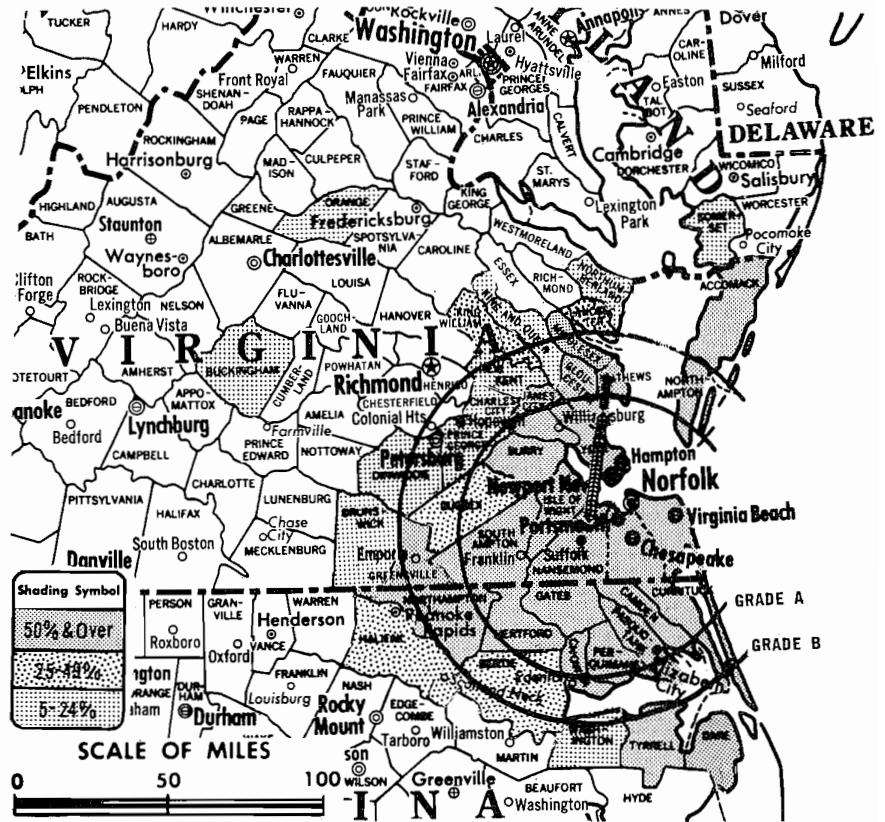
TV tape: Recording facilities.

Studio: 801 Middle St.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

News Film Service: NBC.



Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).

WAVY-TV Ref: FCC File No. BPCT-1750 Granted 5/29/56

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## WAVY-TV

Licensee: WAVY TV Inc., 801 Middle St., Portsmouth (23704); P.O. Box 1600, Norfolk, Va. (23501).

Telephone: 703-627-2345, Norfolk; 703-397-3441, Portsmouth; 703-245-3888, Newport News.

TWX No.: 710-882-3271.

Ownership: LIN Broadcasting. For other interests, see WAND (TV), Decatur, Ill.

Began Operation: Sept. 1, 1957. Sale to LIN Bcstg. by Tidewater Telerradio Inc. approved by FCC March 27, 1968.

Represented (sales) by Avco Radio Television Sales Inc.

Represented (legal) by Mallick & Bernton.

Personnel:

PHILIP D. MARELLA, president & general manager.  
HAROLD SOLDINGER, vice president & asst. general manager.  
E. J. HENNESSY, general sales manager.  
GARY B. SMART, local sales manager.  
J. T. GOSWICK, national sales coordinator.  
MARK THOMAS, promotion-publicity & merchandising director.  
PAUL W. HECHT, chief engineer.

DIGEST OF RATE CARD NO. 9—(June 1, 1969)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.

Class AA—7-11 p.m., daily.

\$1000.00 \$600.00 \$400.00 \$250.00 Graded rates apply\*

\*Highest rate: \$500.

NETWORK BASE HOURLY RATE: \$900.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	NORTH CAROLINA			
	Camden	1,600	1,500	95
	Chowan	3,000	2,800	93
	Currituck	2,100	1,900	89
	Dare	2,000	1,800	88
	Gates	2,800	2,500	89
	Hertford	6,400	6,000	93
	Northampton	6,600	5,900	90
	Pasquotank	8,200	7,600	93
	Perquimans	2,400	2,200	93
	Tyrrell	1,100	1,000	89

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	VIRGINIA			
	Accomack	9,600	8,600	90
	Chesapeake	152,900	146,800	96
	Gloucester	4,300	4,100	94
	Greensville	4,400	4,000	91
	Hampton-Newport News	73,000	70,500	97
	Isle Of Wight	5,500	5,100	94
	James City	5,600	5,300	94
	Mathews	2,400	2,200	92
	Middlesex	1,900	1,800	92
	Nansemond	14,500	13,400	92
	Northampton	5,200	4,800	91
	Southampton	6,900	6,400	92
	Surry	1,600	1,500	91
	Virginia Beach	43,700	42,300	97
York	8,900	8,500	96	
<b>Between 25-49%</b>	NORTH CAROLINA			
	Bertie	5,800	5,100	89
	Halifax	16,300	14,600	90
	VIRGINIA			
	King William	2,100	1,900	94
Lancaster	3,100	2,800	92	
Sussex	3,100	2,700	88	
<b>Between 5-24%</b>	MARYLAND			
	Somerset	5,400	4,900	92
	NORTH CAROLINA			
	Washington	3,800	3,500	92
	VIRGINIA			
	Brunswick	4,300	3,900	90
	Buckingham	3,000	2,600	88
	Charles City	1,300	1,200	88
	Dinwiddie	17,700	16,400	93
	King and Queen	1,600	1,400	89
	New Kent	1,200	1,100	93
Northumberland	3,200	2,900	93	
Orange	4,000	3,600	90	
Prince George	11,700	11,100	95	
Station Totals		677,800	642,100	94
Net Weekly Circulation (March 1969)			352,316	
Average Daily Circulation (March 1969)			240,910	

**WCYB-TV, Bristol**  
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
	<b>NORTH CAROLINA</b>			
	Alleghany	2,800	2,500	90
	Burke	16,500	15,700	95
	Caldwell	15,800	15,100	95
	Catawba	26,100	25,200	97
	Haywood	13,300	12,300	93
	<b>TENNESSEE</b>			
	Campbell	6,800	6,000	89
	Cocke	7,300	6,500	90
	Jefferson	7,700	7,200	94
	Morgan	3,200	2,900	91
	<b>VIRGINIA</b>			
	Bland	1,500	1,300	85
	Grayson	5,200	4,700	92
	<b>WEST VIRGINIA</b>			
	Mercer	19,600	18,500	94
	Monroe	2,600	2,200	84
	Raleigh	19,200	17,900	93
	Wyoming	8,500	7,700	92
<b>Between 5-24%</b>				

**WXEX-TV, Richmond-Petersburg**  
(ARB Data Continued)

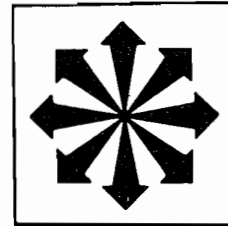
Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
	<b>NORTH CAROLINA</b>			
	Halifax	16,300	14,600	90
	<b>VIRGINIA</b>			
	Augusta	24,700	23,200	94
	Mathews	2,400	2,200	92
	Mecklenburg	8,200	7,500	91
	Orange	4,000	3,600	90
	Westmoreland	3,500	3,200	89
	York	8,900	8,500	96
<b>Between 25-49%</b>				
	<b>NORTH CAROLINA</b>			
	Bertie	5,800	5,100	89
	Dare	2,000	1,800	88
	Hertford	6,400	6,000	93
	Northampton	6,600	5,900	90
	<b>VIRGINIA</b>			
	Accomack	9,600	8,600	90
	Hampton-Newport News	73,000	70,500	97
	Isle Of Wight	5,500	5,100	94
	King George	2,100	2,000	94
	Madison	2,200	2,000	89
	Nelson	3,300	2,900	89
	Page	4,900	4,700	97
	Rockingham	17,900	16,900	94
	Southampton	6,900	6,400	92
	Spotsylvania	9,100	8,600	94
	Stafford	6,200	5,900	95
<b>Between 5-24%</b>				

**Virginia**

**WTAR-TV, Norfolk**  
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
	<b>VIRGINIA—(Continued)</b>			
	Essex	1,800	1,600	90
	King And Queen	1,600	1,400	89
	King William	2,100	1,900	94
	Mecklenburg	8,200	7,500	91
	New Kent	1,200	1,100	93
	Nottoway	4,400	4,100	93
	Prince George	11,700	11,100	95
	Richmond	1,800	1,700	92
<b>Between 5-24%</b>				

**BLACKBURN & COMPANY, INC.**



**RADIO • TV • CATV • NEWSPAPER BROKERS**  
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**WASHINGTON, D.C.** 1725 K Street, N.W. (202) 333-9270  
**CHICAGO** 333 N. Michigan Ave. (312) 346-6460  
**ATLANTA** 1655 Peachtree Rd., N.E. (404) 873-5626  
**BEVERLY HILLS** 9645 Wilshire Blvd. (213) 274-8151

# Virginia—Portsmouth

## WYAH-TV

Ch. 27

Technical Facilities: Channel No. 27 (548-554 MHz). Authorized power: 175-kw visual, 31-kw aural. Antenna: 380-ft. above av. terrain, 410-ft. above ground, 415-ft. above sea level.  
 Latitude 36° 50' 40"  
 Longitude 76° 18' 57"  
 Holds CP for change to 2340-kw max. & 1460-kw horizontal visual, 452-kw max. & 289-kw horizontal aural, 970-ft. above av. terrain, 1025-ft. above ground, 1045-ft. above sea level, lat. 36° 48' 47", long. 76° 27' 45"; transmitter to State Rt. 337, 0.4-mi. E of Jct. Rts. 337 & 626, near Shoulders Hill. BPCT-4187.

Transmitter: 1318 Spratley St.

TV tape: Recording facilities.

Color: Live, film, slide & tape.

News Wire Service: AP.

FM Affiliate: WXRI, Norfolk, 50-kw, 105.3 MHz (No. 287), 340-ft.

Total Households: © SRDS  
 Consumer Market Data as of 1/1/70.  
 TV Homes: TV% and Circulation  
 © 1969 American Research Bureau.  
 County coverage based on ARB study (see page 4-b).



## WYAH-TV

Network Service: None, independent.

Grantee: Christian Broadcasting Network Inc., Box 111, Portsmouth, Va.

Studio: 1318 Spratley St. (23705).

Telephone: 703-393-2505.

Ownership: Non-stock corporation. M. G. Robertson, pres.

Began Operation: Oct. 1, 1961 as a non-commercial religious station. Began commercial operation July, 1967.

### Personnel:

- M. G. ROBERTSON, president & general manager.
- THOMAS D. WRIGHT JR., v.p. & sales manager.
- W. T. GREGORY, v.p. & chief engineer.
- JOSEPH LaPORTA, v.p., network operations.
- GEORGE BUNN, v.p. & director of advertising & promotion.
- RAY TURNER, v.p. & network program director.

## DIGEST OF RATE CARD NO. 4

(July 1, 1967)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Prime Time: 6-11 p.m., Mon.-Sat.; 1-7 p.m., Sun.	\$250.00	\$150.00	\$90.00	\$67.50	\$50.00	\$40.00
	\$30.00					

Net Weekly Circulation	State County	Total Households	TV Homes	%
Between 5-24%	VIRGINIA			
	Chesapeake	152,900	146,800	96
	Virginia Beach	43,700	42,300	97
Station Totals		273,900	263,700	96
Net Weekly Circulation (March 1969)				20,067
Average Daily Circulation (March 1969)				6,468

# Virginia—Richmond



**WWBT**

Ch. 12



Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 63.2-kw aural. Antenna: 790-ft. above av. terrain, 790-ft. above ground, 1000-ft. above sea level.

Latitude 37° 30' 22.5"  
Longitude 77° 30' 11.95"

Transmitter: 5710 Midlothian Pike.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

Facsimile Service: AP.

News Film Service: NBC.

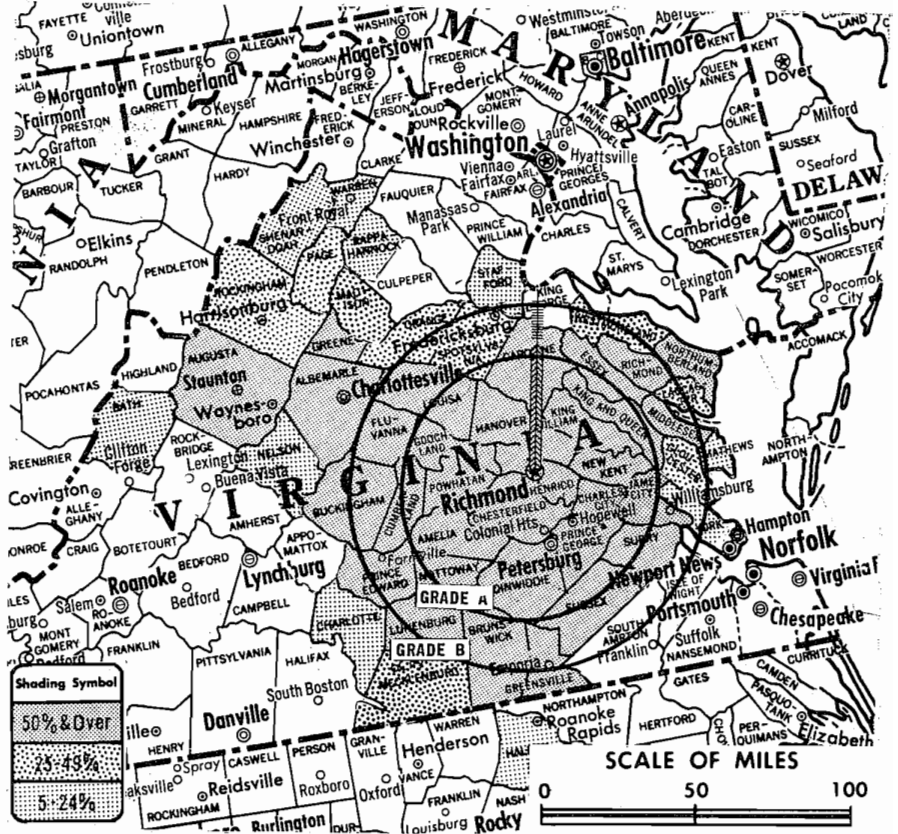
Total Households: © SRDS

Consumer Market Data as of 1/1/70.

TV Homes: TV% and Circulation

© 1969 American Research Bureau.

County coverage based on ARB study (see page 4-b).



WWBT Ref: FCC File No. BPCT-1622 Granted 11/30/55

© American Map Co., Inc., N.Y. No. 14244

## WWBT

Licensee: Jefferson Standard Bcstg. Co. of Va., 5710 Midlothian Pike, P.O. Box 12 (23201).

Studio & Offices: 5710 Midlothian Pike, Box 12, Richmond (23201).

Telephone: 703-233-5461. TWX No.: 703-232-7021.

Ownership: Jefferson Standard Bcstg. Co. See WBTV, Charlotte, N.C.

Began Operation: April 29, 1956. Sale to Jefferson Standard Bcstg. by Larus Investing Co. approved Oct. 16, 1968 (Television Digest, Vol. 8:43).

Represented (sales) by Television Advertising Representatives Inc.

Represented (legal) by Kirkland, Ellis, Hodson, Chaffetz, Masters & Rowe.

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

Personnel:

JOSEPH W. TIMBERLAKE JR., v.p. & managing director.  
WILLIAM R. PRESTON, area vice president.  
J. NATHAN TUCKER, asst. v.p., dir. of programs & information.  
GRADY C. PRIDGEN JR., asst. v.p. & general sales manager.  
SANFORD T. TERRY, technical operations manager.  
CECIL K. SPICER, asst. technical operations manager.  
CHARLES D. ELLIS, local sales manager.  
BAILEY DWIGGINS, promotion manager.  
DAVID MILLER, program manager.  
CAROLYN BIDWELL, traffic manager.  
DOUG HILL, news manager.

### DIGEST OF RATE CARD NO. 2—(Jan. 19, 1970)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. 10 Sec.  
Class AA—7-11 p.m., daily.  
\$750.00 \$450.00 \$315.00 \$195.00 \$200.00 \$175.00 \$100.00

NETWORK BASE HOURLY RATE: \$750.

For Virginia Translator Stations  
See Directory In Services Volume

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>				
VIRGINIA				
	Albemarle	21,300	19,300	91
	Amelia	2,000	1,700	87
	Augusta	24,700	23,200	94
	Brunswick	4,300	3,900	90
	Buckingham	3,000	2,600	88
	Caroline	3,800	3,500	92
	Charles City	1,300	1,200	88
	Chesterfield	33,500	32,500	97
	Cumberland	2,100	1,800	87
	Dinwiddie	17,700	16,400	93
	Essex	1,800	1,600	90
	Fluvanna	1,900	1,700	91
	Goochland	2,400	2,100	91
	Greene	1,200	1,000	83
	Greensville	4,400	4,000	91
	Hanover	9,800	9,100	93
	Henrico	118,900	114,000	96
	James City	5,600	5,300	94
	King And Queen	1,600	1,400	89
	King William	2,100	1,900	94
	Louisa	3,800	3,400	89
	Lunenburg	3,300	3,000	92
	Middlesex	1,900	1,800	92
	New Kent	1,200	1,100	93
	Northumberland	3,200	2,900	93
	Nottoway	4,400	4,100	93
	Powhatan	1,800	1,700	93
	Prince Edward	3,600	3,300	91
	Prince George	11,700	11,100	95
	Richmond	1,800	1,700	92
	Surry	1,600	1,500	91
	Sussex	3,100	2,700	88
<b>Between 25-49%</b>				
VIRGINIA				
	Gloucester	4,300	4,100	94
	Lancaster	3,100	2,800	92
	Madison	2,200	2,000	89

(Continued on page 819-b)

Station Totals	528,400	496,900	94
Net Weekly Circulation (March 1969)			279,711
Average Daily Circulation (March 1969)			184,397

# Virginia—Richmond



**WTVR-TV**

Ch. 6

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.

TV tape: Recording facilities.

AM Affiliate: WTVR, 5-kw, 1380 kHz (ABC).

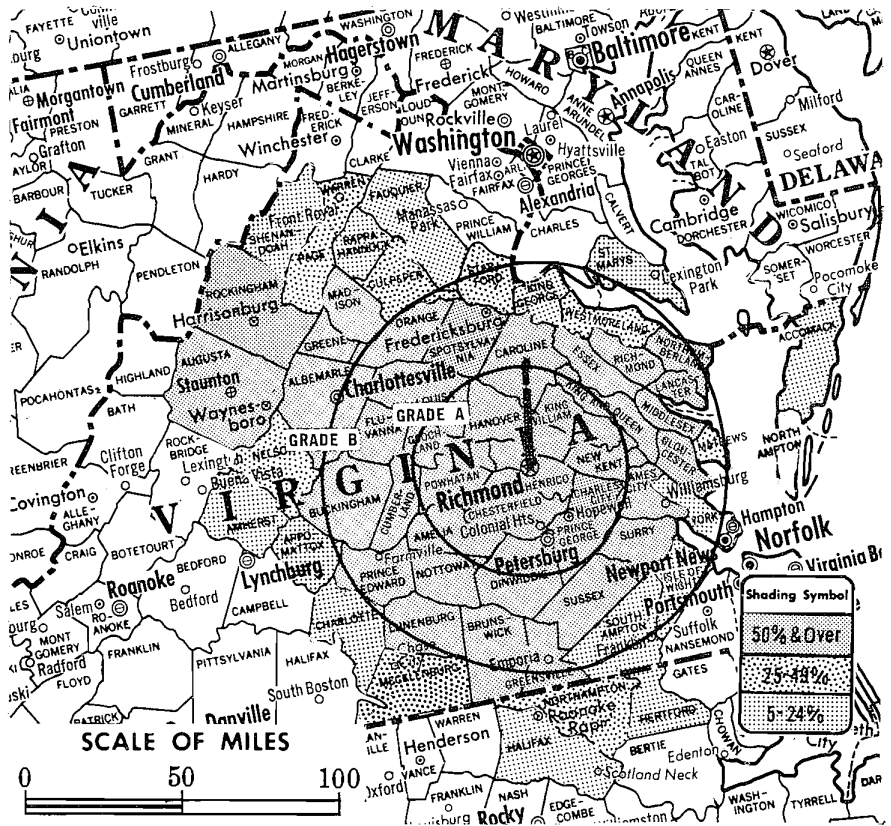
FM Affiliate: WTVR-FM, 50-kw, 98.1 MHz (No. 251), 844-ft.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

News Film Service: CBS.

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).



WTVR-TV Ref: FCC File No. BMPCT-882 Granted 12/12/52 ©American Map Co., Inc., N.Y., No. 14244

## WTVR-TV

Licensee: Roy H. Park Bcstg. of Va. Inc., P.O. Box 11064 (23230).

Studio: 3301 W. Broad St. (23230).

Telephone: 703-355-8611.

TWX No.: 710-956-0178.

Ownership: Park Bcstg., for other interests see WNCT-TV, Greenville, N.C.

Began Operation: April 15, 1948. Sale to Park Bcstg. by Wilbur M. Havens approved Oct. 13, 1965 by FCC (Television Digest, Vol. 5:42).

Represented (sales) by Blair Television Associates Inc.

Represented (legal) by John H. Midlen.

Personnel:

- EDWARD J. FRECH, executive vice president & general manager.
- W. A. BOWRY, assistant manager.
- JOHN V. SHAND, director, operations.
- G. C. RIANHARD JR., film director.
- BILL ADAMS, director of continuity.
- W. J. FILER, promotion and merchandise dept.
- WILLIAM KEMPLE, coordinator of national sales.
- JAMES W. KYLE, chief engineer.

DIGEST OF RATE CARD NO. A8  
(Aug. 1, 1969)

30 Min. 15 Min. 10 Min. 5 Min. 30 Sec. 20 Sec. 10 Sec.  
Class AA—7:30-10 p.m., daily.  
\$550.00 ..... \* ..... \* ..... \* \$300.00 \$250.00 \$150.00

\*On request.

NETWORK BASE HOURLY RATE: \$875.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	VIRGINIA			
	Albemarle	21,300	19,300	91
	Amelia	2,000	1,700	87

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>				
VIRGINIA—(Continued)				
	Augusta	24,700	23,200	94
	Brunswick	4,300	3,900	90
	Buckingham	3,000	2,600	88
	Caroline	3,800	3,500	92
	Charles City	1,300	1,200	88
	Chesterfield	33,500	32,500	97
	Cumberland	2,100	1,800	87
	Dinwiddie	17,700	16,400	93
	Essex	1,800	1,600	90
	Fluvanna	1,900	1,700	91
	Gloucester	4,300	4,100	94
	Goochland	2,400	2,100	91
	Greene	1,200	1,000	83
	Greensville	4,400	4,000	91
	Hanover	9,800	9,100	93
	Henrico	118,900	114,000	96
	James City	5,600	5,300	94
	King and Queen	1,600	1,400	89
	King William	2,100	1,900	94
	Lancaster	3,100	2,800	92
	Louisa	3,800	3,400	89
	Lunenburg	3,300	3,000	92
	Madison	2,200	2,000	89
	Middlesex	1,900	1,800	92
	New Kent	1,200	1,100	93
	Northumberland	3,200	2,900	93
	Nottoway	4,400	4,100	93
	Orange	4,000	3,600	90
	Powhatan	1,800	1,700	93
	Prince Edward	3,600	3,300	91
	Prince George	11,700	11,100	95
	Richmond	1,800	1,700	92
	Rockingham	17,900	16,900	94
	Spotsylvania	9,100	8,600	94
	Surry	1,600	1,500	91
	Sussex	3,100	2,700	88

(Continued on page 819-b)

Station Totals	612,100	575,100	94
Net Weekly Circulation (March 1969)			326,476
Average Daily Circulation (March 1969)			243,190



# Virginia—Richmond-Petersburg



**WXEX-TV**



Ch. 8

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 296-kw visual, 40.4-kw aural. Antenna: 940-ft. above av. terrain, 979-ft. above ground, 1049-ft. above sea level.

Latitude 37° 20' 30"  
Longitude 77° 18' 19"

Transmitter: Hundred Rd., 12-mi. S of Richmond.

TV tape: Recording facilities.

AM Affiliate: WLEE, Richmond, 5-kw, 1480 kHz (MBS).

Color: Network, live, film, slide & tape.

News Wire Service: AP.

Facsimile Service: AP.

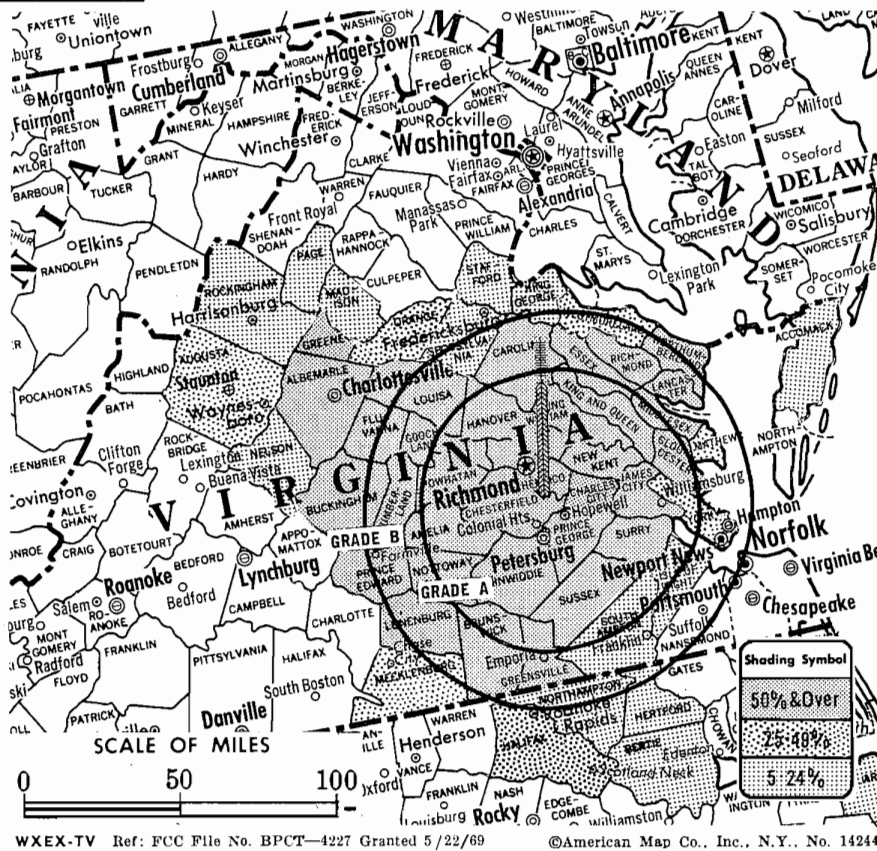
Total Households: © SRDS

Consumer Market Data as of 1/1/70.

TV Homes: TV% and Circulation

© 1969 American Research Bureau.

County coverage based on ARB study (see page 4-b).



## WXEX-TV

Licensee: Nationwide Communications Inc., 246 N. High St., Columbus, Ohio.

Business Offices: 124 W. Tabb St., Petersburg; 6021 Broad Street Road, Richmond (23226).

Studio: 124 W. Tabb St., Petersburg (23803).

Telephones: 703-733-7876, Petersburg; 703-288-0071, Richmond.

TWX No.: 710-957-2329.

Ownership: Nationwide Communications. For other interests, see WATE-TV, Knoxville, Tenn.

Began Operation: Aug. 15, 1955. Sold to Nationwide Communications Inc. by Thomas G. Tinsley Jr. & assoc. (Television Digest, Vol. 7:45).

Represented (sales) by Edward Petry & Co.; James S. Ayers Co. Inc. (South).

Represented (legal) by Fly, Shuebruk, Blume & Gaguine.

### Personnel:

GEORGE W. CAMPBELL, corporate vice president.  
JACK H. WIEDEMANN, v.p. & general manager.  
LAWRENCE SLON, sales manager.  
DAVE TOTTY, local sales manager.  
CHARLES McMAHON, director of communications.  
JOHN MACKIN, program director.  
AL CARPENTER, operations manager.  
WILLIAM BOWMAN, production manager.  
BEVERLY A. PAGE, promotion manager.  
RALPH AMERNICK, business manager.  
GEORGE McGUIGAN, chief engineer.

### DIGEST OF RATE CARD NO. 2 & 14 (Sept. 14, 1969)

Hour 30 Min. 15 Min. 5 Min. Min. 30 Sec. 20 Sec. 10 Sec.

Class A—7-11 p.m., daily.

\$750.00 \$450.00 \$300.00 \$225.00 Graded rates apply\*

\*Highest rate: \$1575.

NETWORK BASE HOURLY RATE: \$750.

Net Weekly Circulation	State County	Total Households	TV Homes	%
	VIRGINIA	21,300	19,300	91
	Albemarle	2,000	1,700	87
	Brunswick	4,300	3,900	90
	Buckingham	3,000	2,600	88
	Caroline	3,800	3,500	92
	Charles City	1,300	1,200	88
	Chesterfield	33,500	32,500	97
	Cumberland	2,100	1,800	87
	Dinwiddie	17,700	16,400	93
	Essex	1,800	1,600	90
	Fluvanna	1,900	1,700	91
	Gloucester	4,300	4,100	94
	Goochland	2,400	2,100	91
	Greene	1,200	1,000	83
	Greensville	4,400	4,000	91
	Hanover	9,800	9,100	93
<b>50% &amp; Over</b>	Henrico	118,900	114,000	96
	James City	5,600	5,300	94
	King and Queen	1,600	1,400	89
	King William	2,100	1,900	94
	Lancaster	3,100	2,800	92
	Louisa	3,800	3,400	89
	Lunenburg	3,300	3,000	92
	Middlesex	1,900	1,800	92
	New Kent	1,200	1,100	93
	Northumberland	3,200	2,900	93
	Nottoway	4,400	4,100	93
	Powhatan	1,800	1,700	93
	Prince Edward	3,600	3,300	91
	Prince George	11,700	11,100	95
	Richmond	1,800	1,700	92
	Surry	1,600	1,500	91
	Sussex	3,100	2,700	88

(Continued on page 811-b)

Station Totals	772,700	728,300	94
Net Weekly Circulation (March 1969)			290,420
Average Daily Circulation (March 1969)			170,367

# Virginia—Roanoke



**WDBJ-TV**



Ch. 7

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"

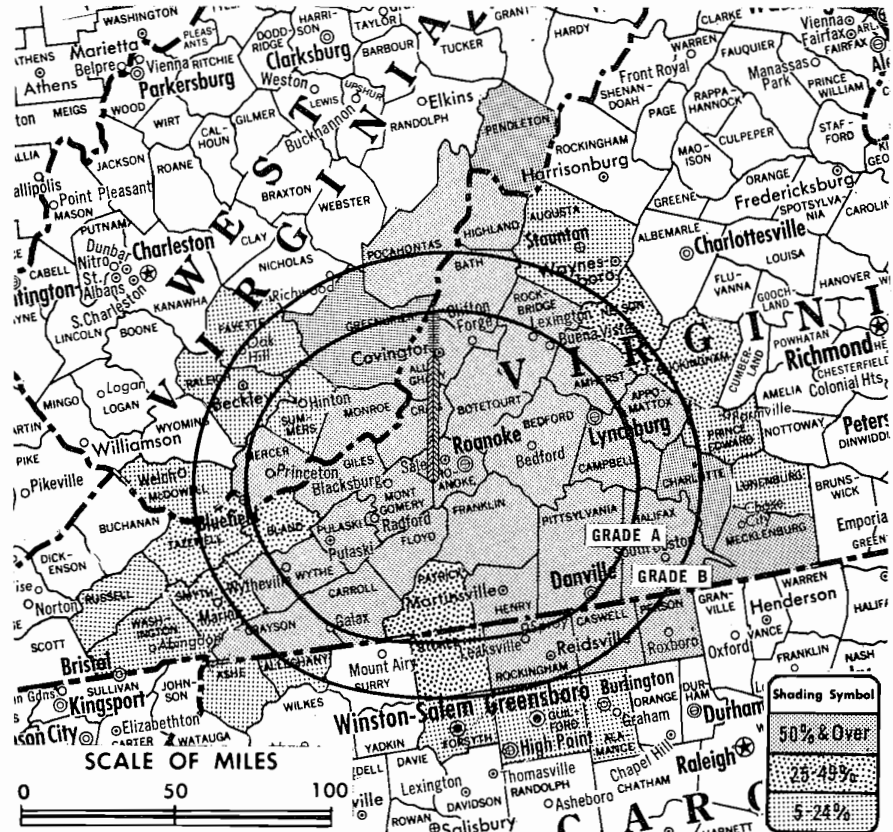
Transmitter: On Poor Mt.; 13-mi SW of city.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

News Film Service: CBS.



Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).

WDBJ-TV Ref: FCC File No. BMPCT-3023 Granted 4/4/56

© American Map Co., Inc., N.Y., No. 14244

## WDBJ-TV

Licensee: WDBJ Television Inc., Box 227, Roanoke (24002).

Studio: 2001 Colonial Ave. S.W. (24015).

Telephone: 703-343-8031. TWX No.: 703-342-5725.

Ownership: WDBJ Television Inc. is a wholly-owned subsidiary of South Bend Tribune. For other interests, see WSBT-TV South Bend, Ind. Officers of WDBJ Television: Franklin D. Schurz Jr., pres.; Arthur R. O'Neil, exec. v.p. & secy.; John Harkrader, v.p. & gen. mgr.; James G. Young, treas.

Began Operation: Oct. 3, 1955. Sale to present owner by Times World Corp. approved by FCC Oct. 29, 1969 (Television Digest, Vol. 9:44).

Represented (sales) by Peters, Griffin, Woodward Inc.

Represented (legal) by Hogan & Hartson.

Personnel:

JOHN W. HARKRADER, v.p. & manager.  
PAUL E. REYNOLDS, asst. manager & film buyer.  
BLAKE H. BROWN, general sales manager.  
CHARLES A. BALLOU, program director.  
WENDELL H. SILER, operations manager.  
LARRY E. MAISEL, news director.  
BOONE BOGGS, director, creative services.  
J. EDWARD NEWMAN, chief engineer.  
FRANK MARTIN, director, promotion & research.

### DIGEST OF RATE CARD NO. 12—(July 15, 1969)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.  
Class AA—8-10 p.m., daily.  
\$800.00 \$450.00 \$300.00 \$225.00 Graded rates apply\*

\*Highest rate: \$260.

NETWORK BASE HOURLY RATE: \$825.

For Color Set Penetration by Markets  
see Services Volume.

Net Weekly Circulation	State County	Total Households	TV Homes	%
	<b>NORTH CAROLINA</b>			
	Caswell	4,900	4,500	92
	Person	8,000	7,500	94
	Rockingham	22,500	21,500	96
	<b>VIRGINIA</b>			
	Alleghany	9,100	8,600	95
	Amherst	6,200	5,700	92
	Appomattox	2,800	2,600	93
	Bath	1,600	1,500	92
	Bedford	9,500	8,800	93
	Botetourt	5,300	5,000	95
	Campbell	30,400	28,900	95
	Carroll	9,200	8,300	90
	Charlotte	3,700	3,400	91
	Craig	1,000	900	90
	Floyd	2,900	2,700	92
	Franklin	7,600	7,000	93
	Giles	4,600	4,300	95
	Grayson	5,200	4,700	92
	Halifax	10,500	9,600	91
	Henry	19,600	18,600	95
	Highland	400	400	93
	Mecklenburg	8,200	7,500	91
	Montgomery	13,100	12,400	95
	Pittsylvania	32,900	30,800	93
	Pulaski	8,000	7,500	94
	Roanoke	57,600	55,400	96
	Rockbridge	8,600	8,000	93
	Wythe	6,200	5,700	91
	<b>WEST VIRGINIA</b>			
	Greenbrier	9,100	8,300	91
	Mercer	19,600	18,500	94
	Monroe	2,600	2,200	84
	Pendleton	1,800	1,600	88
	Pocahontas	2,300	1,800	80
	<b>50% &amp; Over</b>			
	<b>BETWEEN 25-49%</b>			
	<b>NORTH CAROLINA</b>			
	Stokes	7,000	6,600	94

(Continued on page 819-b)

Station Totals	941,800	886,900	94
Net Weekly Circulation (March 1969)			318,126
Average Daily Circulation (March 1969)			230,709

# Virginia—Roanoke



**WRFT-TV**

Ch. 27

Technical Facilities: Channel No. 27 (548-554 MHz). Authorized power: 21.4-kw visual, 2.14-kw aural. Antenna: 410-ft. above av. terrain, 110-ft. above ground, 2019-ft. above sea level.

Latitude 37° 18' 12"  
Longitude 80° 05' 43"

Requests change to 630-kw max. & 249.5-kw horizontal visual, 126-kw max. & 49.9-kw horizontal aural, 2013-ft. above av. terrain, 249-ft. above ground, 3969-ft. above sea level, lat. 37° 12' 02", long. 80° 08' 55", transmitter to top of Poor Mtn. BPCT-4242.

Transmitter: Little Brushy Mt., 2-mi. NW of Salem, Va.

TV tape: Recording facilities.

Color: Network, film & slide.

News Wire Service: AP.

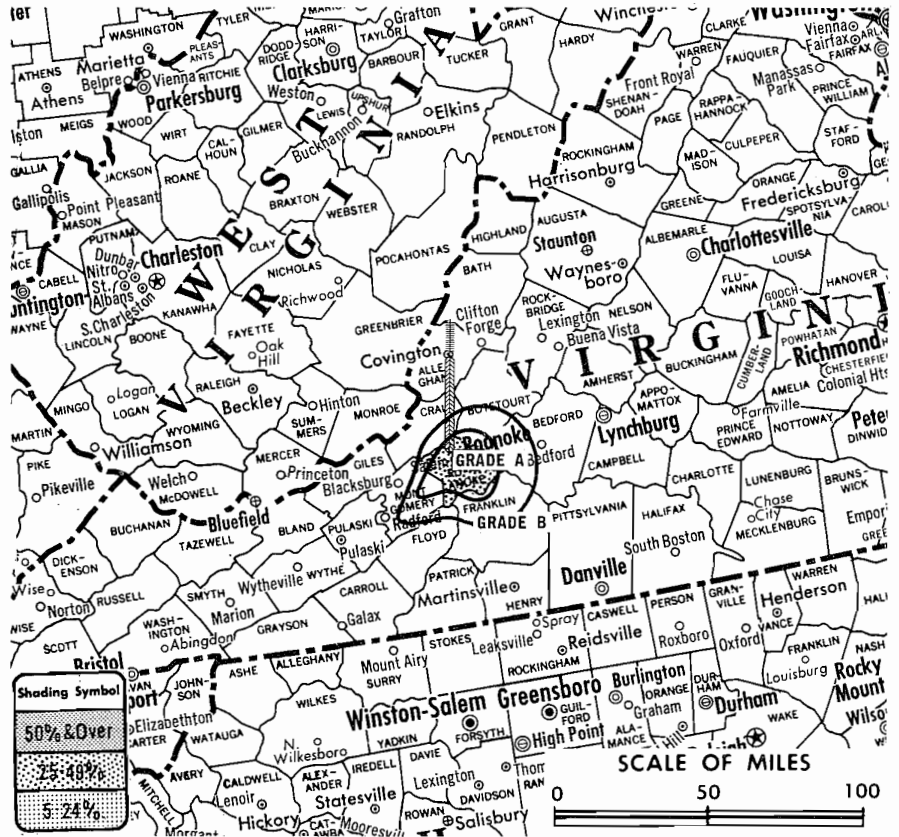
Total Households: © SRDS

Consumer Market Data as of 1/1/70.

TV Homes: TV% and Circulation

© 1969 American Research Bureau.

County coverage based on ARB study (see page 4-b).



WRFT-TV Ref: BPCT—3553 Granted 7/2/65

American Map Co., Inc., N.Y., No. 14244

## WRFT-TV

Licensee: Roanoke Telecasting Corp. Mountain Trust Bank Bldg., 302 S. Jefferson St., Roanoke (24011).

Studio: Little Brushy Mt.

Telephone: 703-342-7863.

Ownership: Alexander N. Apostolou, 100%.

Began Operation: March 4, 1966.

Represented (sales) by David Carpenter Co.

Represented (legal) by Wilmer, Cutler & Pickering.

Personnel:

RICHARD K. BURTON, general manager.

BILL B. STONE, sales manager.

ADRIAN CRONAUER, program director & operations manager.

E. W. DAVIS JR., chief engineer.

## DIGEST OF RATE CARD NO. 2

(Oct. 16, 1967)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AA—7-10 p.m., daily.	\$207.00	\$126.50	\$86.25	\$63.25	\$46.00	\$34.50

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Between 25-49%</b>	<b>VIRGINIA</b> Roanoke	57,600	55,400	96
Station Totals		93,900	89,500	95
Net Weekly Circulation (March 1969)				15,978
Average Daily Circulation (March 1969)				7,167

# Virginia—Roanoke



**WLS-TV**



Ch. 10

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 316-kw visual, 43.6-kw aural. Antenna: 1973-ft. above av. terrain, 174-ft. above ground, 3934-ft. above sea level.

Latitude 37° 11' 50"  
Longitude 80° 09' 11"

Transmitter: Poor Mt.

TV tape: Recording facilities.

AM Affiliate: WLS, 5-kw, (1-kw night), 610 kHz (NBC).

FM Affiliate: WLS-FM, 20.2-kw, 99.1 MHz (No. 256), 1892-ft. antenna height.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

News Film Service: NBC.

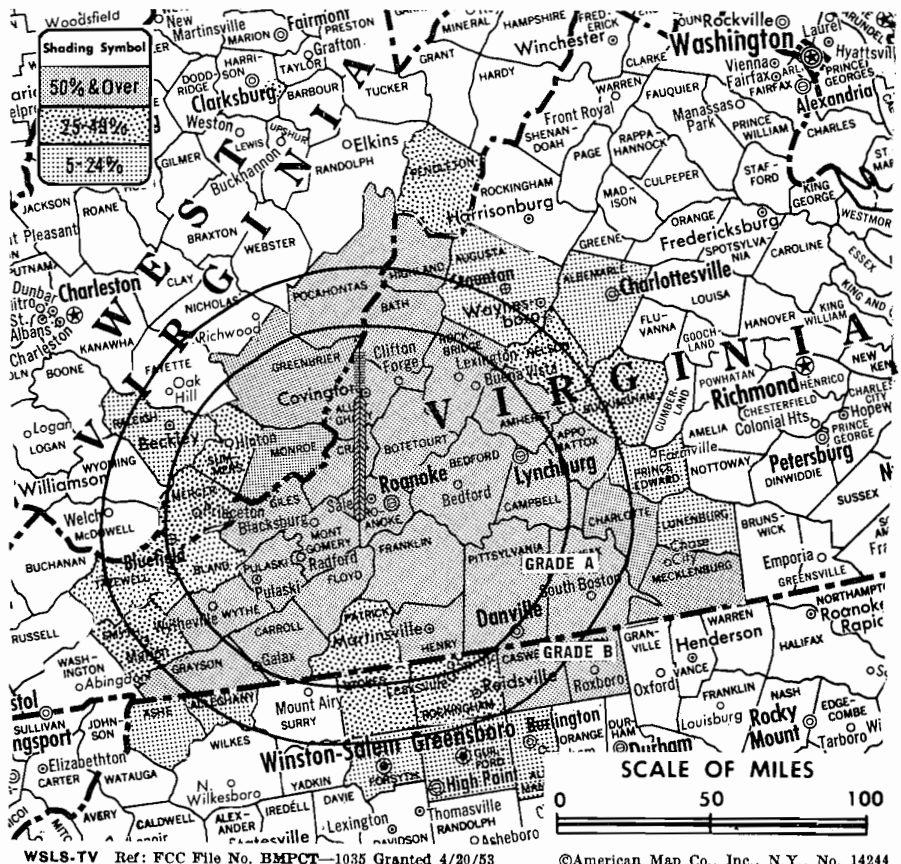
Total Households: © SRDS

Consumer Market Data as of 1/1/70.

TV Homes: TV% and Circulation

© 1969 American Research Bureau.

County coverage based on ARB study (see page 4-b).



WLS-TV Ref: FCC File No. BMPCT-1035 Granted 4/20/53

©American Map Co., Inc., N.Y., No. 14244

## WLS-TV

Licensee: Roy H. Park Bcstg. of Roanoke Inc., Church Ave. at 3rd St.

Studio: Church Ave. at 3rd St. (24011).

Telephone: 703-344-9226.

TWX No.: 710-870-0428.

Ownership: Roy H. Park Bcstg. For other interests, see WNCT-TV, Greenville, N. C.

Began Operation: Dec. 10, 1952. Sale to present owner by Shenandoah Life Insurance Co. approved by FCC Sept. 10, 1969 (Television Digest, Vol. 9:36, 37).

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Midlen & Reddy.

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

### Personnel:

HORACE FITZPATRICK, exec. v.p., manager & film buyer.

GEORGE CHERNAULT JR., vice president.

A. S. TREVILIAN, national sales manager.

W. M. SKELTON JR., local sales manager.

J. P. BRIGGS, manager for engineering.

MEL LINKOUS, operations manager.

GLENN HOWELL, farm director.

LEE GARRETT, director of community affairs.

TERRY LEEDOM, news director.

### DIGEST OF RATE CARD NO. A21a (Aug. 15, 1969)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	ID
Class AA—7:30-11 p.m., daily.	\$750.00	\$450.00	\$300.00	\$260.00		Graded rates apply*

\*Highest rate: \$250.

NETWORK BASE HOURLY RATE: \$850.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	NORTH CAROLINA			
	Caswell	4,900	4,500	92
	Person	8,000	7,500	94
	VIRGINIA			
	Alleghany	9,100	8,600	95
	Amherst	6,200	5,700	92
Appomattox	2,800	2,600	93	
Bath	1,600	1,500	92	

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	VIRGINIA—(Continued)			
	Bedford	9,500	8,800	93
	Botetourt	5,300	5,000	95
	Campbell	30,400	28,900	95
	Carroll	9,200	8,300	90
	Charlotte	3,700	3,400	91
	Craig	1,000	900	90
	Floyd	2,900	2,700	92
	Franklin	7,600	7,000	93
	Giles	4,600	4,300	95
	Grayson	5,200	4,700	92
	Halifax	10,500	9,600	91
	Henry	19,600	18,600	95
	Highland	400	400	93
	Mecklenburg	8,200	7,500	91
	Montgomery	13,100	12,400	95
	Pittsylvania	32,900	30,800	93
	Pulaski	8,000	7,500	94
	Roanoke	57,600	55,400	96
	Rockbridge	8,600	8,000	93
	Wythe	6,200	5,700	91
<b>WEST VIRGINIA</b>	Greenbrier	9,100	8,300	91
	Monroe	2,600	2,200	84
	Pocahontas	2,300	1,800	80
	NORTH CAROLINA			
Rockingham	22,500	21,500	96	
Stokes	7,000	6,600	94	
<b>VIRGINIA</b>	Bland	1,500	1,300	85
	Buckingham	3,000	2,600	88
	Nelson	3,300	2,900	89
	Patrick	4,500	4,000	91
	Smyth	8,400	7,900	94
	Tazewell	11,200	10,400	93
<b>WEST VIRGINIA</b>	Mercer	19,600	18,500	94
	Pendleton	1,800	1,600	88
	Summers	3,800	3,300	87
(Continued on page 819-b)				
Station Totals		799,300	753,000	94
Net Weekly Circulation (March 1969)			302,584	
Average Daily Circulation (March 1969)			196,056	

**WWBT, Richmond**  
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>Between 25-49 %</b>	VIRGINIA—(Continued)			
	Mecklenburg	8,200	7,500	91
	Orange	4,000	3,600	90
	Page	4,900	4,700	97
	Rockingham	17,900	16,900	94
	Spotsylvania	9,100	8,600	94
	Westmoreland	3,500	3,200	89
<b>Between 5-24 %</b>	NORTH CAROLINA			
	Halifax	16,300	14,600	90
	VIRGINIA			
	Bath	1,600	1,500	92
	Charlotte	3,700	3,400	91
	Mathews	2,400	2,200	92
	Nelson	3,300	2,900	89
	Rappahannock	1,200	1,100	91
	Shenandoah	7,400	7,000	95
	Stafford	6,200	5,900	95
	Warren	4,600	4,200	92
York	8,900	8,500	96	

**WTVR-TV, Richmond**  
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>Between 25-49 %</b>	NORTH CAROLINA			
	Northampton	6,600	5,900	90
	VIRGINIA			
	Culpeper	4,900	4,600	94
	Mathews	2,400	2,200	92
	Mecklenburg	8,200	7,500	91
	Nelson	3,300	2,900	89
	Page	4,900	4,700	97
	Stafford	6,200	5,900	95
	Warren	4,600	4,200	92
Westmoreland	3,500	3,200	89	
<b>Between 5-24 %</b>	MARYLAND			
	St Marys	11,200	10,700	96
	NORTH CAROLINA			
	Halifax	16,300	14,600	90
	Hertford	6,400	6,000	93
	VIRGINIA			
	Accomack	9,600	8,600	90
	Amherst	6,200	5,700	92
	Appomattox	2,800	2,600	93
	Charlotte	3,700	3,400	91
	Fauquier	7,700	7,200	94
	Isle Of Wight	5,500	5,100	94
	King George	2,100	2,000	94
	Rappahannock	1,200	1,100	91
Shenandoah	7,400	7,000	95	
Southampton	6,900	6,400	92	
York	8,900	8,500	96	

**Virginia**

**WDBJ-TV, Roanoke, Va.**  
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>Between 25-49 %</b>	VIRGINIA			
	Bland	1,500	1,300	85
	Buckingham	3,000	2,600	88
	Nelson	3,300	2,900	89
	Patrick	4,500	4,000	91
	Smyth	8,400	7,900	94
Tazewell	11,200	10,400	93	
<b>Between 5-24 %</b>	NORTH CAROLINA			
	Alamance	29,600	28,600	96
	Alleghany	2,800	2,500	90
	Ashe	6,100	5,500	89
	Forsyth	69,000	66,200	96
	Guilford Outer	44,500	42,900	96
	VIRGINIA			
	Augusta	24,700	23,200	94
	Lunenburg	3,300	3,000	92
	Prince Edward	3,600	3,300	91
	Russell	6,800	6,200	91
Washington	16,800	15,800	94	
WEST VIRGINIA				
Fayette	13,100	12,400	95	
Mc Dowell	13,000	11,900	92	
Raleigh	19,200	17,900	93	
Summers	3,800	3,300	87	

**WSLS-TV, Roanoke, Va.**  
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>Between 5-24 %</b>	NORTH CAROLINA			
	Alamance	29,600	28,600	96
	Alleghany	2,800	2,500	90
	Ashe	6,100	5,500	89
	Forsyth	69,000	66,200	96
	Guilford Inner	41,900	40,400	96
	Guilford Outer	44,500	42,900	96
	VIRGINIA			
	Albemarle	21,300	19,300	91
	Augusta	24,700	23,200	94
Lunenburg	3,300	3,000	92	
Prince Edward	3,600	3,300	91	
WEST VIRGINIA				
Raleigh	19,200	17,900	93	

Station Totals include counties  
with circulation between  
1-4%.

# Virginia—Lynchburg-Roanoke



**WLVA-TV**



Ch. 13

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 316-kw visual, 50-kw aural. Antenna: 1095-ft. above av. terrain, 574-ft. above ground, 1902-ft. above sea level.

Latitude 37° 11' 50"  
Longitude 79° 21' 07"

Requests change to 240-kw visual, 48-kw aural, 2346-ft. above av. terrain, 1495-ft. above ground 3438-ft. above sea level, lat. 37° 18' 52", long. 79° 38' 02"; transmitter to 2.8-mi. SSW of Thaxton on Flat Top Mt. BPCT—3880.

Transmitter: Johnson Mt., 30-mi. E of Roanoke.

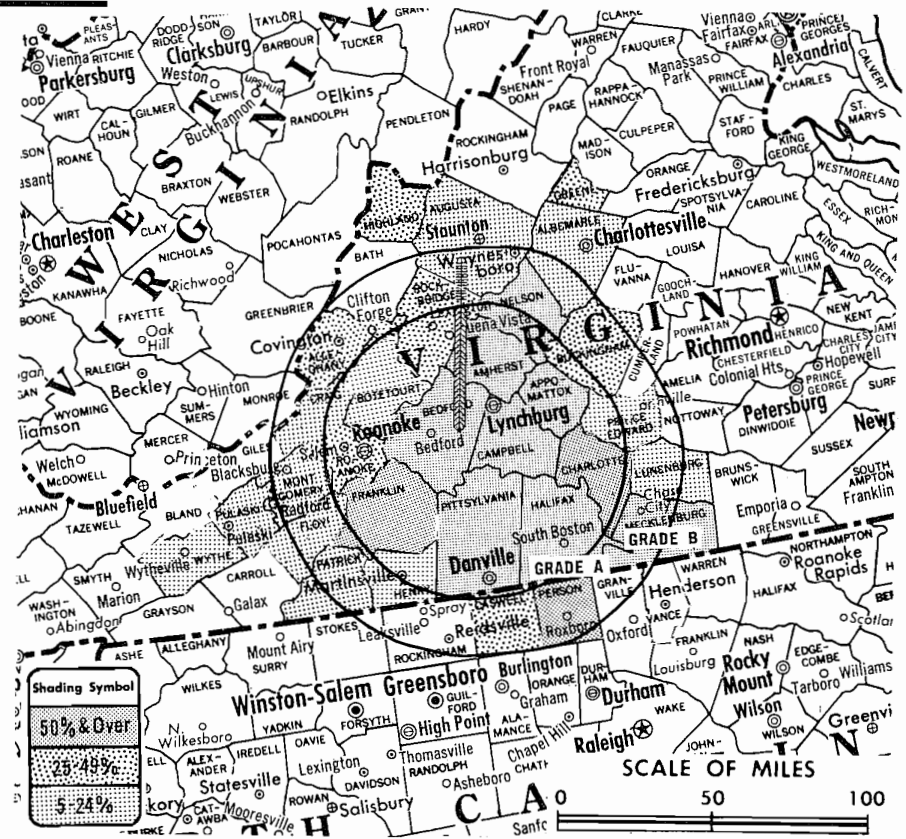
AM Affiliate: WLVA, 1-kw, 590 kHz (ABC).

TV tape: Recording facilities.

Color: Network, film, slide & tape.

News Wire Service: AP. News Film Service: ABC.

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).



WLVA-TV Ref: FCC File No. BMPCT—2438 Granted 9/10/54

©American Map Co., Inc., N.Y., No. 14244

## WLVA-TV

Licensee: WLVA Inc., 2320 Langhorne Rd., Lynchburg, Va. (24501).

Studio: 2320 Langhorne Rd.

Telephone: 703-845-1242. TWX No.: 710-871-1525.

Ownership: See WMAL-TV, Washington, D.C.

Begin Operation: Feb. 8, 1953. Sale to present owner by Lynchburg Bcstg. Co. approved Aug. 23, 1965 by FCC (Television Digest, Vol. 5:25, 35).

Represented (sales) by H-R Television Inc.

Represented (legal) by Hogan & Hartson.

Represented (engineering) by Jansky & Bailey.

Personnel:

THOMAS N. WALLER, general manager.

HOWARD SUTTON, chief engineer.

TOM TURNER, sales manager.

GEORGE LYON, operations mgr., program & film buyer.

HARVEY HUTCHINSON, news manager.

DIGEST OF RATE CARD NO. 9—(June 1, 1968)

Hour 30 Min. 15 Min. 10 Min. 5 Min. 20 Sec. 8 Sec.

Class AA—7:30-10:30 p.m., daily.

\$400.00 \$240.00 \$160.00 Graded rates apply\*

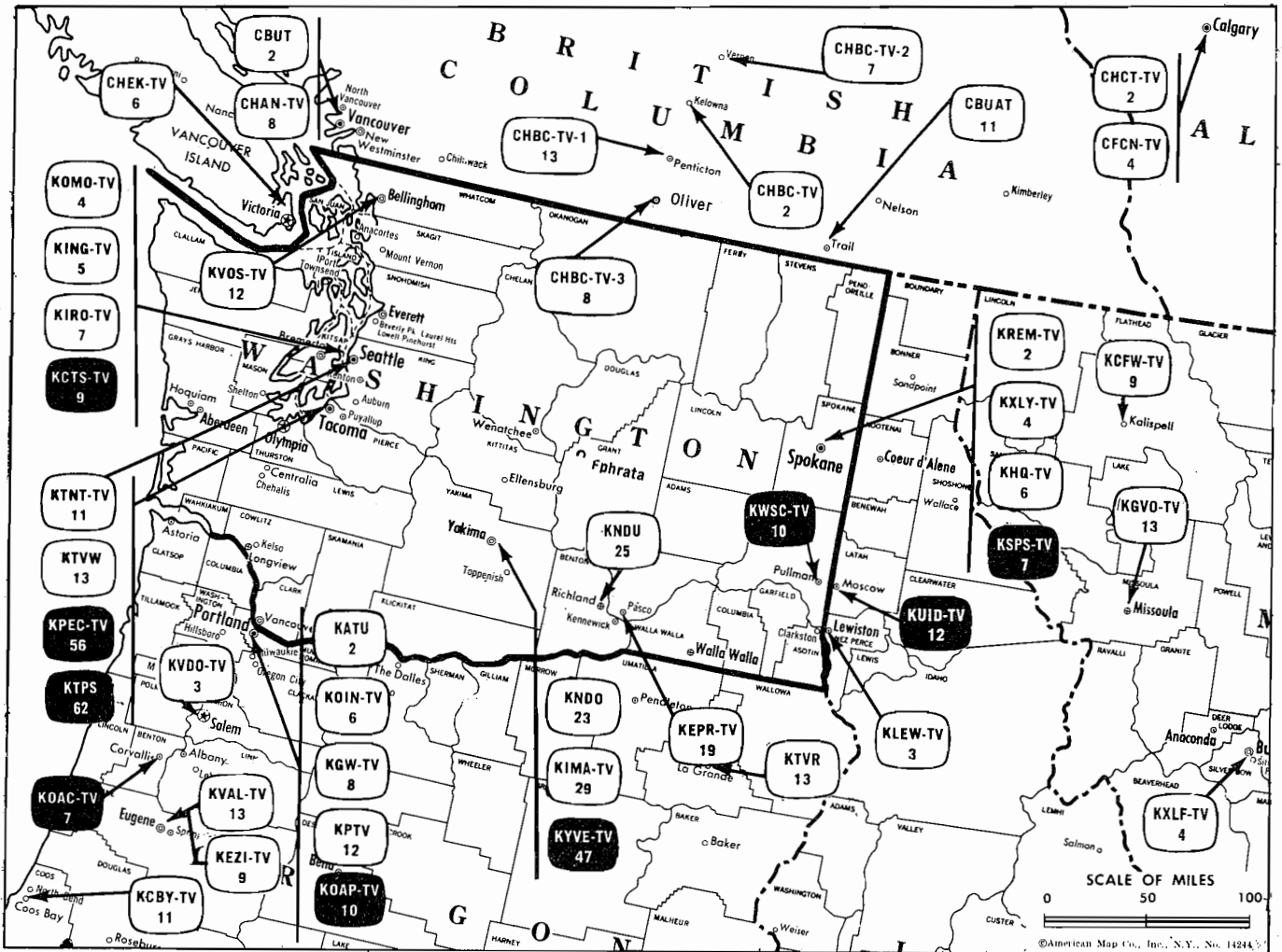
\*Highest rate: \$250.

NETWORK BASE HOURLY RATE: \$350.

**When audience estimates will help TOMORROW,**

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	Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	<b>NORTH CAROLINA</b>				
		Person	8,000	7,500	94
	<b>VIRGINIA</b>				
		Amherst	6,200	5,700	92
		Appomattox	2,800	2,600	93
		Bedford	9,500	8,800	93
		Campbell	30,400	28,900	95
		Charlotte	3,700	3,400	91
		Franklin	7,600	7,000	93
		Halifax	10,500	9,600	91
	Mecklenburg	8,200	7,500	91	
	Nelson	3,300	2,900	89	
	Pittsylvania	32,900	30,800	93	
<b>Between 25-49%</b>	<b>NORTH CAROLINA</b>				
		Caswell	4,900	4,500	92
	<b>VIRGINIA</b>				
		Alleghany	9,100	8,600	95
		Buckingham	3,000	2,600	88
		Greene	1,200	1,000	83
	Highland	400	400	93	
	Roanoke	57,600	55,400	96	
	Rockbridge	8,600	8,000	93	
<b>Between 5-24%</b>	<b>VIRGINIA</b>				
		Albemarle	21,300	19,300	91
		Augusta	24,700	23,200	94
		Botetourt	5,300	5,000	95
		Craig	1,000	900	90
		Floyd	2,900	2,700	92
		Henry	19,600	18,600	95
		Lunenburg	3,300	3,000	92
		Montgomery	13,100	12,400	95
		Patrick	4,500	4,000	91
		Prince Edward	3,600	3,300	91
		Pulaski	8,000	7,500	94
	Wythe	6,200	5,700	91	
Station Totals			484,900	456,400	94
Net Weekly Circulation (March 1969)					148,738
Average Daily Circulation (March 1969)					86,332



Market	ARB Net Weekly Circulation	Rank	ARB ADI TV Households	Rank
Seattle-Tacoma	648,752	24	642,200	17
Spokane	251,843	83	205,200	78
Yakima	120,649	148	107,900	129
Bellingham	71,159	174	22,800	193

**Washington Station Status as of March 1, 1970**

- Commercial Television Stations
- Educational Television Stations

VHF	UHF	TOTAL
9	4	13
3	3	6
		19

**HAMILTON-LANDIS & ASSOCIATES, INC.—NATIONWIDE MEDIA BROKERS**  
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# Washington

## State Educational Technical Facilities (Complete Data in Educational Directory)

### KWSU-TV

**Pullman**

Ch. 10

Non-Commercial Educational Station

Licensee: Washington State University, Pullman, Wash. (99163).

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 14.1-kw visual, 1.41-kw aural. Antenna: 112-ft. above av. terrain, 129-ft. above ground, 2699-ft. above sea level.

Latitude	46°	43'	51''
Longitude	117°	10'	00''

### KCTS-TV

**Seattle**

Ch. 9

Non-Commercial Educational Station

Licensee: University of Washington, Seattle, Wash. (98105).

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 275-kw visual, 55-kw aural. Antenna: 830-ft. above av. terrain, 587-ft. above ground, 1000-ft. above sea level.

Latitude	47°	36'	57''
Longitude	122°	18'	27''

### KSPS-TV

**Spokane**

Ch. 7

Non-Commercial Educational Station

Licensee: Spokane School District No. 81, West 825 Trent Ave., Spokane (99201).

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 195-kw visual, 22.45-kw aural. Antenna: 1830-ft. above av. terrain, 595-ft. above ground, 4225-ft. above sea level.

Latitude	47°	34'	34''
Longitude	117°	17'	58''

### KPEC-TV

**Tacoma**

Ch. 56

Non-Commercial Educational Station

Licensee: Clover Park School District No. 400, 5214 Steilacoom Blvd., Tacoma, Wash. (98499).

Technical Facilities: Channel No. 56 (722-728 MHz). Authorized power: 21.4-kw visual, 4.27-kw aural. Antenna: 210-ft. above av. terrain, 198-ft. above ground, 470-ft. above sea level.

Latitude	47°	10'	31''
Longitude	122°	29'	37''

### KTPS

**Tacoma**

Ch. 62

Non-Commercial Educational Station

Licensee: Tacoma School District No. 10, Central Administration Bldg., P.O. Box 1357, 8th & Tacoma Aves., Tacoma (98401).

Technical Facilities: Channel No. 62 (758-764 MHz). Authorized power: 338-kw visual, 50-kw aural. Antenna: 420-ft. above av. terrain, 350.7-ft. above ground, 651.5-ft. above sea level.

Latitude	47°	15'	08''
Longitude	122°	26'	46''

### KYVE-TV

**Yakima**

Ch. 47

Non-Commercial Educational Station

Licensee: Yakima School Dist. No. 7, 104 N. 4th Ave., Yakima, Wash. (98902).

Technical Facilities: Channel No. 47 (668-674 MHz). Authorized power: 19.1-kw visual, 3.8-kw aural. Antenna: 860-ft. above av. terrain, 78-ft. above ground, 2050-ft. above sea level.

Latitude	46°	31'	58''
Longitude	120°	30'	33''

## State Cross Reference List

Communities That Receive Programs of  
Stations That Are Located Elsewhere

### KEPR-TV

**Kennewick**

(See Pasco, Wash.)

### KNDU

**Kennewick**

(See Richland, Wash.)

### KNDU

**Pasco**

(See Richland, Wash.)

### KEPR-TV

**Richland**

(See Pasco, Wash.)

### KTNT-TV & KTVW

**Seattle**

(See Tacoma, Wash.)



# Washington—Bellingham



**KVOS-TV**



Ch. 12

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 229-kw visual, 45.7-kw aural. Antenna: 2370-ft. above av. terrain, 141-ft. above ground, 2550-ft. above sea level.

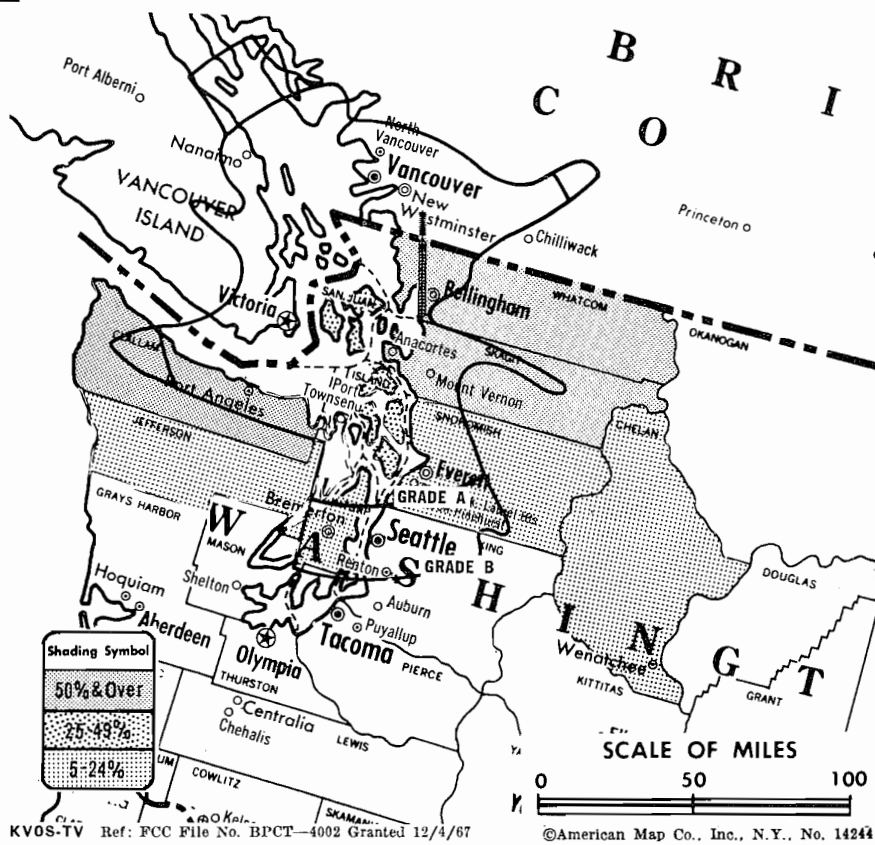
Latitude 48° 40' 40"

Longitude 122° 49' 48"

Transmitter: Mt. Constitution, Orcas Island, Wash.

Color: Network, film, slide & tape.

News Wire Service: AP, Canadian Press.



Total Households: © SRDS  
 Consumer Market Data as of 1/1/70.  
 TV Homes: TV% and Circulation  
 © 1969 American Research Bureau.  
 County coverage based on ARB study (see page 4-b).

## KVOS-TV

Grantee (STA): KVOS Television Corporation, 1151 Ellis St.

Studio: 1151 Ellis St. (98225).

Telephone: 206-734-4101.

Ownership: Wometco Enterprises Inc., 100%. For officers and other interests, see WTVJ, Miami, Fla.

Began Operation: May 23, 1953. Sale to present owner by Rogan Jones and associates approved March 29, 1961 by the FCC (Television Digest, Vol. 16:48, 17:14).

Represented (sales) by E. S. Sumner Inc. (New York); Peters, Griffin, Woodward Inc. (balance of U.S.); Stovin-Byles Ltd. (Canada).

Represented (legal) by Cohn & Marks.

Personnel:

- DAVID MINTZ, vice president & manager.
- FRANK JANK, film buyer.
- JOHN PRICE, chief engineer.
- FRED ELSETHAGEN, sales manager.

DIGEST OF RATE CARD NO. 15  
 (Sept. 1, 1969)

Hour	30 Min.	15 Min.	5 Min.	Min.	30 or 20 Sec.	10 Sec.
Class AA—6:30-11 p.m., Mon.-Fri.; 6-11 p.m., Sat.-Sun.	\$800.00	\$325.00	\$300.00*	\$240.00*	\$120.00*	

\*Class AA—6:30-11:01 p.m., Mon.-Fri.; 6-11:01 p.m., Sat.-Sun.

NETWORK BASE HOURLY RATE: \$125.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	WASHINGTON			
	Clallam	10,500	9,800	93
	Skagit	17,400	16,400	94
	Whatcom	24,400	22,800	94
<b>Between 25-49%</b>	WASHINGTON			
	Island	7,500	7,200	96
	San Juan	700	600	94
<b>Between 5-24%</b>	WASHINGTON			
	Chelan	13,600	12,700	93
	Jefferson	2,100	2,000	94
	Kitsap	29,700	28,600	96
	Snohomish	69,600	66,600	96
Station Totals		678,100	643,700	94
Net Weekly Circulation (March 1969)				71,159
Average Daily Circulation (March 1969)				37,150

(Station Also Received in Canadian Markets)

For Color Set Penetration by Market

See Services Volume

# Washington—Pasco-Kennewick-Richland

**KEPR-TV**

Ch. 19

[Associated with KIMA-TV, Yakima]

Technical Facilities: Channel No. 19 (500-506 MHz). Authorized power: 155-kw max. and 97.7-kw horizontal visual, 15.5-kw max. and 9.77-kw horizontal aural. Antenna: 1250-ft. above av. terrain, 351-ft. above ground, 2394-ft. above sea level.

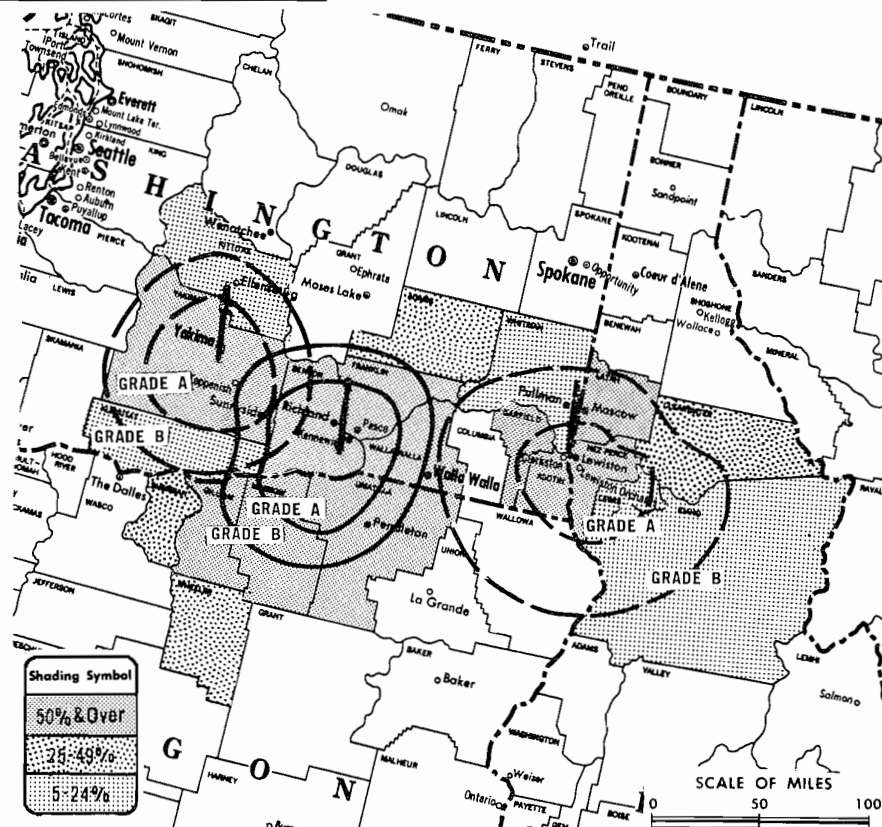
Latitude 46° 05' 48"  
Longitude 119° 11' 36"

Transmitter: Johnson Butte, Horse Heaven Hills, 8-mi. SW of Kennewick.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP.



County coverage based on ARB study (see page 4-b).

KEPR-TV Ref: FCC File No. BPCT-2322 Granted 9/1/57

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## KEPR-TV

Network Service: CBS, ABC, same as KIMA-TV.

Licensee: Cascade Bcstg. Co. Inc., Box 702, Yakima, Wash. (98901).

Studio: 2807 W. Lewis, Pasco (99301).

Ownership: See KIMA-TV, Yakima.

Began Operation: Dec. 28, 1954

Represented (sales) by H-R Television Inc.; Art Moore & Associates (Pacific Northwest).

Represented (legal) by Smith, Pepper, Shack & L'Heureux.

Represented (engineering) by Hammett & Edison.

### Personnel:

DALE HAZEN, manager.  
TOM HUNT, news director.  
MIKE RASTOVICH, chief engineer.

Rates: Sold in combination with KIMA-TV, Yakima.

NETWORK BASE HOURLY RATE: \$250.

ARB Data for this Station included with Report of Parent KIMA-TV, Yakima, Wash. The above map reflects coverage of Parent and Satellite KLEW-TV, Lewiston, Ida.

## MORTON FLOM, P. Eng.

Consulting Engineer

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- Antenna Site/System — Testing, Analysis, Design
- FCC Briefs — CRTC Applications
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Montreal 268.

# Washington—Richland -Pasco -Kennewick

NBC

**KNDU**

Ch. 25

[Associated with KNDO, Yakima, Wash.]

Technical Facilities: Channel No. 25 (536-542 MHz). Authorized power: 166-kw visual, 16.6-kw aural. Antenna: 1271-ft. above av. terrain, 142-ft. above ground, 2330-ft. above sea level.

Latitude 46° 06' 11"  
Longitude 119° 07' 47"

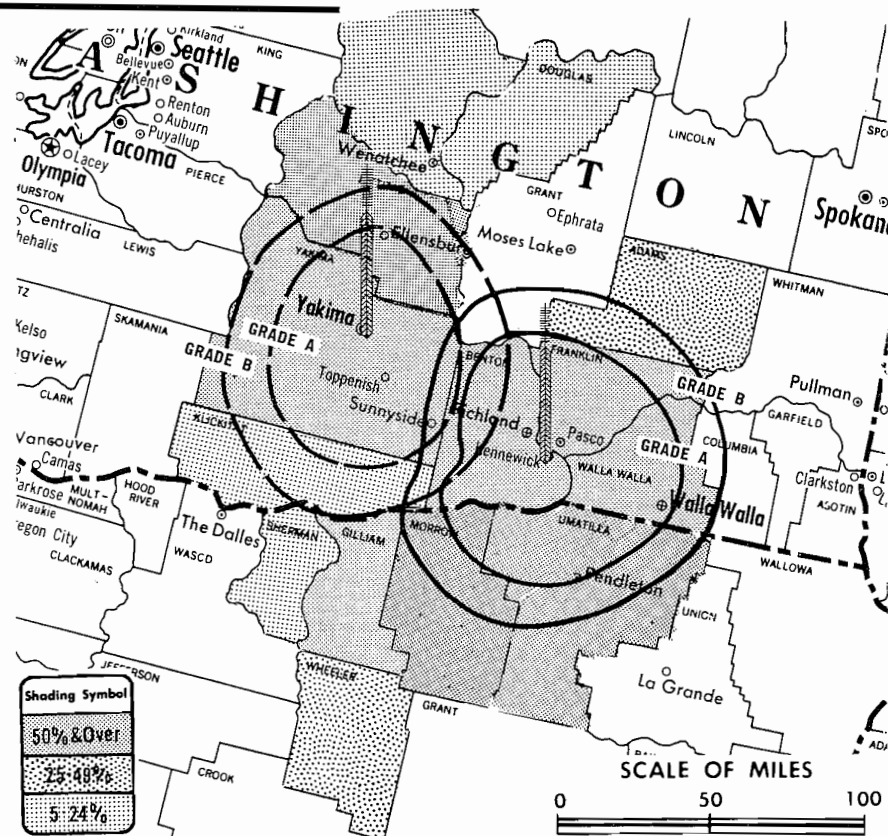
Transmitter: Jumpoff Joe Butte, S of Kennewick, Wash.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

News Film Service: NBC.



County coverage based on ARB study (see page 4-b).

KNDU Ref: FCC File No. BPCT-3620 Granted 10/22/65

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## KNDU

Network Service: NBC, same as KNDO, Yakima, Wash.

Licensee: Columbia Empire Broadcasting Corp., 1608 S. 24th Ave., Yakima, Wash. (98901).

Studio: 3312 W. Kennewick Ave., Kennewick, Wash.; P.O. Box 2523, Tri-Cities, Wash. (99302).

Telephone: 509-582-2137.

Ownership: Same as KNDO, Yakima.

Began Operation: Oct. 10, 1961.

Represented (sales) by Avery-Knodel Inc.; William L. Simpson Associates (Seattle).

Represented (legal) by Haley, Bader & Potts.

### Personnel:

HUGH DAVIS, pres., mgr. programs & operations.  
BEN SHROPSHIRE, v.p. & commercial manager.  
BRUCE GLENN, station manager & sales manager.  
RON KROUS, engineering manager.  
FRED BARTELL, chief engineer.  
OPAL LAURENT, accounting manager.  
LARRY VOSHALL, news director.

Rates: Sold in combination with KNDO, Yakima.

NETWORK BASE HOURLY RATE: Bonus to KNDO, Yakima.

ARB Data for this Station included with Report of Parent KNDO, Yakima, Wash. The above map reflects coverage of both Parent & Satellite.

# Washington—Seattle



**KING-TV**



Ch. 5

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"

Transmitter: 301 Galer St.

TV tape: Recording facilities.

AM Affiliate: KING, 50-kw, 1090 kHz (NBC).

FM Affiliate: KING-FM, 20-kw, 98.1 MHz (No. 251), 700-ft.

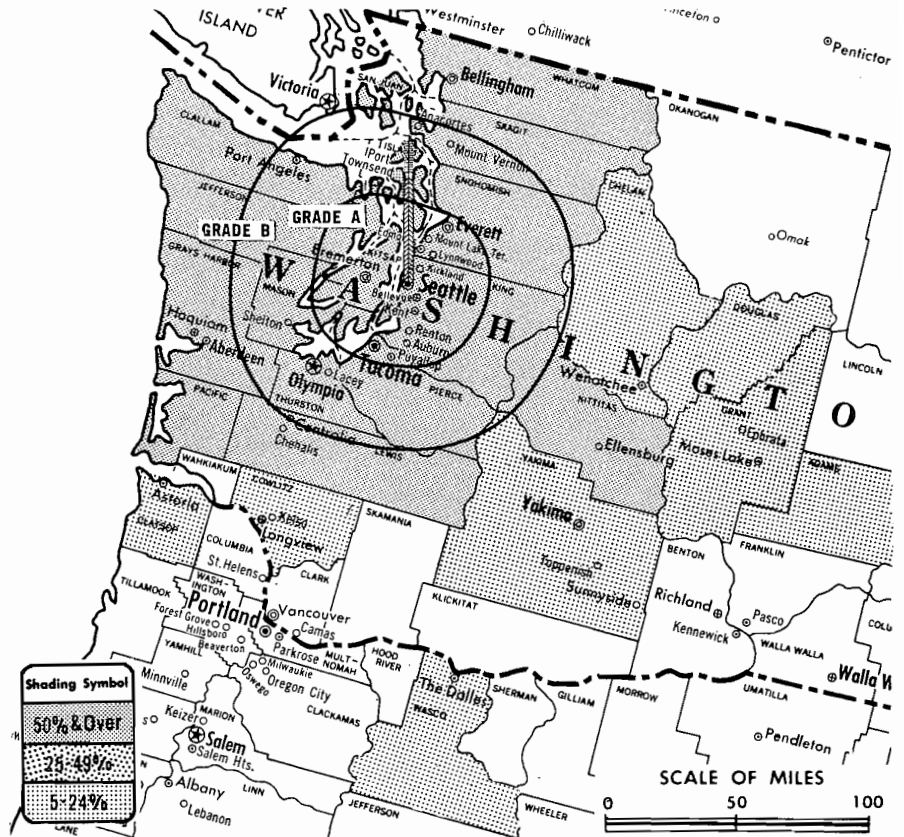
Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

News Film Service: NBC.

Facsimile Service: UPI.

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).



KING-TV Ref: FCC File No. BPCT-732 Granted 1/14/53

© American Map Co., Inc., N.Y., No. 14244

## KING-TV

Licensee: King Broadcasting Co., 320 Aurora Ave. N., Seattle (98109).

Studio: Television Center, 320 Aurora Ave, North.

Telephone: 206-682-3555. TWX No.: 910-444-2010.

Ownership: Dorothy S. Bullitt, 28.69%; Harriet B. Brewster, 18.71%; Priscilla B. Collins, 16.05%; Stimson Bullitt, 14.46%; The Bullitt Foundation Inc., 2.83; 37 others, none with as much as 2%. King Bcstg. also operates KREM-TV, Spokane, Wash. (KREM & FM) and KGW-TV, Portland, Ore. (KGW & KINK).

Began Operation: Nov. 25, 1948, as KRSC-TV. Sold to present licensee August 1949 (Television Digest, Vol. 5:20, 23, 30).

Represented (sales) by Blair TV.

Represented (legal) by Wilmer, Cutler & Pickering.

Represented (engineering) by A. Earl Cullum Jr. Consulting Engineers.

Personnel:

- STIMSON BULLITT, president.
- ANCIL H. PAYNE, vice president, broadcasting.
- PAYSON HALL, vice president, finance & planning.
- JAY W. WRIGHT, vice president, engineering.
- JONATHAN F. WHETZEL, vice president.
- DOUGLASS RAFF, secretary.
- JOHN H. BLAINE, treasurer.
- ERIC S. BREMNER, general manager.
- JACK FEAREY, director of programming & film buyer.
- TIMOTHY F. MOORE, general sales manager.
- TOM McCANN, local sales manager.
- FOREST AMSDEN, managing director of news.
- LARUE S. CURD, chief engineer.
- EMORY BUNDY, community services director.
- LOY NORRIS, production manager.
- WILLIAM HALL, program operations manager.
- JOHN H. LANTRY, promotion & merchandising manager.

DIGEST OF RATE CARD NO. 29—(Feb. 1, 1970)

Hour	30 Min.	15 Min.	30 Sec.	20 Sec.	ID	
Class AA—8-10:30 p.m., daily.	\$1800.00	\$1100.00	\$750.00	\$650.00	\$500.00	\$300.00
NETWORK BASE HOURLY RATE: \$1600.						

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	WASHINGTON			
	Clallam	10,500	9,800	93
	Grays Harbor	18,800	17,000	90
	Island	7,500	7,200	96
	Jefferson	2,100	2,000	94
	King	357,100	337,700	95
	Kitsap	29,700	28,600	96
	Kittitas	5,700	5,200	91
	Lewis	14,700	13,500	92
	Mason	5,400	5,200	96
	Pacific	4,100	3,700	90
	Pierce	114,400	109,900	96
	San Juan	700	600	94
	Skagit	17,400	16,400	94
	Snohomish	69,600	66,600	96
	Thurston	19,700	18,800	96
Whatcom	24,400	22,800	94	
<b>Between 5-24%</b>	OREGON			
	Clatsop	10,500	9,600	91
	Wasco	8,100	7,400	91
<b>5-24%</b>	WASHINGTON			
	Adams	3,700	3,500	95
	Chelan	13,600	12,700	93
	Cowlitz	20,000	19,000	95
	Douglas	5,100	4,800	95
	Grant	11,300	10,600	94
Yakima	46,900	43,700	93	
Station Totals	857,100	811,000	94	
Net Weekly Circulation (March 1969)			644,941	
Average Daily Circulation (March 1969)			460,326	

For Index to Contents

See Services Volume

# Washington—Seattle



**KIRO-TV**



Ch. 7

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, 1007-ft. above sea level.

Latitude 47° 38' 01"  
Longitude 122° 21' 20"

Transmitter: 1530 Queen Anne Ave. N.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

AM Affiliate: KIRO, 50-kw, 710 kHz (CBS).

FM Affiliate: KIRO-FM, 16.5-kw, 100.7 MHz (No. 264), 750-ft.

News Wire Service: AP, UPI.

Facsimile Service: AP, UPI.

News Film Service: CBS.

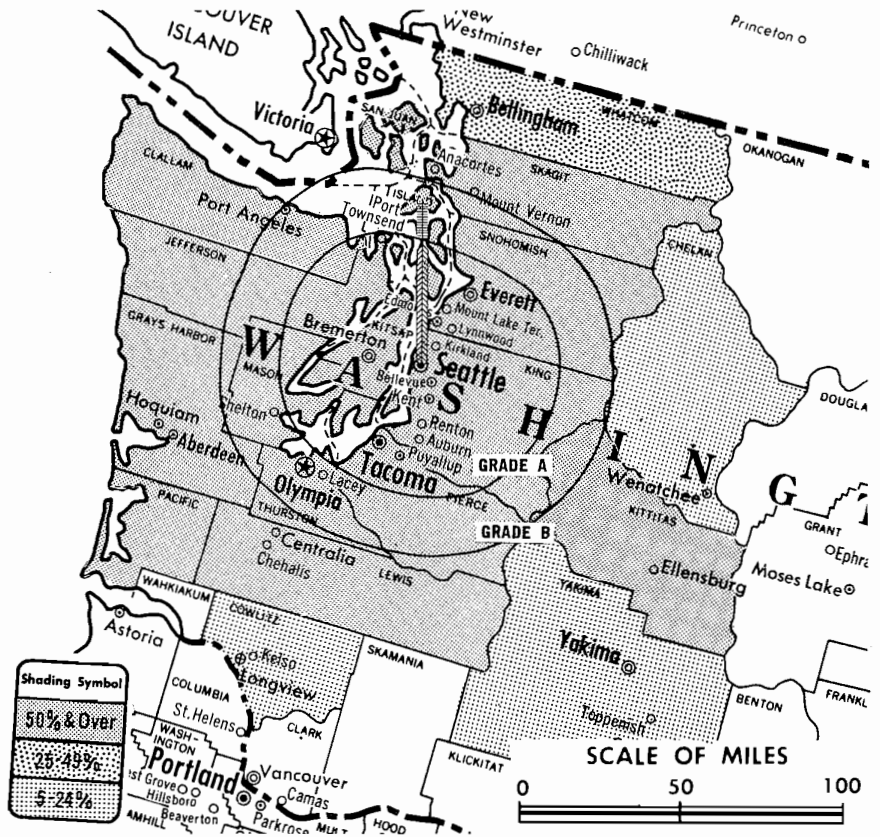
Total Households: © SRDS

Consumer Market Data as of 1/1/70.

TV Homes: TV % and Circulation

© 1969 American Research Bureau.

County coverage based on ARB study (see page 4-b).



KIRO-TV Ref: FCC File No. BPCT-453 Granted 7/25/57

©American Map Co., Inc., N.Y. No. 14244

## KIRO-TV

Licensee: KIRO Inc., Broadcast House, 3rd & Broad, Seattle, Wash. (98121).

Studio: 3rd & Broad.

Telephone: 206-624-7077. TWX No.: 910-444-2233.

Ownership: Bonneville International Corp., 99.91%. Bonneville International is owned by the Church of Jesus Christ of Latter-Day Saints (Mormon). There are approx. 6 other stockholders, none owning as much as 1%. For other interests, see KSL-TV, Salt Lake City.

Began Operation: Feb. 8, 1958. Sale of control to present owner by Saul Haas and associates approved Dec. 17, 1963 by FCC (Television Digest, Vol. 3:51).

Represented (sales) by Peters, Griffin, Woodward Inc.

Represented (legal) by Wilkinson, Cragun & Barker.

Personnel:

- ARCH L. MADSEN, president.
- LLOYD E. COONEY, executive vice president & general manager.
- KENNETH L. HATCH, station manager.
- VEL WRIGHT, promotion director.
- JIM TOPPING, news manager.
- CHARLES MORRIS, engineering director.
- A. PHILIP CORVO, program director.

DIGEST OF RATE CARD NO. 10—(Sept. 21, 1969)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. ID  
Class AA—7:30-11 p.m., daily.  
\$1650.00 \$965.00 \$550.00 \$420.00 \$425.00\* \$425.00\* \$215.00\*

\*Class AA—6:59-10:59 p.m., daily.

NETWORK BASE HOURLY RATE: \$1100.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	WASHINGTON			
	Clallam	10,500	9,800	93
	Grays Harbor	18,800	17,000	90
	Island	7,500	7,200	96
	Jefferson	2,100	2,000	94
	King	357,100	337,700	95
	Kitsap	29,700	28,600	96
	Kittitas	5,700	5,200	91
	Lewis	14,700	13,500	92
	Mason	5,400	5,200	96
	Pacific	4,100	3,700	90
	Pierce	114,400	109,900	96
	San Juan	700	600	94
Skagit	17,400	16,400	94	
Snohomish	69,600	66,600	96	
Thurston	19,700	18,800	96	
<b>Between 25-49%</b>	WASHINGTON			
	Whatcom	24,400	22,800	94
	WASHINGTON			
<b>Between 5-24%</b>	Chelan	13,600	12,700	93
	Cowlitz	20,000	19,000	95
	Yakima	46,900	43,700	93
Station Totals		814,200	769,700	94
Net Weekly Circulation (March 1969)				595,596
Average Daily Circulation (March 1969)				367,943

For Washington CATV Systems

See Services Volume

# Washington—Seattle



**KOMO-TV**



Ch. 4

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 16.2-kw aural. Antenna: 810-ft. above av. terrain, 550-ft. above ground, 1006-ft. above sea level.

Latitude 47° 37' 55"  
Longitude 122° 21' 09"

Transmitter: 157 Galer St.

Studio: 100 4th Ave. N.

Telephone: 206-624-6000. TWX No.: 206-998-0751.

TV tape: Recording facilities.

AM Affiliate: KOMO, 50-kw, 1000 kHz (ABC).

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

News Film Service: ABC.

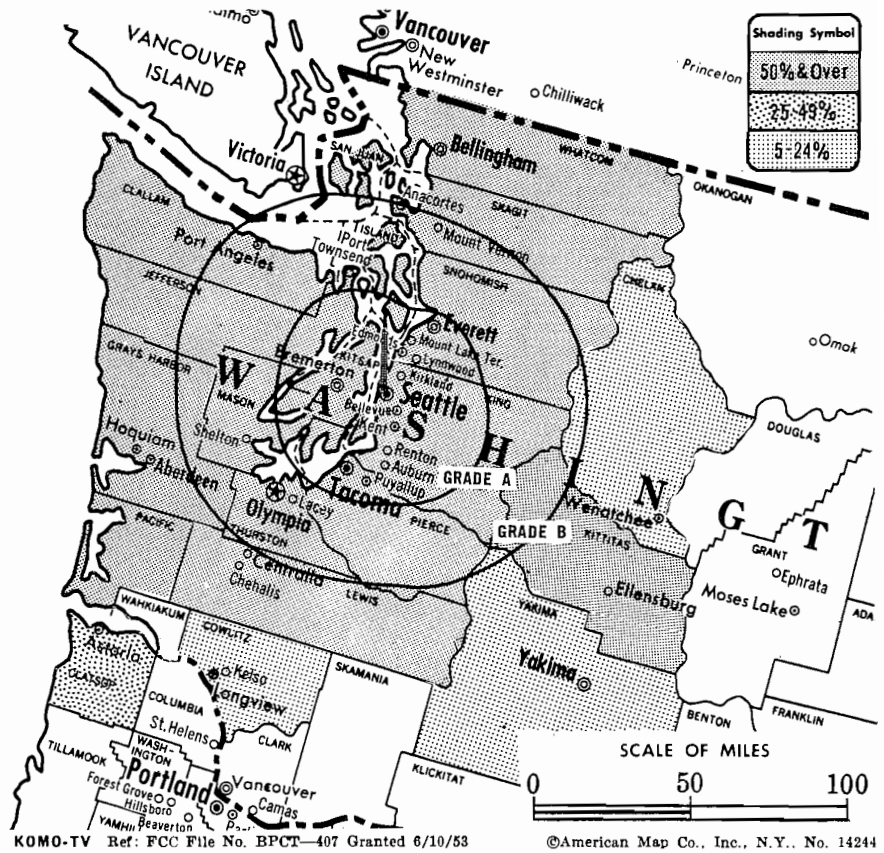
Total Households: © SRDS

Consumer Market Data as of 1/1/70.

TV Homes: TV% and Circulation

© 1969 American Research Bureau.

County coverage based on ARB study (see page 4-b).



## KOMO-TV

Licensee: Fisher's Blend Station Inc., 100 4th Ave. N, Seattle (98109).

Ownership: Fisher's Blend Station Inc., 100%. Fisher's Blend Station is also licensee of KATU, Portland, Ore.

Began Operation: Dec. 10, 1953. Sale of 1/3 to Fisher's Blend Station (making it 100% owner) by Theodore Gamble & C. Howard Lane consumated in April 1959 (Television Digest, Vol. 15:16).

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Fisher, Wayland, Duvall & Southmayd.

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

Personnel:

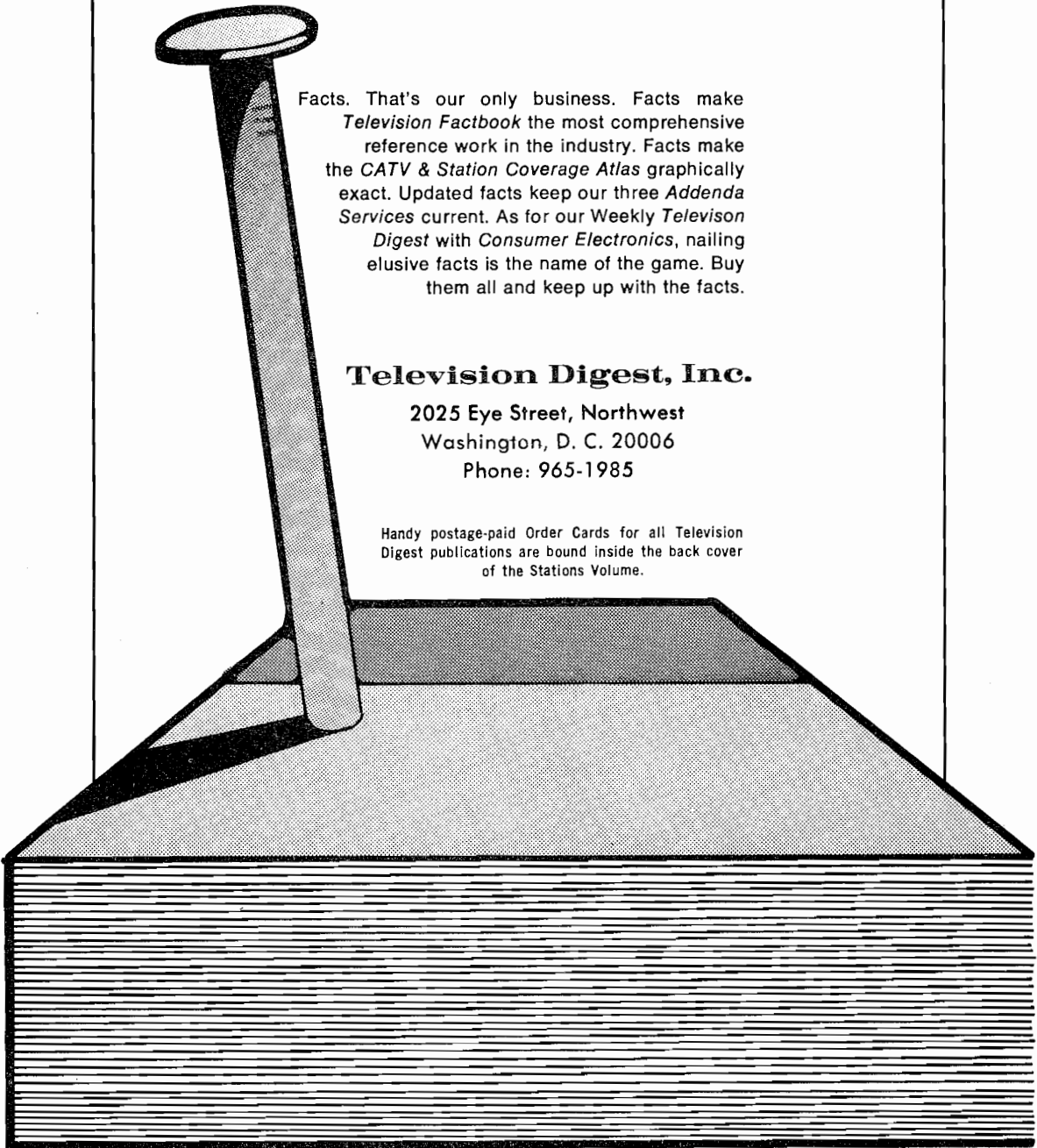
W. W. WARREN, president & general manager.  
JOHN BEHNKE, vice president, television sales.  
PHELPS FISHER, asst. television sales manager.  
F. W. HAGERTY, sales service & merchandising manager.  
DAVE CROCKETT, v.p. television programming & film buyer.  
ED LACKNER, television program manager.  
JACK EDDY, director of television news.  
ARTHUR GERBEL, public affairs manager.  
C. E. MILLER, v.p., engineering.  
AL STEWART, TV production manager.

DIGEST OF RATE CARD NO. 19—(Sept. 15, 1969)

Hour 30 Min. 15 Min. Min. 30 Sec. 20 Sec. 10 Sec.  
Class AA-1—7:30-10:30 p.m., daily.  
\$2000.00 \$1200.00 \$680.00 \$600.00 \$675.00 \$550.00 \$275.00  
NETWORK BASE HOURLY RATE: \$1600.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>WASHINGTON</b>				
	Clallam	10,500	9,800	93
	Grays Harbor	18,800	17,000	90
	Island	7,500	7,200	96
	Jefferson	2,100	2,000	94
	King	357,100	337,700	95
	Kitsap	29,700	28,600	96
	Kittitas	5,700	5,200	91
<b>50% &amp; Over</b>	Lewis	14,700	13,500	92
	Mason	5,400	5,200	96
	Pacific	4,100	3,700	90
	Pierce	114,400	109,900	96
	San Juan	700	600	94
	Skagit	17,400	16,400	94
	Snohomish	69,600	66,600	96
	Thurston	19,700	18,800	96
	Whatcom	24,400	22,800	94
<b>Between 25-49%</b>	OREGON Clatsop	10,500	9,600	91
<b>Between 5-24%</b>	OREGON Wasco	8,100	7,400	91
	WASHINGTON Chelan	13,600	12,700	93
	Cowlitz	20,000	19,000	95
	Yakima	46,900	43,700	93
<b>Station Totals</b>		<b>856,900</b>	<b>810,100</b>	<b>94</b>
<b>Net Weekly Circulation (March 1969)</b>			<b>648,752</b>	
<b>Average Daily Circulation (March 1969)</b>			<b>471,010</b>	

# nail the facts



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# Washington—Spokane



**KHQ-TV**



Ch. 6

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 87.1-kw visual, 17.4-kw aural. Antenna: 2150-ft. above av. terrain, 904-ft. above ground, 4549-ft. above sea level.

Latitude 47° 34' 53.4"  
Longitude 117° 17' 46.6"

Transmitter: Tower Mountain, 3.25-mi. SE of Spokane.

TV tape: Recording facilities.

AM Affiliate: KHQ, 5-kw, 590 kHz (NBC). FM Affiliate: KHQ-FM, 47-kw, 98.1 MHz (No. 251), 2031-ft.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

News Film Service: NBC.

Represented (engineering) by Cohen & Dippell.

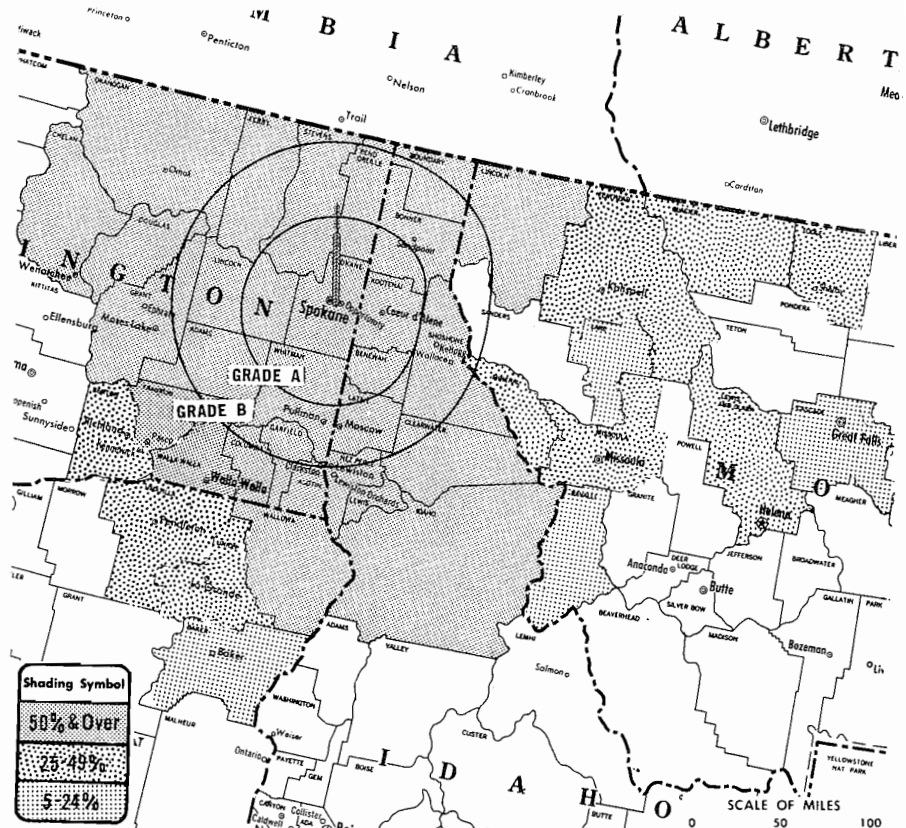
Total Households: © SRDS

Consumer Market Data as of 1/1/70.

TV Homes: TV% and Circulation

© 1969 American Research Bureau.

County coverage based on ARB study (see page 4-b).



KHQ-TV Ref: FCC File No. BPC-2713 Granted 11/18/59

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## KHQ-TV

Licensee: KHQ Inc., 4202 South Regal St., Spokane (99203).

Studio: 4202 S. Regal.

Telephone: 509-534-0511. TWX No.: 510-773-1830.

Ownership: Spokane Chronicle Co. (Spokane Chronicle). KHQ Inc. officers: R. O. Dunning, pres.; William B. Hyde, secy.; Milton O. Fritsch, asst. secy. & treas.

Began Operation: Dec. 20, 1952.

Represented (sales) by The Katz Agency Inc.; Art Moore & Associates Inc. (Seattle, Wash., Portland, Ore.).

Represented (legal) by Kirkland, Ellis, Hodson, Chaffetz, Masters & Rowe.

Personnel:

R. O. DUNNING, president & general manager.  
M. O. FRITSCH, assistant secy. & treasurer.  
J. BIRNEY BLAIR, v.p. & commercial manager.  
ROD CLEFTON, program director & film buyer.  
IRV SMITH, promotion manager.  
WEYMETH SIMPSON, farm director.  
DEE WAYMIRE, engineering director.  
ROL HERRIGES, news director.  
LARRY GANTS, sales service.

### DIGEST OF RATE CARD NO. A25—(Aug. 18, 1969)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.

Class A—5:30-11 p.m., daily.

\$750.00 \$380.00 \$240.00 \$200.00 Graded rates apply\*

\*Highest rate: \$265.

NETWORK BASE HOURLY RATE: \$725.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	IDAHO			
	Benewah	1,800	1,700	94
	Bonner	5,400	5,000	93
	Boundary	1,700	1,500	90

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	IDAHO—(Continued)			
	Clearwater	2,700	2,500	92
	Idaho	4,800	4,200	89
	Kootenai	11,200	10,800	96
	Latah	6,700	6,100	92
	Lewis	1,400	1,300	95
	Nez Perce	10,200	9,600	95
	Shoshone	6,200	5,800	94
	MONTANA			
	Lincoln	4,600	4,200	90
	OREGON			
	Wallowa	2,400	2,100	88
	WASHINGTON			
	Adams	3,700	3,500	95
	Asotin	4,800	4,500	95
	Chelan	13,600	12,700	93
	Columbia	1,500	1,300	89
	Douglas	5,100	4,800	95
	Ferry	1,000	900	89
	Franklin	8,300	7,900	95
	Garfield	600	500	92
Grant	11,300	10,600	94	
Lincoln	3,300	3,200	96	
Okanogan	6,500	5,900	91	
Pend Oreille	1,800	1,700	93	
Spokane	93,000	88,400	95	
Stevens	5,100	4,700	92	
Whitman	9,400	8,800	94	
Walla Walla	13,900	12,600	91	
<b>Between 25-49%</b>	MONTANA			
	Flathead	11,700	10,800	93
	Glacier	3,600	3,200	88
	Lewis & Clark	10,000	9,200	92
	Mineral	1,100	1,000	93
	Missoula	16,400	15,100	92
Umatilla	2,500	2,400	94	
Umatilla	15,300	13,800	90	

(Continued on page 833-b)

Station Totals	387,300	361,100	93
Net Weekly Circulation (March 1969)		245,399	
Average Daily Circulation (March 1969)		177,413	



# Washington—Spokane



**KREM-TV**



Ch. 2

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' 54"

Transmitter: 7 mi. SE of center of Spokane.

TV tape: Recording facilities.

AM Affiliate: KREM, 5-kw, (1-kw night), 970 kHz.

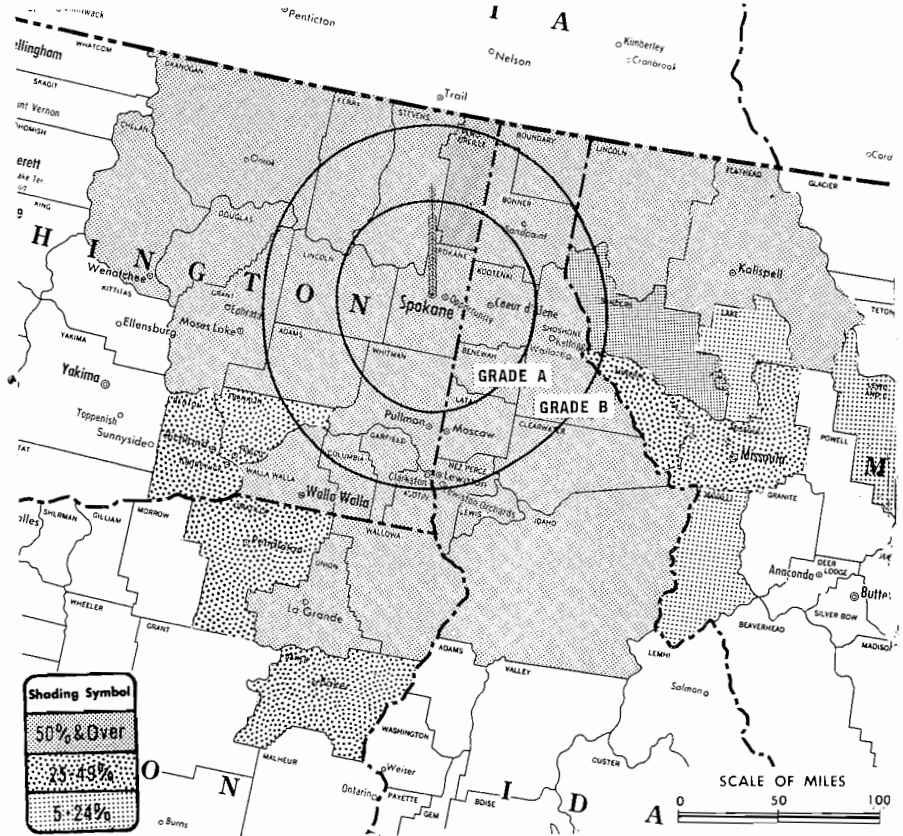
FM Affiliate: KREM-FM, 4.8-kw, 92.9 MHz (No. 225), 720-ft.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.

News Film Service: ABC.



KREM-TV Ref: FCC File No. BPCT-3209 Granted 7/9/63

©American Map Co., Inc., N.Y., No. 14244

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV % and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).

## KREM-TV

Licensee: KING Broadcasting Co., 4103 S. Regal St., Spokane (99203).

Studio: 4103 S. Regal St.

Telephone: 509-534-0423. TWX No.: 509-328-0848.

Ownership: King Broadcasting Co. also operates KING-TV, KING & FM, Seattle, Wash. and KGW-TV & KGW, Portland, Ore.

Began Operation: Oct. 29, 1954. Sale to present owners by founder Louis Wasmer approved Sept. 25, 1957 by FCC (Television Digest, Vol. 13:28, 39, 51).

Represented (sales) by Blair-TV.

Represented (legal) by Wilmer, Cutler & Pickering.

Represented (engineering) by A. Earl Cullum Jr. Consulting Engineers.

Personnel:

STIMSON BULLITT, president.  
EUGENE WILKIN, general manager & film buyer.  
JACK HARRIS, sales manager.  
ROBERT LEWIS, operations manager.  
BILL DENTON, news director.  
WARREN PRITCHARD, chief engineer.  
THOMAS JACKSON, business manager

DIGEST OF RATE CARD NO. 17-B  
(Feb. 15, 1970)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. ID  
Class AA—7:30-10:30 p.m., Mon.-Fri.; 7:30-11 p.m., Sat.-Sun.  
\$750.00 \$475.00 \$300.00 \$250.00 ..... \$140.00 \$85.00  
NETWORK BASE HOURLY RATE: \$650.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	IDAHO			
	Benewah	1,800	1,700	94
	Bonner	5,400	5,000	93
	Boundary	1,700	1,500	90
	Clearwater	2,700	2,500	92
	Idaho	4,800	4,200	89

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	IDAHO—(Continued)			
	Kootenai	11,200	10,800	96
	Latah	6,700	6,100	92
	Lewis	1,400	1,300	95
	Nez Perce	10,200	9,600	95
	Shoshone	6,200	5,800	94
	MONTANA			
	Flathead	11,700	10,800	93
	Lincoln	4,600	4,200	90
	Sanders	2,000	1,700	85
	OREGON			
	Union	6,400	5,800	89
	Wallowa	2,400	2,100	88
	WASHINGTON			
	Adams	3,700	3,500	95
	Asotin	4,800	4,500	95
	Chelan	13,600	12,700	93
	Columbia	1,500	1,300	89
	Douglas	5,100	4,800	95
	Ferry	1,000	900	89
	Garfield	600	500	92
Grant	11,300	10,600	94	
Lincoln	3,300	3,200	96	
Okanogan	6,500	5,900	91	
Pend Oreille	1,800	1,700	93	
Spokane	93,000	88,400	95	
Stevens	5,100	4,700	92	
Walla Walla	13,900	12,600	91	
Whitman	9,400	8,800	94	
<b>Between 25-49%</b>	MONTANA			
	Hill	5,400	5,000	93
	Mineral	1,100	1,000	93
Missoula	16,400	15,100	92	
OREGON				
Baker	5,300	4,800	91	
Umatilla	15,300	13,800	90	

(Continued on page 833-b)

Station Totals	371,000	346,600	93
Net Weekly Circulation (March 1969)		242,063	
Average Daily Circulation (March 1969)		155,230	

# Washington—Spokane



**KXLY-TV**



Ch. 4

[Also has programs repeated by separately-owned satellites CKFB-TV-1, Balfour; CJNP-TV-2, Nakusp; CHMS-TV-1, Crescent Valley; CHMS-TV-2, Passmore and CHMS-TV-3, Perrys, all B.C.]

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 48-kw visual, 9.55-kw aural. Antenna: 3060-ft. above av. terrain, 153-ft. above ground, 6030-ft. above sea level.

Latitude 47° 55' 18"  
Longitude 117° 06' 48"

Transmitter: Top of Mount Spokane.

TV tape: Recording facilities.

AM Affiliate: KXLY, 5-kw, 920 kHz.

FM Affiliate: KXLY-FM, 8.2-kw, 99.9 MHz (No. 260), 3008-ft.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.

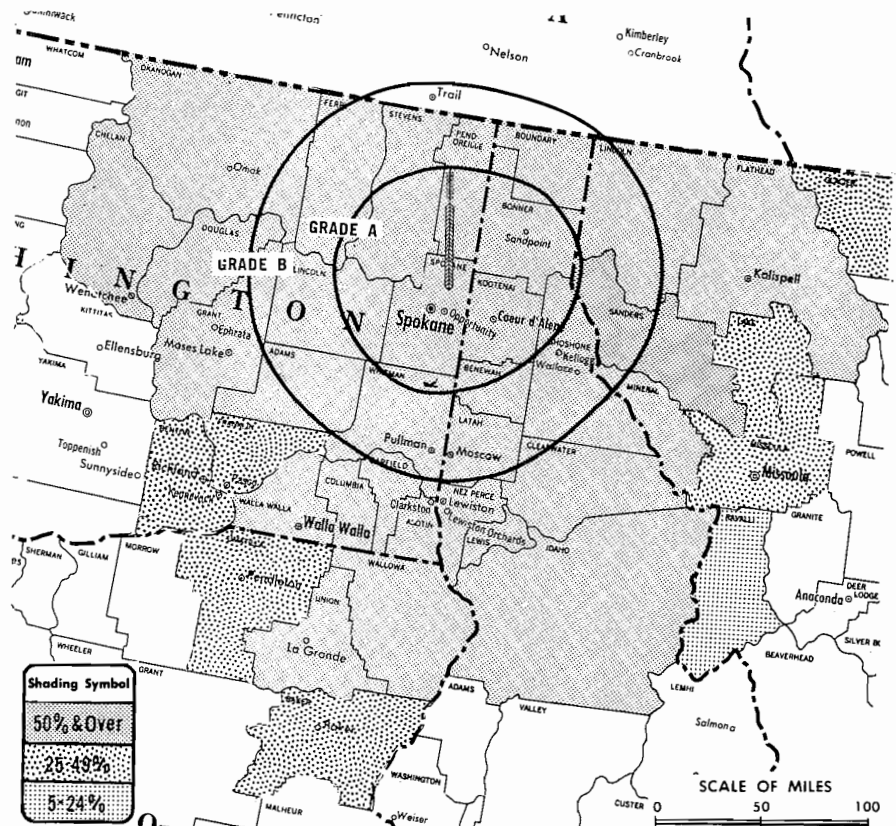
Total Households: © SRDS

Consumer Market Data as of 1/1/70.

TV Homes: TV% and Circulation

© 1969 American Research Bureau.

County coverage based on ARB study (see page 4-b).



KXLY-TV Ref: FCC File No. BMPCT-906 Granted 10/17/52

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## KXLY-TV

Licensee: Spokane TV Inc., West 500 Boone Ave., Spokane (99201).

Studio: West 500 Boone Ave. Telephone: 509-328-9084.

Ownership: Evening Telegram Co. (Morgan Murphy), 100%. Spokane TV Inc. also owns KTHI-TV, Fargo, N.D. and has an interest in Apple Valley Bcstg. which holds CPs for Ch. 35, Yakima & Ch. 42, Kennewick, Wash.

Began Operation: Jan. 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 by FCC Jan. 6, 1954 (Vol. 9:49, 10:2).

Represented (sales) by Peters, Griffin, Woodward Inc.; William L. Simpson Assoc. (Seattle & Portland); Radio TV Representatives Ltd. (Canada).

Represented (legal) by Arthur Stambler.

Represented (engineering) by Jules Cohen & Associates.

Personnel:

WAYNE McNULTY, v.p., general manager & film buyer.  
TED BRAVAKIS, national & local sales manager.  
DON FLINDERS, operations manager.  
T. O. JORGENSEN, director of engineering.  
G. B. ADAMS, promotion manager.

DIGEST OF RATE CARD NO. 22—(May 12, 1968)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.

Class AA—7:30-9:30 p.m., daily.

\$825.00 \$480.00 \$320.00 \$280.00 Graded rates apply\*

\*Highest rate: \$260.

NETWORK BASE HOURLY RATE: \$675.

For Separately-Owned Satellites

See Canadian Directory

Net Weekly Circulation	State County	Total Households	TV Homes	%
	<b>IDAHO</b>			
	Benewah	1,800	1,700	94
	Bonner	5,400	5,000	93
	Boundary	1,700	1,500	90
	Clearwater	2,700	2,500	92
	Idaho	4,800	4,200	89
	Kootenai	11,200	10,800	96
	Latah	6,700	6,100	92
	Lewis	1,400	1,300	95
	Nez Perce	10,200	9,600	95
	Shoshone	6,200	5,800	94
	<b>MONTANA</b>			
	Flathead	11,700	10,800	93
	Hill	5,400	5,000	93
	Lincoln	4,600	4,200	90
	Mineral	1,100	1,000	93
	Sanders	2,000	1,700	85
	<b>OREGON</b>			
50% & Over	Union	6,400	5,800	89
	Wallowa	2,400	2,100	88
	<b>WASHINGTON</b>			
	Adams	3,700	3,500	95
	Asotin	4,800	4,500	95
	Chelan	13,600	12,700	93
	Columbia	1,500	1,300	89
	Douglas	5,100	4,800	95
	Ferry	1,000	900	89
	Garfield	600	500	92
	Grant	11,300	10,600	94
	Lincoln	3,300	3,200	96
	Okanogan	6,500	5,900	91
	Pend Oreille	1,800	1,700	93
	Spokane	93,000	88,400	95
	Stevens	5,100	4,700	92
	Walla Walla	13,900	12,600	91
	Whitman	9,400	8,800	94

(Continued on next page)

Station Totals	377,100	352,200	93
Net Weekly Circulation (March 1969)			251,843
Average Daily Circulation (March 1969)			180,294

**KHQ-TV, Spokane**  
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>Between 25-49 %</b>	OREGON Union	6,400	5,800	89
	WASHINGTON Benton	19,800	18,800	95
<b>Between 5-24 %</b>	MONTANA Cascade	28,600	27,400	96
	Hill	5,400	5,000	93
	Lake	3,500	3,200	92
	Ravalli	3,500	3,200	92
	Valley	6,100	5,300	88
	OREGON Baker	5,300	4,800	91

**KREM-TV, Spokane**  
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>Between 25-49 %</b>	WASHINGTON Benton	19,800	18,800	95
	Franklin	8,300	7,900	95
<b>Between 5-24 %</b>	MONTANA Cascade	28,600	27,400	96
	Lake	3,500	3,200	92
	Lewis & Clark	10,000	9,200	92
	Ravalli	3,500	3,200	92

**Washington**

**KXLY-TV, Spokane**  
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>Between 25-49 %</b>	MONTANA Glacier	3,600	3,200	88
	Lake	3,500	3,200	92
	Missoula	16,400	15,100	92
	Toole	2,500	2,400	94
	OREGON Baker	5,300	4,800	91
	Umatilla	15,300	13,800	90
	WASHINGTON Benton	19,800	18,800	95
<b>Between 5-24 %</b>	Franklin	8,300	7,900	95
	MONTANA Cascade	28,600	27,400	96
	Ravalli	3,500	3,200	92

For Television Market Rankings

See Services Volume

to each his own



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# Washington—Tacoma-Seattle

**KTNT-TV**



Ch. 11

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 316-kw visual, 47.9-kw aural. Antenna: 801-ft. above av. terrain, 580-ft. above ground, 1000-ft. above sea level.

Latitude 47° 28' 43"  
Longitude 122° 32' 32"

Transmitter: 7-mi. SW of Seattle.

TV tape: Recording facilities.

AM Affiliate: KTNT, 1-kw, 1400 kHz.

FM Affiliate: KTNT-FM, 10.5-kw, 97.3 MHz (No. 247), 410-ft. antenna height.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

Facsimile Service: AP.

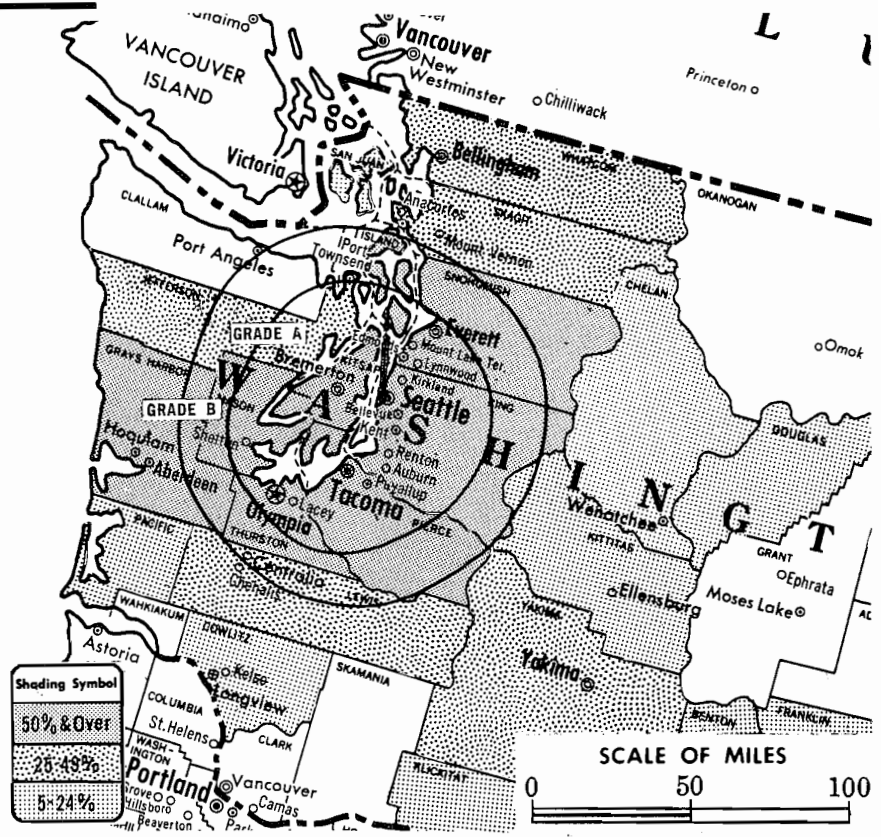
Total Households: © SRDS

Consumer Market Data as of 1/1/70.

TV Homes: TV% and Circulation

© 1969 American Research Bureau.

County coverage based on ARB study (see page 4-b).



KTNT-TV Ref: FCC File No. BMPCT-1788 Granted 2/19/64

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## KTNT-TV

Network Service: None, independent.

Licensee: Tribune Publishing Co., Tacoma.

Studios & Offices: S. 11th & Grant Sts., Tacoma (98405); Grosvenor House, 500 Wall St., Seattle (98121).

Telephones: 206-383-2561, Tacoma; 206-682-0550, Seattle.

TWX Nos.: 206-475-3514, Tacoma; 206-998-0426, Seattle.

Ownership: Same as Tacoma News Tribune.

Began Operation: February 22, 1953.

Represented (sales) by Tele Rep Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Lohnes & Culver.

### Personnel:

MAX BICE, vice president & general manager.  
JOHN UPHAM, sales manager.  
ART HOWARD, local sales manager.  
DELL SPENCER, program director & film buyer.  
PAUL CRITTENDEN, chief engineer.  
BOB ROBERTSON, sports director.  
LEN HIGGINS, news director.

### DIGEST OF RATE CARD NO. 15—(Sept. 15, 1969)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AA	\$1500.00	\$900.00	\$600.00	\$375.00	Graded rates apply*	

\*Highest rate: \$310.

	Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	<b>WASHINGTON</b>				
		Grays Harbor	18,800	17,000	90
		Island	7,500	7,200	96
		King	357,100	337,700	95
		Kitsap	29,700	28,600	96
		Mason	5,400	5,200	96
		Pierce	114,400	109,900	96
		Snohomish	69,600	66,600	96
	Thurston	19,700	18,800	96	
<b>Between 25-49%</b>	<b>WASHINGTON</b>				
		Jefferson	2,100	2,000	94
		Lewis	14,700	13,500	92
		Skagit	17,400	16,400	94
		Walla Walla	13,900	12,600	91
		Whatcom	24,400	22,800	94
<b>Between 5-24%</b>	<b>WASHINGTON</b>				
		Benton	19,800	18,800	95
		Chelan	13,600	12,700	93
		Cowlitz	20,000	19,000	95
		Douglas	5,100	4,800	95
		Franklin	8,300	7,900	95
		Kittitas	5,700	5,200	91
		Klickitat	4,500	4,000	89
		Pacific	4,100	3,700	90
	San Juan	700	600	94	
<b>Station Totals</b>			<b>845,900</b>	<b>799,500</b>	<b>94</b>
Net Weekly Circulation (March 1969)					<b>431,803</b>
Average Daily Circulation (March 1969)					<b>204,801</b>

# Washington—Tacoma

## KTVW

Ch. 13

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 214-kw visual, 31.6-kw aural. Antenna: 780-ft. above av. terrain, 536-ft. above ground, 953-ft. above sea level.

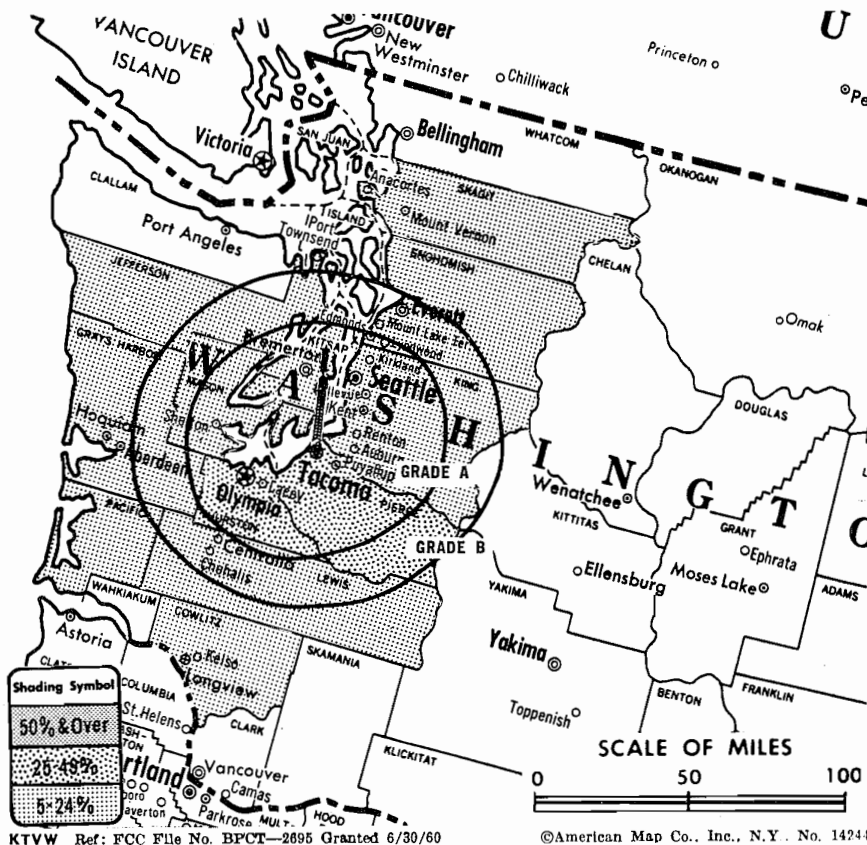
Latitude 47° 16' 41"  
Longitude 122° 30' 42"

Transmitter: 5544 N. 35th St.

Color: Network, live, film, slide & tape.

News Wire Service: UPI, Reuters.

Facsimile Service: UPI.



Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).

KTVW Ref: FCC File No. BPCT-2695 Granted 6/30/60

© American Map Co., Inc., N.Y. No. 14244

## KTVW

Network Service: None, independent.

Licensee: KTVW Inc., 5544 N. 35th St., Tacoma (98407).

Studio: 5544 N. 35th St., Tacoma.

Telephones: 206-624-4461, Tacoma; 206-623-8822, Seattle.

Ownership: Estate of J. Elroy McCaw, 100%. McCaw estate also owns 45% of radios KIXI & FM, Seattle and KYMN, Oregon City, Ore.; CATV systems in Chehalis & Centralia, Wash.

Began Operation: Aug. 2, 1953 as KMO-TV; sold to present owner by Carl E. Haymond, Sept. 15, 1954 (Television Digest, Vol. 10:28, 34, 38).

Represented (sales) by Jack Masla & Co. Inc.

Represented (legal) by Haley, Bader & Potts.

Represented (engineering) by George P. Adair Engineering Co.

Personnel:

DON COURTNEY, general manager.  
TOM ROGSTAD, program director.  
RAY SWALLEY, director of engineering.

### DIGEST OF RATE CARD NO. 4 (Sept. 18, 1969)

Hour	30 Min.	15 Min.	5 Min.	Min.	30 or 20 Sec.	8 Sec.
Class AA—3:30-7 p.m., daily.	\$400.00	\$250.00	\$125.00	\$50.00	\$100.00	\$50.00

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Between 25-49%</b>	WASHINGTON			
	Pierce	114,400	109,900	96
	Thurston	19,700	18,800	96
<b>Between 5-24%</b>	WASHINGTON			
	Cowlitz	20,000	19,000	95
	Grays Harbor	18,800	17,000	90
	Jefferson	2,100	2,000	94
	King	357,100	337,700	95
	Kitsap	29,700	28,600	96
	Lewis	14,700	13,500	92
	Mason	5,400	5,200	96
	Pacific	4,100	3,700	90
	Skagit	17,400	16,400	94
Snohomish	69,600	66,600	96	
Station Totals		749,300	709,100	94
Net Weekly Circulation (March 1969)				94,865
Average Daily Circulation (March 1969)				24,145

For Color Set Penetration by Markets

See Services Volume

# Washington—Yakima



Ch. 29

[Also operates associated stations  
KEPR-TV, Pasco; KLEW-TV, Lew-  
iston, Ida.]

Technical Facilities: Channel No. 29  
(560-566 MHz). Authorized power:  
155-kw max. & 105-kw horizontal  
visual, 15.8-kw max. & 10.5-kw  
horizontal aural. Antenna: 970-ft.  
above av. terrain, 166-ft. above  
ground, 2166-ft. above sea level.

Latitude 46° 31' 58"  
Longitude 120° 30' 33"

Transmitter: Ahtanum Ridge.

Studio: Radio & Television Center.

TV tape: Recording facilities.

Color: Network, live, film, slide &  
tape.

News Wire Service: AP.

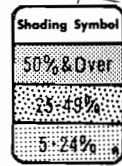
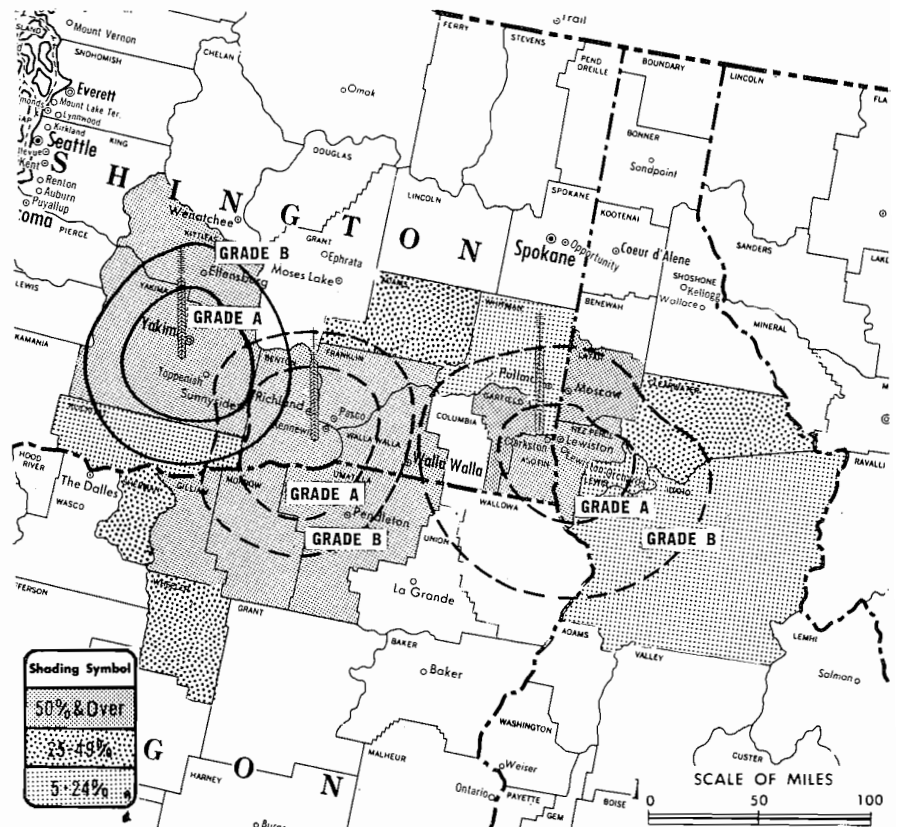
Total Households: © SRDS

Consumer Market Data as of 1/1/70.

TV Homes: TV% and Circulation

© 1969 American Research Bureau.

County coverage based on ARB study (see  
page 4-b).



KIMA-TV Ref: FCC File No. BMPCT-3152 Granted 7/15/68  
KEPR-TV Ref: FCC File No. BPCT-2322 Granted 9/1/57  
KLEW-TV Ref: FCC File No. BMPT-3459 Granted 10/6/55

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## KIMA-TV

Network Service: CBS, ABC.

Licensee: Cascade Broadcasting Co., Radio & Television Center,  
Box 702 (98901).

Telephone: 509-452-9111. TWX No.: 510-777-5356.

Ownership: Filmways Inc. Cascade Bcstg. also owns KEPR-TV,  
Pasco, Wash., KLEW-TV, Lewiston, Ida.

Began Operation: July 19, 1953. Merger of Filmways Inc. & Cas-  
cade Bcstg. approved by FCC July 23, 1969. Previous sale to  
Cascade Bcstg. by A. W. Talbot and Ralph Sundquist et al.  
approved by FCC Feb. 21, 1962 (Television Digest, Vol. 1:14).

Represented (sales) by H-R Television Inc.; Art Moore & Assoc.  
Inc. (Pacific Northwest).

Represented (legal) by Smith, Pepper, Shack & L'Heureux.

Represented (engineering) by Hammett & Edison.

Personnel:

TOM BOSTIC, president.  
JACK REBER, vice president & general manager.  
BILL GROGAN, vice president, sales.  
JIM NOLAN, v.p., programs & film buyer.  
BOB HORN, assistant to president.  
BOB ANDERSON, v.p. operations.  
MEL BURRILL, director of engineering.  
DOW LAMBERT, TV chief engineer.  
T. J. CLOSE, news director.

### DIGEST OF RATE CARD NO. 13 (June 1, 1969)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.  
Class AA—6-10 p.m., Sat.-Wed.; 6-11 p.m., Thurs.-Fri.  
\$650.00 \$450.00 \$325.00 \$200.00 Graded rates apply\*

\*Highest rate: \$225.

Note: Above rates include KEPR-TV, Pasco and KLEW-TV,  
Lewiston.

NETWORK BASE HOURLY RATE: \$650.

836-b

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	IDAHO			
	Latah	6,700	6,100	92
	Nez Perce	10,200	9,600	95
	OREGON			
	Gilliam	1,000	900	90
	Morrow	1,700	1,500	89
	Umatilla	15,300	13,800	90
	WASHINGTON			
	Asotin	4,800	4,500	95
	Benton	19,800	18,800	95
Franklin	8,300	7,900	95	
Garfield	600	500	92	
Kittitas	5,700	5,200	91	
Walla Walla	13,900	12,600	91	
Yakima	46,900	43,700	93	
<b>Between 25-49%</b>	IDAHO			
	Clearwater	2,700	2,500	92
	OREGON			
	Sherman	800	800	95
	Wheeler	500	500	91
WASHINGTON				
Adams	3,700	3,500	95	
<b>Between 5-24%</b>	IDAHO			
	Idaho	4,800	4,200	89
	Lewis	1,400	1,300	95
	WASHINGTON			
	Klickitat	4,500	4,000	89
Whitman	9,400	8,800	94	
Station Totals		194,000	179,800	92
Net Weekly Circulation (March 1969)			120,649	
Average Daily Circulation (March 1969)			90,302	

ARB Data: Figures for this Station Include Satel-  
lites KEPR-TV, Pasco, Wash. & KLEW-TV, Lew-  
iston, Ida.

# Washington—Yakima



**KNDO**

Ch. 23

[Also operates associated station KNDU, Richland-Pasco-Kenewick, Wash.]

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, 159-ft. above ground, 2155-ft. above sea level.

Latitude 46° 31' 59"  
Longitude 120° 30' 26"

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

News Film Service: NBC.

ARB Data: The figures for this station include coverage of satellite KNDU.

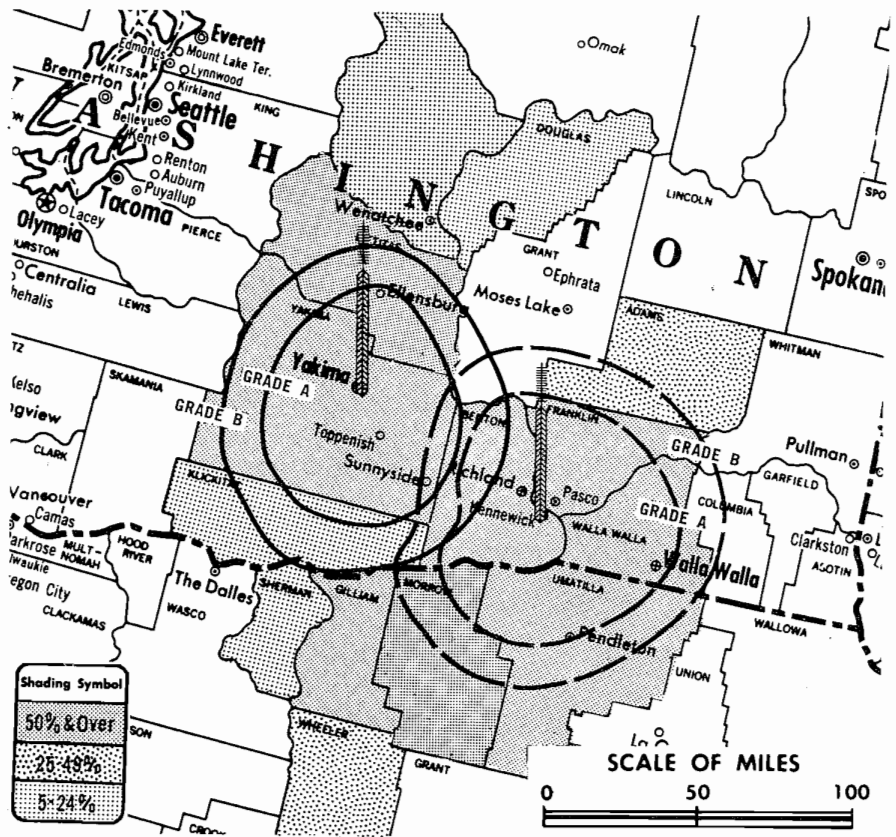
Total Households: © SRDS

Consumer Market Data as of 1/1/70.

TV Homes: TV% and Circulation

© 1969 American Research Bureau.

County coverage based on ARB study (see page 4-b).



KNDO Ref: FCC File No. BMPCT-6858 Granted 9/25/68

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## KNDO

Licensee: Columbia Empire Broadcasting Corp., 1608 S. 24th Ave., Yakima, Wash. (98901).

Transmitter: Ahtanum Ridge, S of Yakima.

Studio: 1608 S. 24th Ave., P.O. Box 466 (98901). Telephone: 509-248-2300.

Ownership: Hugh E. Davis, pres., 100%. Also owns associated station KNDU, Richland-Pasco-Kenewick, Wash.

Began Operation: Oct. 15, 1959. Sale to present owners by Ralph Tronsrud approved by FCC Feb. 1, 1961 (Television Digest, Vol. 16:34; 17:6).

Represented (sales) by Avery-Knodel; William L. Simpson & Assoc. (Northwest).

Represented (legal) by Haley, Bader & Potts.

Personnel:

HUGH DAVIS, pres., program & operations manager.  
BEN SHROPSHIRE, v.p. & commercial manager.  
RON KROUS, engineering manager.  
WAYNE WHITAKER, chief engineer.  
MILT SCHWENK & CARL CLARK, news directors.  
OPAL LAURENT, accounting manager.

DIGEST OF RATE CARD NO. 12\*—(July 1, 1969)

Hour 30 Min. 15 Min. 5 Min. Min. 30 Sec. 20 Sec. 10 Sec.

Class A—6:30-10:30 p.m., daily.

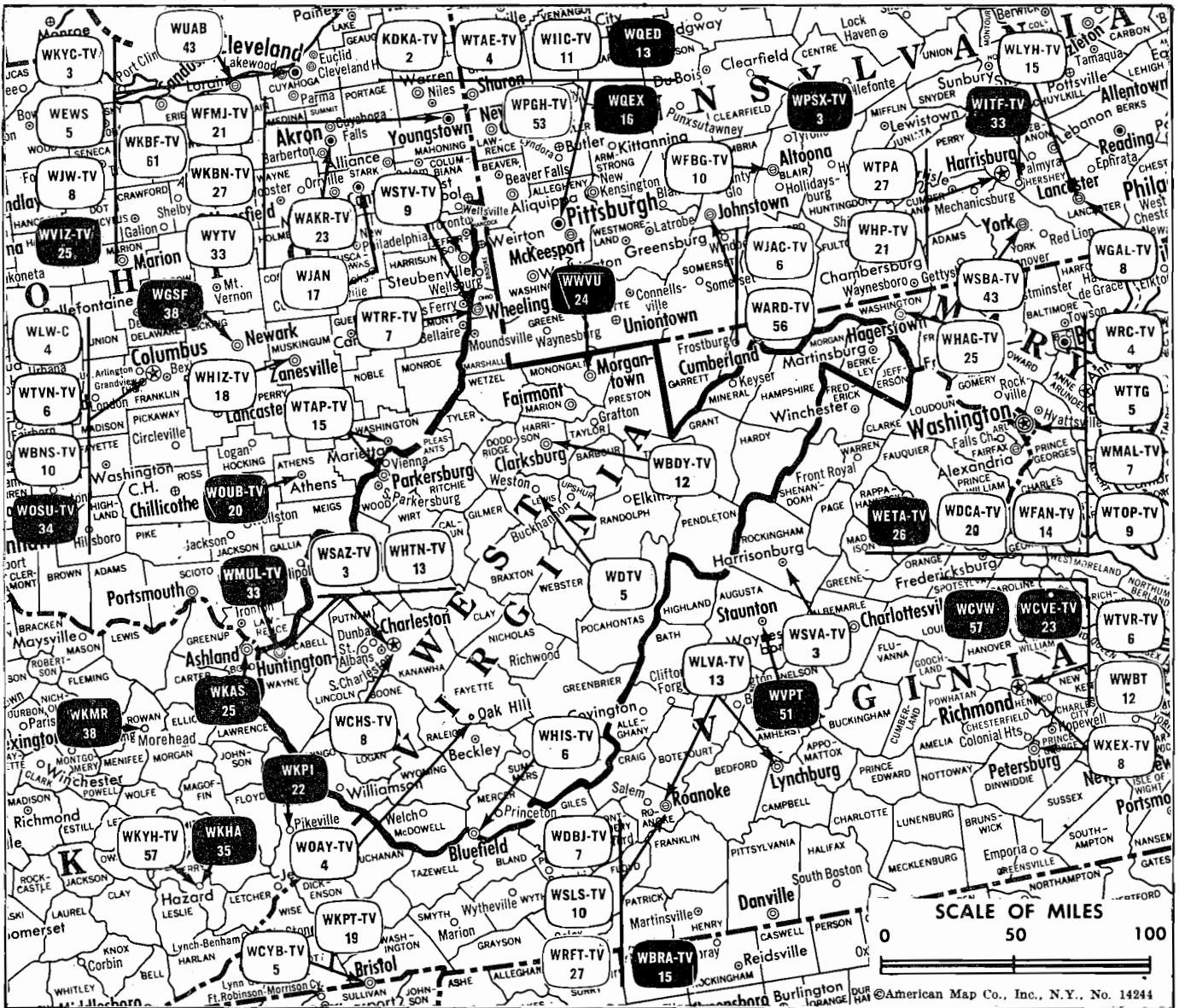
\$550.00 \$330.00 \$220.00 \$154.00 \$115.00 \$96.00 \$80.00 \$52.00

\*Includes KNDU, Richland-Pasco-Kenewick, Wash.

NETWORK BASE HOURLY RATE: \$550.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	OREGON			
	Gilliam	1,000	900	90
	Morrow	1,700	1,500	89
	Umatilla	15,300	13,800	90
	WASHINGTON			
Benton	19,800	18,800	95	
Franklin	8,300	7,900	95	
Kittitas	5,700	5,200	91	
Walla Walla	13,900	12,600	91	
Yakima	46,900	43,700	93	
<b>Between 25-49%</b>	OREGON			
	Wheeler	500	500	91
WASHINGTON				
Adams	3,700	3,500	95	
<b>Between 5-24%</b>	OREGON			
	Sherman	800	800	95
	WASHINGTON			
	Chelan	13,600	12,700	93
	Douglas	5,100	4,800	95
Klickitat	4,500	4,000	89	
Station Totals		152,100	141,300	92
Net Weekly Circulation (March 1969)				97,168
Average Daily Circulation (March 1969)				70,147

# West Virginia



Market	ARB Net Weekly Circulation	Rank	ARB ADI TV Households	Rank
Wheeling-Steubenville	503,237	36	148,900	94
Charleston-Huntington	433,594	48	427,100	34
Bluefield	118,537	151	51,800	164
Oak Hill	100,610	162	12,400	200
Clarksburg-Weston	86,474	169	68,500	153
Parkersburg	31,774	202	*	*

**HAMILTON-LANDIS & ASSOCIATES, INC.—NATIONWIDE MEDIA BROKERS**  
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West Virginia Station Status as of March 1, 1970

	VHF	UHF	TOTAL
○ Commercial Television Stations	8	1	9
● Educational Television Stations	0	2	2
			11

**West Virginia**

**WCHS-TV, Charleston**  
(ARB Data Continued)

**State Educational Technical Facilities**  
(Complete Data in Educational Directory)

**WMUL-TV**  
**Huntington**

Ch. 33

Non-Commercial Educational Station

Grantee: W. Virginia Educational Broadcasting Authority, 1033 Quarrier St., Charleston, W. Va.

Technical Facilities: Channel No. 33 (584-590 MHz). Authorized power: 1037-kw max. & 398-kw horizontal visual, 207.2-kw max. & 79.4-kw horizontal aural. Antenna: 1280-ft. above av. terrain, 1071-ft. above ground, 2049-ft. above sea level.

Latitude 38° 29' 42"  
Longitude 82° 12' 03"

**WWVU**  
**Morgantown**

Ch. 24

Non-Commercial Educational Station

Grantee: Board of Governors of W.Va. University, W.Va. U., 351 Oakland St., Morgantown (26506).

Technical Facilities: Channel No. 24 (530-536 MHz). Authorized power: 2750-kw max. & 1875-kw horizontal visual, 550.8-kw max. & 375-kw horizontal aural. Antenna: 1503-ft. above av. terrain, 518-ft. above ground, 3118-ft. above sea level.

Latitude 39° 41' 43"  
Longitude 79° 45' 46"

**State Cross Reference List**

Communities That Receive Programs of Stations That Are Located Elsewhere

**WHTN-TV, Charleston**  
(See Huntington, W. Va.)

**WSAZ-TV, Charleston**  
(See Huntington, W. Va.)

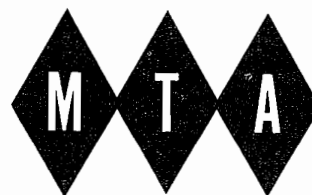
**WDTV, Clarksburg**  
(See Weston, W. Va.)

**WCHS-TV, Huntington**  
(See Charleston, W. Va.)

**WBOY-TV, Weston**  
(See Clarksburg, W. Va.)

**WSTV-TV, Wheeling**  
(See Steubenville, Ohio)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>50% &amp; Over</b>	WEST VIRGINIA—(Continued)			
	Wirt	800	800	92
	Wood	29,800	28,300	95
<b>Between 25-49%</b>	KENTUCKY			
	Knott	4,000	3,300	82
	Letcher	6,800	5,800	85
	Lewis	3,900	3,500	89
	Rowan	3,700	3,300	90
	OHIO			
	Morgan	3,300	3,100	92
	Pike	6,000	5,600	93
	WEST VIRGINIA			
	Gilmer	1,600	1,500	90
	Lewis	5,800	5,400	93
	Pleasants	2,300	2,200	94
Ritchie	2,700	2,500	90	
Summers	3,800	3,300	87	
Upshur	5,100	4,700	93	
Wyoming	8,500	7,700	92	
<b>Between 5-24%</b>	KENTUCKY			
	Lee	1,700	1,300	79
	Menifee	900	700	87
	Wolfe	1,400	1,100	82
	OHIO			
	Hocking	5,900	5,600	95
	Noble	3,000	2,700	90
	VIRGINIA			
	Buchanan	9,100	8,000	88
	Dickenson	4,300	3,900	92
	WEST VIRGINIA			
	Greenbrier	9,100	8,300	91
Harrison	23,700	22,900	97	
Mercer	19,600	18,500	94	
Pocahontas	2,300	1,800	80	
Wetzel	5,600	5,300	95	



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# West Virginia—Bluefield



**WHIS-TV**



Ch. 6

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 50-kw visual, 6.03-kw aural (maximum permitted for altitude). Antenna: 1220-ft. above av. terrain, 185-ft. above ground, 3837-ft. above sea level.

Latitude 37° 15' 21.31"  
Longitude 81° 10' 55.43"

Transmitter: Top of East River Mt.

TV tape: Recording facilities.

AM Affiliate: WHIS, 5-kw (.5-kw night), 1440 kHz (NBC).

FM Affiliate: WHIS-FM, 5.9-kw, 104.5 MHz (No. 283), 1170-ft.

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

Color: Network, live, film, slide & tape.

News Wire Service: AP.

Facsimile Service: AP.

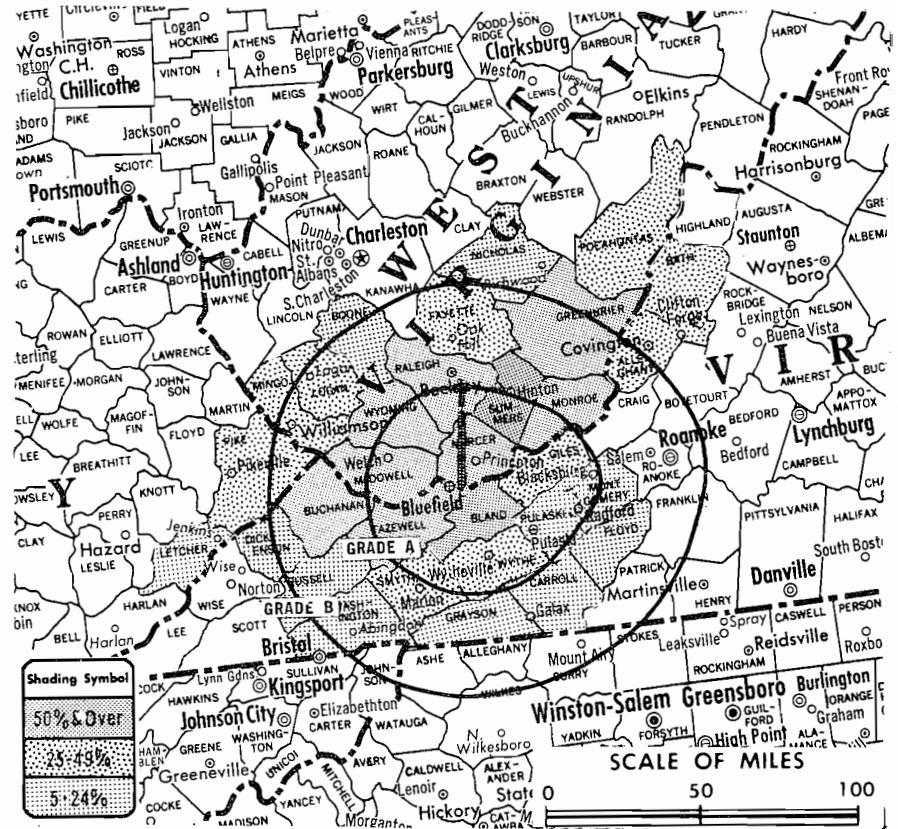
Total Households: © SRDS

Consumer Market Data as of 1/1/70.

TV Homes: TV % and Circulation

© 1969 American Research Bureau.

County coverage based on ARB study (see page 4-b).



WHIS-TV Ref: FCC File No. BPCT-1515 Granted 10/29/64

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## WHIS-TV

Licensee: Daily Telegraph Printing Co., Bland St.

Studio: E. Cumberland Rd., Bluefield (24701).

Telephone: 304-327-7114. TWX No.: 710-938-8380.

Ownership: Same as Bluefield Daily Telegraph and Sunset News-ObsERVER. Hugh Shott, pres., 33.27%; Ned Shott, v.p., .18%; John C. Shott, v.p., .18%; Scott Shott, secy.-treas., .18%; Jim H. Shott Estate, 33.10%; G. Clark Brant, 15.87%; Mrs. B. L. Early, .34%; Daily Telegraph Printing Co. Employees Pension Trust, 17.15%. Daily Telegraph Printing Co. also owns WBTW, Florence, S.C.

Began Operation: July 31, 1955.

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Personnel:

HUGH I. SHOTT JR., president.  
JOHN SHOTT, vice president & general manager.  
SCOTT SHOTT, station manager.  
JEAN BALL, program director.  
KENNETH DICK, chief engineer.

### DIGEST OF RATE CARD NO. 12 (June 1, 1969)

Hour	30 Min.	15 Min.	5 Min.	30 Sec.	20 Sec.	ID
Class A—6-10 p.m., daily.	\$500.00	\$300.00	\$150.00	\$100.00	\$100.00	\$90.00 \$45.00

NETWORK BASE HOURLY RATE: \$400.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	VIRGINIA			
	Bland	1,500	1,300	85
	Buchanan	9,100	8,000	88
	Tazewell	11,200	10,400	93

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	WEST VIRGINIA			
	Greenbrier	9,100	8,300	91
	Mc Dowell	13,000	11,900	92
	Mercer	19,600	18,500	94
	Monroe	2,600	2,200	84
	Raleigh	19,200	17,900	93
	Summers	3,800	3,300	87
Wyoming	8,500	7,700	92	
<b>Between 25-49%</b>	KENTUCKY			
	Pike	15,800	14,300	90
	VIRGINIA			
	Alleghany	9,100	8,600	95
	Bath	1,600	1,500	92
	Giles	4,600	4,300	95
	Smyth	8,400	7,900	94
Wythe	6,200	5,700	91	
<b>Between 5-24%</b>	WEST VIRGINIA			
	Fayette	13,100	12,400	95
	Logan	13,100	12,400	95
	Mingo	9,500	8,700	92
	Pocahontas	2,300	1,800	80
	KENTUCKY			
	Letcher	6,800	5,800	85
	VIRGINIA			
	Carroll	9,200	8,300	90
	Dickenson	4,300	3,900	92
Floyd	2,900	2,700	92	
Grayson	5,200	4,700	92	
Montgomery	13,100	12,400	95	
Pulaski	8,000	7,500	94	
Russell	6,800	6,200	91	
Washington	16,800	15,800	94	
WEST VIRGINIA				
Boone	6,900	6,500	95	
Nicholas	6,600	6,100	93	
Station Totals		532,800	499,100	93
Net Weekly Circulation (March 1969)				118,537
Average Daily Circulation (March 1969)				82,604

# West Virginia—Charleston-Huntington



**WCHS-TV**

Ch. 8

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 158-kw visual, 19.1-kw aural. Antenna: 1240-ft. above av. terrain, 999-ft. above ground, 2049-ft. above sea level.

Latitude 38° 24' 27.9"  
Longitude 81° 54' 13.3"

Transmitter: Coal Mt., 3.5-mi. W of St. Albans, W. Va.

TV tape: Recording facilities.

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

FM Affiliate: WCHS-FM, 16-kw, 96.1 MHz (No. 241), 800-ft.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

News Film Service: CBS.

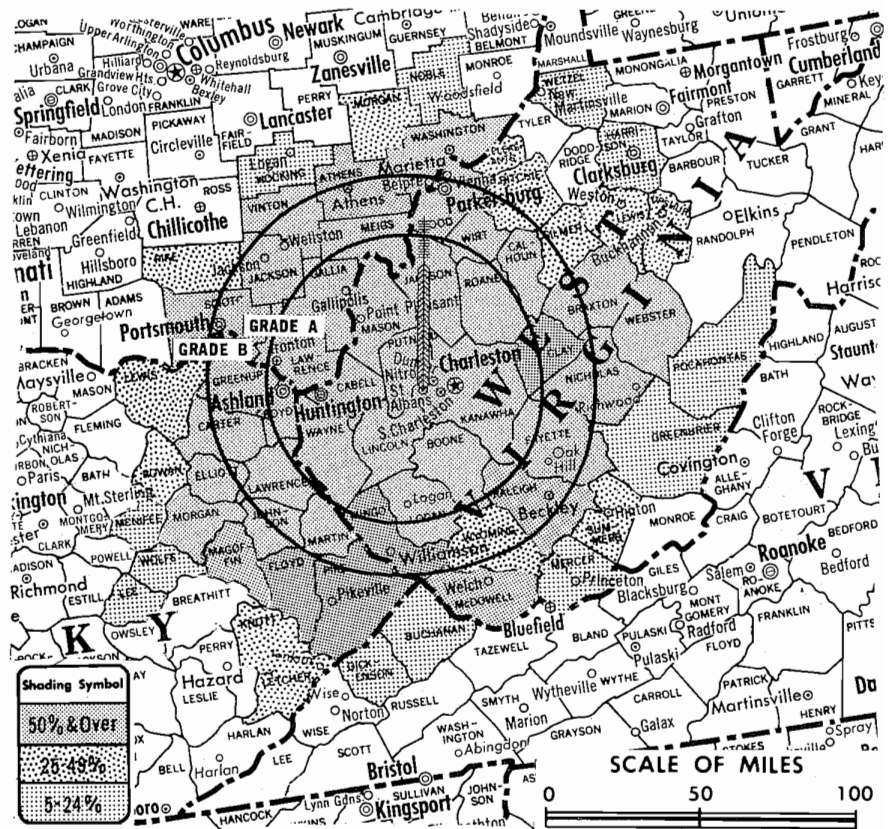
Total Households: © SRDS

Consumer Market Data as of 1/1/70.

TV Homes: TV% and Circulation

© 1969 American Research Bureau.

County coverage based on ARB study (see page 4-b).



WCHS-TV Ref: FCC File No. BNPCT-3392 Granted 9/11/66

©American Map Co., Inc., N.Y., No. 14244

## WCHS-TV

Licensee: WCHS-AM-TV Corp., 1111 Virginia St. E. (25324).

Studio: 1111 Virginia St. E., Charleston.

Telephone: 304-346-5358. TWX No.: 304-666-8839.

Ownership: Rollins Inc., 100%. For other interests, see WPTZ, Plattsburgh, N.Y.

Began Operation: Aug. 16, 1954. Sale to present owner by Tierney Co. approved Sept. 28, 1960 by FCC (Television Digest, Vol. 16:29, 40).

Represented (sales) by Blair Television Associates.

Represented (legal) by Cohn & Marks.

Represented (engineering) by G. Russell Chambers.

Personnel:

- O. WAYNE ROLLINS, president.
- R. RANDALL ROLLINS, senior executive vice president.
- JAMES C. RODDEY, group vice president.
- GEORGE DIAB, general manager.
- CURTIS W. BUTLER, sales manager.
- WILLIAM K. McALLISTER, operations manager.
- GENE R. BRICK, chief engineer.
- CHARLES RYAN, news director.
- RICHARD JOHNSON, director of films.

### DIGEST OF RATE CARD NO. 16—(May 15, 1969)

Hour	30 Min.	15 Min.	Min.	20 Sec.	10 Sec.	
Class AA—7:30-11 p.m., Mon.-Sat.; 6:30-11 p.m., Sun.	\$1500.00	\$900.00	\$550.00	.....	\$230.00*	\$160.00*

\*Class AA—7:30-11 p.m., daily.

NETWORK BASE HOURLY RATE: \$1000.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	KENTUCKY			
	Boyd	17,100	16,600	97
	Carter	5,700	5,200	91
	Elliott	1,900	1,800	93

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>				
KENTUCKY—(Continued)				
	Floyd	8,500	7,600	90
	Greenup	9,800	9,300	95
	Johnson	4,900	4,400	91
	Lawrence	3,400	3,100	93
	Magoffin	2,300	2,000	86
	Martin	2,100	1,800	86
	Morgan	2,500	2,200	87
	Pike	15,800	14,300	90
OHIO				
	Athens	14,400	13,400	93
	Gallia	6,700	6,300	93
	Jackson	8,600	8,100	95
	Lawrence	17,900	17,100	96
	Meigs	6,000	5,600	94
	Scioto	24,700	23,500	95
	Vinton	2,400	2,200	94
	Washington	16,300	15,200	94
WEST VIRGINIA				
	Boone	6,900	6,500	95
	Braxton	3,700	3,200	88
	Cabell	38,000	36,700	97
	Calhoun	2,100	1,900	91
	Clay	2,700	2,400	91
	Fayette	13,100	12,400	95
	Jackson	6,500	6,200	96
	Kanawha	84,200	81,200	96
	Lincoln	5,200	4,900	93
	Logan	13,100	12,400	95
	Mc Dowell	13,000	11,900	92
	Mason	7,700	7,400	97
	Mingo	9,500	8,700	92
	Nicholas	6,600	6,100	93
	Putnam	7,800	7,500	96
	Raleigh	19,200	17,900	93
	Roane	3,700	3,400	92
	Wayne	11,600	11,000	94
	Webster	2,600	2,400	89
(Continued on page 839-b)				
Station Totals		658,800	616,300	93
Net Weekly Circulation (March 1969)				388,867
Average Daily Circulation (March 1969)				262,281

# West Virginia—Huntington-Charleston



**WHTN-TV**



Ch. 13

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 316-kw visual, 43.6-kw aural. Antenna: 1000-ft. above av. terrain, 844-ft. above ground, 1784-ft. above sea level.

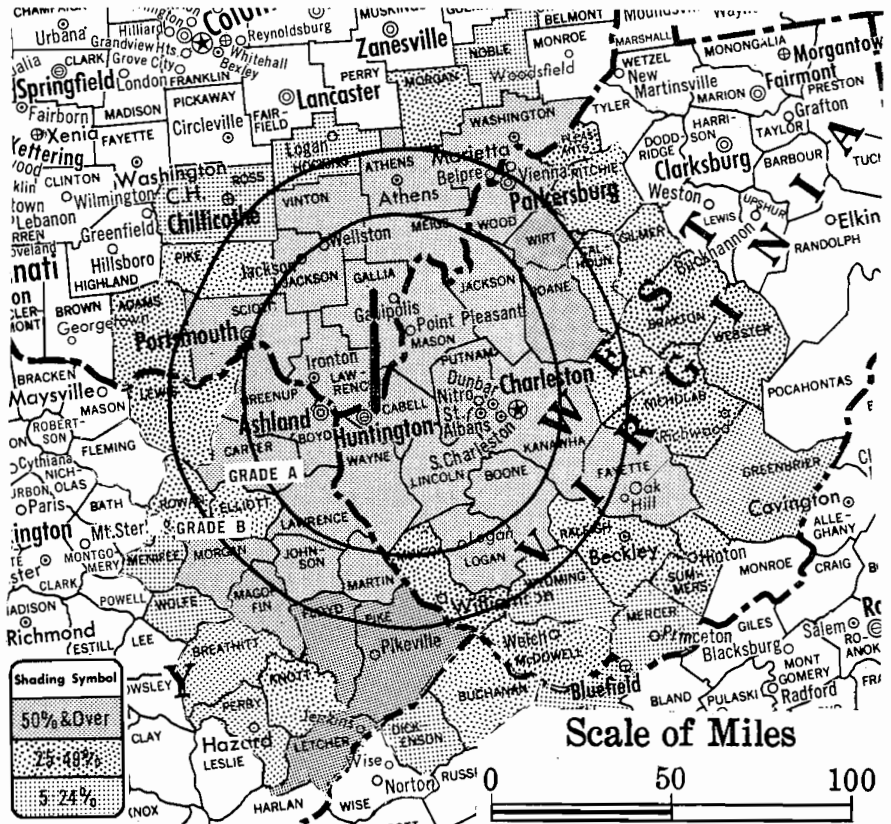
Latitude 38° 30' 21"  
Longitude 82° 12' 30"

Transmitter: Barker's Ridge Rd., Huntington.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.



Shading Symbol	
	50% & Over
	25-49%
	5-24%

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).

WHTN-TV Ref: FCC File No. BMLCT-100 Granted 6/9/61

©American Map Co., Inc., N.Y. No. 14244

## WHTN-TV

Licensee: Reeves Telecom Corp., 625 Fourth Ave. (25701).  
Studio: 625 4th Ave., Huntington.  
Telephone: 304-525-7661.  
TWX No.: 710-931-8078.  
Ownership: Reeves Bcstg. Corp., see WUSN-TV, Charleston, S.C.  
Began Operation: Oct. 2, 1955. Sale to present owner by Cowles Bcstg. Co. approved Dec. 21, 1960 by FCC (Television Digest, Vol. 16:43, 52). Sale to Cowles by S. J. Hyman theater interests approved June 20, 1956 by FCC (Vol. 12:18, 25).  
Represented (sales) by Edward Petry & Co. Inc.  
Represented (legal) by Pittman, Lovett, Ford, Hennessey & White.  
Represented (engineering) by Lohnes & Culver.  
Personnel:  
THOMAS PISKURA, vice president & general manager.  
WALTER J. KONJOLKA, general sales manager.  
BEN McKEEL, local sales manager.  
ALAN E. PERRIS, program director.  
CHARLES HARPER, operations manager.  
CLAUDE SHOUSE, technical director.  
PHYLLIS KINGERY, traffic.  
GEORGIA COCHRAN, promotion director.  
THOMAS A. JONES, news director.  
HAROLD BLACK, film manager.

### DIGEST OF RATE CARD NO. 15 (Feb. 1, 1970)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AA—7:30-10:30 p.m., daily.	\$1200.00	\$600.00	\$360.00	\$240.00	Graded rates apply*	

\*Highest rate: \$390.

NETWORK BASE HOURLY RATE: \$1150.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	<b>KENTUCKY</b>			
	Boyd	17,100	16,600	97
	Carter	5,700	5,200	91
	Floyd	8,500	7,600	90
	Greenup	9,800	9,300	95
	Johnson	4,900	4,400	91
	Lawrence	3,400	3,100	93
	Letcher	6,800	5,800	85
	Magoffin	2,300	2,000	86
	Martin	2,100	1,800	86
	Morgan	2,500	2,200	87
	Pike	15,800	14,300	90
	<b>OHIO</b>			
	Athens	14,400	13,400	93
	Gallia	6,700	6,300	93
	Jackson	8,600	8,100	95
	Lawrence	17,900	17,100	96
	Meigs	6,000	5,600	94
	Scioto	24,700	23,500	95
	Vinton	2,400	2,200	94
Washington	16,300	15,200	94	
<b>WEST VIRGINIA</b>				
Boone	6,900	6,500	95	
Cabell	38,000	36,700	97	
Fayette	13,100	12,400	95	
Jackson	6,500	6,200	96	
Kanawha	84,200	81,200	96	
Lincoln	5,200	4,900	93	
Logan	13,100	12,400	95	
Mason	7,700	7,400	97	
Putnam	7,800	7,500	96	
Roane	3,700	3,400	92	
Wayne	11,600	11,000	94	
Wirt	800	800	92	
Wood	29,800	28,300	95	
<b>Between 25-49%</b>	<b>KENTUCKY</b>			
	Elliott	1,900	1,800	93
Knott	4,000	3,300	82	
(Continued on page 849-b)				
<b>Station Totals</b>		618,600	578,400	93
<b>Net Weekly Circulation (March 1969)</b>				370,091
<b>Average Daily Circulation (March 1969)</b>				229,819

For Other TV Station Sales,  
see Sales and Transfers Section.

# West Virginia—Huntington-Charleston



**WSAZ-TV**



Ch. 3

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 46.8-kw visual, 6.92-kw aural. Antenna: 1253-ft. above av. terrain, 1069-ft. above ground, 2049-ft. above sea level.

Latitude 38° 30' 34"  
Longitude 82° 13' 09"

Transmitter: Barker's Ridge, W. Va.  
TV tape: Recording facilities.

AM Affiliate: WSAZ, 5-kw (1-kw night), 930 kHz (NBC).

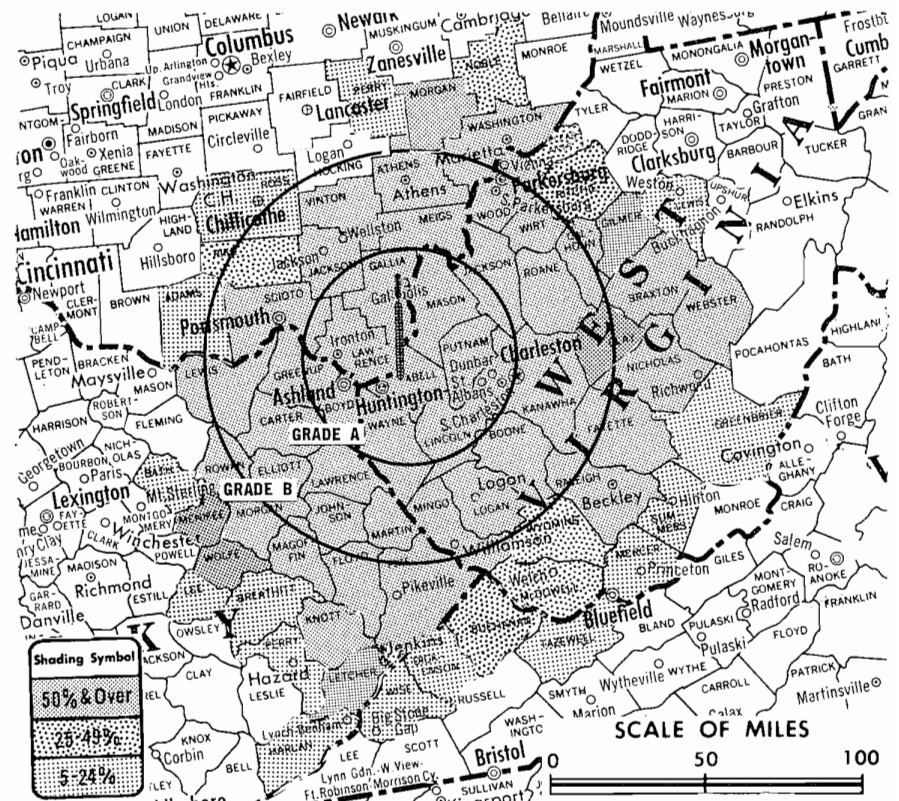
Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

News Film Service: NBC.

Facsimile Service: AP, UPI.

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).



WSAZ-TV Ref: FCC File No. BMPCT-1056 Granted 1/11/54

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## WSAZ-TV

Licensee: Capital Cities Bcstg. Corp., WSAZ Bldg., 201 Ninth St., Huntington (25701).

Studios: WSAZ Bldg., 201 Ninth St., Huntington (25701); auxiliary studio in Charleston.

Telephones: 304-529-4127, Huntington; 304-344-3521, Charleston. TWX No.: 710-931-8034.

Ownership: See WTEN, Albany, N.Y.

Began Operation: Nov. 15, 1949. Sale to present owner by Goodwill Stations Inc. approved July 29, 1964 by FCC (Television Digest, Vol. 4:9, 4:18-19, 31). Sale to Goodwill Stations by Huntington Publishing Co. & Mrs. Eugene Katz approved by FCC March 20, 1961 (Vol. 17:6, 14).

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Wilmer, Cutler & Pickering.

Personnel:

PHILLIP R. BEUTH, vice president & general manager.  
GEORGE R. ANDRICK, general sales manager.  
GEORGE M. CURRY, program manager.  
WILLIAM WATTS, regional sales manager.  
ROBERT HARRIS, operations manager, Charleston office.  
L. J. HINES, manager, Charleston sales operations.  
C. BOSWORTH JOHNSON, news director.  
FRITZ LEICHNER, operations manager.  
JACK M. WILLIAMS, general sales coordinator.  
JOHN P. CLAY, chief engineer.

DIGEST OF RATE CARD NO. A25a—(Sept. 22, 1969)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class A—7:30-11 p.m., daily.						
\$1700.00	\$950.00	\$600.00	\$475.00			

Graded rates apply\*

\*Highest rate: \$450.

NETWORK BASE HOURLY RATE: \$1700.

For Index to Contents  
see Services Volume.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>KENTUCKY</b>				
	Boyd	17,100	16,600	97
	Carter	5,700	5,200	91
	Elliott	1,900	1,800	93
	Floyd	8,500	7,600	90
	Greenup	9,800	9,300	95
	Johnson	4,900	4,400	91
	Knott	4,000	3,300	82
	Lawrence	3,400	3,100	93
	Letcher	6,800	5,800	85
	Lewis	3,900	3,500	89
	Magoffin	2,300	2,000	86
	Martin	2,100	1,800	86
	Menifee	900	700	87
	Morgan	2,500	2,200	87
	Pike	15,800	14,300	90
	Rowan	3,700	3,300	90
	Wolfe	1,400	1,100	82
<b>OHIO</b>				
	Athens	14,400	13,400	93
	Gallia	6,700	6,300	93
	Jackson	8,600	8,100	95
	Lawrence	17,900	17,100	96
	Meigs	6,000	5,600	94
	Morgan	3,300	3,100	92
	Scioto	24,700	23,500	95
	Vinton	2,400	2,200	94
	Washington	16,300	15,200	94
<b>WEST VIRGINIA</b>				
	Boone	6,900	6,500	95
	Braxton	3,700	3,200	88
	Cabell	38,000	36,700	97
	Calhoun	2,100	1,900	91
	Clay	2,700	2,400	91
	Fayette	13,100	12,400	95
	Gilmer	1,600	1,500	90
	Jackson	6,500	6,200	96
	Kanawha	84,200	81,200	96
	Lincoln	5,200	4,900	93

(Continued on page 849-b)

Station Totals	694,200	648,800	93
Net Weekly Circulation (March 1969)			433,594
Average Daily Circulation (March 1969)			334,250

# West Virginia—Clarksburg



**WBOY-TV**

Ch. 12

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 275-kw max. & 120-kw horizontal visual, 24-kw aural. Antenna: directional, 862-ft. above av. terrain, 593-ft. above ground, 2045-ft. above sea level.

Latitude 39° 17' 05"  
Longitude 80° 19' 47"

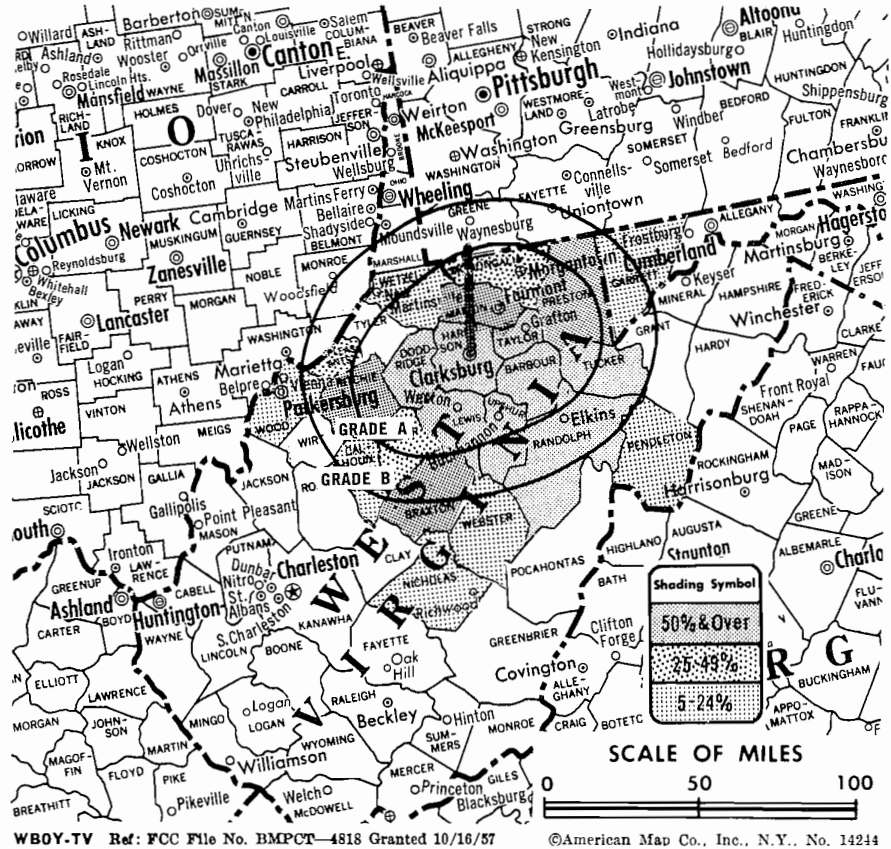
Transmitter: Pinnickinnick Mt.

AM Affiliate: WBOY, 1-kw (.25-kw night), 1400 kHz (NBC).

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Represented (engineering) by Jules Cohen & Associates.



Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).

## WBOY-TV

Network Service: NBC; also available on ABC.

Licensee: Northern West Virginia TV Bcstg. Co., 912 W. Pike St.

Studio: 912 W. Pike St., Clarksburg, W.Va. (26301).

Telephone: 304-624-7573. TWX No.: 304-366-2376.

Ownership: Nathan W. Levin, pres. & treas., 10%; Marion R. Ascoli, v.p., 80%; Max Ascoli, v.p., 10%.

Began Operation: Nov. 17, 1957. Sale to present owner by Rust Craft Bcstg. Co. was granted March 11, 1964 by FCC (Television Digest, Vols. 3:12, 46, 4:11). For transfer of all WSTV Inc. properties to Rust Craft Broadcasting Co. Inc., see WSTV-TV, Steubenville, O.

Represented (sales) by Adam Young Inc.; Regional Reps Inc. (Ohio, Pittsburgh).

Represented (legal) by Smith, Pepper, Shack & L'Heureux.

Personnel:

- NATHAN W. LEVIN, president.
- JOHN J. BORGH, vice president.
- ROGER GARRETT, managing director & film buyer.
- PETE LYMAN, promotion director.
- BOB TOOTHMAN, program director.
- HARRY BROWN, chief engineer.

### DIGEST OF RATE CARD NO. 2—(Sept. 15, 1961)

Hour 30 Min. 15 Min. 5 Min. Min. 30 Sec. 20 Sec. 10 Sec.  
Class A—7:30-10 p.m., daily.  
\$250.00 \$150.00 \$98.00 \$75.00 \$65.00 \$55.00 \$50.00 \$25.00  
NETWORK BASE HOURLY RATE: \$225.

Net Weekly Circulation	State County	Total Households	TV Homes	%	
<b>50% &amp; Over</b>	WEST VIRGINIA				
	Barbour	3,900	3,600	92	
	Braxton	3,700	3,200	88	
	Doddridge	1,400	1,200	91	
	Harrison	23,700	22,900	97	
	Lewis	5,800	5,400	93	
	Marion	19,500	18,600	95	
	Preston	6,700	6,200	92	
	Randolph	6,500	5,900	92	
	Ritchie	2,700	2,500	90	
	Taylor	4,000	3,700	92	
	Tucker	1,500	1,400	91	
	Upshur	5,100	4,700	93	
<b>Between 25-49%</b>	WEST VIRGINIA				
	Gilmer	1,600	1,500	90	
	Monongalia	16,100	15,100	93	
MARYLAND	Pleasants	2,300	2,200	94	
<b>Between 5-24%</b>	MARYLAND	Garrett	6,100	5,600	92
	WEST VIRGINIA				
	Calhoun	2,100	1,900	91	
	Nicholas	6,600	6,100	93	
	Pendleton	1,800	1,600	88	
	Webster	2,600	2,400	89	
	Wetzel	5,600	5,300	95	
	Wood	29,800	28,300	95	
Station Totals		495,100	472,100	95	
Net Weekly Circulation (March 1969)				78,572	
Average Daily Circulation (March 1969)				49,255	

# West Virginia—Oak Hill-Beckley



**WOAY-TV**



Ch. 4

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. 21, .7-mi. S of Oak Hill.

TV tape: Recording facilities.

AM Affiliate: WOAY, 10-kw, 860 kHz.

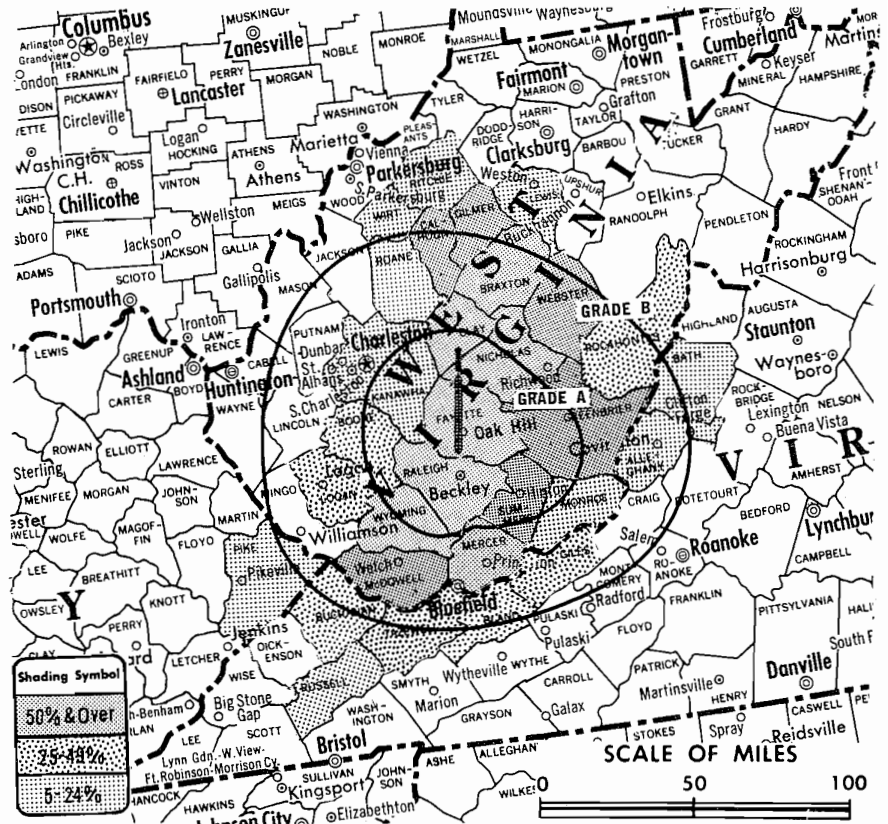
FM Affiliate: WOAY-FM, 14.5-kw, 94.1 MHz (No. 231), 660-ft.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

Facsimile Service: UPI.

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).



WOAY-TV Ref: FCC File No. BMPCT-2280 Granted 8/3/64 ©American Map Co., Inc., N.Y., No. 14244

## WOAY-TV

Licensee: Robert R. Thomas Jr., Box 251 (25901).  
Studio: U.S. Hwy. 21, .7-mi. S of Oak Hill.  
Telephone: 304-469-3361.  
Ownership: Robert R. Thomas Jr., 100%.  
Began Operation: Dec. 3, 1954.  
Represented (sales) by Savalli/Gates National Representatives Inc.  
Represented (legal) by Barnes & Neilson.  
Represented (engineering) by Silliman, Moffet & Kowalski.  
Personnel:  
ROBERT R. THOMAS JR., general manager.  
ROBERT BROWN, station, commercial manager & film buyer.  
SANDY HIGGINS, news director.  
THOMAS PHILLIPS, chief engineer.  
DON MOYE, assistant chief engineer.

### DIGEST OF RATE CARD NO. 2 (March 15, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	ID	
Class A—6:30-10:30 p.m., daily.	\$200.00	\$120.00	\$80.00	\$64.00	\$48.00	\$40.00	\$20.00

NETWORK BASE HOURLY RATE: \$225.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	WEST VIRGINIA			
	Braxton	3,700	3,200	88
	Calhoun	2,100	1,900	91
	Clay	2,700	2,400	91
	Fayette	13,100	12,400	95

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	WEST VIRGINIA—(Continued)			
	Gilmer	1,600	1,500	90
	Greenbrier	9,100	8,300	91
	Mc Dowell	13,000	11,900	92
	Mercer	19,600	18,500	94
	Nicholas	6,600	6,100	93
	Raleigh	19,200	17,900	93
	Summers	3,800	3,300	87
	Webster	2,600	2,400	89
	Wyoming	8,500	7,700	92
<b>Between 25-49%</b>	VIRGINIA			
	Bland	1,500	1,300	85
	Buchanan	9,100	8,000	88
	Giles	4,600	4,300	95
<b>Between 5-24%</b>	WEST VIRGINIA			
	Tazewell	11,200	10,400	93
	WEST VIRGINIA			
	Boone	6,900	6,500	95
Logan	13,100	12,400	95	
Pocahontas	2,300	1,800	80	
<b>Between 5-24%</b>	KENTUCKY			
	Pike	15,800	14,300	90
	VIRGINIA			
	Alleghany	9,100	8,600	95
	Bath	1,600	1,500	92
	Russell	6,800	6,200	91
	WEST VIRGINIA			
	Kanawha	84,200	81,200	96
	Lewis	5,800	5,400	93
	Monroe	2,600	2,200	84
Ritchie	2,700	2,500	90	
Roane	3,700	3,400	92	
Wirt	800	800	92	
Station Totals		432,100	403,100	93
Net Weekly Circulation (March 1969)			100,610	
Average Daily Circulation (March 1969)			52,748	

# West Virginia—Parkersburg-Marietta, O.

**WTAP-TV**  
Ch. 15

Technical Facilities: Channel No. 15 (476-482 MHz). Authorized power: 18.7-kw max. & 16.5-kw horizontal visual, 3.74-kw max. & 3.3-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"

Requests change to 236-kw max. & 208-kw horizontal visual, 46.6-kw max. & 41.1-kw horizontal aural. BMPCT-7043.

Transmitter: Dole's Knob, Constitution, O.

AM Affiliate: WTAP, 1-kw (.25-kw N), 1230 kHz (ABC).

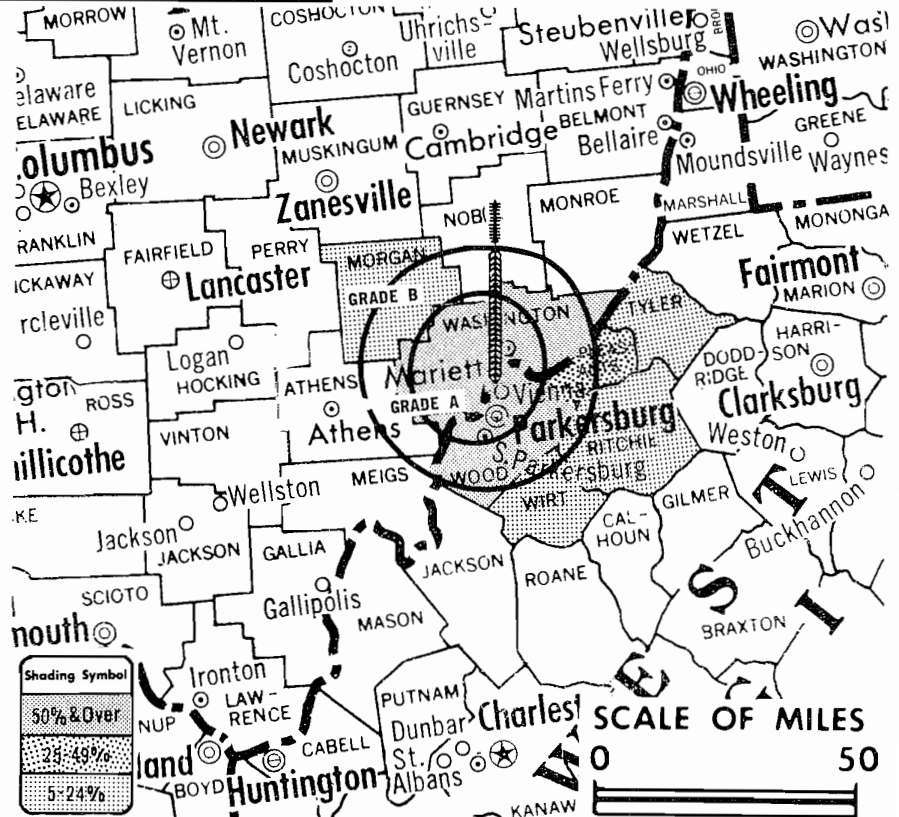
FM Affiliate: WTAP-FM, .720-kw, 103.1 MHz (No. 276), 550-ft.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).



## WTAP-TV

Network Service: ABC, NBC.

Licensee: Broadcasting Services Inc., 121 W. 7th St., Parkersburg (26102).

Studio: 121 W. Seventh St., Parkersburg, W. Va. (26102).

Telephone: 304-485-4589.

Ownership: C. T. Garten, pres.; R. L. Drake, v.p.; Robert V. Spayd, secy.; J. V. Delaney, treas.; R. L. Drake Co., 100%. R. L. Drake is sole owner of R. L. Drake Co. Bcstg. Services also owns WGLM(FM), Richmond, Ind.

Began Operation: Oct. 8, 1953. Sale to present owners by T/R Inc. (Zanesville Publishing) approved by FCC Nov. 2, 1967. Previous sale by Frank Baer-Howard Chernoff group approved by FCC March 30, 1955 (Television Digest, Vol. 11:10, 14).

Represented (sales) by Savalli/Gates National Representatives Inc.

Represented (legal) by Kirkland, Ellis, Hodson, Chaffetz, Masters & Rowe.

### Personnel:

RON MAINES, general manager.  
STUART UNDERWOOD, chief engineer.  
JACK SEE, program director.  
GLENN WILSON, news director.  
SAM SLATER, sports director.

### DIGEST OF RATE CARD NO. 2 (May 1, 1968)

	Min.	or	30 or			
Hour	30 Min.	15 Min.	10 Min.	5 Min.	40 Sec.	20 Sec. 10 Sec.
Class A—6:30-10:29 p.m., daily.	\$150.00	\$90.00	\$60.00	\$50.00	\$37.50	\$30.00 \$24.00 \$15.00

NETWORK BASE HOURLY RATE: \$100 (NBC).

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	OHIO Washington	16,300	15,200	94
	WEST VIRGINIA Wood	29,800	28,300	95
<b>Between 25-49%</b>	WEST VIRGINIA Pleasants	2,300	2,200	94
<b>Between 5-24%</b>	OHIO Morgan	3,300	3,100	92
	WEST VIRGINIA Ritchie	2,700	2,500	90
	Tyler	2,800	2,600	92
	Wirt	800	800	92
	<b>Station Totals</b>		79,100	74,000
<b>Net Weekly Circulation (March 1969)</b>				31,774
<b>Average Daily Circulation (March 1969)</b>				19,840

*Hogan-Feldmann, Inc.*  
MEDIA BROKERS · CONSULTANTS  
4404 Riverside Drive, Box 1545  
Burbank, California 91505  
Area Code 213 849-3201



# West Virginia—Weston-Clarksburg



**WDTV**

Ch. 5

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"

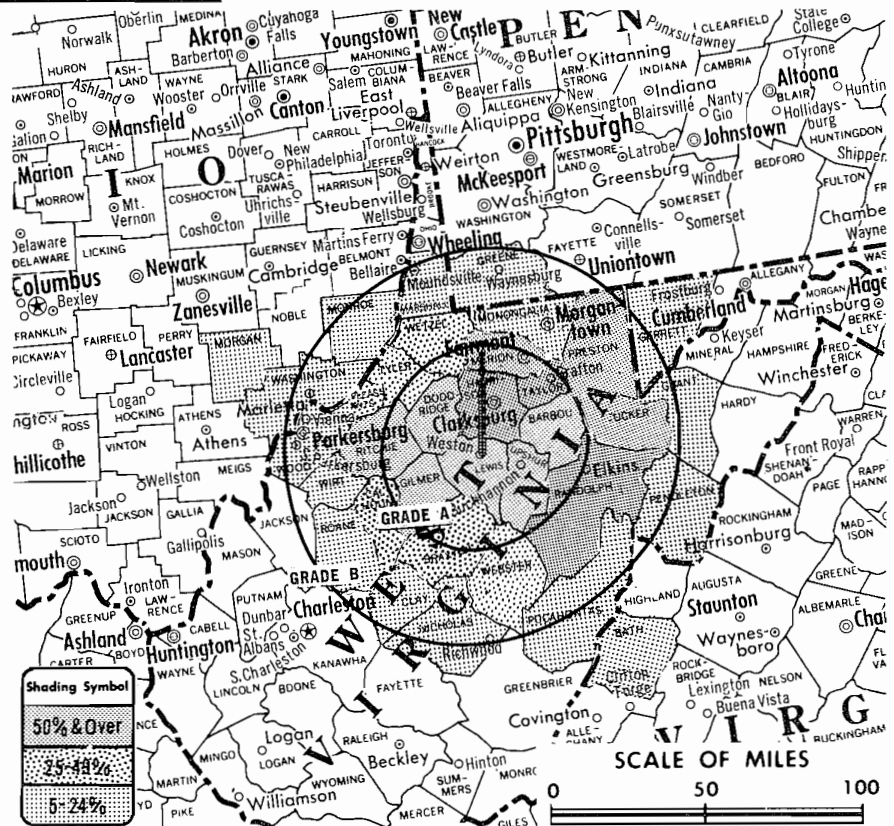
Transmitter: Television Park, Fisher Mt., U.S. Rt. 19, Weston, W. Va.

Color: Network, film & slide.

News Wire Service: UPI.

Represented (engineering) by Silliman, Moffet & Kowalski.

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).



WDTV Ref: FCC File No. BPC1-2310 Granted 11/4/59

© American Map Co., Inc., N.Y. No. 14244

## WDTV

Licensee: Broadcast Industries of W. Va. Inc., 240 W. Main St., Bridgeport, W. Va. (26330).

Studio: Television Park, Weston, W. Va. (26452).

Telephones: 304-842-3558, Bridgeport; 304-269-2498, Weston.

Ownership: Broadcast Industries Corp., 100%.

Began Operation: June 22, 1960. Sale to present owner (formerly Medallion Pictures) by J. Patrick Beacom, Thomas P. Johnson & George W. Eby approved Aug. 24, 1966 by FCC (Television Digest, Vol. 6:34, 35).

Represented (sales) by Avery-Knode Inc.

Personnel:

- M. WILLIAM GROSSMAN, president.
- ROBERT L. JOHNSON, vice president & general manager.
- MIKE CLEVENGER, sales manager.
- NICK PELLEGRIN, program director.
- DON MARTINO, production manager.
- PAUL ELLISON, news director.
- KERMIT WENDT, chief engineer.

### DIGEST OF RATE CARD NO. 6—(June 6, 1969)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. 10 Sec.  
Class A—7:30-10:30 p.m., daily.  
\$215.00 \$129.00 \$85.00 \$65.00 \$50.00 \$40.00 \$25.00  
NETWORK BASE HOURLY RATE: \$250.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	WEST VIRGINIA			
	Barbour	3,900	3,600	92
	Doddridge	1,400	1,200	91
	Gilmer	1,600	1,500	90
	Harrison	23,700	22,900	97
	Lewis	5,800	5,400	93
	Marion	19,500	18,600	95

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	WEST VIRGINIA—(Continued)			
	Preston	6,700	6,200	92
	Randolph	6,500	5,900	92
	Ritchie	2,700	2,500	90
	Taylor	4,000	3,700	92
	Tucker	1,500	1,400	91
	Upshur	5,100	4,700	93
<b>Between 25-49%</b>	WEST VIRGINIA			
	Braxton	3,700	3,200	88
	Calhoun	2,100	1,900	91
	Pleasants	2,300	2,200	94
	Tyler	2,800	2,600	92
	Webster	2,600	2,400	89
<b>Between 5-24%</b>	MARYLAND			
	Garrett	6,100	5,600	92
	OHIO			
	Monroe	4,300	4,000	93
	Morgan	3,300	3,100	92
	Washington	16,300	15,200	94
	PENNSYLVANIA			
	Greene	9,900	9,400	94
	VIRGINIA			
	Bath	1,600	1,500	92
WEST VIRGINIA				
Clay	2,700	2,400	91	
Grant	2,400	2,100	86	
Marshall	12,200	11,800	97	
Monongalia	16,100	15,100	93	
Nicholas	6,600	6,100	93	
Pendleton	1,800	1,600	88	
Pocahontas	2,300	1,800	80	
Roane	3,700	3,400	92	
Wirt	800	800	92	
Wood	29,800	28,300	95	
Station Totals		834,700	798,200	96
Net Weekly Circulation (March 1969)				86,474
Average Daily Circulation (March 1969)				53,358

# West Virginia—Wheeling



**WTRF-TV**



Ch. 7

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 30.9-kw aural, with electrical beam tilt. Antenna: 962-ft. above av. terrain, 740-ft. above ground, 2025-ft. above sea level.

Latitude 40° 03' 41"  
Longitude 80° 45' 08"

Transmitter: R.D. 1, Kirkwood Heights, Bridgeport, O.

Studio: 96 16th St., Wheeling.

TV tape: Recording facilities.

FM Affiliate: WTRF-FM, 12.5-kw, 107.5 MHz (No. 298), 870-ft.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.

News Film Service: NBC.

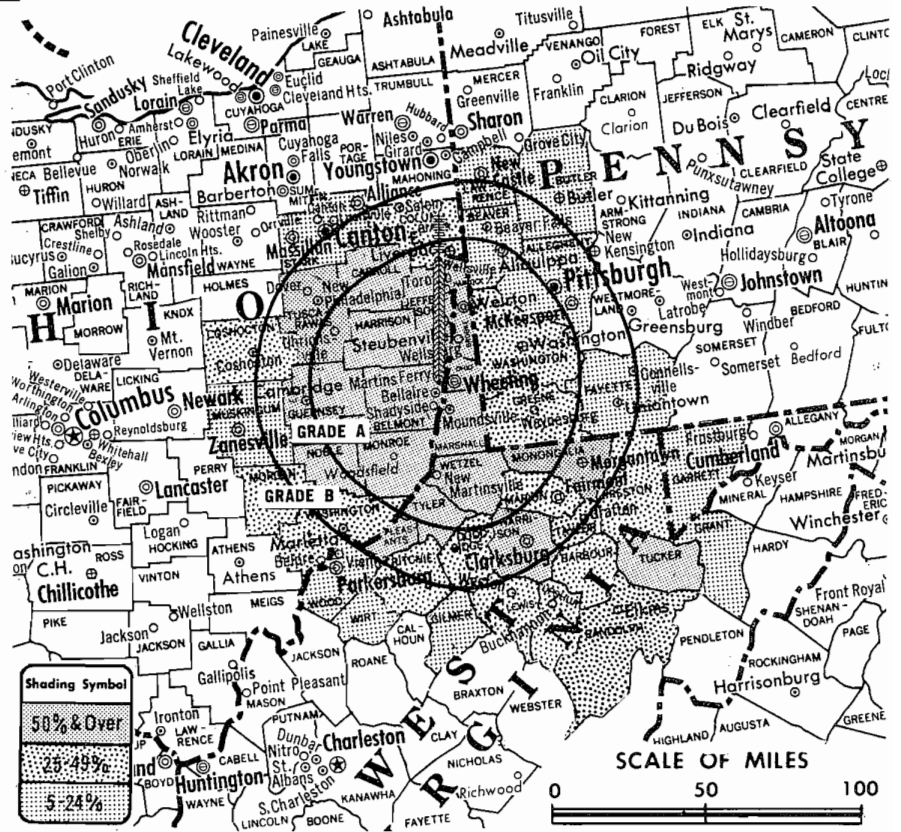
Total Households: © SBDS

Consumer Market Data as of 1/1/70.

TV Homes: TV% and Circulation

© 1969 American Research Bureau.

County coverage based on ARB study (see page 4-b).



WTRF-TV Ref: FCC File No. BPCT-3111 Granted 1/4/63

©American Map Co., Inc., N.Y., No. 14244

## WTRF-TV

Licensee: Forward Tele-Productions Inc., 96 16th St., Wheeling (26003).

Telephone: 304-232-7777. TWX No.: 304-232-6897.

Ownership: Forward Tele-Productions Inc. For other interests, see WSAU-TV, Wausau, Wis.

Began Operation: Oct. 24, 1953. 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, Vols. 14:46, 48, 52).

Represented (sales) by Blair Television.

Represented (legal) by McKenna & Wilkinson.

Represented (engineering) by Silliman, Moffet & Kowalski.

### Personnel:

- ROBERT W. FERGUSON, exec. v.p. & general manager.
- FRANK CURTIS, general sales manager.
- GARY VORHEES, operations manager.
- DON SHARPENBERG, local sales manager.
- GARY VORHEES, program & operations manager.
- KIRK JACKSON, regional sales manager.
- GEORGE CARROLL, program director.
- WESLEY MANLEY, public affairs director.
- MARY NEAL, promotion manager.
- WILLIAM NEY, film manager.
- HOWARD DAUBENMEYER, chief engineer.

DIGEST OF RATE CARD NO. 13—(April 15, 1969)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	ID
Class AA—7:30-11 p.m., daily.	\$950.00	\$525.00	\$240.00	\$220.00	\$190.00	\$95.00
NETWORK BASE HOURLY RATE:	\$900.					

For Other Sales & Transfers

See Services Volume

Net Weekly Circulation	State County	Total Households	TV Homes	%
50% & Over	<b>OHIO</b>			
	Belmont	24,500	23,700	97
	Carroll	6,100	5,900	97
	Guernsey	11,000	10,300	94
	Harrison	5,000	4,800	95
	Jefferson	30,300	29,400	97
	Monroe	4,300	4,000	93
	Noble	3,000	2,700	90
	Tuscarawas	24,600	23,400	95
	<b>WEST VIRGINIA</b>			
Brooke	9,500	9,300	98	
Hancock	13,500	13,300	99	
Harrison	23,700	22,900	97	
Marshall	12,200	11,800	97	
Monongalia	16,100	15,100	93	
Ohio	24,200	23,600	97	
Pleasants	2,300	2,200	94	
Tucker	1,500	1,400	91	
Tyler	2,800	2,600	92	
Wetzel	5,600	5,300	95	
Between 25-49%	<b>OHIO</b>			
	Columbiana	32,800	31,700	97
	Coshocton	9,900	9,200	93
	Morgan	3,300	3,100	92
Washington	16,300	15,200	94	
<b>PENNSYLVANIA</b>				
Greene	9,900	9,400	94	
Washington	65,000	62,600	96	
<b>WEST VIRGINIA</b>				
Barbour	3,900	3,600	92	
Doddridge	1,400	1,200	91	
Lewis	5,800	5,400	93	
Marion	19,500	18,600	95	
Preston	6,700	6,200	92	
Randolph	6,500	5,900	92	
Ritchie	2,700	2,500	90	

(Continued on next page)

Station Totals	1,939,200	1,870,000	96
Net Weekly Circulation (March 1969)	325,762		
Average Daily Circulation (March 1969)	180,273		

**WTRF-TV, Wheeling**  
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>Between 25-49 %</b>	WEST VIRGINIA—(Continued)			
	Taylor	4,000	3,700	92
	Upshur	5,100	4,700	93
<b>Between 5-24 %</b>	MARYLAND			
	Garrett	6,100	5,600	92
	OHIO			
	Muskingum	23,800	22,800	96
	Stark	111,700	108,500	97
	PENNSYLVANIA			
	Allegheny	490,700	475,000	97
	Beaver	59,700	58,000	97
	Butler	35,600	34,500	97
	Fayette	43,600	41,200	94
	Lawrence	34,200	32,800	96
	WEST VIRGINIA			
	Gilmer	1,600	1,500	90
	Grant	2,400	2,100	86
	Wirt	800	800	92
Wood	29,800	28,300	95	

**WHTN-TV, Huntington**  
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
<b>Between 25-49 %</b>	KENTUCKY—(Continued)			
	Lewis	3,900	3,500	89
	Rowan	3,700	3,300	90
	OHIO			
	Adams	5,600	5,000	90
	Morgan	3,300	3,100	92
	Pike	6,000	5,600	93
	VIRGINIA			
	Buchanan	9,100	8,000	88
	WEST VIRGINIA			
	Braxton	3,700	3,200	88
	Clay	2,700	2,400	91
	Gilmer	1,600	1,500	90
	Mc Dowell	13,000	11,900	92
	Mingo	9,500	8,700	92
Nicholas	6,600	6,100	93	
Pleasants	2,300	2,200	94	
Raleigh	19,200	17,900	93	
Ritchie	2,700	2,500	90	
Summers	3,800	3,300	87	
Webster	2,600	2,400	89	
<b>Between 5-24 %</b>	KENTUCKY			
	Breathitt	3,000	2,300	77
	Menifee	900	700	87
	Perry	6,500	5,400	84
	Wolfe	1,400	1,100	82
	OHIO			
	Hocking	5,900	5,600	95
	Noble	3,000	2,700	90
	Ross	17,900	17,100	95
	VIRGINIA			
	Dickenson	4,300	3,900	92
	Tazewell	11,200	10,400	93
	WEST VIRGINIA			
	Calhoun	2,100	1,900	91
	Greenbrier	9,100	8,300	91
Mercer	19,600	18,500	94	
Wyoming	8,500	7,700	92	

**West Virginia**

**WSAZ-TV, Huntington**  
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%	
<b>50 % &amp; Over</b>	WEST VIRGINIA—(Continued)				
	Logan	13,100	12,400	95	
	Mason	7,700	7,400	97	
	Mingo	9,500	8,700	92	
	Nicholas	6,600	6,100	93	
	Putnam	7,800	7,500	96	
	Raleigh	19,200	17,900	93	
	Roane	3,700	3,400	92	
	Wayne	11,600	11,000	94	
	Webster	2,600	2,400	89	
	Wirt	800	800	92	
	Wood	29,800	28,300	95	
	<b>Between 25-49 %</b>	OHIO			
		Noble	3,000	2,700	90
		Pike	6,000	5,600	93
VIRGINIA					
Buchanan		9,100	8,000	88	
WEST VIRGINIA					
Mc Dowell		13,000	11,900	92	
Pleasants		2,300	2,200	94	
Ritchie		2,700	2,500	90	
Wyoming		8,500	7,700	92	
<b>Between 5-24 %</b>		KENTUCKY			
		Bath	2,500	2,200	87
		Breathitt	3,000	2,300	77
		Harlan	9,700	8,700	89
		Lee	1,700	1,300	79
	Perry	6,500	5,400	84	
	OHIO				
	Adams	5,600	5,000	90	
	Hocking	5,900	5,600	95	
	Perry	7,400	7,100	96	
	Ross	17,900	17,100	95	
	VIRGINIA				
	Dickenson	4,300	3,900	92	
	Tazewell	11,200	10,400	93	
	Wise	11,700	10,700	91	
WEST VIRGINIA					
Greenbrier	9,100	8,300	91		
Lewis	5,800	5,400	93		
Mercer	19,600	18,500	94		
Summers	3,800	3,300	87		

**La Rue Media Brokers Inc.**

**Radio Television CATV**

**Completed Sales**

Radio/TV: El Paso, Texas \$2,300,000

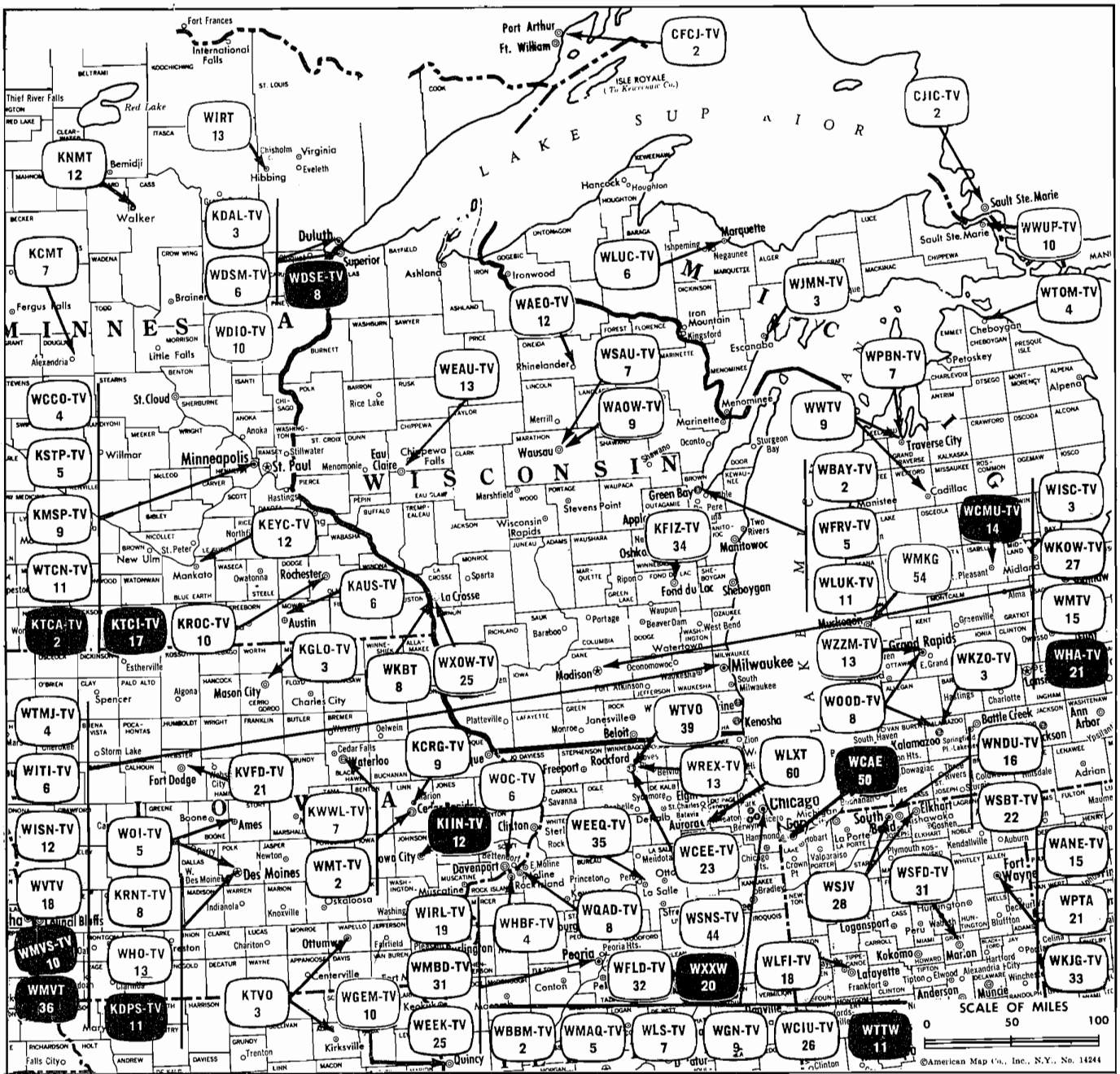
CATV: Sebring, Fla. \$600,000

116 Central Park South  
New York, N.Y. 10019

**President**  
Hugh Ben LaRue

**Area Code 212**  
265-3430

# Wisconsin



Market	ARB Net Weekly Circulation	Rank	ARB ADI TV Households	Rank
Milwaukee	601,039	25	550,100	23
Green Bay	293,418	71	223,800	72
Madison	242,514	87	129,100	113
Duluth-Superior	152,900	126	150,400	92
LaCrosse-Eau Claire	140,027	136	105,300	131
Wausau-Rhinelander	108,226	156	90,200	143

**HAMILTON-LANDIS & ASSOCIATES, INC.—NATIONWIDE MEDIA BROKERS**  
 THE OFFICE NEAREST YOU IS—1507 TRIBUNE TOWER, CHICAGO, ILL. 60611 • (312) 337-2754

Wisconsin Station Status as of March 1, 1970

	VHF	UHF	TOTAL
☐ Commercial Television Stations	12	4	16
● Educational Television Stations	1	2	3
			19

**State Educational Technical Facilities**  
(Complete Data in Educational Directory)

**WHA-TV**  
**Madison**

Ch. 21

Non-Commercial Educational Station

Licensee: University of Wisconsin, 843 Extension Bldg., Madison, Wis. (53706).

Technical Facilities: Channel No. 21 (512-518 MHz). Authorized power: 158-kw visual, 79.4-kw aural. Antenna: 740-ft. above av. terrain, 700-ft. above ground, 1742-ft. above sea level.

Latitude	43°	03'	20"
Longitude	89°	28'	43"

**WMVS-TV**  
**Milwaukee**

Ch. 10

Non-Commercial Educational Station

Licensee: Dist. 9, Area Board of Vocational, Technical & Adult Education, 1015 N. Sixth St., Milwaukee, Wis. (53203).

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 316-kw visual, 49-kw aural. Antenna: 750-ft. above av. terrain, 1079-ft. above ground, 1432-ft. above sea level.

Latitude	43°	05'	24"
Longitude	87°	53'	47"

**WMVT**  
**Milwaukee**

Ch. 36

Non-Commercial Educational Station

Licensee: Dist. 9, Area Board of Vocational, Technical & Adult Education, 1015 N. Sixth St., Milwaukee, Wis. (53203).

Technical Facilities: Channel No. 36 (602-608 MHz). Authorized power: 379-kw max. and 182-kw horizontal visual, 45.5-kw max. and 21.9-kw horizontal aural. Antenna: 440-ft. above av. terrain, 1078-ft. above ground, 1717-ft. above sea level.

Latitude	43°	05'	24"
Longitude	87°	53'	47"

**WDSE-TV**

**Duluth, Minn.-Superior, Wis.**  
Ch. 8

Non-Commercial Educational Station

Grantee: Duluth-Superior Area Educational TV Corp., c/o George A. Beck, 403 Bradley Bldg., Duluth, Minn. (55802).

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 316-kw visual, 47.9-kw aural. Antenna: 880-ft. above av. terrain, 585-ft. above ground, 2046-ft. above sea level.

Latitude	46°	47'	21"
Longitude	92°	06'	51"

**Wisconsin**

**State Cross Reference List**  
Communities That Receive Programs of  
Stations That Are Located Elsewhere

**WFRV & WLUC-TV**  
**Marinette**

(See Green Bay, Wis.)

**KDAL-TV & WDSM-TV**  
**Superior**

(See Duluth, Minn.)

**WBAY-TV, Green Bay**  
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
	WISCONSIN			
	Adams	2,400	2,200	92
	Dodge	18,600	17,700	96
<b>Between 5-24 %</b>	Lincoln	6,400	6,200	97
	Marathon	25,800	25,100	97
	Vilas	2,900	2,700	94
	Washington	15,200	14,900	98
	Wood	18,000	17,400	97

**WFRV-TV, Green Bay**  
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
	WISCONSIN			
	Adams	2,400	2,200	92
	Dodge	18,600	17,700	96
<b>Between 5-24 %</b>	Lincoln	6,400	6,200	97
	Marathon	25,800	25,100	97
	Wood	18,000	17,400	97

**WLUC-TV, Green Bay**  
(ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes Homes	%
	MICHIGAN—(Continued)			
	Gogebic	6,900	6,500	94
	Leelanau	2,900	2,700	94
	Ontonagon	3,300	2,900	90
	WISCONSIN			
<b>Between 5-24 %</b>	Ashland	4,900	4,700	95
	Dodge	18,600	17,700	96
	Iron	1,900	1,900	96
	Lincoln	6,400	6,200	97
	Marathon	25,800	25,100	97
	Oneida	6,700	6,300	94
	Wood	18,000	17,400	97

# Wisconsin—Eau Claire



**WEAU-TV**



Ch. 13

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 195-kw visual, 38.9-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, Wis. on County Rd. "H".

Color: Network, live, film, slide & tape.

News Wire Service: UPI.



WEAU-TV Ref: FCC File No. BMPCT-6001 Granted 5/25/65

©American Map Co., Inc., N.Y., No. 14244

Total Households: © SRDS

Consumer Market Data as of 1/1/70.

TV Homes: TV% and Circulation

© 1969 American Research Bureau.

County coverage based on ARB study (see page 4-b).

## WEAU-TV

Network Service: NBC, (ABC on per program basis).

Licensee: WEAU Inc., 1907 S. Hastings Way (54701).

Studio: 1907 S. Hastings Way.

Telephone: 715-832-3474.

TXW No.: 715-221-0559.

Ownership: WEAU Inc. is a wholly owned subsidiary of Post Corp., publisher of Wis. newspapers The Post-Crescent, Appleton, West Allis Star, Neenah-Menasha Twin City News Record and West Bend News. Post Corp. also owns KTVO (TV), Kirksville, Mo.-Ottumwa, Ia.; WLUK-TV, Green Bay, Wis. & WLUC-TV, Marquette, Mich. In addition Post Corp. owns radios WAXX, Chippewa Falls, Wis.; KBIZ, Ottumwa, Ia., WXCO, Wausau, Wis. and WEAU-FM, Eau Claire, Wis. Post Corp. officers: V. I. Minahan, pres.; David L. Nelson, v.p. & treas. in charge of bcst. div.; John B. Torinus, v.p.; Elmo Reed, dir. of engineering.

Began Operation: Dec. 17, 1953. Sale to present owner by Morgan Murphy interests approved by FCC May 16, 1962 (Television Digest, Vol. 2:4, 21).

Represented (sales) by H-R Television Inc.; William Hurley (Minneapolis); Andy McDermott (Canada).

Personnel:

ELROY D. STRAND, general manager.  
BOB FALLIS, chief engineer.

### DIGEST OF RATE CARD NO. 8 (July 1, 1968)

Hour	30 Min.	15 Min.	10 Min.	Min.	30 or 20 Sec.	10 Sec.
Class AA—7-9:30 p.m., daily.	\$475.00	\$325.00	\$250.00	\$225.00	\$100.00	\$75.00 \$38.00
NETWORK BASE HOURLY RATE: \$400 (NBC).						

For Color Set Penetration by Markets  
See Services Volume

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	WISCONSIN			
	Adams	2,400	2,200	92
	Barron	9,500	8,900	94
	Buffalo	3,800	3,500	95
	Chippewa	12,500	12,000	96
	Clark	8,500	7,900	93
	Dunn	6,700	6,400	95
	Eau Claire	18,400	17,600	96
	Jackson	4,200	3,900	94
	Juneau	4,400	4,000	91
	La Crosse	21,900	21,300	97
	Monroe	7,900	7,500	94
	Pepin	2,000	1,900	94
	Price	3,400	3,100	91
	Rusk	3,300	3,100	93
	Taylor	4,500	4,200	94
	Trempealeau	6,500	6,000	93
	Wood	18,000	17,400	97
	<b>Between 25-49%</b>	MINNESOTA		
Houston		5,500	5,300	95
Winona	12,200	11,400	94	
<b>Between 5-24%</b>	WISCONSIN			
	Marathon	25,800	25,100	97
Sawyer	2,600	2,400	92	
<b>Between 5-24%</b>	MINNESOTA			
	Olmsted	22,300	21,500	97
	Wabasha	4,800	4,600	96
	WISCONSIN			
	Ashland	4,900	4,700	95
	Lincoln	6,400	6,200	97
	Marquette	2,700	2,500	92
	Pierce	6,500	6,300	96
	Portage	11,000	10,500	96
	Vernon	6,500	6,100	94
Washburn	2,600	2,500	95	
Waushara	3,900	3,700	95	
Station Totals		391,900	373,600	95
Net Weekly Circulation (March 1969)				130,013
Average Daily Circulation (March 1969)				84,203

# Wisconsin—Fond du Lac

## KFIZ-TV

Ch. 34

Technical Facilities: Channel No. 34 (590-596 MHz). Authorized power: 698-kw max. & 582-kw horizontal visual, 69.8-kw max. & 58.2-kw horizontal aural. Antenna: 630-ft. above av. terrain, 549-ft. above sea level. Latitude 43° 53' 28" Longitude 88° 17' 50"

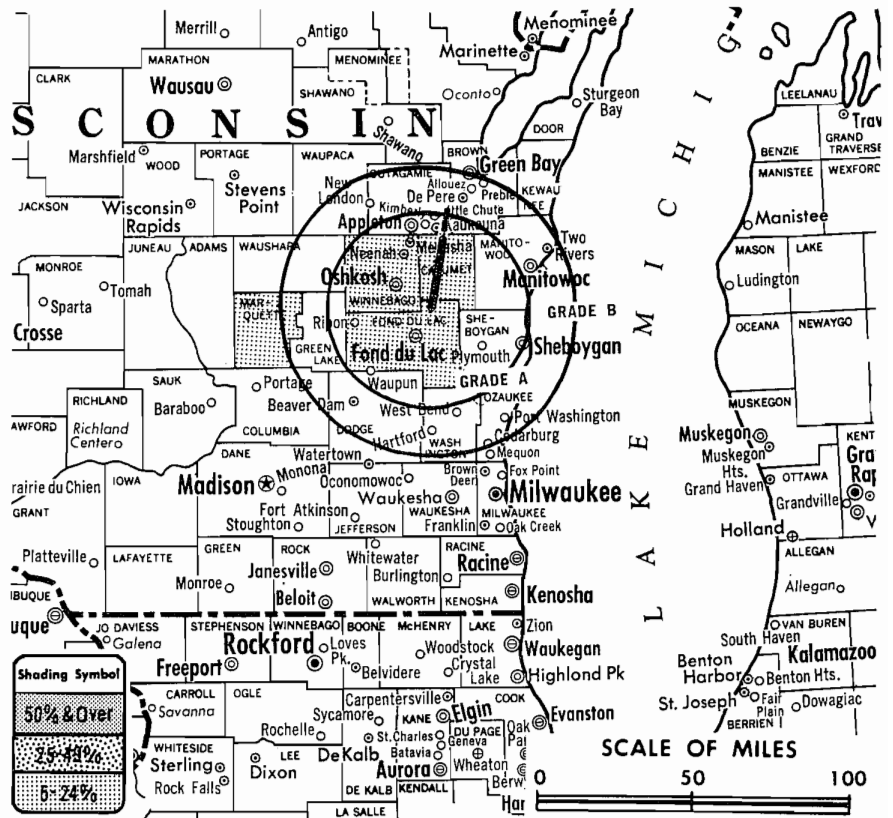
Transmitter: 9.1-mi. NE of Fond du Lac.

TV tape: Recording facilities.

Color: Network, film & slide.

News Wire Service: AP.

Facsimile Service: AP.



KFIZ-TV Ref: FCC File No. BMPCT-6665 Granted 4/30/68

©American Map Co., inc., N.Y. No. 14244

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).

## KFIZ-TV

Grantee: KFIZ Broadcasting Co., 18 W. First St., Fond du Lac, Wis. (54935).

Studio: 18 W. First St. Telephone: 414-921-3770.

Ownership: RK Communications Inc., L. A. Lange Sr., pres., 30.54%; L. A. Lange Jr., v.p., .5%; R. A. Martin, secy., 17.99%; K. H. Millar, treas., A. H. Lange Trust, 21.5%; E. W. Martin, 17.99%; Jane McNeany, 6.94%; A. H. Schroeder, 2.07%; 5 others, none with as much as 1%. RK Communications owns 100% of Reporter Printing Co., publisher of Commonwealth Reporter, Fond du Lac.

Began Operation: Sept. 16, 1968.

Represented (sales) by Lee F. O'Connell Co. (West Coast).

Represented (legal) by McKenna & Wilkinson.

Represented (engineering) by David L. Steel Sr.

Personnel:

L. A. LANGE JR., president.  
WILL DARCH, station manager & program director.  
ROGER LAWRENCE, sales manager.  
VINCE DAUBE, operations director.  
DON MEINDERS, chief engineer.

## DIGEST OF RATE CARD NO. 1

(Sept. 1, 1968)

Hour	30 Min.	15 Min.	5 Min.	Min.	30 or 20 Sec.	10 Sec.
Class A—5-10:30 P.M., daily.	\$200.00	\$140.00	\$105.00	\$67.00	\$35.00	\$29.00

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Between 5-24%</b>	WISCONSIN			
	Calumet	6,500	6,300	97
	Fond Du Lac	23,000	22,200	96
	Marquette	2,700	2,500	92
	Winnebago	36,000	35,200	98
Station Totals		243,500	237,400	97
Net Weekly Circulation (March 1969)				10,044
Average Daily Circulation (March 1969)				2,515

# Wisconsin—Green Bay



**WBAY-TV**



Ch. 2

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1205-ft. above av. terrain, 1149-ft. above ground, 2049-ft. above sea level.

Latitude 44° 24' 33"  
Longitude 88° 00' 00"

Transmitter: Town of DePere, Wis.  
TV tape: Recording facilities.

AM Affiliate: WBAY, 5-kw, 1360 KHz (CBS).

FM Affiliate: WBAY-FM, 100-kw, 101.1 MHz (No. 266), 1039-ft. antenna height.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

News Film Service: CBS.



WBAY-TV Ref: FCC File No. BPCT-2851 granted 8/8/61

©American Map Co., Inc., N.Y., No. 14244

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).

## WBAY-TV

Licensee: Norbertine Fathers, 115 South Jefferson St. (54301).

Studio: 115 South Jefferson St.

Telephone: 414-432-3331. TWX No.: 910-263-1260.

Ownership: Norbertine Fathers; Rt. Rev. Gerald Tremel, pres. Also owns radio WHBY, Appleton, Wis.

Began Operation: March 17, 1953.

Represented (sales) by Blair TV.

Represented (legal) by Mullin & Connor.

Represented (engineering) by Kear & Kennedy.

Personnel:

ROBERT C. NELSON, general manager.  
GREG McELRONE, station manager & film buyer.  
EARL HUTH, national sales manager.  
ED AIKEN, promotion director.  
JOHN HRUBESKY, program & production director.  
JIM KASTEN, farm director.

### DIGEST OF RATE CARD NO. 14 (May 1, 1969)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. 10 Sec.

Class AAA—6:30-10 p.m., daily.

\$850.00 \$510.00 \$425.00 \$255.00 \$340.00 \$225.00 \$135.00

NETWORK BASE HOURLY RATE: \$850.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	MICHIGAN			
	Delta	10,000	9,500	95
	Dickinson	7,600	7,300	97
	Menominee	14,600	14,000	96

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	WISCONSIN			
	Brown	41,000	40,300	98
	Calumet	6,500	6,300	97
	Door	5,900	5,700	97
	Fond Du Lac	23,000	22,200	96
	Forest	1,400	1,300	91
	Green Lake	4,800	4,600	95
	Kewaunee	5,200	5,100	97
	Langlade	4,800	4,600	95
	Manitowoc	23,000	22,600	98
	Marquette	9,400	9,200	98
	Marquette	2,700	2,500	92
	Menominee	500	400	86
	Oconto	6,400	6,200	96
	Outagamie	31,600	31,100	98
	Portage	11,000	10,500	96
	Shawano	8,900	8,600	97
Sheboygan	28,400	27,700	98	
Waupaca	10,300	10,000	97	
Waushara	3,900	3,700	95	
Winnebago	36,000	35,200	98	
<b>Between 25-49%</b>	MICHIGAN			
	Benzie	1,900	1,800	94
	Iron	4,800	4,600	96
	Manistee	5,800	5,500	95
	Mason	7,000	6,400	92
<b>Between 5-24%</b>	WISCONSIN			
	Florence	700	700	95
	Oneida	6,700	6,300	94
<b>Between 5-24%</b>	MICHIGAN			
	Grand Traverse	10,700	10,100	95
	Leelanau	2,900	2,700	94
	Newaygo	7,700	7,400	95
	Oceana	4,700	4,400	93
	Schoolcraft	2,300	2,100	92
(Continued on page 851-b)				
Station Totals		628,400	607,400	97
Net Weekly Circulation (March 1969)			293,418	
Average Daily Circulation (March 1969)			220,512	



# Wisconsin—Green Bay



**WFRV-TV**



Ch. 5

[Operates satellite WJMN-TV, Escanaba, Mich.]

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.

Studio: Mason & Roosevelt Sts.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

Telephone: 414-437-5411.

TWX No.: 910-263-1258.

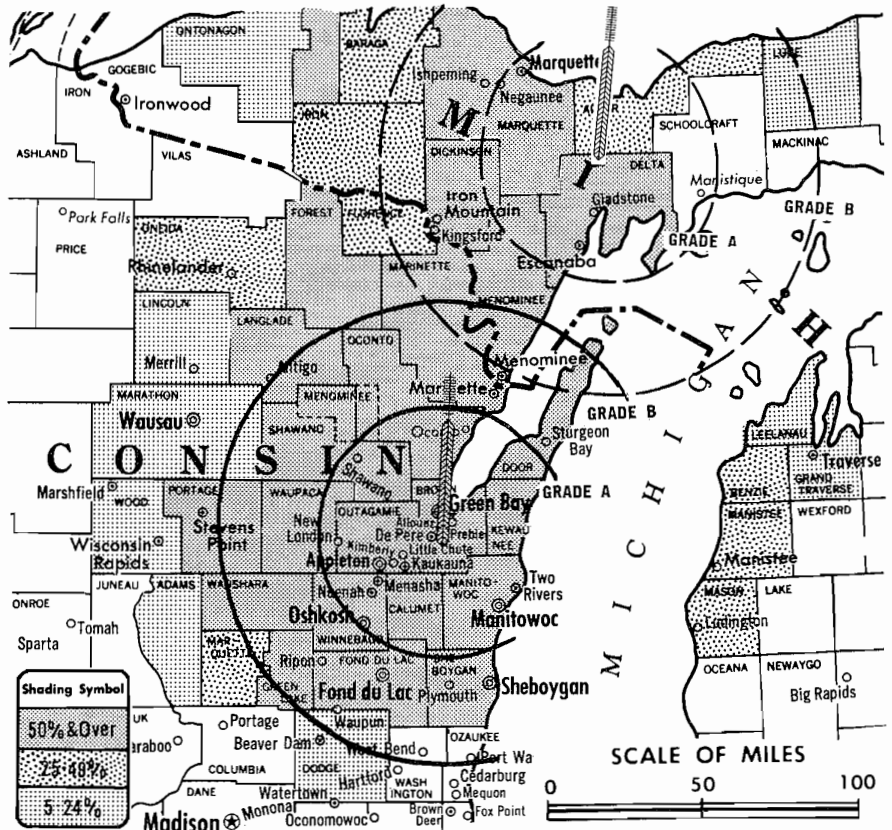
Total Households: © SRDS

Consumer Market Data as of 1/1/70.

TV Homes: TV% and Circulation

© 1969 American Research Bureau.

County coverage based on ARB study (see page 4-b).



WFRV-TV Ref: FCC File No. BMPCT-4300 Granted 11/2/56

©American Map Co., Inc., N.Y., No. 14244

## WFRV-TV

Licensee: WFRV Inc., Mason & Roosevelt Sts. (54301).

Ownership: WFRV Inc., 100% owned by Orion Broadcasting. For owners & other interests see WAVE-TV, Louisville, Ky. WFRV-TV owns & operates WJMN-TV, Ch. 3 satellite in Escanaba, Mich.

Began Operation: May 21, 1955. Sale to present owner by S. N. Pickard group approved Jan. 4, 1961 by FCC (Television Digest, Vol. 16:49; 17:2).

Represented (sales) by The Katz Agency.

Represented (legal) by Covington & Burling.

Personnel:

RALPH S. JACKSON, president.  
ROBERT O. SOUTHARD, v.p. & general manager.  
T. BALLARD MORTON JR., secretary-treasurer.  
JIM OETKEN, general sales manager.  
HARRY RIEGERT, program & promotion manager, film buyer.  
HARRY HILL, chief engineer.  
CARL WENZEL, operations manager.

DIGEST OF RATE CARD NO. A19—(May 15, 1969)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. 10 Sec.

Class AA—6:30-10 p.m., daily.

\$800.00 \$440.00 \$280.00 \$180.00 Graded rates apply\*

\*Highest rate: \$180.

NETWORK BASE HOURLY RATE: \$800.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	MICHIGAN			
	Delta	10,000	9,500	95
	Dickinson	7,600	7,300	97
	Houghton	9,400	8,700	92
	Menominee	14,600	14,000	96
<b>50% &amp; Over</b>	WISCONSIN			
	Brown	41,000	40,300	98
	Calumet	6,500	6,300	97

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	WISCONSIN—(Continued)			
	Door	5,900	5,700	97
	Fond Du Lac	23,000	22,200	96
	Forest	1,400	1,300	91
	Green Lake	4,800	4,600	95
	Kewaunee	5,200	5,100	97
	Langlade	4,800	4,600	95
	Manitowoc	23,000	22,600	98
	Marinette	9,400	9,200	98
	Marquette	2,700	2,500	92
	Menominee	500	400	86
	Oconto	6,400	6,200	96
	Outagamie	31,600	31,100	98
	Portage	11,000	10,500	96
	Shawano	8,900	8,600	97
Sheboygan	28,400	27,700	98	
Waupaca	10,300	10,000	97	
Wausara	3,900	3,700	95	
Winnebago	36,000	35,200	98	
<b>Between 25-49%</b>	MICHIGAN			
	Alger	2,200	2,000	94
	Baraga	1,500	1,400	95
	Benzie	1,900	1,800	94
	Iron	4,800	4,600	96
	Manistee	5,800	5,500	95
<b>Between 25-49%</b>	Marquette	17,300	16,700	97
	Mason	7,000	6,400	92
	WISCONSIN			
Florence	700	700	95	
Oneida	6,700	6,300	94	
<b>Between 5-24%</b>	MICHIGAN			
	Grand Traverse	10,700	10,100	95
	Leelanau	2,900	2,700	94
	Luce	1,600	1,400	92
Ontonagon	3,300	2,900	90	

(Continued on page 851-b)

Station Totals	548,500	529,800	97
Net Weekly Circulation (March 1969)			291,619
Average Daily Circulation (March 1969)			203,000

# Wisconsin—Green Bay



## WLUK-TV

Ch. 11

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' 31.4"  
Longitude 87° 59' 29"

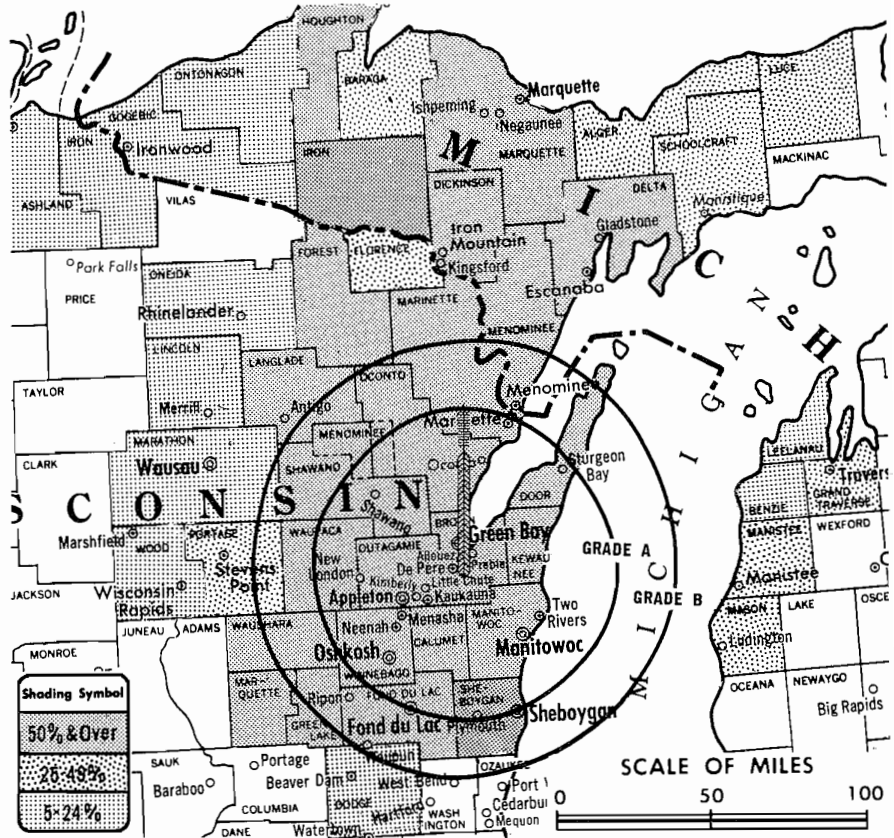
Transmitter: Glenmore Rd., Depere Township.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Studio: 787 Lombardi Ave., Green Bay (54303).



Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV % and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).

WLUK-TV Ref: FCC File BMPCT—5591 Granted 8/7/62

©American Map Co., Inc. N.Y. No. 14244

## WLUK-TV

Licensee: WLUK Incorporated, P.O. Box 7711, Green Bay, Wis.

Telephone: 414-494-8711. TWX No.: 910-263-1267.

Ownership: Post Corp., 100%. For other interests see WEAU-TV, Eau Claire, Wis.

Began Operation: Aug. 9, 1954. Sale to present group by M & M Broadcasting Co. Inc. approved January 6, 1965 by FCC (Television Digest, Vols. 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 (Vols. 13:52; 14:2, 12).

Represented (sales) by Peters, Griffin, Woodward Inc.

Represented (engineering) by Cohen & Dippell.

### Personnel:

THOMAS A. HUTCHISON, general manager.  
LARRY BUSSE, station manager.  
MARSHALL WILLIAMSON, chief engineer.  
BOB OLSON, news director.  
MONTY G. STOCK, national sales manager.  
RON ERICKSON, production manager.

### DIGEST OF RATE CARD NO. 14a—(Feb. 1, 1969)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. ID  
Class AA—6:30-10 p.m., daily.  
\$800.00 \$475.00 \$260.00 \$170.00 Graded rates apply\*

\*Highest rate: \$160.

NETWORK BASE HOURLY RATE: \$750.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	MICHIGAN			
	Delta	10,000	9,500	95
	Dickinson	7,600	7,300	97
	Houghton	9,400	8,700	92
	Iron	4,800	4,600	96

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	MICHIGAN—(Continued)			
	Marquette	17,300	16,700	97
	Menominee	14,600	14,000	96
	WISCONSIN			
	Brown	41,000	40,300	98
	Calumet	6,500	6,300	97
	Door	5,900	5,700	97
	Fond Du Lac	23,000	22,200	96
	Forest	1,400	1,300	91
	Green Lake	4,800	4,600	95
	Kewaunee	5,200	5,100	97
	Langlade	4,800	4,600	95
	Manitowoc	23,000	22,600	98
	Marinette	9,400	9,200	98
	Marquette	2,700	2,500	92
	Menominee	500	400	86
	Oconto	6,400	6,200	96
	Outagamie	31,600	31,100	98
	Shawano	8,900	8,600	97
	Sheboygan	28,400	27,700	98
Waupaca	10,300	10,000	97	
Waushara	3,900	3,700	95	
Winnebago	36,000	35,200	98	
<b>Between 25-49%</b>	MICHIGAN			
	Alger	2,200	2,000	94
	Baraga	1,500	1,400	95
	Grand Traverse	10,700	10,100	95
	Luce	1,600	1,400	92
Manistee	5,800	5,500	95	
Mason	7,000	6,400	92	
Schoolcraft	2,300	2,100	92	
WISCONSIN				
Florence	700	700	95	
Portage	11,000	10,500	96	
<b>Between 5-24%</b>	MICHIGAN			
	Benzie	1,900	1,800	94

Station Totals 515,000 496,300 96  
Net Weekly Circulation (March 1969) 282,387  
Average Daily Circulation (March 1969) 171,541

# Wisconsin—La Crosse



**WKBT**

Ch. 8



Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 316-kw visual, 57.5-kw aural. Antenna: 1540-ft. above av. terrain, 1625-ft. above ground, 2449-ft. above sea level.

Latitude 44° 05' 28"  
Longitude 91° 20' 15"

Transmitter: Galesville, Wis.

AM Affiliate: WKBH, 5-kw, 1410 kHz (NBC).

TV tape: Recording facilities.

Color: Network, film, slide & tape.

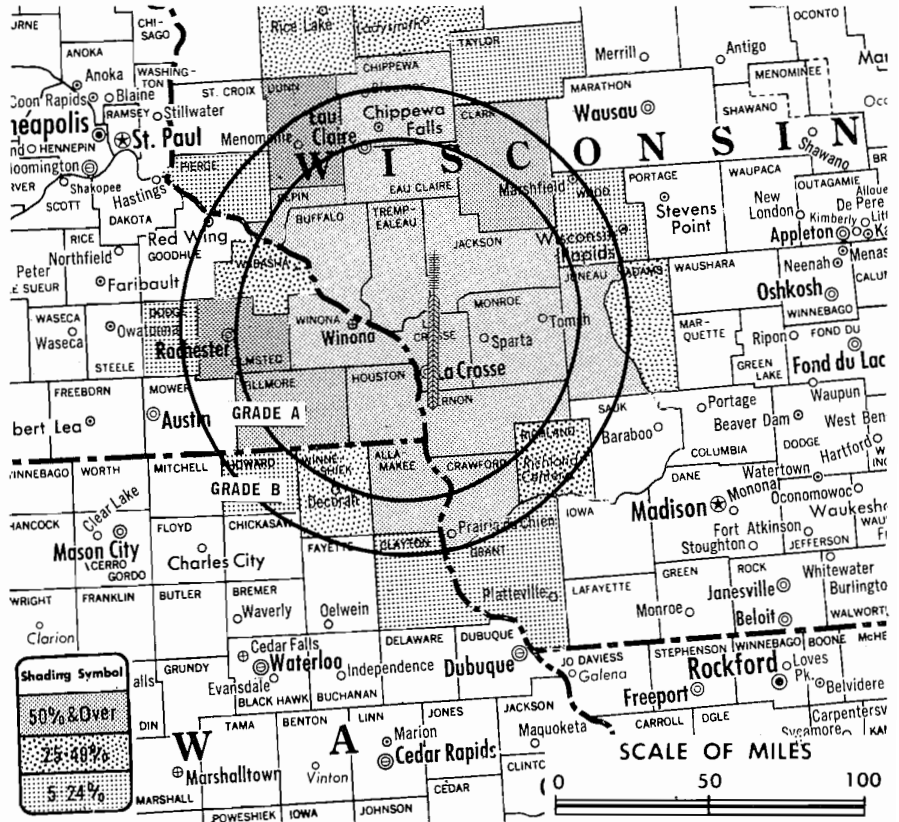
News Wire Service: AP, UPI.

Facsimile Service: UPI.

Studio: 141 S. 6th St.

Telephone: 608-782-4678.

TWX No.: 910-287-2572.



Total Households: © SRDS

Consumer Market Data as of 1/1/70.

TV Homes: TV% and Circulation

© 1969 American Research Bureau.

County coverage based on ARB study (see page 4-b).

WKBT Ref: FCC File No. BPCT-2917 Granted 7/25/62

©American Map Co., Inc., N.Y., No. 14244

## WKBT

Network Service: CBS.

Licensee: Gross Telecasting of Wisconsin Inc., 141 S. 6th St. (54601).

Ownership: Gross Telecasting Inc. For other interests, see WJIM-TV, Lansing, Mich.

Began Operation: Aug. 1, 1954. Sale to present owners by La Crosse Tribune, Dahl family & others approved by FCC Dec. 10, 1969 (Television Digest, Vol. 9:24, 50).

Represented (sales) by Avery-Knodel Inc.; Harry S. Hyett Co. (Minneapolis).

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Jansky & Bailey.

Personnel:

HAROLD GROSS, president.  
HOWARD DAHL, vice president & general manager.  
ROBERT Z. MORRISON, sales manager.  
EDWARD HUTCHINGS, program manager & film buyer.  
ROD CHALLENGER, news director.  
AL LEEMAN, chief engineer.

### DIGEST OF RATE CARD NO. 13—(June 1, 1969)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.  
Class AA—6:30-10 p.m., daily.  
\$500.00 \$300.00 \$200.00 \$130.00 \$130.00\* \$110.00\* \$55.00\*

\*Class A—6-10:30 p.m., daily.

NETWORK BASE HOURLY RATE: \$550 (CBS).

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	IOWA			
	Allamakee	4,400	4,200	95
	MINNESOTA			
	Fillmore	6,700	6,400	95
	Houston	5,500	5,300	95

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	MINNESOTA—(Continued)			
	Olmsted	22,300	21,500	97
	Winona	12,200	11,400	94
	WISCONSIN			
	Buffalo	3,800	3,500	95
	Chippewa	12,500	12,000	96
	Clark	8,500	7,900	93
	Crawford	3,700	3,600	95
	Dunn	6,700	6,400	95
	Eau Claire	18,400	17,600	96
	Jackson	4,200	3,900	94
	Juneau	4,400	4,000	91
	La Crosse	21,900	21,300	97
	Monroe	7,900	7,500	94
Pepin	2,000	1,900	94	
Trempealeau	6,500	6,000	93	
Vernon	6,500	6,100	94	
<b>Between 25-49%</b>	IOWA			
	Winneshiek	5,800	5,500	94
	MINNESOTA			
	Wabasha	4,800	4,600	96
	WISCONSIN			
	Adams	2,400	2,200	92
Barron	9,500	8,900	94	
Richland	4,300	4,000	94	
Rusk	3,300	3,100	93	
<b>Between 5-24%</b>	IOWA			
	Clayton	6,700	6,200	94
	Howard	4,000	3,600	92
	MINNESOTA			
	Dodge	3,800	3,600	94
	WISCONSIN			
Grant	12,800	11,900	93	
Pierce	6,500	6,300	96	
Taylor	4,500	4,200	94	
Washburn	2,600	2,500	95	
Wood	18,000	17,400	97	
Station Totals		360,200	342,800	95
Net Weekly Circulation (March 1969)			140,027	
Average Daily Circulation (March 1969)			99,263	

# Wisconsin—La Crosse



**WXOW-TV**



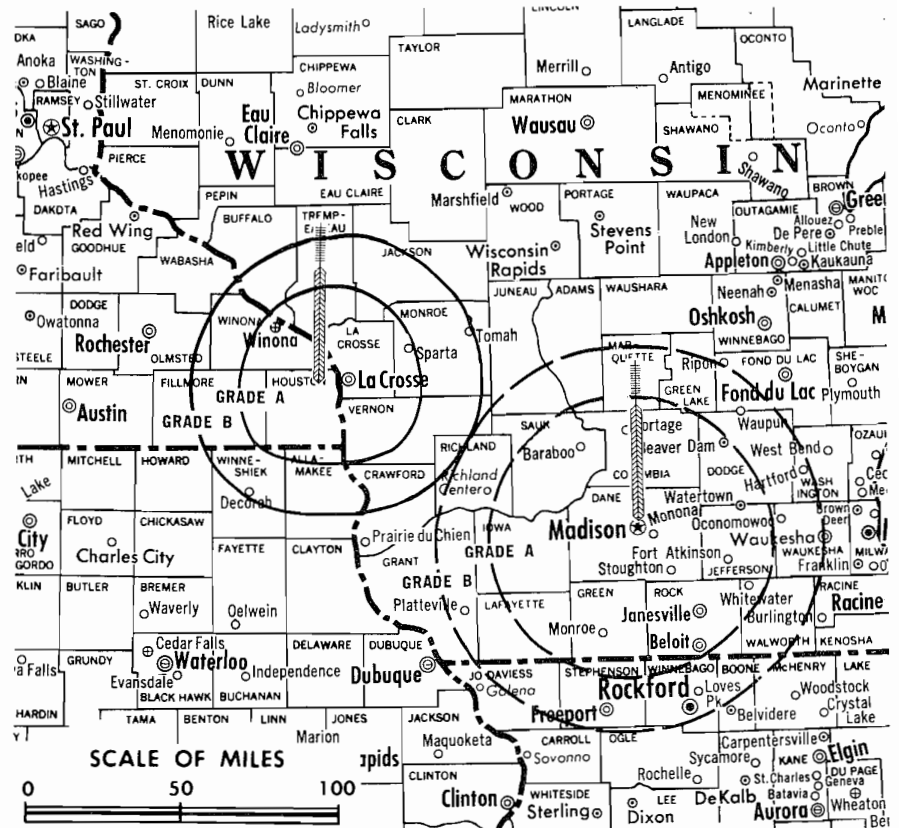
Ch. 19

[Satellite of WKOW-TV, Madison, Wis.]

Technical Facilities: Channel No. 19 (500-506 MHz). Authorized power: 190.6-kw max. & 132.1-kw horizontal visual, 38.1-kw max. & 26.4-kw horizontal aural. Antenna: 930-ft. above av. terrain, 600-ft. above ground, 1835-ft. above sea level.

Latitude 43° 48' 23"  
Longitude 91° 22' 04"

Transmitter: Co. Hwy. 25 & Tchump-  
er Ridge Rd., La Crescent, Minn.



WXOW-TV Ref: FCC File No. BPCT-3926 Granted 12/13/67  
WKOW-TV Ref: FCC File No. BPCT-3923 Granted 4/18/67

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## WXOW-TV

Grantee: Midcontinent Bcstg. Co. of Wisconsin Inc., P.O. Box 100, Madison, Wis. (53701).

Studio: See WKOW-TV, Madison.

Ownership: See WKOW-TV, Madison.

Began Operation: March 8, 1970.

Represented (sales) by H-R Television; Wayne-Evans.

Represented (legal) by Dow, Lohnes & Albertson.

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

Personnel:

TONY MOE, executive vice president.  
BEN F. HOVEL, general sales manager.  
ARTHUR OSBURN, supervisor.

Rates: Sold in combination with WKOW-TV, Madison, Wis.

## BLACKBURN & COMPANY, INC.

RADIO • TV • CATV • NEWSPAPER BROKERS

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Chicago 333 N. Michigan Ave. (312) 346-6460

Atlanta 1655 Peachtree Rd., N.E. (404) 873-5626

Beverly Hills 9645 Wilshire Blvd. (213) 274-8151

# Wisconsin—Madison



**WISC-TV**



Ch. 3

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: Hwy. PD., 6-mi. WSW of Madison.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

TV tape: Recording facilities.



Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).

WISC-TV Ref: FCC File No. BPCT-2522 Granted 8/1/58

©American Map Co., Inc., N.Y., No. 14244

## WISC-TV

Licensee: Television Wisconsin Inc., Communications Center, 4801 W. Beltline Hwy. (53711).

Studio: 4801 W. Beltline Hwy.

Telephone: 608-271-4321.

TWX No.: 910-286-2720.

Ownership: Evening Telegraph Co., 34.8%; Morgan Murphy, pres., 15.2%; Russell A. Nelson, v.p., 7.5%; Ralph R. O'Connor, secy., 7.5%; H. Kenneth Harley, treas., 7.5%; Ralph M. Immell estate, 20%; George H. Johnson, 7.5%. Evening Telegraph Co., owned by Mr. Murphy, publishes Superior Evening Telegram. He also publishes other newspapers and Morgan Murphy interests own KXLY-TV, Spokane, Wash. and KTHI-TV, Fargo, N.D.; also has interest in Apple Valley Bcstg. Inc., which holds CPs for KAPP(TV), Yakima, Wash. and satellite facility on Ch. 42, Kennewick, Wash.

Began Operation: June 24, 1956.

Represented (sales) by Peters, Griffin, Woodward Inc.

Represented (legal) by Arthur Stambler.

Represented (engineering) by Jules Cohen & Associates.

Personnel:

RALPH O'CONNOR, general manager.  
RICHARD S. NICKESON, sales manager.  
DAN IMHOFF, program director & film buyer.  
WALTER HARIU, chief engineer & operations manager.

DIGEST OF RATE CARD NO. 6  
(June 15, 1968)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. 10 Sec.  
Class AA—7-10 p.m., daily.

\$750.00 \$450.00 \$270.00 \$225.00 \$180.00 \$165.00 \$90.00

NETWORK BASE HOURLY RATE: \$700.

For Other Newspapers with TV Stations  
See Services Volume

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	WISCONSIN			
	Adams	2,400	2,200	92
	Columbia	11,100	10,600	95
	Dane	90,500	86,000	95
	Dodge	18,600	17,700	96
	Grant	12,800	11,900	93
	Green	8,000	7,600	96
	Iowa	5,200	4,900	94
	Jefferson	16,400	15,800	97
	Juneau	4,400	4,000	91
	Lafayette	4,900	4,600	95
Marquette	2,700	2,500	92	
Richland	4,300	4,000	94	
Rock	38,700	37,600	97	
Sauk	9,500	8,900	94	
<b>Between 25-49%</b>	ILLINOIS			
	Jo Daviess	6,600	6,200	93
	Stephenson	15,800	15,100	96
	IOWA			
Dubuque	26,100	24,700	95	
<b>Between 5-24%</b>	WISCONSIN			
	Crawford	3,700	3,600	95
	Green Lake	4,800	4,600	95
	Walworth	17,500	16,900	96
ILLINOIS				
Boone	6,800	6,500	96	
Carrroll	6,200	6,000	96	
Ogle	12,900	12,400	96	
Winnebago	77,700	75,200	97	
WISCONSIN				
Fond Du Lac	23,000	22,200	96	
Monroe	7,900	7,500	94	
Vernon	6,500	6,100	94	
Washington	15,200	14,900	98	
Waukesha	57,000	55,700	98	
Waushara	3,900	3,700	95	
Station Totals		774,000	744,600	96
Net Weekly Circulation (March 1969)				242,514
Average Daily Circulation (March 1969)				160,015

# Wisconsin—Madison



**WKOW-TV**



Ch. 27

[Also operates auxiliary outlet WAOW-TV, Wausau, Wis. & WXOW-TV, La Crosse, Wis.]

Technical Facilities: Channel No. 27 (548-554 MHz). Authorized power: 222-kw max. & 195.5-kw horizontal visual, 33.3-kw max. & 29.33-kw horizontal aural. Antenna: 1250-ft. above av. terrain, 1182-ft. above ground, 2245-ft. above sea level electrically tilted .5°.

Latitude 43° 03' 09"  
Longitude 89° 28' 41.6"

Holds CP for change to 1000-kw max. & 880-kw horizontal visual, 200-kw max. & 176-kw horizontal aural. BPCT-3923.

Transmitter: 5727 Tokay Blvd.

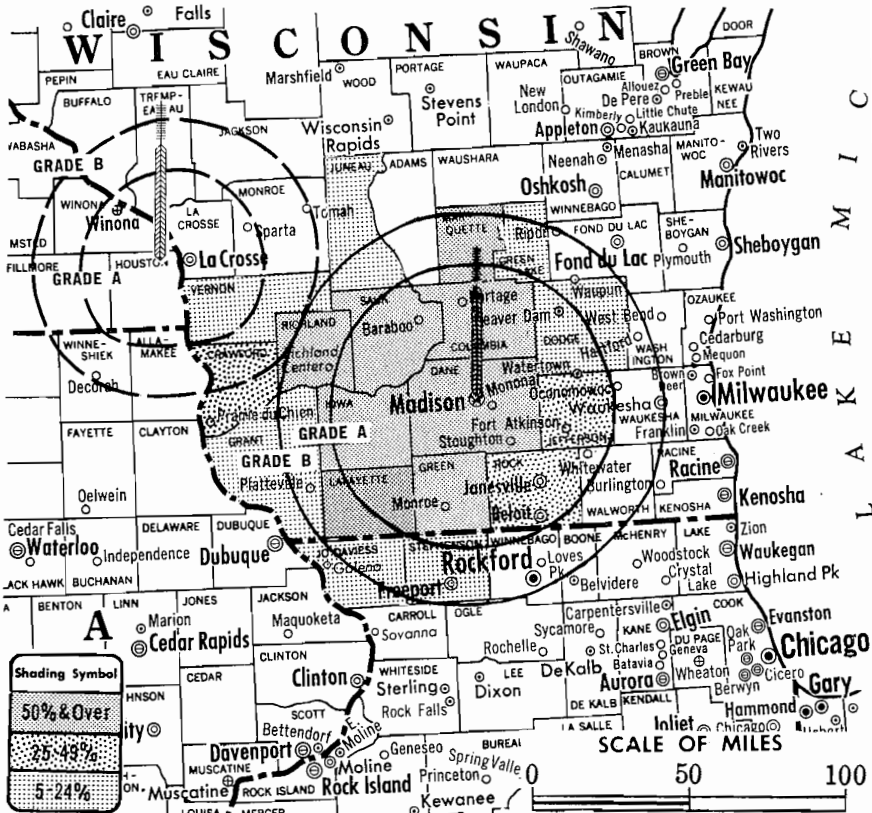
AM Affiliate: WKOW, 10-kw (5-kw night), 1070 kHz.

Color: Network, live, film, slide & tape.

New Wire Service: UPI.

Facsimile Service: UPI.

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).



WKOW-TV Ref: FCC File No. BPCT-3513 Granted 5/5/65  
CP: BPCT-3923 Granted 4/18/67 ©American Map Co., Inc., N.Y., No. 14244

## WKOW-TV

Network Service: ABC.

Grantee (STA): Midcontinent Broadcasting Co. of Wisconsin Inc., 5727 Tokay Blvd., Madison (53701).

Studio: 5727 Tokay Blvd.

Telephone: 608-238-5891. TWX No.: 608-654-8213.

Ownership: Midcontinent Bcstg. Co. For other interests, see KELO-TV, Sioux Falls, S.D. Note: Sale of WKOW-TV, WAOW-TV, Wausau & WXOW-TV, La Crosse to Horizons Communications Corp. pends.

Began Operation: June 30, 1953. Sale to present owners by Monona Bcstg. Co. approved July 20, 1960 by FCC (Television Digest, Vol. 16:24, 26, 30).

Represented (legal) by Dow, Lohnes & Albertson.

Represented (sales) by H-R Television & Wayne-Evans (Minneapolis).

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

Personnel:

- N. L. BENTSON, president.
- ANTON J. (TONY) MOE, executive v.p. & general manager.
- JOSEPH L. FLOYD, vice president.
- BEN F. HOVEL, general sales manager.
- JOHN SCHERMERHORN, sales promotion manager.
- BOB WICKHEM, director of engineering.

### DIGEST OF RATE CARD NO. 11—(Sept. 1, 1969)

Hour	30 Min.	15 Min.	5 Min.	20 Sec.	ID
Class AA—6:30-10 p.m., daily.	\$425.00	\$260.00	\$175.00	\$105.00	Graded rates apply*

\*Highest rate: \$360.

Combination rates: WKOW-TV, Madison & WAOW-TV Wausau (The Wisconsin TV Network).

Hour	30 Min.	15 Min.	5 Min.	Min.	ID
Class AA—6:30-10 p.m., daily.	\$750.00	\$450.00	\$300.00	\$180.00	Graded rates apply*

\*Highest rate: \$360.

NETWORK BASE HOURLY RATE: \$400.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	WISCONSIN			
	Columbia	11,100	10,600	95
	Dane	90,500	86,000	95
	Green	8,000	7,600	96
	Iowa	5,200	4,900	94
	Lafayette	4,900	4,600	95
	Marquette	2,700	2,500	92
	Richland	4,300	4,000	94
	Sauk	9,500	8,900	94
<b>Between 25-49%</b>	WISCONSIN			
	Crawford	3,700	3,600	95
	Jefferson	16,400	15,800	97
Rock	38,700	37,600	97	
<b>Between 5-24%</b>	ILLINOIS			
	Jo Daviess	6,600	6,200	93
	Stephenson	15,800	15,100	96
	WISCONSIN			
	Dodge	18,600	17,700	96
	Grant	12,800	11,900	93
Green Lake	4,800	4,600	95	
Juneau	4,400	4,000	91	
Vernon	6,500	6,100	94	
Station Totals		487,800	468,300	96
Net Weekly Circulation (March 1969)			144,982	
Average Daily Circulation (March 1969)			81,444	

For Color, Multi-Set &  
Uhf Penetration by Market  
See Services Volume

# Wisconsin—Madison



**WMTV**



Ch. 15

Technical Facilities: Channel No. 15 (476-482 MHz). Authorized power: 950-kw max. and 727-kw horizontal visual, 95-kw max. and 72.7-kw horizontal aural. Antenna: 1163-ft. above av. terrain, 1164-ft. above ground, 2222-ft. above sea level.

Latitude 43° 03' 01"  
Longitude 89° 29' 15"

Transmitter: W Beltline Hwy.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.



Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).

WMTV Ref: FCC File No. BMPCT-6137 Granted 8/30/65

© American Map Co., Inc., N.Y., No. 14244

## WMTV

Licensee: Forward Television Inc., 615 Forward Dr., Madison (53711).

Studio & Business Office: 615 Forward Dr., Box 4269.

Telephone: 608-233-5381. TWX No.: 608-654-8214.

Ownership: Forward Communications Corp. (see WSAU-TV, Wausau, Wis.).

Began Operation: July 8, 1953. Sale to present owner by Forward Television Inc. approved May 15, 1963, by FCC (Television Digest, Vol. 3:20). Sale to Forward Television by WTVJ interests (Mitchell Wolfson) approved April 2, 1958 by FCC (Television Digest, Vol. 14:10, 14). Previous sale to WTVJ interests by founding Gerald A. Bartell family approved July 25, 1957 by FCC (Vol. 13:26, 30).

Represented (sales) by The Meeker Co. Inc.; Harry Hyett & Co. (Minneapolis).

Represented (legal) by McKenna & Wilkinson.

### Personnel:

THOMAS E. BOLGER, executive vice president & general manager.  
ADDISON SPRAGUE, sales manager.  
HOWARD CLYMAN, film & photo director.  
CARL AMES, promotion manager.  
DON SCHMITT, news director.  
FERN FOWLER, women's director.  
ELMER WEISENSEL, chief engineer.  
JOE McCLELLAND, operations manager.

### DIGEST OF RATE CARD NO. 15—(April 1, 1968)

30 Min.	15 Min.	5 Min.	Min.	30 Sec.	20 Sec.
Class AA—6:30-10 p.m., daily.					
.....	\$185.00	\$150.00	\$75.00*	\$60.00*	\$60.00*

\*Class A—6:30-10 p.m., daily.

Combination Rates: Sold in combination with WSAU-TV, Wausau, Wis. as members of Central Wisconsin Combination.

NETWORK BASE HOURLY RATE: \$185.00.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	WISCONSIN			
	Columbia	11,100	10,600	95
	Dane	90,500	86,000	95
	Green	8,000	7,600	96
	Iowa	5,200	4,900	94
	Lafayette	4,900	4,600	95
	Marquette	2,700	2,500	92
<b>Between 25-49%</b>	Richland	4,300	4,000	94
	Sauk	9,500	8,900	94
	WISCONSIN			
<b>Between 5-24%</b>	Grant	12,800	11,900	93
	Jefferson	16,400	15,800	97
	Rock	38,700	37,600	97
<b>Between 5-24%</b>	ILLINOIS			
	Stephenson	15,800	15,100	96
	WISCONSIN			
	Crawford	3,700	3,600	95
	Dodge	18,600	17,700	96
	Green Lake	4,800	4,600	95
	Juneau	4,400	4,000	91
Vernon	6,500	6,100	94	
Walworth	17,500	16,900	96	
Station Totals		456,900	438,000	96
Net Weekly Circulation (March 1969)			148,075	
Average Daily Circulation (March 1969)			86,009	

For Group Ownership, see Services Volume

# Wisconsin—Milwaukee



**WTMJ-TV**



Ch. 4

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 20-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 Drive, Milwaukee (53211).

TV tape: Recording facilities.

AM Affiliate: WTMJ, 5-kw, 620 kHz (NBC).

FM Affiliate: WTMJ-FM, 5.6-kw, 94.5 MHz (No. 233), 910-ft.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

News Film Service: NBC.

Facsimile Service: AP.

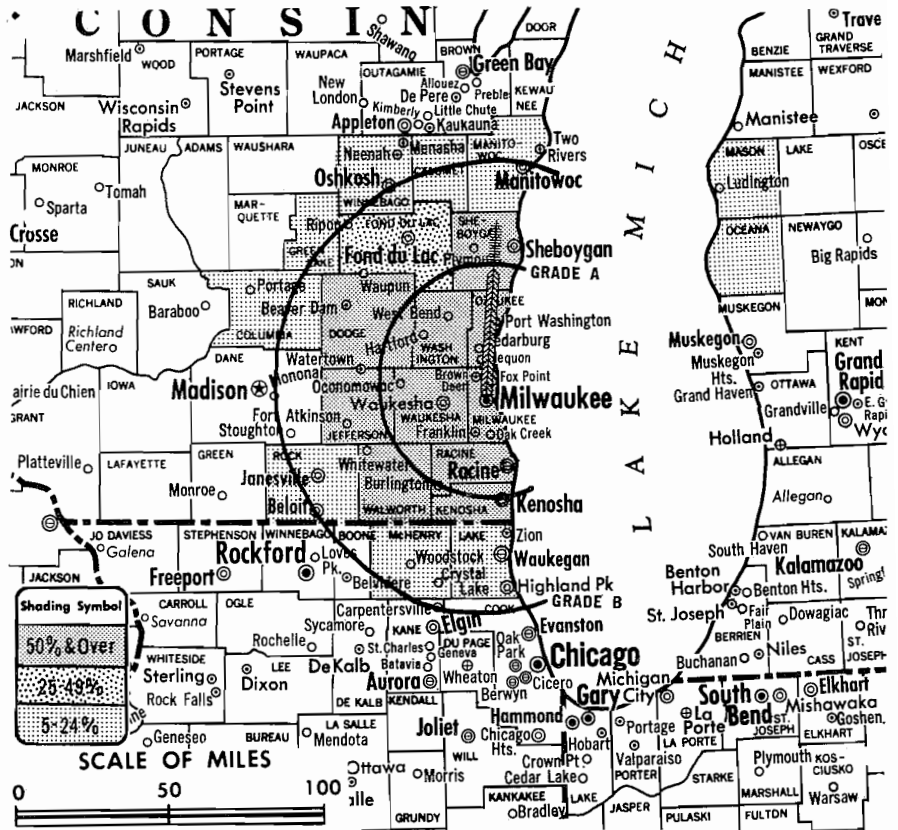
Total Households: © SRDS

Consumer Market Data as of 1/1/70.

TV Homes: TV% and Circulation

© 1969 American Research Bureau.

County coverage based on ARB study (see page 4-b).



WTMJ-TV Ref: FCC File No. BPCT-3947 Granted 6/14/67

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## WTMJ-TV

Licensee: The Journal Co., 333 W. State St.  
 Studio: 720 E. Capitol Drive, Milwaukee, Wis. (53211).  
 Telephone: 414-332-9611. TWX No.: 414-964-4881.  
 Ownership: The Journal Co. (Milwaukee Journal). The Journal Co. owns Teletron Inc. which operates CATV systems in Wausau and Stevens Point, Wis.  
 Began Operation: Dec. 3, 1947.  
 Represented (sales) by Harrington, Righter & Parsons Inc.  
 Represented (legal) by Hogan & Hartson.  
 Represented (engineering) by Jansky & Bailey.  
 Personnel:

- GEORGE COMTE, v.p. & general manager, radio & TV.
- PHILLIP B. LAESER, manager, radio & TV.
- SPRAGUE VONIER, station manager.
- ROGER MICHELN, sales manager.
- ROBERT JOHNSTON, national sales manager.
- JIM FITZGERALD, film editor.
- JACK KRUEGER, manager of public affairs.
- DONALD LOOSE, manager, news operations.
- ARTHUR OLSZYK, news editor.
- BILL HOEFT, farm director.
- GERALD McGRATH, program manager.
- BILL McCORMACK, director of operations.
- JAMES WULLIMAN, chief engineer, broadcasting.
- EDWIN L. CORDES, chief engineer, research & development.
- RAYMOND HERNDAY, asst. chief engineer, broadcasting.
- IVAN RICH, promotion & publicity director.
- ROD SYNNEs, community relations director.
- HANK STODDARD, sports director.

### DIGEST OF RATE CARD NO. 38—(Feb. 2, 1970)

Hour 30 Min. 15 Min. 30 Sec. 20 Sec. 10 Sec.

Class AA—6:30-10:30 p.m., daily.

\$1650.00 \$990.00 \$660.00 Graded rates apply\*

\*Highest rate: \$1000.

NETWORK BASE HOURLY RATE: \$1850.

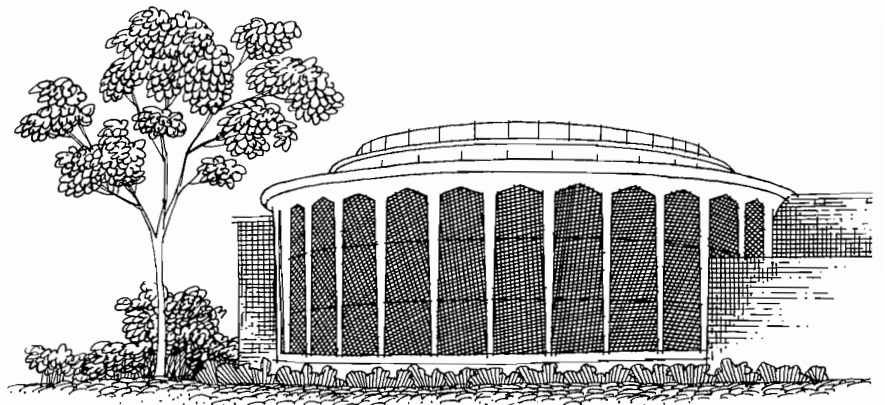
Net Weekly Circulation	State County	Total Households	TV Homes	%	
<b>50% &amp; Over</b>	<b>WISCONSIN</b>				
		Dodge	18,600	17,700	96
		Jefferson	16,400	15,800	97
		Kenosha	36,200	35,200	97
		Milwaukee	351,400	341,400	97
		Ozaukee	13,200	12,900	97
		Racine	48,100	47,100	98
		Sheboygan	28,400	27,700	98
<b>Between 25-49%</b>	<b>WISCONSIN</b>				
		Fond Du Lac	23,000	22,200	96
<b>Between 5-24%</b>	<b>ILLINOIS</b>				
		Lake	99,800	97,900	98
		McHenry	31,100	30,600	98
	<b>MICHIGAN</b>				
		Mason	7,000	6,400	92
		Oceana	4,700	4,400	93
<b>WISCONSIN</b>					
	Calumet	6,500	6,300	97	
	Columbia	11,100	10,600	95	
	Green Lake	4,800	4,600	95	
	Manitowoc	23,000	22,600	98	
	Rock	38,700	37,600	97	
	Winnebago	36,000	35,200	98	
Station Totals		1,174,600	1,138,900	97	
Net Weekly Circulation (March 1969)				601,039	
Average Daily Circulation (March 1969)				421,844	

For Station Equipment, see Services Volume



# 4-sight for hire!

WTMJ-TV was  
first with TV in Wisconsin  
first with network shows in  
Milwaukee  
first with color in Milwaukee  
first with studio-in-the-round  
telecasting versatility



When you want to reach  
southeastern  
Wisconsin,  
look forward with WTMJ-TV

**WTMJ-TV**



*Represented nationally by: Harrington, Righter & Parsons*

# Wisconsin—Milwaukee



**WISN-TV**



Ch. 12

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.

TV tape: Recording facilities.

AM Affiliate: WISN, 50-kw, 1130 kHz (ABC).

FM Affiliate: WISN-FM, 11.5-kw, 97.3 MHz (No. 247), 910-ft.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.

Total Households: © SRDS

Consumer Market Data as of 1/1/70.

TV Homes: TV% and Circulation

© 1969 American Research Bureau.

County coverage based on ARB study (see page 4-b).



WISN-TV Ref: FCC File No. BMPCT-3231 Granted 7/20/55

© American Map Co., Inc., N.Y., No. 14244

## WISN-TV

Licensee: Hearst Corp., 759 North 19th St., Milwaukee (53233).

Studio: 19th & Wells Sts.

Telephone: 414-342-3000. TWX No.: 910-262-3417.

Ownership: Hearst Corp. Same interests operate WBAL-TV, Baltimore, WTAE-TV, Pittsburgh, and radio stations WISN & FM, Milwaukee, WBAL & FM, Baltimore, and WTAE & FM, Pittsburgh. It also owns radio WAPA, San Juan, P.R.

Began Operation: October 26, 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) by Edward Petry & Co. Inc.

Represented (legal) by Dempsey & Koplovitz.

Represented (engineering) by A. Earl Cullum Jr. Consulting Engineers.

Personnel:

JAMES T. BUTLER, vice president & general manager.

CHARLES LA FORCE, public affairs manager.

RICHARD FOERSTER, sales manager.

TONY BACHMAN, national sales manager.

KENNETH WALIGORSKI, program director & film buyer.

DAVID A. DOYLE, promotion-publicity director.

ART STRICKLAND, news director.

DUANE DOW, sports director.

RALPH KUEHN, production director.

JERRY LOEBE, film director.

WAYNE BARRINGTON, chief engineer.

### DIGEST OF RATE CARD NO. 17

(Sept. 21, 1969)

Hour	30 Min.	15 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A—6:30-10 p.m., daily.	\$1500.00	\$900.00	\$560.00	\$300.00	Graded rates apply*

\*Highest rate: \$1094.

NETWORK BASE HOURLY RATE: \$1500.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	WISCONSIN			
	Dodge	18,600	17,700	96
	Jefferson	16,400	15,800	97
	Kenosha	36,200	35,200	97
	Milwaukee	351,400	341,400	97
	Ozaukee	13,200	12,900	97
	Racine	48,100	47,100	98
	Sheboygan	28,400	27,700	98
	Walworth	17,500	16,900	96
	Washington	15,200	14,900	98
Waukesha	57,000	55,700	98	
<b>Between 25-49%</b>	WISCONSIN			
	Fond Du Lac	23,000	22,200	96
<b>Between 5-24%</b>	ILLINOIS			
	Iroquois	10,900	10,400	95
	Lake	99,800	97,900	98
	McHenry	31,100	30,600	98
	MICHIGAN			
	Oceana	4,700	4,400	93
	WISCONSIN			
	Columbia	11,100	10,600	95
	Green Lake	4,800	4,600	95
	Manitowoc	23,000	22,600	98
Rock	38,700	37,600	97	
Sauk	9,500	8,900	94	
Station Totals		1,056,500	1,025,500	97
Net Weekly Circulation (March 1969)			587,522	
Average Daily Circulation (March 1969)			399,150	

**When audience estimates will help TOMORROW,**

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# Wisconsin—Milwaukee



**WITI-TV**



Ch. 6

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, Wis.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

News Film Service: ABC.

Facsimile Service: UPI.

Represented (engineering) by A. Earl Cullum Jr. Consulting Engineers.

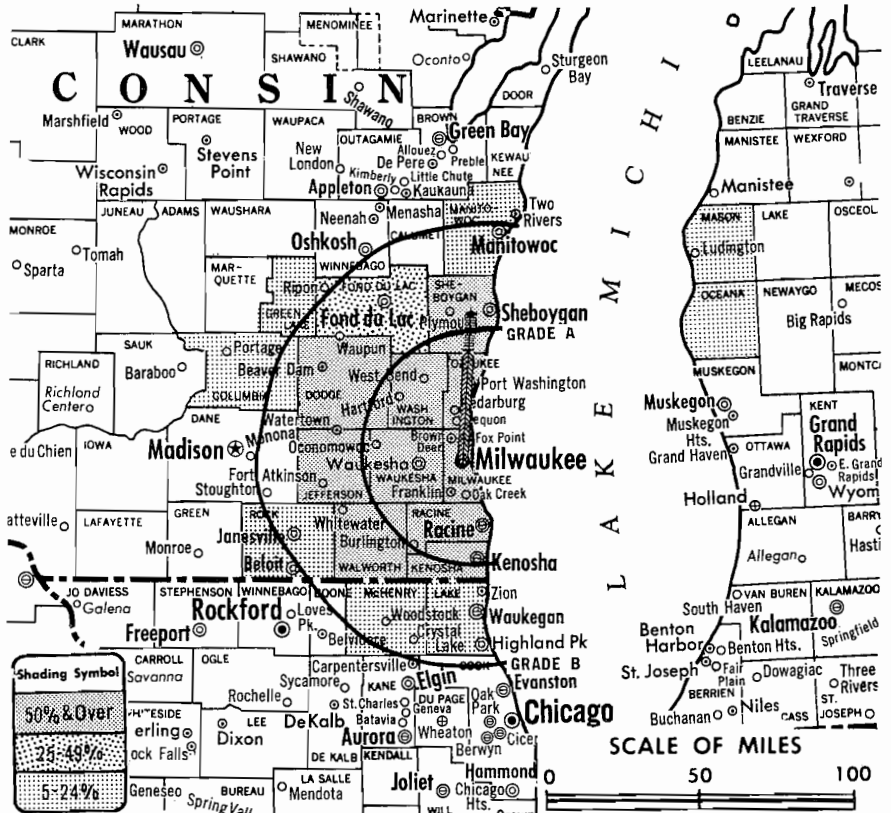
Total Households: © SRDS

Consumer Market Data as of 1/1/70.

TV Homes: TV% and Circulation

© 1969 American Research Bureau.

County coverage based on ARB study (see page 4-b).



WITI-TV Ref: FCC File No. BPC-2807 Granted 3/29/61

©American Map Co., Inc., N.Y., No. 14244

## WITI-TV

Licensee: WITI-TV Inc., Box 6337, Station F, Milwaukee.

Studio: 5445 N. 27th St., Milwaukee, Wis. (53209).

Telephone: 414-462-6666. TWX No.: 910-262-3425.

Ownership: Storer Broadcasting Co., 1177 Kane Concourse, Miami Beach, Fla. For other interests, see Group Ownership.

Began Operation: May 21, 1956.

Represented (legal) by Warren C. Zwicky.

Represented (sales) by Storer Television Sales Inc.

### Personnel:

- BILL MICHAELS, president.
- ROGER W. Le GRAND, v.p. & general manager.
- HENRY J. DAVIS, station manager.
- ANDREW P. POTOS, general sales manager.
- JAMES F. MAJOR, program & operations manager.
- KENNETH BEHAN, production manager.
- CARL G. ZIMMERMANN, news director.
- JAMES P. BEHLING, promotion manager.
- ROBERT TRUSCOTT, chief engineer.
- THOMAS S. REILLY, local sales manager.

### DIGEST OF RATE CARD NO. 20—(Oct. 1, 1969)

Hour	30 Min.	5 Min.	30 Sec.	20 Sec.	10 Sec.	
Class AA—6:30-10:30 p.m., daily.	\$1800.00	\$1200.00	\$550.00	\$910.00*	\$700.00*	\$490.00*

\*Class AA—6:31-10:30 p.m., Mon.-Sat.; 6:01-10:30 p.m., Sun.

NETWORK BASE HOURLY RATE: \$1700.

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	WISCONSIN			
	Dodge	18,600	17,700	96
	Jefferson	16,400	15,800	97
	Kenosha	36,200	35,200	97
	Milwaukee	351,400	341,400	97
	Ozaukee	13,200	12,900	97
	Racine	48,100	47,100	98
	Sheboygan	28,400	27,700	98
<b>Between 25-49%</b>	Walworth	17,500	16,900	96
	Washington	15,200	14,900	98
	Waukesha	57,000	55,700	98
	WISCONSIN			
	Fond Du Lac	23,000	22,200	96
	ILLINOIS			
	Lake	99,800	97,900	98
	McHenry	31,100	30,600	98
	MICHIGAN			
	Mason	7,000	6,400	92
Oceana	4,700	4,400	93	
<b>Between 5-24%</b>	WISCONSIN			
	Columbia	11,100	10,600	95
	Green Lake	4,800	4,600	95
	Manitowoc	23,000	22,600	98
	Rock	38,700	37,600	97
Station Totals		1,204,400	1,168,700	97
Net Weekly Circulation (March 1969)			581,012	
Average Daily Circulation (March 1969)			382,063	

# Wisconsin—Milwaukee

**WVTV**

Ch. 18



Technical Facilities: Channel No. 18 (494-500 MHz). Authorized power: 2000-kw max. & 1100-kw horizontal visual, 200-kw max. & 110-kw horizontal aural. Antenna: 530-ft. above av. terrain, 661-ft. above ground, 1271-ft. above sea level.

Latitude 43° 02' 20"  
Longitude 87° 55' 04"

Transmitter: Schroeder Hotel.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.



Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).

WVTV Ref: FCC File No. BPCT-4049 Granted 1/10/68

©American Map Co., Inc., N.Y., No. 14244

## WVTV

Network Service: None, independent.

Licensee: WKY TV System Inc., Parklawn Box 6627, Milwaukee (53216).

Studio: 4041 N. 35th St., Parklawn Box 6627 (53216).

Telephone: 414-442-7050.

Ownership: See WKY-TV, Oklahoma City, Okla.

Began Operation: July 20, 1959. Sale to present owner by Harold & Bernard Sampson approved March 24, 1966 by FCC (Television Digest, Vols. 5:45, 6:13). Previous sale of 51% by Gene Posner to Harold and Bernard Sampson approved Aug. 9, 1962 by FCC (Vol. 2:26).

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

Represented (sales) by The Katz Agency Inc.

Represented (legal) by Pierson, Ball & Dowd.

Personnel:

JOSEPH LOUGHLIN, station manager.  
EDWARD J. QUINN, national sales manager.  
CHARLES EDWARDS, general sales manager.  
ED HERBERT, operations manager.  
GEORGE LIBERATORE, promotion director.  
WILLIAM WITT, director of engineering.  
JAYNE BOYD, program director & film buyer.

## DIGEST OF RATE CARD NO. 16

(June 1, 1969)

Hour 30 Min. 15 Min. 10 Min. 5 Min. Min. 20 Sec. 10 Sec.  
Class A—5 p.m.-sign-off, daily.  
\$300.00 \$180.00 \$120.00 \$110.00 \$95.00 \$130.00 \$78.00 \$52.00

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	WISCONSIN Milwaukee	351,400	341,400	97
	Ozaukee	13,200	12,900	97
<b>Between 25-49%</b>	WISCONSIN Racine	48,100	47,100	98
	Waukesha	57,000	55,700	98
<b>5-24%</b>	WISCONSIN Jefferson	16,400	15,800	97
	Walworth	17,500	16,900	96
	Washington	15,200	14,900	98
Station Totals		640,700	622,900	97
Net Weekly Circulation (March 1969)				243,470
Average Daily Circulation (March 1969)				110,460

# Wisconsin—Rhineland (Wausau)



**WAEQ-TV**

Ch. 12

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 288-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.

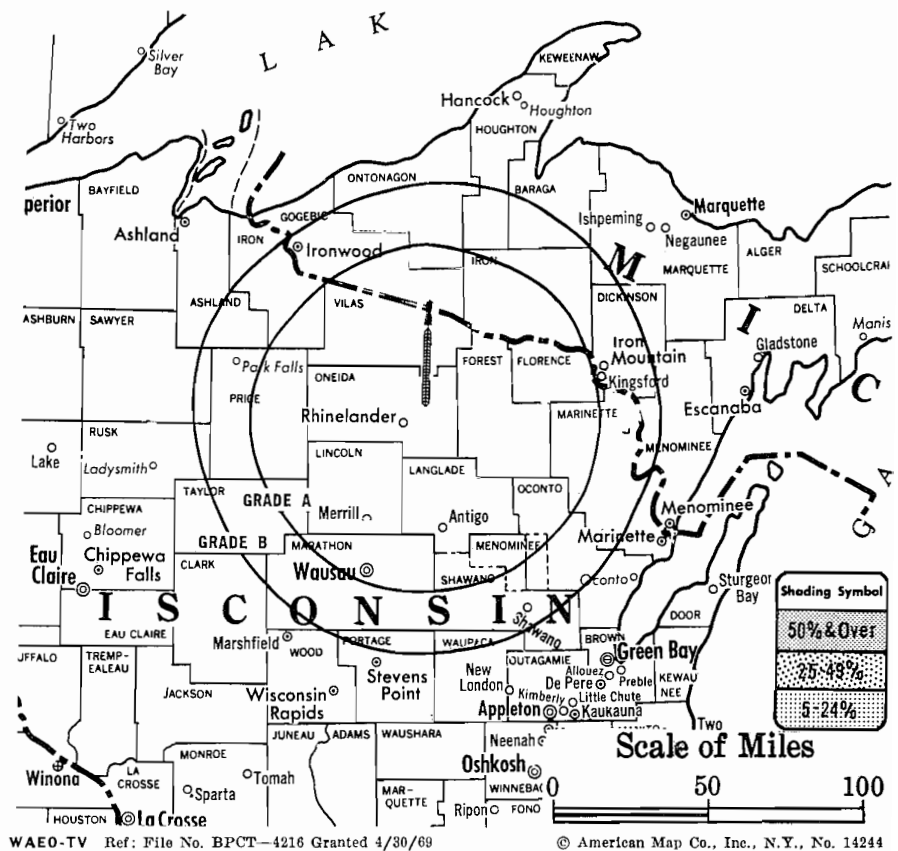
TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.

ARB Data: Not available.



## WAEQ-TV

Licensee: Northland TV Inc., Box 558, Rhineland, Wis.

Studio: County Hwy. C at Starks.

Telephone: 715-362-7800.

Ownership: Alvin E. O'Konski, pres., 67.7%; Richard F. Schiewetz, v.p., 0.8%; Hastings W. Baker & Robert L. Shafer, v.p.'s; Veronica H. O'Konski, secy.-treas., 6%; Benay Corp., 11.6%; Naidot Co., 7.7%; remainder held by 7 others, none with as much as 2%.

Began Operation: Oct. 20, 1966. Left air Nov. 17, 1968 following destruction of transmitter by plane crash. Resumed operation Sept. 10, 1969 (Television Digest, Vol. 9:37).

Represented (sales) by Adam Young Inc.

Represented (legal) by Fletcher, Heald, Rowell, Kenehan & Hildreth.

Represented (engineering) by John Creutz.

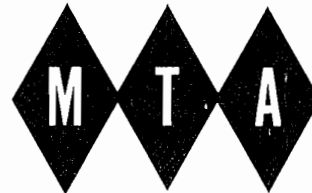
Personnel:

ALVIN E. O'KONSKI, president & manager.  
H. ARTHUR LADIN, assistant manager.  
ROBERT DIERKING, sales manager.  
WILLIAM C. ANDERSON, chief engineer.

### DIGEST OF RATE CARD NO. 1 (Sept. 1, 1966)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class A—6:30-10 p.m., daily.	\$275.00	\$165.00	\$110.00	\$72.00	\$70.00	\$56.00

NETWORK BASE HOURLY RATE: \$225.



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# Wisconsin—Wausau



**WAOW-TV**



Ch. 9

[Auxiliary outlet of WKOW-TV,  
Madison, Wis.]

**Technical Facilities:** Channel No. 9  
(186-192 MHz). Authorized power:  
316-kw visual, 31.6-kw aural. An-  
tenna: 990-ft. above av. terrain,  
392-ft. above ground, 2289-ft.  
above sea level.

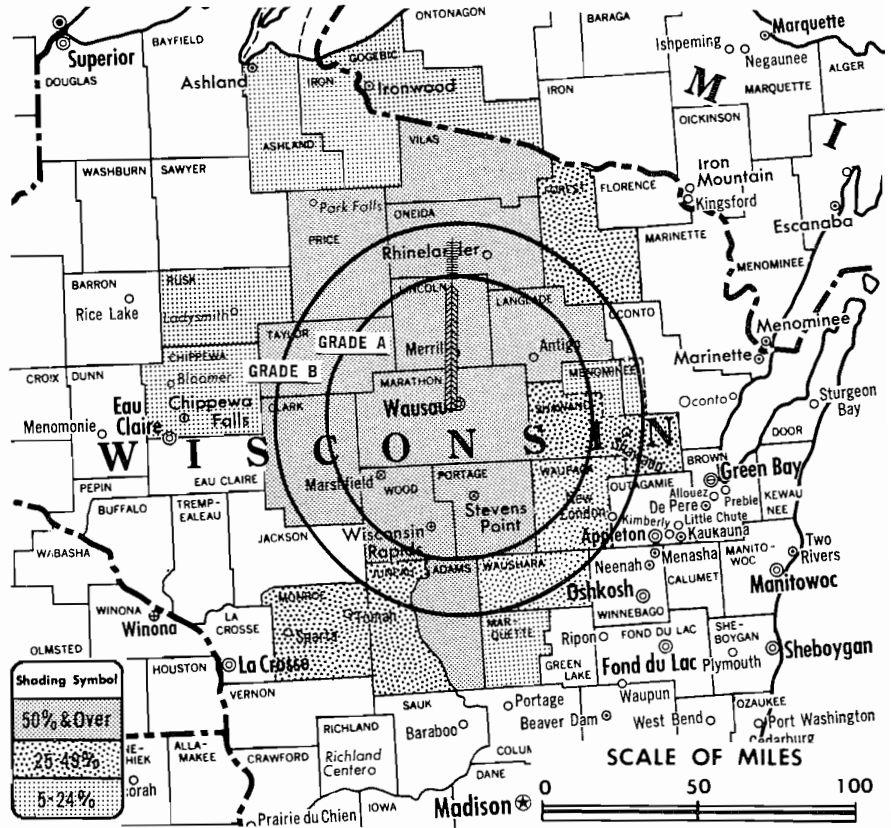
Latitude 44° 55' 14.3"  
Longitude 89° 41' 30.6"

Transmitter: Rib Mountain.

Color: Network, live, film, slide &  
tape.

News Wire Service: UPI.

Facsimile Service: UPI.



Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV % and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see  
page 4-b).

WAOW-TV Ref: FCC File No. BMPCT-5955 Granted 11/12/64

© American Map Co., Inc., N.Y. No. 14244

## WAOW-TV

Network Service: ABC.

Licensee: Midcontinent Broadcasting Co. of Wisconsin Inc.

Studio: 1908 Grand Ave., Wausau (54401).

Telephone: 715-842-2251.

Ownership: Midcontinent Broadcasting Co. For other interests,  
see KELO-TV, Sioux Falls, S.D. Note: Sale pends.

Began Operation: May 7, 1965.

Represented (sales) by H-R Television; Wayne-Evans (Minneapolis).

Represented (legal) by Dow, Lohnes & Albertson.

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

Personnel:

N. L. BENTSON, president.  
ANTON J. (TONY) MOE, executive vice president.  
JOSEPH L. FLOYD, vice president.  
ROBERT JOHNSON, general manager.  
BEN HOVEL, general sales manager.  
DAVID BETHKE, chief engineer.

DIGEST OF RATE CARD NO. 3  
(Sept. 1, 1969)

Hour 30 Min. 15 Min. 5 Min. Min. 30 Sec. 10 Sec.

Class AA—6:30-10 p.m., daily.

\$425.00 \$260.00 \$175.00 \$105.00 Graded rates apply\*

\*Highest rate: \$360.

Combination Rates: See WKOW-TV, Madison, Wis.

Net Weekly Circulation	State County	Total Households	TV Homes	%
	WISCONSIN			
	Adams	2,400	2,200	92
	Clark	8,500	7,900	93
	Langlade	4,800	4,600	95
	Lincoln	6,400	6,200	97
<b>50% &amp; Over</b>	Marathon	25,800	25,100	97
	Oneida	6,700	6,300	94
	Portage	11,000	10,500	96
	Price	3,400	3,100	91
	Taylor	4,500	4,200	94
	Vilas	2,900	2,700	94
	Wood	18,000	17,400	97
	WISCONSIN			
<b>Between 25-49%</b>	Forest	1,400	1,300	91
	Juneau	4,400	4,000	91
	Monroe	7,900	7,500	94
	Shawano	8,900	8,600	97
	Waupaca	10,300	10,000	97
	Waushara	3,900	3,700	95
	MICHIGAN			
	Gogebic	6,900	6,500	94
<b>Between 5-24%</b>	WISCONSIN			
	Ashland	4,900	4,700	95
	Chippewa	12,500	12,000	96
	Iron	1,900	1,900	96
	Marquette	2,700	2,500	92
	Menominee	500	400	86
	Rusk	3,300	3,100	93
<b>Station Totals</b>		<b>302,600</b>	<b>290,500</b>	<b>96</b>
<b>Net Weekly Circulation (March 1969)</b>				<b>99,292</b>
<b>Average Daily Circulation (March 1969)</b>				<b>62,163</b>

# Wisconsin—Wausau



Ch. 7

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 53.7-kw aural. Antenna: 1209-ft. above av. terrain, 645-ft. above ground, 2547-ft. above sea level.

Latitude 44° 55' 10"  
Longitude 89° 41' 12"

Transmitter: Rib Mountain.

AM Affiliate: WSAU, 5-kw, 550 kHz (NBC). FM Affiliate: WIFC, 100-kw, 95.5 MHz (No. 238), 990-ft.

Represented (engineering) by Walter F. Kean.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

Facsimile Service: AP.

Studio: 714 Fifth St.

Telephone: 715-845-4211.

Total Households: © SRDS

Consumer Market Data as of 1/1/70.

TV Homes: TV% and Circulation

© 1969 American Research Bureau.

County coverage based on ARB study (see page 4-b).



WSAU-TV Ref: FCC File No. BPT-2289 Granted 9/13/57

©American Map Co., Inc., N.Y., No. 14244

## WSAU-TV

Licensee: Forward Communications Corp., 714 Fifth St. (54401).

Ownership: Charles Lemke, 29.99%; Wausau Record-Herald, 28.56%; Wisconsin Rapids Tribune, 14.28% (7.14% by its radio WFHR); Rhinelander News, 9.50%; Merrill Herald, 9.50%; W. F. McCormick, 2.40%; Richard D. Dudley, 3.12%; Thomas E. Bolger, 1.04%; N. F. Kellnhauser, .32%; S. F. Staples Jr., .65%; Gene R. Anderson, .32%; W. F. Turner, .32%. Forward Communications Corp. officers: John C. Sturtevant, chairman (Wausau Record-Herald); Richard D. Dudley, pres.; J. P. Chilsen, v.p. (Merrill Herald); O. C. Lemke, v.p.; Thomas E. Bolger, v.p.; Gene R. Anderson, v.p., finance; Clifford G. Ferris, secy. (Rhinelander News); W. F. McCormick, treas. & asst. secy.; Richard D. Dudley, asst. treas.; S. F. Staples Jr., asst. secy. Forward also owns WMTV, Madison, Wis.; KCAU-TV, Sioux City, Ia.; WTRF-TV & WTRF (FM), Wheeling, W.Va.; WKAU & WVLE (FM), Kaukauna, Wis.; KVGB, Great Bend, Kan.

Began Operation: Oct. 24, 1954.

Represented (sales) by The Meeker Co. Inc., Harry S. Hyett Co. (Minneapolis); Busby, Finch & Woods Inc. (South & Southwest).

Represented (legal) by McKenna & Wilkinson.

Personnel:

RICHARD D. DUDLEY, president & general manager.  
BART KELLNHAUSER, executive vice president, television.  
GENE R. ANDERSON, vice president, finance.  
JAMES W. FREY, general sales manager.  
BILL McHENRY, promotion manager.  
ROLAND W. RICHARDT, director of engineering.  
FABIAN SHULTA, chief accountant.  
JACK CROWLEY, program manager.

DIGEST OF RATE CARD NO. 16—(June 1, 1969)

15 Min.	5 Min.	Min.	30 or 20 Sec.	10 Sec.
Class A—5:29-10:29 p.m., daily.				
\$250.00	\$190.00	\$135.00	\$75.00	\$63.00

Combination Rates: Sold in combination with WMTV, Madison, Wis. as members of Central Wisconsin Combination.

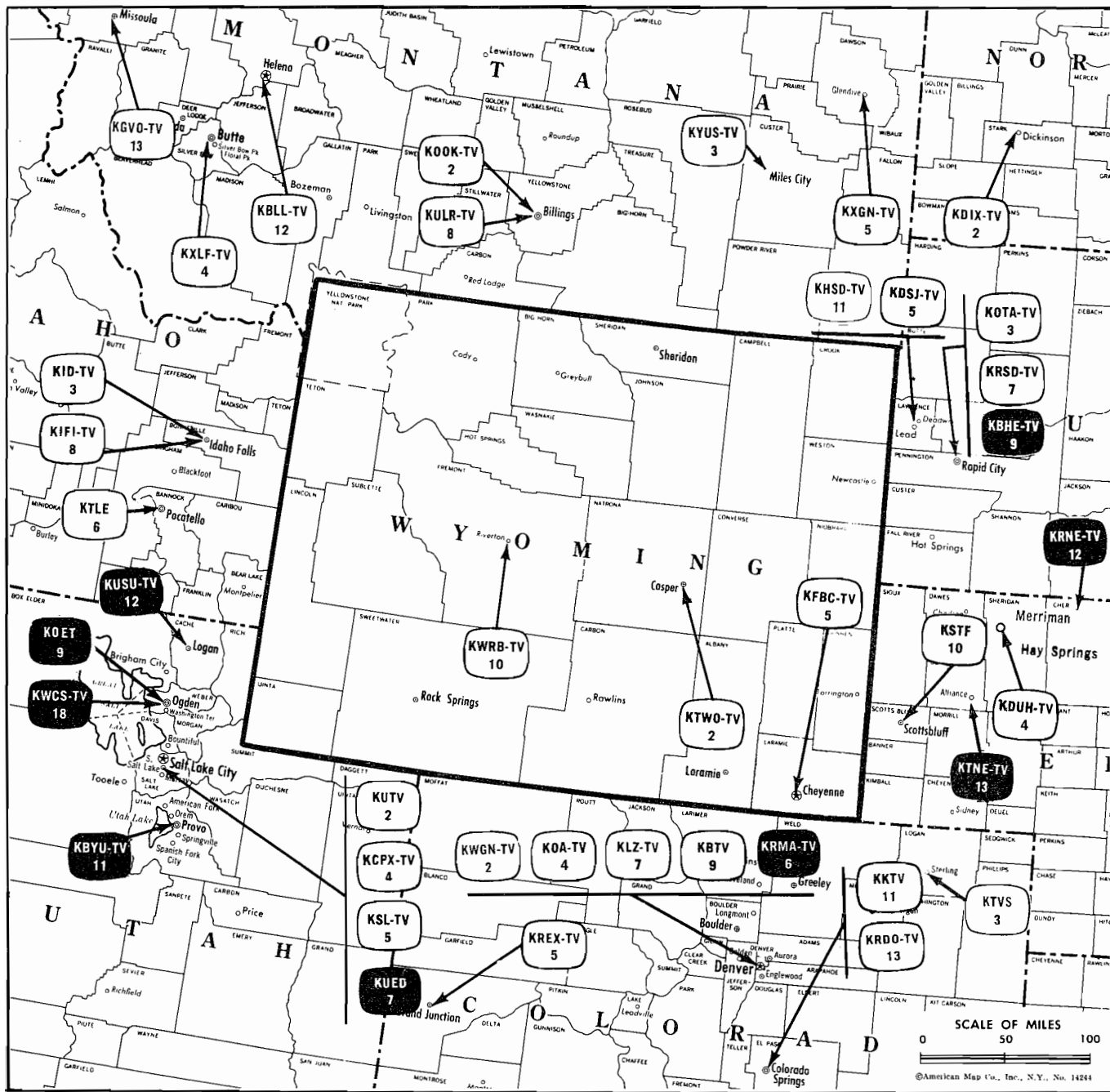
NETWORK BASE HOURLY RATE: \$575 (CBS).

1970-71 Edition

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	WISCONSIN			
	Adams	2,400	2,200	92
	Clark	8,500	7,900	93
	Forest	1,400	1,300	91
	Langlade	4,800	4,600	95
	Lincoln	6,400	6,200	97
	Marathon	25,800	25,100	97
	Oneida	6,700	6,300	94
	Portage	11,000	10,500	96
	Price	3,400	3,100	91
	Rusk	3,300	3,100	93
	Taylor	4,500	4,200	94
	Vilas	2,900	2,700	94
Waushara	3,900	3,700	95	
Wood	18,000	17,400	97	
<b>Between 25-49%</b>	WISCONSIN			
	Shawano	8,900	8,600	97
	Waupaca	10,300	10,000	97
<b>Between 5-24%</b>	MICHIGAN			
	Gogebic	6,900	6,500	94
	Iron	4,800	4,600	96
	WISCONSIN			
	Ashland	4,900	4,700	95
	Chippewa	12,500	12,000	96
	Eau Claire	18,400	17,600	96
	Green Lake	4,800	4,600	95
	Iron	1,900	1,900	96
	Jackson	4,200	3,900	94
	Juneau	4,400	4,000	91
	Marquette	2,700	2,500	92
Menominee	500	400	86	
Monroe	7,900	7,500	94	

Station Totals	359,200	346,100	96
Net Weekly Circulation (March 1969)			108,226
Average Daily Circulation (March 1969)			85,297

# Wyoming



Market	ARB Net Weekly Circulation	Rank	ARB ADI TV Households	Rank
Cheyenne	95,627	166	62,400	157
Casper-Riverton	50,439	193	43,300	171

### Wyoming Station Status as of March 1, 1970

- Commercial Television Stations
- Educational Television Stations

VHF	UHF	TOTAL
3	0	3
0	0	0
		3

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# Wyoming—Casper

**NBC abc KTWO-TV**

Ch. 2

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 10.2-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 P.O.

TV tape: Recording facilities.

AM Affiliate: KTWO, 10-kw, 1030 kHz (NBC).

Color: Network, film, slide & tape.

News Wire Service: AP, UPI.

Facsimile Service: UPI.

Represented (engineering) by Hammett & Edison.

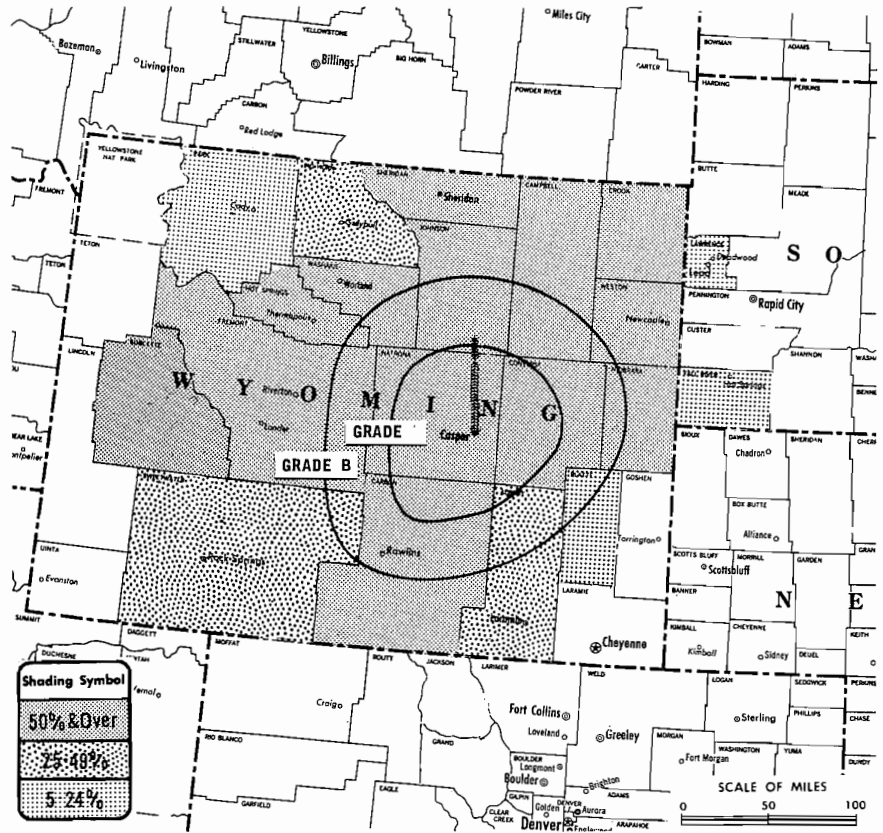
Total Households: © SRDS

Consumer Market Data as of 1/1/70.

TV Homes: TV% and Circulation

© 1969 American Research Bureau.

County coverage based on ARB study (see page 4-b).



KTWO-TV Ref: FCC File No. BPCT-3231 Granted 9/25/63

©American Map Co., Inc., N.Y., No. 14244

## KTWO-TV

Network Service: NBC, ABC, CBS.

Licensee: HarriScope Broadcasting Corp., 4200 East Second St., Casper (82601).

Studio: 4200 E. 2nd St., Casper.

Telephone: 307-237-3711. TWX No.: 910-949-4462.

Ownership: For ownership and other interests, see KBAK-TV, Bakersfield, Cal.

Began Operation: March 8, 1957.

Represented (sales) by The Meeker Co. Inc.; John L. McGuire (Denver).

Represented (legal) by Cohn & Marks.

Personnel:

BURT I. HARRIS, president & film buyer (Los Angeles).

JACK ROSENTHAL, v.p. & general manager.

E. D. (BOB) MERRILL, station manager.

BEN LOCKERD, chief engineer & operations manager.

ARLEA MEREDITH, office manager.

DIGEST OF RATE CARD NO. 7—(Aug. 1, 1967)

Hour	30 Min.	15 Min.	5 Min.	Min.	30 or 20 Sec.	10 Sec.	
Class A—6:30-10 p.m., Mon.-Fri.; 5-10 p.m., Sat. & Sun.	\$300.00	\$180.00	\$120.00	\$90.00	\$69.00*	\$59.00*	\$34.00*

\*6-9:59 p.m., daily.

NETWORK BASE HOURLY RATE: \$400 (NBC), \$400 (CBS), \$400 (ABC).

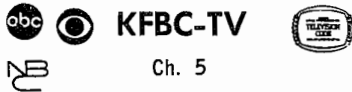
Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	WYOMING			
	Campbell	1,900	1,700	88
	Carbon	4,000	3,600	89
	Converse	1,900	1,800	91
	Crook	1,200	1,000	85
	Fremont	8,000	7,500	93
	Hot Springs	2,100	1,900	88
	Johnson	1,600	1,400	87
	Natrona	19,500	18,500	95
	Niobrara	1,000	900	90
	Sheridan	5,600	5,000	88
	Sublette	1,500	1,300	87
	Washakie	2,800	2,500	92
Weston	2,400	2,200	88	

<b>Between 25-49%</b>	WYOMING			
	Albany	7,800	7,000	89
	Big Horn	2,900	2,600	90
Sweetwater	4,300	3,900	91	

<b>Between 5-24%</b>	SOUTH DAKOTA			
	Fall River	3,600	3,300	92
	Lawrence	5,300	5,000	94
	WYOMING			
Park	4,800	4,300	90	
Platte	1,800	1,600	88	

Station Totals	151,700	142,100	93
Net Weekly Circulation (March 1969)			50,439
Average Daily Circulation (March 1969)			38,039

# Wyoming—Cheyenne



[Also operates satellites KSTF, Scottsbluff, Neb. and KTVS, Sterling, Colo.]

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, Wyo., 10.2-mi. WSW of Cheyenne.

AM Affiliate: KFBC, .25-kw, 1240 kHz (ABC).

Color: Network, live, film, slide & tape.

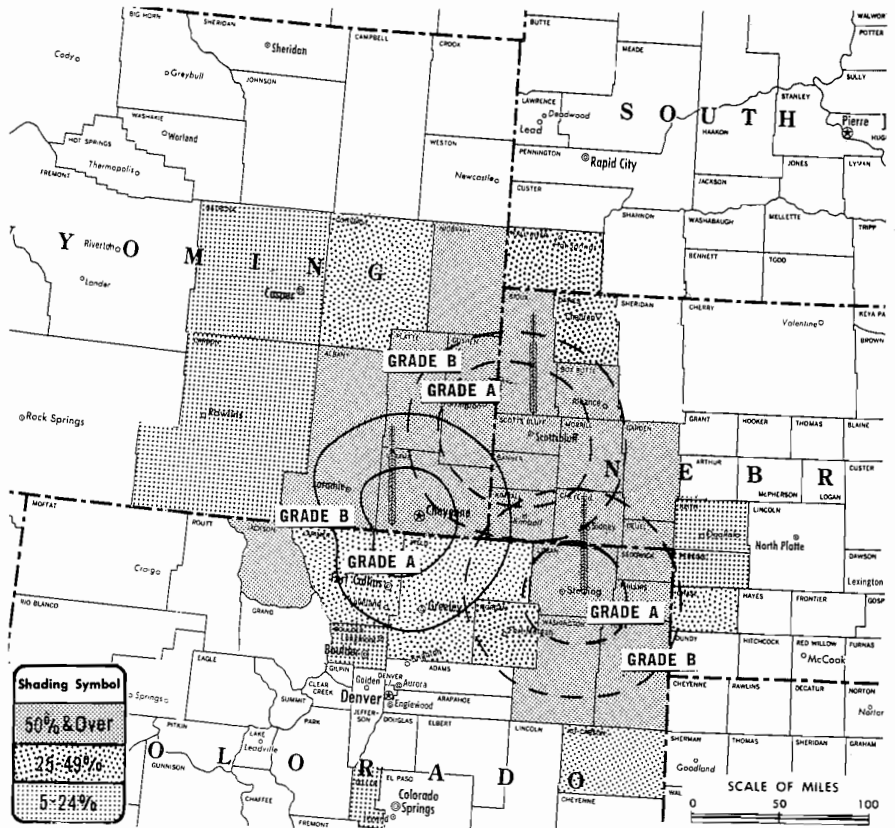
News Wire Service: UPI.

Facsimile Service: UPI.

News Film Service: CBS.

ARB Data: The figures below include Satellites KSTF, Scottsbluff, Neb. and KTVS, Sterling, Colo.

Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).



KFBC-TV Ref: FCC File No. BMPCT-1390 Granted 10/2/53  
KSTF Ref: FCC File No. BMPCT-4858 Granted 10/9/57  
KTVS Ref: FCC File No. BPCT-3005 Granted 2/13/63.

©American Map Co., Inc., N.Y., No. 14244

## KFBC-TV

Network Service: ABC, CBS, NBC.

Licensee: Frontier Bcstg. Co., 2923 E. Lincolnway (82001).

Studio: 2923 E. Lincolnway.

Telephone: 307-634-4461. TWX No.: 307-632-1759.

Ownership: Robert S. McCracken, pres., 3.6%; William C. Grove, exec. v.p. & treas., 10%; W. A. Corson, v.p., 5.9%; O. B. Koerfer, secy., 3.2%; Cheyenne Newspapers, 32.5%; F. H. Ricketson Jr., 17%; Lillian D. McCracken, 11.3%; William D. McCracken, 5.7%; D. E. Woodson, 4.7%; others, none with as much as 2%. McCracken family controls Cheyenne Newspapers Inc., publisher of Wyoming Eagle and Wyoming State Tribune. Mr. McCracken and associates also publish Laramie Republican-Boomerang and Bulletin, Rawlins Times, Rock Springs Rocket, Worland Northern Wyoming News; they also operate satellites KSTF, Scottsbluff, Neb. and KTVS, Sterling, Colo., and radio stations KFBC, Cheyenne and KVRB, Rock Springs. Frontier also holds CP for Ch. 11, Rawlins, Wyo.

Began Operation: March 22, 1954.

Represented (sales) by H-R Television; Soderlund Co. (Omaha); Robert Hix Co. (Denver).

Represented (legal) by Koteen & Burt.

Personnel:

ROBERT S. McCRAKEN, president & film buyer.  
WILLIAM C. GROVE, exec. v.p., general mgr. & chief engineer.  
U. E. SIMONTON, national sales manager.  
MARY KAZ, program director.

### DIGEST OF RATE CARD NO. 8—(June 1, 1966)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 8 Sec.  
Class A—5:30-11 p.m., daily.  
\$450.00 \$270.00 \$180.00 \$113.00 \$100.00\* \$80.00\* \$40.00\*

\*Class AA—6:30-9 p.m., daily.

Note: KSTF & KTVS are sold in combination with KFBC-TV, foregoing rates applying at no additional cost. Separate rates also available.

NETWORK BASE HOURLY RATE: \$375.

872-b

Net Weekly Circulation	State County	Total Households	TV Homes	%	
<b>50% &amp; Over</b>	<b>COLORADO</b>				
		Jackson	300	300	92
		Logan	5,000	4,600	92
		Phillips	1,400	1,300	96
		Sedgwick	700	700	93
		Washington	1,700	1,500	90
		Yuma	2,300	2,100	91
	<b>NEBRASKA</b>				
		Banner	400	400	96
		Box Butte	3,600	3,400	94
		Cheyenne	5,200	4,800	94
		Deuel	1,000	900	95
		Garden	800	700	87
		Kimball	3,200	3,200	98
		Morrill	1,800	1,600	91
	Scotts Bluff	10,600	10,000	94	
	Sioux	800	700	92	
<b>WYOMING</b>					
	Albany	7,800	7,000	89	
	Goshen	3,300	3,100	94	
	Laramie	22,800	21,800	96	
	Niobrara	1,000	900	90	
	Platte	1,800	1,600	88	
<b>Between 25-49%</b>	<b>COLORADO</b>				
		Larimer	26,600	25,300	95
		Morgan	7,500	7,200	96
		Weid	26,000	25,000	96
	<b>NEBRASKA</b>				
	Chase	1,100	1,000	96	
	Dawes	2,800	2,500	91	
<b>SOUTH DAKOTA</b>					
	Fall River	3,600	3,300	92	
<b>WYOMING</b>					
	Converse	1,900	1,800	91	

(Continued on next page)

Station Totals	347,300	331,700	95
Net Weekly Circulation (March 1969)			95,627
Average Daily Circulation (March 1969)			67,593

TV Factbook No. 40

# Wyoming—Lander—Riverton—Thermopolis—Worland



Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 58.9-kw visual, 8.71-kw aural. Antenna: 1630-ft. above av. terrain, 79-ft. above ground, 7498-ft. above sea level.

Latitude 43° 27' 26"  
Longitude 108° 12' 02"

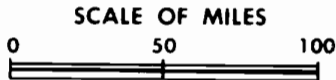
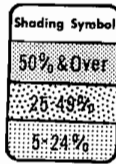
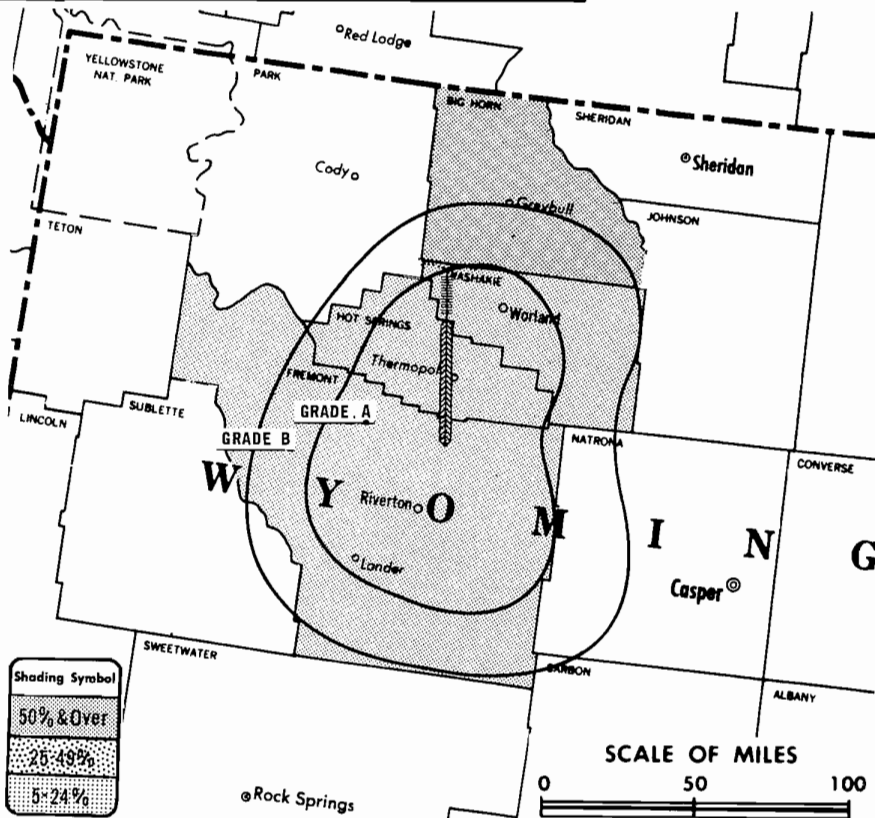
Transmitter: Boysen Peak.

Studio: 500 Arapahoe, Thermopolis, Wyo. (82443).

Telephone: 307-864-2351.

Color: Network, live, film, slide & tape.

News Wire Service: AP.



Total Households: © SRDS  
Consumer Market Data as of 1/1/70.  
TV Homes: TV% and Circulation  
© 1969 American Research Bureau.  
County coverage based on ARB study (see page 4-b).

KWRB-TV Ref: FCC File No. BPCT-2158 Granted 9/26/56 ©American Map Co., Inc., N.Y., No. 14244

## KWRB-TV

Network Service: NBC, CBS; also ABC, on per program basis.  
Licensee: Chief Washakie TV, 500 Arapahoe, Thermopolis.  
Ownership: Joseph P. and Mildred V. Ernst, 100%. They also own radio station KRTR, Thermopolis, Wyo.  
Began Operation: Dec. 22, 1957.  
Represented (legal) by McKenna & Wilkinson.  
Personnel:  
JOSEPH P. ERNST, general manager & chief engineer.  
MILDRED V. ERNST, program manager, sales mgr. & film buyer.

### DIGEST OF RATE CARD NO. 2 (Sept. 1, 1964)

Hour 30 Min. 15 Min. 10 Min. Min. 20 Sec. 8 Sec.  
Class A—5-11:30 p.m., Mon.-Fri.; 3-11:30 p.m., Sat.; noon-11:30 p.m., Sun.  
\$150.00 \$90.00 \$60.00 \$52.00 \$30.00 \$20.00 \$15.00  
NETWORK BASE HOURLY RATE: \$100 (ABC), \$50 (CBS), \$100 (NBC).

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>50% &amp; Over</b>	WYOMING			
	Big Horn	2,900	2,600	90
	Fremont	8,000	7,500	93
	Hot Springs	2,100	1,900	88
	Washakie	2,800	2,500	92
Station Totals		22,100	20,100	91
Net Weekly Circulation (March 1969)				10,566
Average Daily Circulation (March 1969)				6,951

## KFBC-TV, Cheyenne (ARB Data Continued)

Net Weekly Circulation	State County	Total Households	TV Homes	%
<b>Between 5-24%</b>	COLORADO			
	Boulder	39,000	36,800	94
	Kit Carson	1,700	1,500	87
	Teller	700	700	95
	NEBRASKA			
	Keith	2,400	2,300	97
	Perkins	1,000	1,000	98
	WYOMING			
	Carbon	4,000	3,600	89
	Natrona	19,500	18,500	95

## MORTON FLOM, P. Eng. Consulting Engineer

- CATV Proof of Performance
- Antenna Site/System — Testing, Analysis, Design
- FCC Briefs — CRTS Applications
- Radio Equipment Type Approval
- CSA Applications

All Services Confidential

514-484-4883

5814 Hudson Avenue  
Montreal 268.

## GUAM



### KUAM-TV

Agana  
Ch. 8

Network Service: CBS (EMP), NBC, ABC.

Licensee: Pacific Broadcasting Corp., Box 368, Agana, Guam (96910); 100 California St., San Francisco, Cal.

Studio & Transmitter: 1.9 mi. SE of Agana.

Telephone: 415-982-9933; Guam, 7961. Cable Address: KUAM.

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: .229-kw visual, .045-kw aural. Antenna: 100-ft. above av. terrain, 320-ft. above ground, 395-ft. above sea level.

Latitude 13° 26' 53"  
Longitude 144° 45' 21.6"

Holds CP for change to 5.7-kw visual, .83-kw aural. BPCT-4295.

Requests change to 24.95-kw visual, 1.26-kw aural, 108-ft. above av. terrain, 320-ft. above ground, 395-ft. above sea level. BMPCT-7163.

AM Affiliate: KUAM, 10-kw, 610 kHz (MBS, NBC).

Color: Film & tape.

News Wire Service: UPI.

Ownership: H. Scott Killgore, pres., 65%; Samuel N. Rubin, treas., 35%. Killgore also controls radio KOFY, San Mateo, Cal.

Began Operation: Aug. 5, 1956. Sale to present owner by Phil Berg approved April 9, 1964 by FCC (Television Digest, Vols. 3:48, 4:16). Previously, 5% sold by John P. Hearne for 4% by William B. Duce to Berg, raising Berg's holdings from 45.5% to 54.5% (Vol. 2:34).

Represented (sales) by Intercontinental Services Ltd.

Represented (legal) by Cohn & Marks.

Represented (engineering) by Gautney & Jones.

Personnel:

W. B. NIELSEN, executive vice president.  
JAMES A. KLEIN, vice president & general manager.

#### DIGEST OF RATE CARD NO. 2 (April 1, 1968)

Hour 30 Min. 15 Min. 5 Min. Min. 30 Sec. 20 Sec. 10 Sec.  
Class A—6-10:30 p.m., daily.  
\$165.60 \$98.90 \$65.50 \$49.40 \$33.30 \$28.70 \$23.00 \$16.70  
NETWORK BASE HOURLY RATE: \$100 (CBS), \$100 (NBC).

## La Rue Media Brokers Inc.

### Radio Television CATV

#### Completed Sales

"U" TV: Detroit \$925,000  
CATV: Salamanca, N.Y. \$300,000

116 Central Park South

New York, N.Y. 10019

President  
Hugh Ben LaRue

Area Code 212  
265-3430

## PUERTO RICO

### WIPM-TV

Mayaguez  
Ch. 3

Non-Commercial Educational Station

Licensee: Department of Education of P.R., Hato Rey, San Juan.

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 35.5-kw visual, 3.55-kw aural. Antenna: 590-ft. above av. terrain, 209-ft. above ground, 816-ft. above sea level, lat. 18° 04' 11" long. 67° 08' 03".

(Complete Data In Educational Directory)

### WIPR-TV

San Juan

Ch. 6

Non-Commercial Educational Station

Licensee: Department of Education of P.R., Hato Rey, San Juan.

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 53.7-kw visual, 5.37-kw aural. Antenna: 2865-ft. above av. terrain, 1089-ft. above ground, 4044-ft. above sea level, lat. 18° 06' 42", long. 66° 03' 05".

(Complete Data In Educational Directory)

### WOLE-TV

Aguadi!la-Mayaguez

Ch. 12

Network Service: None, independent.

Grantee: Western Broadcasting Corp. of P.R., G.P.O. Box 2050, San Juan, P.R. (00936).

Studio: 17 Comercio St.

Transmitter: Pico Atalaya, Rincon, Puerto Rico.

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 17.8-kw visual, 3.55-kw aural. Antenna: 1010-ft. above av. terrain, 97-ft. above ground, 1284-ft. above sea level.

Latitude 67° 11' 30"  
Longitude 18° 18' 51"

Color: Network. News Wire Service: UPI.

Ownership: WAPA-TV Bcstg. Corp., 33 1/3%; Du Art Film Labs Inc., 33 1/3%; Jose Bechara Jr., 16 2/3%; A. Gimenez-Aguayo, 8.33%; Reynaldo Barletta, 8.33%; Bechara owns WKJB, Mayaguez; Gimenez-Aguayo is pres. & 41.4% owner of WPAB, Ponce.

Began Operation: May 10, 1960.

Represented (legal) by Fletcher, Heald, Rowell, Kenehan & Hildreth.

Represented (engineering) by Hammett & Edison.

Personnel:

NORMAN LOUVAU, president.  
ERNESTO SANCHEZ JR., general manager.  
MAXIMINO PEREZ, chief engineer.  
NILDA MARTINEZ, traffic manager.

#### DIGEST OF RATE CARD NO. 3 (April 1, 1969)

Hour 30 Min. 15 Min. Min. 30 Sec. 20 Sec. 10 Sec.  
Class AA—7:00-9:00 p.m., daily.  
\$210.00 \$130.00 \$90.00 \$40.00 \$30.00 \$25.00 \$20.00

ARB Does Not Provide Coverage Data for Guam,  
Puerto Rico or the Virgin Islands.

## WORA-TV

Mayaguez

Ch. 5

Grantee (STA): Quality Telecasting Corp., Box 43 (00708).

Studio: Darlington Bldg. Transmitter: 2.2 mi. S of Maricao on Insular Rd. No. 81. Telephone: 809-832-1150. Cable: RACO.

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 95.5-kw visual, 19.1-kw aural. Antenna: 2000-ft. above av. terrain, 237-ft. above ground, 3057-ft. above sea level.

Latitude 18° 09' 02"

Longitude 66° 59' 20"

Color: Network. News Wire Service: AP.

AM Affiliate: WORA, 5-kw, 760 kHz.

FM Affiliate: WORA-FM, 5.5-kw, 97.5 MHz (No. 248), minus 62-ft. antenna height.

Ownership: Radio Americas Corp. (WORA), 98.89%. Officers: Alfredo R. de Arellano Jr., pres., .56%; Esther Del Valle de R. de Arellano, treas., .44%; Gloria M. R. de Arellano de Vizcarrondo, secy., .11%. Quality also owns WSVI (TV), Christiansted, V.I. Quality Broadcasting Corp., wholly owned subsidiary, owns WQBS and WQBS-FM, San Juan, P.R.

Began Operation: Oct. 1, 1955.

Represented (sales) by Quality Bcstg., Box 9986, Santurce (San Juan), P.R. (00908). Telephones: 809-725-4020 & 809-724-7575.

Represented (legal) by Wilner, Scheiner & Greeley.

Personnel:

ALFREDO R. de ARELLANO JR., president.

GLENN A. TRYON, general manager.

REINALDO RODRIGUEZ, resident manager.

HECTOR NICOLAU, chief engineer.

### DIGEST OF RATE CARD NO. 9—(Sept. 1, 1969)

Hour	30 Min.	15 Min.	5 Min.	Min.	30 Sec.	10 Sec.
Class AA—6:30-10 p.m., daily.						
\$305.00	\$195.00	\$130.00	\$90.00	\$52.00	\$42.00	\$27.00

## WRIK-TV

Ponce

Ch. 7

Licensee: Ponce Television Corp., Darlington Bldg. (00731).

Studio: Darlington Bldg. Telephone: 809-842-0280.

Transmitter: Cerro Maravilla, 5-mi. SE of Jayuya, P.R.

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 116-kw visual, 22.4-kw aural. Antenna: 2710-ft. above av. terrain, 437-ft. above ground, 4374-ft. above sea level.

Latitude 18° 09' 17"

Longitude 66° 33' 16"

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

Ownership: United Artists Bcstg., 80.1%; Alfredo R. de Arellano, 19.9%. For other United Artists interests, see WUAB (TV), Lorain-Cleveland, Ohio.

Began Operation: Feb. 2, 1958. Sale to present owners approved by FCC March 11, 1970 (Television Digest, Vol. 9:31). Previously, sale of 36.67% to Alfredo C. Ramirez, giving him control, approved Dec. 23, 1964 by FCC (Vol. 5:1).

Represented (legal) by Wilner, Scheiner & Greeley.

Personnel:

ALFREDO R. DE ARELLANO III, president.

ALBERTO VILAR, manager.

CARLOS BARBA, program director.

EDMUND REID, chief engineer.

MANUEL MORALES FLORES, news director.

### DIGEST OF RATE CARD NO. 7—(Sept. 9, 1968)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AA—6:30-10 p.m., daily.						
\$400.00	\$245.00	\$162.00	\$104.00	\$159.00	\$94.00	\$69.00

1970-71 Edition

## Puerto Rico

## WSUR-TV

Ponce

Ch. 9

Network Service: None, independent.

Grantee: American Colonial Bcstg. Corp., Box 4189, San Juan (00905).

Studio: La Rambla, Ponce. Transmitter: Maravilla Mt., Villalba.

Sales Office: 1000 Ponce de Leon Ave., Ponce.

Phone: 842-4178.

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 2.73-kw visual, .537 kw aural. Antenna: 2570 ft. above av. terrain, 237-ft. above ground, 4177-ft. above sea level.

Latitude 18° 09' 17"

Longitude 66° 33' 14"

Holds CP for 57.5-kw visual, 7.24-kw aural, 2775-ft. above av. terrain, 276-ft. above ground, 4466-ft. above sea level, lat. 18° 10' 17", long. 66°, 34' 30"; transmitter to Mt. Jayuya. BPCT-3899.

Ownership: Ralph Perez Perry, 100%, also owner of WKBM-TV, Caguas-San Juan and radios WKVM & FM, San Juan.

Began Operation: Feb. 20, 1958.

Represented (legal) by Mallyck & Bernton.

Represented (engineering) by Willis C. Beecher.

Personnel:

RALPH PEREZ PERRY, president & station manager.

MANUEL COLON, commercial manager.

LUIS FELIPE RODRIGUEZ, production manager.

### DIGEST OF RATE CARD NO. 3—(Aug. 1, 1963)

Hour	30 Min.	15 Min.	Min.	30 Sec.	20 Sec.	10 Sec.
Class AA—6:30-9:30 p.m., daily.						
\$200.00	\$125.00	\$85.00	\$36.00	\$27.00	\$22.00	\$18.00

## La Rue Media Brokers Inc.

### Radio Television CATV

#### Completed Sales

Radio/TV: El Paso, Texas \$2,300,000

CATV: Sebring, Fla. \$600,000

116 Central Park South

New York, N.Y. 10019

President

Area Code 212

Hugh Ben LaRue

265-3430

# Puerto Rico

## **WAPA-TV**

**San Juan**

**Ch. 4**

Licensee: WAPA-TV Broadcasting Corp., G.P.O. Box 2050, San Juan, P.R. (00936). Studio: State Rd. 20, Guaynabo, P.R.

Telephone: 783-4440.

Transmitter: Cerro La Santa, 21-mi. S of San Juan.

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 53.7-kw visual, 8.1-kw aural. Antenna: 2865-ft. above av. terrain, 1094-ft. above ground, 4049-ft. above sea level.

Latitude 18° 06' 42"  
Longitude 66° 03' 05"

Color: Network, live, film, slide & tape.

News Film Service: CBS.

News Wire Service: UPI.

Ownership: WAPA-TV Bcstg. Corp. (wholly owned subsidiary of Columbia Pictures Industries Inc.), 100%. Also owns 1/3 of WOLE-TV, Aquadilla-Mayaguez, P.R.

Began Operation: March 5, 1954. Sale to WAPA-TV Bcstg. Corp. by Winston-Salem Bcstg. & Jose R. Quinones approved by FCC April 25, 1962. Sale of 80% to Winston-Salem Bcstg. by Jose R. Quinones interests was approved May 1, 1957 by FCC (Television Digest, Vol. 13:13, 14, 18).

Represented (sales) by Metro TV Sales.

Represented (legal) by Fletcher, Heald, Rowell, Kenehan & Hildreth.

Represented (engineering) by Hammett & Edison.

Personnel:

NORMAN LOUVAU, president.  
HECTOR MODESTTI, v.p. & general manager.  
ALBERT FERNANDEZ, director of sales.  
RAFAEL DUANY, program director.  
WILLIAM DORVILLIER, news director.  
JULIO BRITO, chief engineer.

### DIGEST OF RATE CARD NO. 11—(April 1, 1969)

Hour	30 Min.	15 Min.	Min.	30 Sec.	20 Sec.	10 Sec.
Class AA—6:30-10:30 p.m., daily.						
\$1050.00	\$660.00	\$450.00	\$240.00	\$180.00	\$145.00	\$125.00

Spot announcements not subject to frequency discounts.

NETWORK BASE HOURLY RATE: \$300 (ABC), \$300 (NBC)

## **WKAQ-TV**

**San Juan**

**Ch. 2**

Grantee (STA): Telemundo Inc., P.O. Box W, San Juan, P.R. (00936).

Studio: 383 Franklin D. Roosevelt Ave., San Juan.

Transmitter: Cerro Marquesa, 1.5-mi. N of Aguas Buena.

Telephone: 764-0202.

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1270-ft. above av. terrain, 287-ft. above ground, 1960-ft. above sea level.

Latitude 18° 16' 51"  
Longitude 66° 06' 38"

Requests change to 55.6-kw visual, 11-kw aural, 2830-ft. above av. terrain, 1108-ft. above ground, 4044-ft. above sea level, lat. 18° 06' 54", long. 66° 03' 10", transmitter to Cerro La Santa, 21-mi. S of San Juan. BPCT—4171.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

News Film Service: CBS.

Facsimile Service: UPI.

TV tape: Recording facilities.

AM Affiliate: WKAQ, Hato Rey, 5-kw, 580 kHz.

FM Affiliate: WKAQ-FM, 3.6-kw, 104.7 MHz (No. 284), 1120-ft.

Ownership: Angel Ramos estate (foundation trust), 99.9%; also owns newspaper El Mundo.

Began Operation: March 28, 1954.

Represented (sales) by Inter-American Publications Inc.

Represented (legal) by Dempsey & Koplovitz.

Personnel:

RAFAEL RUIZ, general manager.  
E. VALDES PAGES, studio chief engineer.  
OSCAR ORZABAL QUINTANA, program director.  
ROBERTO L. PROHIAS, commercial manager.  
PABLO FRANKEL, film department director.  
R. CLEMENTE LEBRON, spot sales manager.

### DIGEST OF RATE CARD NO. 11

(July 1, 1968)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AA—6:30-10 p.m., daily.						
\$550.00	\$330.00	\$220.00	\$135.00	\$240.00	\$145.00	\$110.00

## **WTSJ**

**San Juan**

**Ch. 18**

Network Service: NBC

Licensee: Tele San Juan Inc., Box 1312, San Juan (00902).

Studio: Planta de Purificacion, Guaynabo, P. R.

Transmitter: Aqueduct Hill Rd., 500-ft. NE of Planta de Purificacion, Frailies, P.R.

Telephone: 724-8585.

AM Affiliate: WRSJ, Bayamon-San Juan, 5-kw (.25-kw night), 1560 kHz.

FM Affiliate: WRSJ-FM, 20-kw, 100.7 MHz (No. 264).

Technical Facilities: Channel No. 18 (494-500 MHz). Authorized power: 41.7-kw visual, 56.2-kw aural. Antenna: 260-ft. above av. terrain, 128-ft. above ground, 547-ft. above sea level.

Latitude 18° 22' 42"  
Longitude 66° 07' 04"

TV tape: Recording facilities.

Color: Live, film, slide & tape.

News Wire Service: AP.

Ownership: Radio San Juan Inc., owned 100% by Trans Caribbean Airways (O. Roy Chalk). Tele San Juan also holds CP for WGMZ (TV), Mayaguez and WPSJ (TV), Ponce, P. R.

Began Operation: August 25, 1964. Sale to present owner by Julio Morales Ortiz & Clement L. Littauer approved Aug. 24, 1966 by FCC (Television Digest, Vol. 6:18, 34-35).

Represented (legal) by McKenna & Wilkinson.

Represented (engineering) by David L. Steel Sr.

Personnel:

O. ROY CHALK, president.  
AUGUSTINE L. CAVALLARO, manager.  
RAMON COLLAZO, chief engineer.  
DICK NUTTING, news director.

### DIGEST OF RATE CARD NO. 2

(Jan. 1, 1967)

Hour	30 Min.	Min.	40 Sec.	30 Sec.	20 Sec.	10 Sec.
Class AA—7:30-11:15 p.m., daily.						
\$245.00	\$195.00	\$85.00*	\$75.00*	\$64.00*	\$51.00*	\$42.00*

\*Class AA—7-11:15 p.m., daily.

**WKBM-TV**  
**Caguas-San Juan**  
 Ch. 11

Network Service: None, independent.  
 Licensee: American Colonial Broadcasting Corp., Box 4189, San Juan.  
 Studio: Condado St., San Juan.  
 Transmitter: Cerro Marquessa Mt., 6-mi. NW of Caguas.  
 Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 200-kw visual, 39.8-kw aural. Antenna: 1180-ft. above av. terrain, 240-ft. above ground, 1913-ft. above sea level.

Latitude	18°	16'	54"
Longitude	66°	06'	46"

AM Affiliate: WKVM, San Juan, 50-kw, 810 kHz.  
 FM Affiliate: WKVM-FM, San Juan, 50-kw, 105.7 MHz (No. 289), 1100-ft.  
 Color: Film & slide.  
 News Wire Service: AP.  
 Ownership: Ralph Perez Perry, 100%, also owner of WSUR-TV, Ponce and radios WKVM & WKVM-FM, San Juan.  
 Began Operation: April 22, 1960.  
 Represented (legal) by Mallyck & Bernton.  
 Represented (engineering) by Willis C. Beecher.

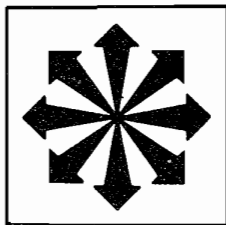
**Personnel:**

RALPH PEREZ PERRY, president.  
 CARMEN JUNCOS, general manager.  
 HECTOR RODRIGUEZ, studio operations.  
 JOSE A. RIBAS, sales manager.  
 ANGEL L. SANTIAGO, accounting.  
 JOSE RODRIGUEZ, film department.  
 MYRNA RIVERA, accounting.

**DIGEST OF RATE CARD NO. 3**  
 (Sept. 1, 1965)

Hour	30 Min.	15 Min.	5 Min.	Min.	30 Sec.	20 Sec.
Class A—7-10 p.m., daily.						
\$325.00	\$190.00	\$125.00	\$81.00	\$68.00	\$47.00	\$39.00

**BLACKBURN**  
**& COMPANY, INC.**



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<b>BEVERLY HILLS</b>	9645 Wilshire Blvd.	(213) 274-8151

**VIRGIN ISLANDS**



**WBNB-TV**  
**Charlotte Amalie**  
 Ch. 10

Network Service: CBS, NBC.  
 Licensee: Island Teleradio Service Inc., Box 1947, St. Thomas, V.I. (00801).  
 Studio: Mountain Top Estates. Cable: WBNB.  
 Telephone: 774-0400 (studio); 774-0300 (office).  
 Transmitter: Signal Hill, Mountain Top Estates.  
 Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 2.5-kw visual, .5-kw aural. Antenna: 1604-ft. above av. terrain, 203-ft. above ground, 1677-ft. above sea level.

Latitude	18°	21'	23"
Longitude	64°	56'	43"

Color: Film & slide.

News Wire Service: AP. News Film Service: CBS.

Ownership: Robert Moss, pres., 42.8%; Robert E. Noble Jr., secy.-treas., 40.9%; Kenneth H. Granger, 9.8%; Faye R. Russell, 6.5%. Note: Sale to TV Communications (CATV) pends (Television Digest, Vol. 9:16).

Began Operation: July 1, 1961.

Represented (sales) by Intercontinental Services Ltd.

Represented (legal) by McKenna & Wilkinson.

**Personnel:**

ROBERT MOSS, president.  
 ROBERT E. NOBLE, secretary-treasurer.

**DIGEST OF RATE CARD NO. 4—(Sept. 1, 1968)**

Hour	30 Min.	15 Min.	5 Min.	Min.	30 Sec.	20 Sec.	10 Sec.
Class AA—6:29-10:01 p.m., daily.							
\$125.00	\$75.00	\$50.00	\$32.00	\$20.00	\$15.00	\$12.00	\$10.00

NETWORK BASE HOURLY RATE: \$100 (CBS), \$100 (NBC).

**WSVI**  
**Christiansted**  
 Ch. 8

Grantee: Quality Telecasting Corp., Box 43, Mayaguez, P.R.  
 Studio & Transmitter: Recovery Hill, Christiansted, St. Croix, V.I. (00708).  
 Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 14.1-kw visual, 2.82-kw aural. Antenna: 750-ft. above av. terrain, 77-ft. above ground, 830-ft. above sea level.

Latitude	17°	44'	10"
Longitude	64°	41'	56"

Holds CP for change to 58.5-kw visual, 7.2-kw aural. BPCT-4196.

News Wire Service: AP.

Ownership: Quality Telecasting Corp., 100%. Quality Telecasting Corp. also owns WORA-TV, Mayaguez, P. R.

Began Operation: Nov. 10, 1965.

Represented (sales) by T.I.E. States Ltd.

**Personnel:**

ALFRED R. de ARELLANO JR., president.  
 RON BURTON, station manager.  
 FRANK WILTSE, program director.  
 HERB SCHOENBOHM, chief engineer.

**DIGEST OF RATE CARD NO. 2**  
 (Sept. 1, 1967)

Hour	30 Min.	15 Min.	5 Min.	Min.	30 Sec.	20 Sec.	10 Sec.
Class AA—7-10 p.m., daily.							
\$150.00	\$80.00	\$45.00	\$25.00	\$18.00	\$12.00	\$9.00	\$7.50

# EDUCATIONAL TV STATION DIRECTORY

Personnel, Facilities and Other Data as of March 5, 1970

Including Call Letters and Address of Commercially Operated Outlets\*

Plus CP Holders Reported Due to Begin Operation by Summer of 1970.

For Educational Television Networks, See Services Volume

## ALABAMA

### WBIQ Birmingham Ch. 10

Non-Commercial Educational Station

Licensee: Alabama Educational Television Commission, 2101 Magnolia Ave., Birmingham, Ala. (35205).

Studios: Auburn University; Birmingham Area ETV; University of Alabama; Montgomery ETV Center; Huntsville Public Schools ETV Center.

Transmitter: Red Mt.

Telephone: 205-328-8756.

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1050-ft. above av. terrain, 790-ft. above ground, 1797-ft. above sea level.

Latitude	33°	29'	19"
Longitude	86°	47'	57"

TV tape: Recording facilities.

Ownership: State of Alabama. Commission members: Leslie S. Wright, Mrs. Bertha Roberts, Martin J. Darity, James R. Swedenburg, pres. Commission also operates WAIQ, Montgomery, WCIQ, Mount Cheaha State Park, WDIQ, Dozier, WEIQ, Mobile, WH<sup>1</sup>Q, Huntsville, WFIQ, Florence, WGIQ, Louisville & holds CP for WIIQ, Demopolis.

Began Operation: April 28, 1955.

Personnel:

RAYMOND HURLBERT, general manager.  
DAVID D. LAVIES, director of public information.  
LEWIS W. KENDRICK, dir. for operations & programming.  
AL RENFRO, engineering & technical director.  
MADGE LAW, director, records & accounts.

### WIIQ Demopolis Ch. 41

Non-Commercial Educational Station

(Due to Begin Operation in June)

Grantee: Alabama Educational Television Commission, 2101 Magnolia Ave., Birmingham, Ala. (35202).

Studios: See WBIQ, Birmingham.

Transmitter: 6.2-mi. NW of Linden, Ala.

Technical Facilities: Channel No. 41 (632-638 MHz). Authorized power: 447-kw visual, 44.7-kw aural. Antenna: 1080-ft. above av. terrain, 997-ft. above ground, 1259-ft. above sea level.

Latitude	32°	22'	01"
Longitude	87°	52'	03"

TV tape: Recording facilities.

Ownership: See WBIQ, Birmingham.

Personnel: See WBIQ, Birmingham.

\*Note: Tulsa University and Oklahoma A & M each owns 1.52% of KVOO-TV, Tulsa (commercial). Ithaca College operates WICB-TV, Ithaca, N.Y. on local coaxial cable system.

### WDIQ Dozier Ch. 2

Non-Commercial Educational Station

Licensee: Alabama Educational Television Commission, 2101 Magnolia Ave., Birmingham, Ala. (35205).

Studios: See WBIQ, Birmingham.

Transmitter: Mervillis Mill Rd. Telephone: 205-496-3631.

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 695-ft. above av. terrain, 566-ft. above ground, 1052-ft. above sea level.

Latitude	31°	33'	16"
Longitude	86°	23'	32"

TV tape: Recording facilities.

Ownership: See WBIQ, Birmingham.

Began Operation: Aug. 8, 1956.

Personnel: See WBIQ, Birmingham.

### WFIQ Florence Ch. 36

Non-Commercial Educational Station

Licensee: Alabama Educational Television Commission, 2101 Magnolia Ave., Birmingham, Ala. (35205).

Studios: See WBIQ, Birmingham.

Transmitter: 1.8-mi. N of Jonesboro. Telephone: 205-332-4422.

Technical Facilities: Channel No. 36 (602-608 MHz). Authorized power: 589-kw visual, 58.9-kw aural. Antenna: 760-ft. above av. terrain, 538-ft. above ground, 1476-ft. above sea level.

Latitude	34°	34'	48"
Longitude	87°	46'	28"

TV tape: Recording facilities.

Ownership: See WBIQ, Birmingham.

Began Operation: Aug. 16, 1967.

Personnel: See WBIQ, Birmingham.

### WHIQ Huntsville Ch. 25

Non-Commercial Educational Station

Licensee: Alabama Educational Television Commission, 2101 Magnolia Ave., Birmingham (35205).

Studios: See WBIQ, Birmingham.

Transmitter: 706 Reed Dr. Telephone: 205-536-8450.

Technical Facilities: Channel No. 25 (536-542 MHz). Authorized power: 631-kw visual, 126-kw aural. Antenna: 1173-ft. above av. terrain, 339-ft. above ground, 1962-ft. above sea level.

Latitude	34°	44'	16"
Longitude	86°	32'	02"

TV tape: Recording facilities.

Ownership: See WBIQ, Birmingham.

Began Operation: Nov. 15, 1965.

Personnel: See WBIQ, Birmingham.



**WGIQ**  
**Louisville**

Ch. 43

Non-Commercial Educational Station

Licensee: Alabama Educational Television Commission, 2101 Magnolia Ave., Birmingham, Ala. (35205).

Studios: See WBIQ, Birmingham.

Transmitter: .4-mi. W of Texasville, Ala.

Telephone: 205-775-8846.

Technical Facilities: Channel No. 43 (644-650 MHz). Authorized power: 708-kw visual, 70.8-kw aural. Antenna: 940-ft. above av. terrain, 795-ft. above ground, 1400-ft. above sea level.

Latitude	31°	44'	00"
Longitude	85°	25'	46"

TV tape: Recording facilities.

Ownership: See WBIQ, Birmingham.

Began Operation: Sept. 9, 1968.

Personnel: See WBIQ, Birmingham.

**WEIQ**  
**Mobile**

Ch. 42

Non-Commercial Educational Station

Licensee: Alabama Educational Television Commission, 2101 Magnolia Ave., Birmingham, Ala. (35205).

Studios: See WBIQ, Birmingham.

Transmitter: Near Spanish Fort, 0.6-mi. S of U.S. Hwy. #31.

Telephone: 205-438-9656.

Technical Facilities: Channel No. 42 (638-644 MHz). Authorized power: 234-kw visual, 23.4-kw aural. Antenna: 600-ft. above av. terrain, 543-ft. above ground, 702-ft. above sea level.

Latitude	30°	39'	33"
Longitude	87°	53'	33"

TV tape: Recording facilities.

Ownership: See WBIQ, Birmingham.

Began Operation: November 18, 1964.

Personnel: See WBIQ, Birmingham.

**WAIQ**  
**Montgomery**

Ch. 26

Non-Commercial Educational Station

Licensee: Alabama Educational Television Commission, 2101 Magnolia Ave., Birmingham, Ala. (35205).

Studios: See WBIQ, Birmingham.

Transmitter: Patterson Field, Montgomery, Alabama.

Telephone: 205-265-9341, Montgomery.

**Alabama-Arizona Educational**

Technical Facilities: Channel No. 26 (542-548 MHz). Authorized power: 229-kw visual, 22.9-kw aural. Antenna: 600-ft. above av. terrain, 553-ft. above ground, 813-ft. above sea level.

Latitude	32°	22'	52"
Longitude	86°	17'	30"

TV tape: Recording facilities.

Ownership: See WBIQ, Birmingham.

Began Operation: December 18, 1962.

Personnel: See WBIQ, Birmingham.

**WCIQ**

**Mount Cheaha State Park**

Ch. 7

Non-Commercial Educational Station

Licensee: Alabama Educational Television Commission, 2101 Magnolia Ave., Birmingham, Ala. (35205).

Studios: See WBIQ, Birmingham.

Transmitter: Mt. Cheaha, near Munford.

Telephone: 205-328-8756.

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 2000-ft. above av. terrain, 574-ft. above ground, 2981-ft. above sea level.

Latitude	33°	29'	06"
Longitude	85°	48'	32"

TV tape: Recording facilities.

Began Operation: Jan. 7, 1955.

Ownership: See WBIQ, Birmingham.

Personnel: See WBIQ, Birmingham.

**ARIZONA**

**KAET**  
**Phoenix**

Ch. 8

Non-Commercial Educational Station

Grantee: Arizona Board of Regents, Arizona State U., Tempe, Ariz. (85281).

Studio: Bureau of Broadcasting, Engineering Center, Arizona State U., Tempe, Ariz.

Transmitter: South Mt., 5-mi. S of Phoenix.

Telephone: 965-3506.

(Continued on next page)

for quality instructional programming . . .

• AREA CODE 402 432-3637

**Great Plains National Instructional Television Library**

UNIVERSITY OF NEBRASKA, LINCOLN, NEB. 68508

## Arizona-Cal. Educational

KAET, Phoenix—(Continued)

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 117-kw visual, 16.2-kw aural. Antenna: 1659-ft. above av. terrain, 174-ft. above ground, 2827-ft. above sea level.

Latitude	33°	19'	54"
Longitude	112°	03'	52"

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

Ownership: Operated by Arizona State U. for the Board of Regents.

Began Operation: Jan. 30, 1961.

Personnel:

ROBERT H. ELLIS, director of broadcasting, Arizona State U.  
DONALD BURGESS, assistant director of broadcasting.  
JOHN NOVAK, chief engineer.  
CLARA COX, traffic supervisor.

### KUAT-TV

Tucson

Ch. 6

Non-Commercial Educational Station

Licensee: Arizona Board of Regents, Modern Languages Bldg., Tucson, Ariz. (85721).

Studio: Modern Languages Bldg., U. of Arizona, Tucson.

Telephone: 884-1434.

Transmitter: Mt. Bigelow, 18 mi. NE of Tucson.

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 35.5-kw visual, 3.55-kw aural, 3630-ft. above av. terrain, 192-ft. above ground, 8722-ft. above sea level.

Latitude	32°	24'	55"
Longitude	110°	42'	54"

TV tape: Recording facilities.

News Wire Service: UPI.

Color: Network, live, film, slide & tape.

Ownership: University of Arizona, Richard A. Harvill, pres.

Began Operation: March 8, 1959.

Personnel:

FRANK BARRECA, general manager.  
WES MARSHALL, assistant general manager.  
JON COOPER, program manager.  
HARRY ATWOOD, film production manager.  
BRUCE FOWLER, operations/production manager.  
ETHEL NAILL, film services.  
HOBART PAINE, chief engineer.  
HOWARD WEISS, promotion manager.  
CHANCE WILLIAMS, news editor.

## ARKANSAS

### KETS

Little Rock

Ch. 2

Non-Commercial Educational Station

Licensee: Arkansas ETV Commission, 350 S. Donaghey St., Conway, Ark.

Studio: 350 S. Donaghey St., Conway, Ark.

Transmitter: U.S. Hwy. 65, 2-mi. N of Redfield, Barraque Twp.

Telephone: 375-2431, Little Rock; 329-3887, Conway.

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1780-ft. above av. terrain, 2000-ft. above ground, 2272-ft. above sea level.

Latitude	34°	28'	23"
Longitude	92°	12'	10"

TV tape: Recording facilities.

Ownership: State Commission. Officers: Dr. Silas D. Snow, chairman; Mrs. Jetta Ford Sink, vice chairman; Evelyn Pierce Hammons, secy.-treas.

Began Operation: Dec. 4, 1966.

Represented (legal) by Pierson, Ball & Dowd.

Represented (engineering) by Jansky & Bailey.

Personnel:

LEE REAVES, director.  
ED WOOTEN, program manager.  
VERNON L. DILLAPLAIN, chief engineer.

## CALIFORNIA

### KEET

Eureka

Ch. 13

Non-Commercial Educational Station

Licensee: Redwood Empire ETV Inc., Box 13, Eureka, Cal. (95502).

Studio: 333 6th St.

Telephone: 707-442-4513.

Transmitter: Redwood Peak, 12-mi. E of Eureka.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 32.4-kw visual, 6.48-kw aural. Antenna: 1510-ft. above av. terrain, 107-ft. above ground, 2907-ft. above sea level.

Latitude	40°	43'	52"
Longitude	123°	57'	06"

TV tape: Recording facilities. Color: Network.

Ownership: Non-profit corp. A.J. Franceschi, pres.; Donald H. Telford, v.p. & dir.

Began Operation: April 14, 1969.

Personnel:

DONALD H. TELFORD, vice president & director.  
RONALD B. MILLER, chief engineer.  
JEANNIE NEWTON, secretary.

### KCET

Los Angeles

Ch. 28

Non-Commercial Educational Station

Licensee: Community TV of Southern California, 1313 N. Vine St., Hollywood, Cal. (90028).

Studio: 1313 N. Vine St., Hollywood, Cal. (90028).

Transmitter: Mt. Wilson.

Telephone: 213-466-4212. TWX No.: 910-321-4396.

Technical Facilities: Channel No. 28 (554-560 MHz). Authorized power: 1200-kw max. and 45.7-kw horizontal visual, 240-kw max. and 9.12-kw horizontal aural. Antenna: Directional, 3050-ft. above av. terrain, 363-ft. above ground, 6,022-ft. above sea level.

Latitude	34°	13'	27"
Longitude	118°	03'	47"

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

Ownership: Non-profit corp. Officers: Dr. Lee A. DuBridge, chairman emeritus; H. Russell Smith, chairman; John W. Lühring, pres.; Dr. James L. Loper, exec. v.p. & gen. mgr.; Russel I. Kully, secy.; Russell S. Bock, treas.

Began Operation: Sept. 28, 1964.  
Represented (legal) by Covington & Burling.  
Represented (engineering) by Hammett & Edison.  
Personnel:

JAMES L. LOPER, exec. v.p. & general manager.  
COLIN BARRACLOUGH, director of development.  
DOUGLAS NORBERG, v.p., administration.  
THEODORE UNTIEDT, v.p., engineering & production services.  
BERT N. SNOW, director of community relations.  
CHARLES ALLEN, v.p., programming.  
MAYNARD ORME, director of educational services.  
STAN LEVY, production services coordinator.

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**KIXE-TV**  
**Redding**

Ch. 9

Non-Commercial Educational Station

Licensee: Northern California Educational Television Association Inc., 1304 East St., Box 9, Redding, Cal. (96001).

Main studio (projected): Redding, Cal. Also affiliated studios at Chico State College, Chico, Cal. (95926).

Transmitter: Mt. Shasta-Bally.

Telephone: 241-7900.

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 31.19-kw visual, 5.89-kw aural. Antenna: 3590-ft. above av. terrain, 99-ft. above ground, 6308-ft. above sea level.

Latitude	40°	36'	08"
Longitude	122°	39'	00"

Requests change to 92.4-kw visual, 20-kw aural, 3590-ft. above av. terrain, 99-ft. above ground, 6308-ft. above sea level, lat. 40° 36' 09", long. 122° 39' 01". BPET-321.

Color: Network.

Ownership: Non-profit association. Mrs. Jean Meyers, chairman, board of directors.

Began Operation: Oct. 5, 1964.

Personnel:

BILL REED, general manager.  
BRANTLEY HUNTER, station engineer.  
SANDY McCALEB, publicity director.  
J. ALLEN LARNER, schoolcast coordinator.

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**KVIE**  
**Sacramento**

Ch. 6

Non-Commercial Educational Station

Licensee: Central California Educational Television, Box 6, Sacramento, Cal. (95801).

Studio: Garden Hwy., Sacramento. Telephone: 922-6563.

Transmitter: 3.5-mi. S of El Dorado.

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 89.1-kw visual, 17.8-kw aural. Antenna: 1020-ft. above av. terrain, 500-ft. above ground, 2523-ft. above sea level.

Latitude	38°	37'	49"
Longitude	120°	51'	20"

Holds CP for change to 55-kw visual, 11-kw aural, 1120-ft. above av. terrain, 1546-ft. above ground, 1544-ft. above sea level, lat. 38° 14' 50", long. 121° 30' 03", transmitter to .7-mi. NE of Walnut Grove, Cal., redescribe studio location as 2490 Garden Hwy., Sacramento. BPET-309.

TV tape: Recording facilities.

Color: Network.

Ownership: Non-profit corporation. Robert L. Moore, pres.

Began Operation: Feb. 23, 1959.

Represented (legal) by Krieger & Jorgensen.

## California Educational

Personnel:

ARTHUR A. PAUL, general manager.  
FRANK LaROSA, program manager.  
RICHARD OSBORN, operations manager.  
GORMAN K. BROWN, chief engineer.  
DAVE BLOEDAU, continuity director.  
WALLY REMINGTON, public relations director.  
RICHARD SIMPSON, dir. of cinematography.  
JAMES CASPER, business manager.

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**KVCR-TV**  
**San Bernardino**

Ch. 24

Non-Commercial Educational Station

Licensee: San Bernardino Junior College Dist., 701 S. Mt. Vernon Ave., San Bernardino, Cal. (92403).

Studio & Transmitter: 701 S. Mt. Vernon Ave.

Telephone: 885-0234, Ext. 250, 254, 282.

Technical Facilities: Channel No. 24 (530-536 MHz). Authorized power: 5.75-kw visual, 1.12-kw aural. Antenna: minus 290-ft. above av. terrain, 120-ft. above ground, 1178-ft. above sea level.

Latitude	35°	05'	20"
Longitude	117°	18'	44"

FM Affiliate: KVCR-FM, 4.9-kw, 91.9 MHz (No. 220), 120-ft.

TV tape: Recording facilities. News Wire Service: UPI.

Ownership: Non-profit organization. Edward F. Taylor, chairman; Raymond F. Ellerman, supt.

Began Operation: Sept. 11, 1962.

Personnel:

EDWARD R. ROTHHAAR, general manager.  
CARMELO CACCIOLA, chief engineer.  
FRED R. BURGESS, program manager.  
THOMAS W. LITTLE, production manager.

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**KEBS-TV**  
**San Diego**

Ch. 15

Non-Commercial Educational Station

Licensee: San Diego State College (92115).

Studio: San Diego State College, San Diego.

Transmitter: Mount San Miguel, 13 mi. E of San Diego.

Telephone: 714-286-6415. TWX No.: 714-583-8100.

Technical Facilities: Channel No. 15 (476-482 MHz). Authorized power: 1000-kw max. and 417-kw horizontal visual, 200-kw max. and 81.3-kw horizontal aural. Antenna: 1880-ft. above av. terrain, 161-ft. above ground, 2693-ft. above sea level.

Latitude	32°	41'	48"
Longitude	116°	56'	10"

TV tape: Recording facilities. Color: Network.

News Wire Service: UPI.

FM Affiliate: KEBS-FM, 2-kw, 89.5 MHz (No. 208), 1810-ft. antenna height.

Ownership: State institution.

Began Operation: June 25, 1967.

Personnel:

JOHN P. WITHERSPOON, general manager.  
BRADFORD B. WARNER, program director.  
STEPHEN A. ALL, manager, San Diego Area Instructional Television Authority.  
THOMAS R. McMANUS, FM operations manager.  
C. CHRISTOPHER RAGER, director of engineering.

# California-Colorado Educational

## KQED

San Francisco

Ch. 9

Non-Commercial Educational Station

Licensee: Bay Area Educational Television Assn., 525 Fourth St., San Francisco, Cal. (94107).

Studio: 525 Fourth St. Telephone: 415-391-1000.

Transmitter: San Bruno Mt., 2.5-mi. NW of South San Francisco.

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 316-kw visual, 63.2-kw aural. Antenna: 1210-ft. above av. terrain, 190-ft. above ground, 1415-ft. above sea level.

Latitude	37°	41'	22''
Longitude	122°	26'	10''

TV tape: Recording facilities.

News Wire Service: UPI. Facsimile Service: UPI.

Color: Network, live, film, slide & tape.

Ownership: Following are officers: Mortimer Fleishhacker Jr., chmn.; W. P. Fuller Brawner, v. chmn.; Richard O. Moore, pres.; Duncan McBryde, v.p.; Mrs. Allan E. Charles, secy.; A. Ford Lovelace, treas.

Began Operation: April 2, 1954.

Represented (legal) by Covington & Burling.

Personnel:

MORTIMER FLEISHHACKER JR., chairman.  
RICHARD O. MOORE, president & general manager.  
ROLAND E. FENZ, director of development.  
JONATHAN C. RICE, director of programming.  
GERALD MARANS, assistant to general manager.  
STANLEY RUDNEY, business manager.  
RAYMOND L. SMITH, director of educational services.  
IRVING SARAF, film director.  
ROBERT HUESTIS, chief engineer.  
PAUL TURNER, production manager.

## KTEH

San Jose

Ch. 54

Non-Commercial Educational Station

Grantee: Office of Education, a Dept. of the County of Santa Clara, 45 Santa Teresa, San Jose, Cal. (95110).

Studio & Transmitter: 2700 Carol Dr.

Telephones: 299-2710 (Studio); 299-3195 (Office).

Technical Facilities: Channel No. 54 (710-716 MHz). Authorized power: 22.9-kw visual, 4.68-kw aural. Antenna: minus 30-ft. above av. terrain, 89-ft. above ground, 506-ft. above sea level.

Latitude	37°	17'	18''
Longitude	121°	51'	50''

TV tape: Recording facilities.

Ownership: County institution with following on governing board: Dr. Glenn Hoffman, County Supt. of Schools; O. D. Russell, Assoc. County Supt. for Admin. Services.

Began Operation: Oct. 19, 1961.

Personnel:

DR. GLENN HOFFMAN, general manager.  
WARREN L. WADE, station manager.  
ROBERT A. MASON, director of technical & engineering facilities.  
ROBERT WHALLEY, chief engineer.  
LEO BLEIR, program director.  
RAY MCKELVEY, utilization director.  
EVA BAUMGARDNER, traffic director.

## KCSM-TV

San Mateo

Ch. 14

Non-Commercial Educational Station

Licensee: San Mateo Junior College District, 1700 West Hillsdale Blvd., San Mateo, Cal. (94402).

Studio: Library, College of San Mateo.

Transmitter: 1700 W. Hillsdale Blvd., San Mateo, Cal.

Telephones: 341-5686, 341-6161.

Technical Facilities: Channel No. 14 (470-476 MHz). Authorized power: 13.8-kw visual, 2.75-kw aural. Antenna: 380-ft. above av. terrain, 143-ft. above ground, 748-ft. above sea level.

Latitude	37°	32'	12''
Longitude	122°	20'	02''

TV tape: Recording facilities.

Ownership: This is a public educational institution; Clifford G. Erickson, chancellor-superintendent; Dr. Robert L. Ewigleben, pres.; Dr. Jacob H. Wiens, director, College of the Air

Began Operation: Oct. 12, 1964.

Personnel:

JACOB H. WIENS, general manager.  
DOUGLAS B. MONTGOMERY, program manager & film buyer.  
DANIEL ODUM, director, music programs.  
GEORGE BOARDMAN, publicity director.  
FRANCIS J. MORGAN, chief engineer.  
JOHN (JACK) BOONE, dir. of educational services.

# COLORADO

## KRMA-TV

Denver

Ch. 6

Non-Commercial Educational Station

Licensee: School District No. 1, City & County of Denver and State of Colorado School District, 414 14th St., Denver (80202).

Studio: Emily Griffith Opportunity School, 13th & Glenarm Sts.

Transmitter: 2.5 mi. NE of center of Golden, Colo. on Lookout Mt.

Telephone: 244-8899, Ext. 66 & 67.

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 15-kw aural. Antenna: 880-ft. above av. terrain, 210-ft. above ground, 7676-ft. above sea level.

Latitude	39°	43'	47''
Longitude	105°	14'	59''

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

Ownership: Denver Public Schools; Dr. Robert D. Gilberts, supt.

Began Operation: Jan. 30, 1956.

Represented (legal) by Krieger & Jorgensen.

Personnel:

RUSSELL CASEMENT, executive director.  
J. A. SCHLAEFLE, director of programming.  
JOHN CULLEN, director of engineering.  
JAMES W. LARGENT, studio technical supervisor.  
GERALD WILLSEA, director of radio & television activities.  
ABEL L. VIGIL, artist.  
CLELLAN C. RAINS, production manager.  
WILLARD EASTERLY, transmitter engineer.  
ARLA J. CURTIS, traffic control manager.  
JAMES W. CASE, director, special projects.

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## CONNECTICUT

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### WEDW Bridgeport

Ch. 49

Non-Commercial Educational Station

Licensee: Connecticut Educational TV Corp., 24 Summit St., Hartford, Conn. (06106).

Studio: Same as WEDH, Hartford, Conn.

Transmitter: Booth Hill, 6.9-mi. N of center of Bridgeport.

Color: Network.

Technical Facilities: Channel No. 49 (680-686 MHz). Authorized power: 614-kw max. & 380-kw horizontal visual, 123-kw max. & 85-kw horizontal aural. Antenna: 615-ft. above av. terrain, 363-ft. above ground, 892-ft. above sea level.

Latitude	41°	16'	46"
Longitude	73°	11'	09"

Ownership: See WEDH, Hartford, Conn.

Began Operation: Dec. 17, 1967.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Cyril M. Braum.

Personnel: See WEDH, Hartford, Conn.

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### WEDH Hartford

Ch. 24

Non-Commercial Educational Station

Licensee: Connecticut Educational TV Corp., 24 Summit St., Hartford, Conn. (06106).

Studio: 24 Summit St., Hartford (06106).

Transmitter: Deercliff Rd., Avon, Conn.

Telephone: 203-278-5310.

Technical Facilities: Channel No. 24 (530-536 MHz). Authorized power: 162.2-kw max. and 130.9-kw horizontal visual, 25.1-kw aural. Antenna: 902-ft. above av. terrain, 503-ft. above ground, 1213-ft. above sea level.

Latitude	41°	46'	29"
Longitude	72°	48'	20"

Color: Network, film, slide & tape.

TV tape: Recording facilities.

Ownership: Connecticut Educational TV Corp. (non-profit organization), 100%. Also operates WEDW, Bridgeport & WEDN, Norwich, Conn.

Began Operation: October 1, 1962.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Cyril M. Braum.

Personnel:

PAUL K. TAFF, president.

DOUGLAS G. LEONARD, vice president.

JOHN C. LENNHOF, vice president.

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### WEDN Norwich

Ch. 53

Non-Commercial Educational Station

Licensee: Connecticut Educational TV Corp., 24 Summit St., Hartford, Conn. (06106).

Studio: Same as WEDH, Hartford, Conn.

Transmitter: 3.2-mi. S. of Fitchville, Conn.

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## Connecticut-Del. Educational

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Technical Facilities: Channel No. 53 (704-710 MHz). Authorized power: 563-kw max. and 316-kw horizontal visual, 113-kw max. and 64-kw horizontal aural. Antenna: 680-ft. above av. terrain, 477-ft. above ground, 996-ft. above sea level.

Latitude	41°	31'	11"
Longitude	72°	10'	04"

Color: Network.

Ownership: See WEDH, Hartford.

Began Operation: March 5, 1967.

Represented (legal) by Dow, Lohnes & Albertson.

Personnel: See WEDH, Hartford.

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## DELAWARE

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### WHYY-TV Wilmington

Ch. 12

Non-Commercial Educational Station

Licensee: WHYY Inc., 4548 Market St., Philadelphia, Pa. (19139).

Studios: Fifth & Scott Sts., Wilmington, Del.; 4548 Market St., Philadelphia, Pa. (19139).

Transmitter: East Stanger Ave., Glassboro, N.J.

Telephones: 302-654-6255, Wilmington; 215-382-9300, Philadelphia. TWX No.: 215-569-9815.

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 158-kw aural. Antenna: 900-ft. above av. terrain, 922-ft. above ground, 1049-ft. above sea level.

Latitude	39°	41'	21"
Longitude	75°	05'	22"

Requests change to 960-ft. above av. terrain, 1022-ft. above ground, 1369-ft. above sea level, lat. 40° 02' 30", long. 75° 14' 24"; transmitter to Roxborough Antenna Farm near intersection of Umbria St. & Dominion Lane, Philadelphia. BPCT-4290.

TV tape: Recording facilities.

Color: Live, film, slide & tape.

News Wire Service: AP.

Ownership: Same as WUHY-TV, Philadelphia, Pa.

Began Operation: Sept. 12, 1963.

Personnel:

WARREN A. KRAETZER, exec. v.p. & general manager.

NORMAN MARCUS, v.p., programming production.

IRVIN C. RUBY, business & personnel manager, assistant to the general manager.

ROBERT HALL, vice president, engineering.

BRUCE BEALE, program director.

KARL A. PECKMAN JR., development officer.

RICHARD BACHTEL, traffic director.

Note: Delaware has statewide closed-circuit ETV system originating from studio in Dover and carried to schools via microwave and cable by Diamond State Telephone Co.

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*Hogan-Feldmann, Inc.*  
MEDIA BROKERS · CONSULTANTS

4404 Riverside Drive, Box 1545

Burbank, California 91505

Area Code 213 849-3201

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## DISTRICT OF COLUMBIA

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### WETA-TV Washington

Ch. 26

Non-Commercial Educational Station

Licensee: The Greater Washington Educational TV Assn. Inc., 2600 Fourth St. NW, Washington, D.C. (20001).

Studio: 2600 Fourth St. NW, Washington, D.C. (20001).

Transmitter: 5202 River Rd., Bethesda, Md.

Telephone: 387-1300.

Technical Facilities: Channel No. 26 (542-548 MHz). Authorized power: 1100-kw max. & 794-kw horizontal visual, 219-kw max. & 158-kw horizontal aural. Antenna: 770-ft. above av. terrain, 809-ft. above ground, 1049-ft. above sea level.

Latitude	38°	57'	49.4"
Longitude	77°	06'	18.2"

FM Affiliate: WETA-FM, 75-kw, 90.9 MHz (No. 215), 475-ft. antenna height.

TV tape: Recording facilities.

News Wire Service: UPI.

Color: Network, live, film, slide & tape.

Ownership: The Greater Washington Educational Television Association Inc., a non-profit corporation composed of trustees representing public, educational & cultural institutions in the Washington, D.C., Maryland & Virginia metropolitan area. Dr. Max M. Kampelman, chairman; Elizabeth P. Campbell, president; William J. McCarter, v.p. & gen. mgr. Holds CPs for WETX, Ch. 32 & WETA-FM.

Began Operation: October 2, 1961.

Represented (legal) by Krieger & Jorgensen.

Represented (engineering) by John H. Mullaney.

#### Personnel:

WILLIAM J. McCARTER, v.p. & general manager.  
JOHN C. RAHMANN, director of administration.  
JACK HUNTER, director of programming.  
RICHARD PIOLI, director of educational services.  
WAYNE COY, director, production & operations.  
LINCOLN FURBER, director, news & public affairs.  
KING HARRISON, chief engineer.  
CHARLES A. PROHASKA, asst. to gen. mgr. for technical & plant development.  
J. ALLEN BOWERS, manager, program operations.

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## FLORIDA

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### WUFT Gainesville

Ch. 5

Non-Commercial Educational Station

Licensee: Board of Regents acting for and on behalf of State University of Florida, 226 Administration Bldg., Gainesville, Fla. (32601).

Studio: Stadium, U of Florida, Gainesville, Fla.

Transmitter: Devil's Millhopper, 5.5-mi. NW of city.

Telephone: 904-392-0463.

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 12.84-kw visual, 2.75-kw aural. Antenna: 480-ft. above av. terrain, 468-ft. above ground, 628-ft. above sea level.

Latitude	29°	42'	34"
Longitude	82°	23'	51"

TV tape: Recording facilities.

News Wire Service: AP, UPI.

884-b

AM Affiliate: WRUF, 5-kw, 850 kHz (commercial, NBC).

FM Affiliate: WRUF-FM, 27-kw, 103.7 MHz (No. 279), 360-ft.

Ownership: Board of Regents of State of Florida: D. Burke Kibler III, chmn.; Louis C. Murray, v. chmn.; Chester Ferguson, Mrs. E. D. Pearce, Henry Kramer, Clarence L. Menser, Julius F. Parker Jr., Mayhew W. Dodson III, members. U of Florida also operates radios WRUF and WRUF-FM.

Began Operation: Nov. 17, 1958.

#### Personnel:

KENNETH A. CHRISTIANSEN, director of television.  
MARK DAMEN, program manager.

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### WJCT Jacksonville Ch. 7

Non-Commercial Educational Station

Licensee: Community Television Inc., 2037 Main St., Jacksonville, Fla. (32206).

Studio: 2037 Main St., Jacksonville, Fla. (32206).

Transmitter: 1070 E. Adams St. Telephone: 904-354-2806.

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 38.9-kw visual, 7.76-kw aural. Antenna: 843-ft. above av. terrain, 859-ft. above ground, 863-ft. above sea level.

Latitude	30°	19'	21.6"
Longitude	81°	38'	34.1"

Holds CP for change to 214-kw visual, 42.7-kw aural. lat. 30° 19' 22", long. 81° 38' 24", transmitter to East Bay & Georgia St. BPET-348.

TV tape: Recording facilities. Color: Network, live.

Ownership: Non-profit corp.

Began Operation: Sept. 10, 1958.

#### Personnel:

FRED REBMAN, general manager.  
CHARLES PRICE, program manager.  
GENE NAPIER, chief engineer.  
DICK HEUER, production manager.  
BRUCE E. HERBERT, director of development.

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### WSEC-TV Miami Ch. 17

Non-Commercial Educational Station

Licensee: The Board of Public Instruction of Dade County, 1410 N.E. 2nd Ave., Miami, Fla. (33132).

Studio: 1410 N.E. 2nd Ave. Telephone: 305-350-3222. Transmitter: 3200 S.W. 52nd Ave., Hollywood, Fla.

Technical Facilities: Channel No. 17 (488-494 MHz). Authorized power: 38-kw visual, 3.2-kw aural. Antenna: side-mounted on WTHS-TV tower, 600-ft. above av. terrain, 723-ft. above ground, 732-ft. above sea level.

Latitude	25°	58'	46"
Longitude	80°	11'	50"

TV tape: Recording facilities. Color: Network.

Ownership: See WTHS-TV.

Began Operation: Sept. 7, 1962.

Represented (legal) by Krieger & Jorgensen.

Represented (engineering) by George P. Adair Engineering Co.

Personnel: See WTHS-TV.

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### WTHS-TV Miami Ch. 2

Non-Commercial Educational Station

Licensee: The Board of Public Instruction of Dade County, 1410 N.E. 2nd Ave., Miami, Fla. (33132).

TV Factbook No. 40

Studio: 1410 N.E. 2nd Ave. Telephone: 305-350-3222.

TWX No.: 810-848-8732.

Transmitter: 3200 S.W. 52nd Ave., Hollywood, Fla.

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 50-kw aural. Antenna: 670-ft. above av. terrain, 723-ft. above ground, 732-ft. above sea level.

Latitude	25°	58'	46"
Longitude	80°	11'	50"

Holds authorization to share time with Community TV Foundation of South Florida Inc. BMLET-95.

TV tape: Recording facilities.

Color: Network.

FM Affiliate: WTHS, 5-kw, 91.7 MHz (No. 219), 215-ft. antenna.

Ownership: Dade County Board of Public Instruction (Dr. Edward L. Whigham, supt.), supported by Community Television Foundation of South Florida Inc. Also operates WSEC-TV, Ch. 17, Miami.

Began Operation: Aug. 12, 1955.

Represented (legal) by Krieger & Jorgensen.

Represented (engineering) by George P. Adair Engineering Co.

Personnel:

C. SCOTT FLETCHER, president.  
GEORGE DOOLEY, executive vice president.  
ART HAFER, chief engineer.  
JOHN FELTON, program director.  
ANTHONY RICCIARDI, production manager.

## WMFE-TV

Orlando

Ch. 24

Non-Commercial Educational Station

Licensee: Florida Central East Coast Educational TV Inc., 2908 West Oak Ridge Rd., Orlando, Fla. (32809).

Studio: 2908 West Oak Ridge Rd. Transmitter: Park Ave. & Story Rd., Winter Garden, Fla. Telephone: 855-3691, 855-3692.

Technical Facilities: Channel No. 24 (530-536 MHz). Authorized power: 255-kw visual, 50-kw aural. Antenna: 813-ft. above av. terrain, 829-ft. above ground, 949-ft. above sea level.

Latitude	28°	33'	30.9"
Longitude	81°	35'	37.5"

TV tape: Recording facilities.

Ownership: Non-profit corp. managed by a board of directors. J. M. Higginbotham, pres.; G. E. Allison, exec. secy.

Began Operation: March 15, 1965.

Personnel:

ROBERT J. BERRY, general manager.  
STEPHEN M. STECK, production manager.  
JOSEPH S. HEARN, chief engineer.  
FRANK MIELE, assistant chief engineer.  
JOYCE MILLER, program director.

## WSRE

Pensacola

Ch. 23

Non-Commercial Educational Station

Licensee: Escambia County Board of Public Instruction, 215 W. Garden St., Pensacola, Fla. (32501).

Studio: 1000 College Blvd., Pensacola, Fla. (32504).

Transmitter: Fairfield Dr., Pensacola.

Technical Facilities: Channel No. 23 (524-530 MHz). Authorized power: 38-kw visual, 5.87-kw aural. Antenna: 490-ft. above av. terrain, 464-ft. above ground, 544-ft. above sea level.

Latitude	30°	26'	36"
Longitude	87°	14'	26"

# Florida Educational

TV tape: Recording facilities.

Color: Network.

Ownership: Escambia County Board of Public Instruction, J. E. Hall, superintendent.

Began Operation: Sept. 11, 1967.

Personnel:

ERIC C. SMITH JR., station manager.  
JAMES STASKO, program manager.  
GLENN WALDEN, chief engineer.

## WFSU-TV

Tallahassee

Ch. 11

Non-Commercial Educational Station

Grantee: State Board of Regents of Florida, acting for & on behalf of Fla. State University.

Studios: Campus, Florida State U., Tallahassee, Fla. (32306).

Transmitter: 6.9-mi. SW of Holland, Fla. at Apalachicola National Forest Junction.

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 95.5-kw visual, 19.1-kw aural. Antenna: 777-ft. above av. terrain, 774-ft. above ground, 897-ft. above sea level.

Latitude	30°	21'	29"
Longitude	84°	36'	39"

TV tape: Recording facilities.

Color: Network.

FM Affiliate: WFSU-FM, 1-kw, 91.5 MHz (No. 236), 205-ft. antenna height.

Ownership: Non-profit educational organization.

Began Operation: Sept. 13, 1960.

Personnel:

EDWARD L. HERP, director, University bcstg. services.  
BRUCE PERTLE, program-publicity director.  
KEN JOHNSON, art director.  
LARRY WATTS, production manager & film director.  
WOODY WALKER, chief engineer.

## WUSF-TV

Tampa

Ch. 16

Non-Commercial Educational Station

Licensee: Board of Regents acting for and on behalf of University of South Florida, Tampa (33620).

Studio: 4202 Fowler, Tampa.

Transmitter: Boyette Rd., Riverview, Fla.

Telephone: 813-974-2341.

Technical Facilities: Channel No. 16 (482-488 MHz). Authorized power: 603-kw visual, 120-kw aural. Antenna: 1010-ft. above av. terrain, 1022-ft. above ground, 1096-ft. above sea level.

Latitude	27°	50'	52.5"
Longitude	82°	15'	48"

FM Affiliate: WUSF, 21-kw, 89.7 MHz (No. 209), 820-ft.

News Wire Service: AP.

Ownership: State of Florida.

Began Operation: Sept. 12, 1966.

Personnel:

G. C. EICHHOLZ, general manager.  
RICH STECK, station manager.  
WILLIAM BRADY, program director.  
RICHARD BROWN, operations manager.  
DAVID M. GUERRA, production manager.  
DON FREEMAN, chief engineer.

## Florida-Georgia Educational

### WEDU

#### Tampa-St. Petersburg

Ch. 3

Non-Commercial Educational Station

Licensee: Florida West Coast Educational Television Inc., 908 South 20th St., Tampa, Fla. (33605).

Studios: 908 South 20th St., Tampa (33605).

Transmitter: Boyette Rd., Riverview, Fla.

Telephone: 248-5751. TWX: 810-876-0610.

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 12.5-kw aural. Antenna: 935-ft. above av. terrain, 1021-ft. above ground, 1096-ft. above sea level.

Latitude	27°	50'	52.5"
Longitude	82°	15'	48"

TV tape: Recording facilities.

Color: Network.

Ownership: WEDU officers: A. P. Perez, pres.; Truman Sims, v.p.; Mary Spencer, secy.; A. G. Divers, treas.

Began Operation: Oct. 27, 1958.

Represented (legal) by Krieger & Jorgensen.

Personnel:

R. LeROY LASTINGER, exec. v.p. & general manager.  
ALAN F. LEWIS, director of programming.  
RAY ELLIS, assistant general manager.  
LEO A. FISHER, chief, film & traffic section.  
ORBRA W. HARRELL, chief engineer.

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## GEORGIA

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### WGTV

#### Athens

Ch. 8

Non-Commercial Educational Station

Grantee: Regents of the University System of Georgia, 244 Washington St. S.W., Atlanta, Ga. (30334).

Mailing Address: Dr. William H. Hale Jr., The Ga. Center, U. of Ga., Athens, Ga. (30601).

Studio: Center for Continuing Education, U. of Ga. campus, Athens.

Transmitter: Stone Mtn.

Telephone: 542-3554.

TWX No.: 810-754-3915.

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 288-kw visual, 56.2-kw aural. Antenna: 1080-ft. above av. terrain, 420-ft. above ground, 2049-ft. above sea level.

Latitude	33°	48'	18.33"
Longitude	84°	08'	39.70"

Color: Network, film, slide & tape.

TV tape: Recording facilities.

Ownership: State institution. John W. Langdale, chairman; George L. Simpson Jr., chancellor.

Began Operation: May 23, 1960.

Personnel:

DR. WILLIAM HALE JR., general manager.  
DOROTHY D. HASTINGS, assistant manager.  
DAVID G. FISHER, production manager.  
HILL BERMONT, program director & film buyer.  
EDWARD GRAHAM JR., chief engineer.

### WETV

#### Atlanta

Ch. 30

Non-Commercial Educational Station

Licensee: Board of Education of City of Atlanta, 224 Central Ave. S.W., Atlanta, Ga. (30303).

Studio: 740 Bismark Rd. NE, Atlanta, Ga. (30324).

Telephone: 873-4471.

Technical Facilities: Channel No. 30 (566-572 MHz). Authorized power: 776-kw visual, 77.6-kw aural. Antenna: 1090-ft. above av. terrain, 1170-ft. above ground, 2045-ft. above sea level.

Latitude	33°	48'	27"
Longitude	84°	20'	26"

Transmitter: Briarcliff Rd. & Shepherd Lane N.E.

TV tape: Recording facilities.

Color: Network, film, slide & tape.

FM Affiliate: WABE, 4.6-kw, 90.1 MHz (No. 211), 360-ft.

Ownership: Board of Education of the City of Atlanta. Dr. Benjamin E. Mays, pres.

Began Operation: Feb. 17, 1958.

Represented (legal) by Krieger & Jorgensen.

Personnel:

HASKELL BOYTER, director, educational broadcasting.  
DON GILPIN, production manager.  
PATRICIA MILLER, traffic.  
VAN JOYNER, radio coordinator.  
JACK CURRY, chief engineer.  
GEORGE McCURDY, film director.  
WILLIAM E. SCOTT, program director.

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### WCPL-TV

#### Chatsworth

Ch. 18

Non-Commercial Educational Station

Licensee: Georgia State Board of Education, State Office Bldg., Atlanta (30334).

Studio: 1540 Stewart Ave. S.W., Atlanta, Ga. (30310).

Network Control Center: 881 Peachtree St. NE, Suite 18, Atlanta, Ga. (30309).

Transmitter: Cohutta Mt., 3.3-mi. ESE of Chatsworth.

Color: Network, film, slide & tape.

Telephone: 404-695-2422.

Technical Facilities: Channel No. 18 (494-500 MHz). Authorized power: 447-kw visual, 44.7-kw aural. Antenna: 1854-ft. above av. terrain, 330-ft. above ground, 3046-ft. above sea level.

Latitude	34°	45'	06"
Longitude	84°	42'	54"

Ownership: State Board of Education. Officers: James S. Peters, chairman; Jack P. Nix, state supt. of schools. Also operates WACS-TV, Dawson; WABW-TV, Pelham; WCES-TV, Wrens; WXGA-TV, Waycross; WVAN-TV, Savannah; WJSP-TV, Columbus, and WDCO-TV, Cochran.

Began Operation: Jan. 30, 1967.

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

Represented (engineering) by A. Earl Cullum Jr.

Personnel:

DR. RICHARD E. OTTINGER, executive director of television.  
JOHN R. HANEY, administrator, network operations.  
O. MAX WILSON, administrator of utilization.  
GLEN ENGLISH, production manager.  
HARVEY J. ADERHOLD, director of network engineering.  
W. D. WEATHERLY, chief engineer, P.O. Box 389, Chatsworth, Ga. (30705).



## WDCO-TV

### Cochran

Ch. 15

Non-Commercial Educational Station

Licensee: Georgia State Board of Education, State Office Bldg., Atlanta (30334).

Studio: 1540 Stewart Ave. S.W., Atlanta, Ga. (30310).

Network Control Center: 881 Peachtree Street N.E., Suite 18, Atlanta (30309).

Transmitter: 7.5 miles NE of Cochran, Ga.

Color: Network, film, slide & tape. Telephone: 912-934-7452.

Technical Facilities: Channel No. 15 (476-482 MHz). Authorized power: 501-kw max. & 363-kw horizontal visual, 50.1-kw max. & 36.3-kw horizontal aural. Antenna: 1149-ft. above av. terrain, 1185-ft. above ground, 1545-ft. above sea level.

Latitude	32°	28'	11"
Longitude	83°	15'	17"

Ownership: State Board of Education. For officers: see WCLP-TV, Chatsworth, Ga.

Began Operation: Jan. 1, 1968.

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

Represented (engineering) by A. Earl Cullum Jr., Consulting Engineers.

#### Personnel:

Administration: See WCLP-TV, Chatsworth, Ga.  
WALLACE T. LYNCH, chief engineer, Rt. 1, Cochran, Ga. (31014).

## WJSP-TV

### Columbus—Warm Springs

Ch. 28

Non-Commercial Educational Station

Licensee: Georgia State Board of Education, State Office Bldg., Atlanta (30334).

Studio: 1540 Stewart Ave. S.W., Atlanta, Ga. (30310).

Network Control Center: 881 Peachtree St. NE, Suite 18, Atlanta, Ga. (30309).

Transmitter: Hwy. 85 W., 3½-mi. S of Warm Springs.

Color: Network, film, slide & tape.

Telephone: 404-655-2145.

Technical Facilities: Channel No. 28 (554-560 MHz). Authorized power: 144-kw visual, 21.9-kw aural. Antenna: 1510-ft. above av. terrain, 1103-ft. above ground, 2403-ft. above sea level.

Latitude	32°	51'	08"
Longitude	84°	42'	04"

Ownership: State Board of Education. For officers, see WCLP-TV, Chatsworth, Ga.

Began Operation: August 10, 1964.

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

Represented (engineering) by A. Earl Cullum Jr. Consulting Engineers.

#### Personnel:

Administration: See WCLP-TV, Chatsworth.  
DONALD THOMAS, chief engineer, P.O. Box 5, Warm Springs, Ga. (31830).

## WACS-TV

### Dawson

Ch. 25

Non-Commercial Educational Station

Licensee: Georgia State Board of Education, State Office Bldg., Atlanta (30334).

Studio: 1540 Stewart Ave. S.W., Atlanta, Ga. (30310).

Network Control Center: 881 Peachtree St. NE, Suite 18, Atlanta, Ga. (30309).

1970-71 Edition

## Georgia Educational

Transmitter: 12.7-mi. NNW of Dawson.

Color: Network, film, slide & tape.

Telephone: 916-623-2253.

Technical Facilities: Channel No. 25 (536-542 MHz). Authorized power: 501-kw max. and 363-kw horizontal visual, 50.1-kw max. and 36.3-kw horizontal aural. Antenna: 1078-ft. above av. terrain, 1092-ft. above ground, 1545-ft. above sea level.

Latitude	31°	56'	15"
Longitude	84°	33'	15"

Ownership: See WCLP-TV, Chatsworth, Ga.

Began Operation: March 6, 1967.

#### Personnel:

Administration: See WCLP-TV, Chatsworth.  
RUSSELL AIKEN, chief engineer, P. O. Box 502, Dawson, Ga. (31742).

## WABW-TV

### Pelham

Ch. 14

Non-Commercial Educational Station

Licensee: Georgia State Board of Education, State Office Bldg., Atlanta, Ga. (30334).

Studio: 1540 Stewart Ave. S.W., Atlanta, Ga. (30310).

Network Control Center: 881 Peachtree St. NE, Suite 18, Atlanta, Ga. (30309).

Transmitter: 3-mi. E of Pelham. Telephone: 912-294-8313.

Color: Network, film, slide & tape.

Technical Facilities: Channel No. 14 (470-476 MHz). Authorized power: 401-kw max. and 363-kw horizontal visual, 40.1-kw max. and 36.3-kw horizontal aural. Antenna: 1242-ft. above av. terrain, 1220-ft. above ground, 1545-ft. above sea level.

Latitude	31°	08'	05"
Longitude	84°	06'	16"

Ownership: See WCLP-TV, Chatsworth, Ga.

Began Operation: Jan. 2, 1967.

#### Personnel:

Administration: See WCLP-TV, Chatsworth.  
JAMES G. COCHRAN, chief engineer, P.O. Box 249, Pelham, Ga. (31779).

## WVAN-TV

### Savannah—Pembroke

Ch. 9

Non-Commercial Educational Station

Licensee: Georgia State Board of Education, State Office Bldg., Atlanta, Ga. (30334).

Studio: 1540 Stewart Ave. S.W., Atlanta, Ga. (30310).

Network Control Center: 881 Peachtree St. NE, Suite 18, Atlanta, Ga. (30309).

Transmitter: Pembroke, Ga., Bryan County, 36-mi. W. of Savannah.

Telephone: 912-653-4996.

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 316-kw visual, 34.7-aural. Antenna: 1050-ft. above av. terrain, 1086-ft. above ground, 1181-ft. above sea level.

Latitude	32°	08'	48"
Longitude	81°	37'	05"

TV tape: Recording facilities.

Color: Network, film, slide & tape.

Ownership: State Board of Education. See WCLP-TV, Chatsworth.

Began Operation: Sept. 17, 1963.

#### Personnel:

Administration: See WCLP-TV, Chatsworth, Ga.  
ALFORD F. DARSEY, chief engineer, P.O. Box 367, Pembroke, Ga. (31321).

## Georgia-Idaho Educational

### WXGA-TV

#### Waycross

Ch. 8

Non-Commercial Educational Station

Licensee: Georgia State Board of Education, State Office Bldg., Atlanta, Ga. (30334).

Studio: 1540 Stewart Ave. S.W., Atlanta, Ga. (30310).

Network Control Center: 881 Peachtree St. NE, Suite 18, Atlanta, Ga. (30309).

Transmitter: 2.5-mi. S. of Hasty, Ga. Telephone: 912-283-4838.

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 316-kw visual, 47.9-kw aural. Antenna: 1030-ft. above av. terrain, 1059-ft. above ground, 1249-ft. above sea level.

Latitude	31°	13'	17"
Longitude	82°	34'	24"

TV tape: Recording facilities.

Color: Network, film, slide & tape.

Ownership: State Board of Education. See WCLP-TV, Chatsworth.

Began Operation: November 19, 1961.

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

Represented (engineering) by A. Earl Cullum Jr., Consulting Engineers.

Personnel:

Administration: See WCLP-TV, Chatsworth, Ga.  
KNOX CARREKER, chief engineer, P.O. Box 842, Waycross, Ga. (31501).

### WCES-TV

#### Wrens

Ch. 20

Non-Commercial Educational Station

Licensee: Georgia State Board of Education, State Office Bldg., Atlanta, Ga. (30334).

Studio: 1540 Stewart Ave. S.W., Atlanta, Ga. (30310).

Transmitter: 7-mi. NE of Wrens. Telephone: 404-547-2107.

Network Control Center: 881 Peachtree St. NE, Suite 18, Atlanta, Ga. (30309).

Technical Facilities: Channel No. 20 (506-512 MHz). Authorized power: 387-kw max. and 275-kw horizontal visual, 38.7-kw max. and 25.7-kw horizontal aural. Antenna: 1483-ft. above av. terrain, 1466-ft. above ground, 1896-ft. above sea level.

Latitude	33°	15'	30"
Longitude	82°	17'	00"

Requests 466-kw max. and 336-kw horizontal visual, 46.6-kw max. and 33.6-kw horizontal aural, lat. 33° 15' 33", long. 82° 17' 09".

Color: Network, film, slide & tape.

Ownership: State Board of Education. See WCLP-TV, Chatsworth, Ga.

Began Operation: Sept. 12, 1966.

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

Represented (engineering) by A. Earl Cullum Jr., Consulting Engineers.

Personnel:

Administration: See WCLP-TV, Chatsworth, Ga.  
RABUN F. BOBO, chief engineer, P.O. Box 525, Wrens, Ga. (30833).

All Georgia ETV Stations are interconnected  
to comprise the Georgia Network.

## HAWAII

### KHET

#### Honolulu

Ch. 11

Non-Commercial Educational Station

(Also operates satellite KMEB-TV, Wailuku, Hawaii)

Licensee: University of Hawaii, Honolulu, Hawaii (96822).

Studio: 1776 University Ave. Telephone: 944-8921.

Transmitter: 1534 Kapiolani Blvd., Honolulu.

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 148-kw visual, 29.5-kw aural. Antenna: minus 82.75-ft. above av. terrain, 436-ft. above ground, 441-ft. above sea level.

Latitude	21°	17'	45.7"
Longitude	157°	50'	35.7"

TV tape: Recording facilities.

Ownership: The university is a state institution. Harlan Cleveland, pres.

Began Operation: April 15, 1966.

Represented (legal) by Cohn & Marks.

Represented (engineering) by W. J. Kessler.

Personnel:

LARK O. DANIEL, director, educational television broadcasting.  
CLIFFORD EBLEN, program manager.  
GORDON TUELL, production manager.  
ALVIN O. PECK, chief engineer.

### KMEB-TV

#### Wailuku, Maui

Ch. 10

(Satellite of KHET, Honolulu, Hawaii)

Non-Commercial Educational Station

Licensee: University of Hawaii, 1776 University Ave., Honolulu (96822).

Transmitter: Kole Kole Hill, Haleakala Crater, approx. 20-mi. SE of Wailuku.

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 30.9-kw visual, 6.17-kw aural. Antenna: 5940-ft. above av. terrain, 47-ft. above ground, 10,027-ft. above sea level.

Latitude	20°	42'	40"
Longitude	156°	15'	34"

Ownership: See KHET, Honolulu.

Began Operation: Sept. 22, 1966.

## IDAHO

### KUID-TV

#### Moscow

Ch. 12

Non-Commercial Educational Station

Licensee: Regents of the University of Idaho, Moscow, Ida.

Studio: Radio-TV Center, U of Ida. (83843).

Transmitter: Paradise Ridge, 3.25-mi. SSE of Moscow.

Telephone: 208-882-3511, Ext. 413.

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 115-kw visual, 11.5-kw aural. Antenna: 1050-ft. above av. terrain, 154-ft. above ground, 3853-ft. above sea level.

Latitude	46°	40'	40"
Longitude	116°	58'	33"

TV tape: Recording facilities.

Color: Network, film & slide.

News Wire Service: UPI.

FM Affiliate: KUID-FM, 1.18-kw, 91.7 MHz (No. 219), 1000-ft. antenna height.

Began Operation: Sept. 6, 1965.

Represented (legal) by Weldon Schimke, Moscow.

Represented (engineering) by H. W. Teodtmeier, Boise, Ida.

Personnel:

GORDON LAW, general manager.  
PETER A. HAGGART, production & program director.  
WILLIAM BYRD, instructional TV coordinator.  
C. W. BONDURANT, engineering supervisor.  
ROY O'BRADY, transmitter engineer.

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## ILLINOIS

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### WSIU-TV Carbondale

Ch. 8

Non-Commercial Educational Station

Licensee: Board of Trustees of Southern Ill. U., Carbondale, Ill. (62903).

Transmitter: U.S. Hwy. 51, approx. 2-mi. S. of Tamaroa, Ill.

Telephone: 618-453-4343.

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 316-kw visual, 40.7-kw aural. Antenna: 859.2-ft. above av. terrain, 903-ft. above ground, 1385-ft. above sea level.

Latitude	38°	06'	15"
Longitude	89°	14'	37"

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.

FM Affiliate: WSIU, 37-kw, 91.9 MHz (No. 220), 290-ft. antenna height.

Ownership: Board of Trustees of Southern Ill. U. Also operates WUSI-TV, Ch. 16, Olney, Ill.

Began Operation: November 6, 1961.

Represented (legal) by Krieger & Jorgensen.

Represented (engineering) by George P. Adair Engineering Co.

Personnel:

BUREN ROBBINS, director, broadcasting service.  
JOHN KURTZ, general manager.  
DAVE ROCHELLE, operations manager.  
MYERS WALKER JR., art and staging director.  
LEONORE HIGH, coordinator public schools instructional programs.  
WILLIAM E. DIXON, chief engineer.  
WILLIS SEAMAN, chief transmitter engineer.

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### WTTW Chicago

Ch. 11

Non-Commercial Educational Station

Licensee: Chicago Educational Television Association, 5400 N. St. Louis Ave., Chicago, Ill. (60625).

Studio: Chicago Educational Television Center, 5400 N. St. Louis Ave., Chicago. Telephone: 583-5000.

Transmitter: 1000 Lake Shore Plaza, Chicago.

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 720-ft. above av. terrain, 796-ft. above ground, 1384-ft. above sea level.

Latitude	41°	54'	01"
Longitude	87°	37'	28"

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

Represented (legal) by Sidley & Austin, Chicago.

Began Operation: Sept. 5, 1955.

1970-71 Edition

## Idaho-Illinois Educational

Ownership: CETA officers: Edward L. Ryerson, honorary chmn.; Newton N. Minow, chmn.; Irving B. Harris, pres.; Homer P. Hargrave Jr., v.p.; George A. Ranney, v.p.; Alfred C. Stepan Jr., v.p.; Lester Armour, treas.; Robert L. Foote, secy. Also owns WXXW, Ch. 20, Chicago.

Personnel:

JOHN W. TAYLOR, executive director.  
DEMETRA PANAGOS, administrative associate.  
A. G. FERREIRA, business manager.  
EDWARD L. MORRIS, director of programming.  
ROBERT FUZY, program manager.  
CLARENCE McINTOSH, production manager.  
ROBERT KAISER, executive producer.  
ALLISON J. BINFORD JR., executive producer.  
JOHN SOMMERS, executive producer.  
LEONARD BARNES, production operations supervisor.  
ROBERT SEIPP, film director.  
THOMAS G. SANBERG, director of development.  
CAROL BRYANT, publicity manager.  
WILLIAM WOODS, director of engineering.  
PAUL BOCK, chief engineer.  
SHEILA FINE, recording services sales supervisor.

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### WXXW Chicago

Ch. 20

Non-Commercial Educational Station

Licensee: Chicago Educational Television Association, 5400 N. St. Louis Ave., Chicago, Ill. (60625).

Studio: 5400 N. St. Louis Ave. Telephone: 583-5000.

Transmitter: 1000 Lake Shore Plaza.

Technical Facilities: Channel No. 20 (506-512 MHz). Authorized power: 457-kw visual, 91.4-kw aural. Antenna: 770-ft. above av. terrain, 796-ft. above ground, 1383-ft. above sea level.

Latitude	41°	54'	01"
Longitude	87°	37'	28"

TV tape: Recording facilities.

Ownership: See WTTW, Chicago.

Began Operation: Sept. 20, 1965.

Represented (legal) by Sidley & Austin, Chicago.

Personnel: Same as WTTW, Chicago.

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### WUSI-TV Olney

Ch. 16

Non-Commercial Educational Station

Licensee: Board of Trustees of Southern Ill. University, Carbondale, Ill. (62903).

Studio: 2-mi. W of Dundas, 8-mi. NW of Olney, Ill.

Transmitter: 2.1-mi. W of Dundas, Ill.

Technical Facilities: Channel No. 16 (482-488 MHz). Authorized power: 1170-kw max. & 977-kw horizontal visual, 234-kw max. & 195-kw horizontal aural. Antenna: 930-ft. above av. terrain, 975-ft. above ground, 1445-ft. above sea level.

Latitude	38°	50'	18"
Longitude	88°	07'	46"

TV tape: Recording facilities. Color: Network.

Ownership: Board of Trustees for Southern Ill. U. Also licensee of WSIU-TV & WSIU(FM), Carbondale, Ill.

Began Operation: Aug. 19, 1968.

Represented (legal) by Krieger & Jorgensen.

Represented (engineering) by George P. Adair.

Personnel:

BUREN C. ROBBINS, director, broadcasting service.  
JOHN KURTZ, general manager.  
WILLIAM E. DIXON, chief engineer.  
JOHN MONROE, station manager.

## **Illinois-Indiana Educational**

### **WILL-TV**

#### **Urbana-Champaign**

Ch. 12

Non-Commercial Educational Station

Licensee: University of Illinois, Board of Trustees, Urbana, Ill. (61803).

Studio: 302 N. Goodwin, Urbana.

Transmitter: R. R. #2, 5-mi. W of Monticello, Willow Branch Twp.

Telephone: 333-1070, Urbana.

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 63.1-kw aural. Antenna: 987-ft. above av. terrain, 1044-ft. above ground, 1734-ft. above sea level.

Latitude	40°	02'	18"
Longitude	88°	40'	10"

TV tape: Recording facilities.

Color: Network, film, slide & tape. AM Affiliate: WILL, 5-kw, 580 kHz.

FM Affiliate: WILL-FM, 105-kw, 90.9 MHz (No. 215), 850-ft.

Ownership: University of Illinois; David D. Henry, pres.

Began Operation: Aug. 1, 1955.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Jansky & Bailey Inc.

Personnel:

FRANK E. SCHOOLEY, director of broadcasting.  
ROBERT C. BOSTON, assistant manager.  
RICHARD DAVIS, production coordinator.  
HENRY W. LIPPOLD JR., news director.  
DAVID B. OTTO, program director.  
ROB R. BELDON, chief engineer.

## **INDIANA**

### **WTIU**

#### **Bloomington**

Ch. 30

Non-Commercial Educational Station

Licensee: Trustees of Indiana University, Bloomington, Ind.

Studio: Indiana University, Bloomington (47401).

Telephone: 812-337-5900.

Transmitter: .5-mi. SE of Bloomington.

Technical Facilities: Channel No. 30 (566-572 MHz). Authorized power: 214-kw max. & 200-kw horizontal visual, 42.6-kw max. & 39.8-kw horizontal aural. Antenna: 710-ft. above av. terrain, 644-ft. above ground, 1444-ft. above sea level.

Latitude	39°	08'	32"
Longitude	86°	29'	43"

TV tape: Recording facilities.

Color: Network, film, slide & tape.

News Wire Service: UPI.

FM Affiliate: WFIU, 75-kw, 103.7 MHz (No. 279), 245-ft.

Ownership: Indiana University. Joseph Sutton, pres.

Began Operation: March 3, 1969.

Personnel:

DONLEY F. FEDDERSEN, manager.  
HERBERT A. SELTZ, program manager.  
WILLIAM H. KROLL, operations manager.  
EMMET R. BEEKER JR., chief engineer.

For Educational Television Networks

See Services Volume

### **WNIN** **Evansville**

Ch. 9

Non-Commercial Educational Station

Grantee: Evansville-Vanderburgh School Corp., 1 S.E. Ninth St., Evansville, Ind. (47708).

Studio: 9201 Petersburg Rd., Evansville, Ind. (47711).

Transmitter: Old Plank Rd., Chandler, Ind.

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 282-kw visual, 56.2-kw aural. Antenna: 580-ft. above av. terrain, 570-ft. above ground, 1040-ft. above sea level.

Latitude	38°	01'	31"
Longitude	87°	21'	43"

TV tape: Recording facilities.

Ownership: Licensee of WPSR-FM, Evansville. Trustees: Albert A. Woll, pres.; William A. Foster, v.p.; Dr. Jack J. Pemberton, secy.; Walter Riggs, treas.; John Barnard, Dr. C. K. Newsome, Guy Nicholson, Mrs. Otto Schnakenburg.

Began Operation: March 15, 1970.

Represented (engineering) by Paul Ford.

Personnel:

ROBERT S. EDELMAN, director.  
FRANCIS HERTEL, chief engineer.  
T. O. DONOVAN, program director.  
LARRY VONDERAHE, production manager.  
MABEL LENE HAMMAN, coordinator.

### **WCAE**

#### **St. John**

Ch. 50

Non-Commercial Educational Station

Licensee: Lake Central School Corp., St. John, Ind. (46373).

Studio: Rt. 41. Telephone: 219-365-5150.

Transmitter: Rt. 41.

Technical Facilities: Channel No. 50 (686-692 MHz). Authorized power: 12-kw visual, 2.4-kw aural. Antenna: 340-ft. above av. terrain, 337-ft. above ground, 1037-ft. above sea level.

Latitude	41°	28'	01"
Longitude	87°	28'	25"

TV tape: Recording facilities. News Wire Service: UPI.

Ownership: Lake Central School Corp.

Began Operation: Sept. 20, 1967.

Personnel:

LOUIS IACONETTI, director of television.  
JAMES N. SHEETZ, chief engineer.  
TED LUCAS, program director.  
CARL YATES, dir. of promotions & public relations.  
VENA PERRINGS, secretary.

### **WNDU-TV**

#### **South Bend**

Ch. 16

Licensee: Michiana Telecasting Corp., University of Notre Dame, Notre Dame, Ind.

OPERATING COMMERCIALY

(FOR COMPLETE DATA, SEE U.S. TV STATION DIRECTORY)

### **WVUT**

#### **Vincennes**

Ch. 22

Non-Commercial Educational Station

Licensee: Board of Trustees for Vincennes University, 1002 N. First St. (47591).

Studio: 1029 N. 4th St., Vincennes.

Transmitter: SW of Indiana Hwy. 61, 3-mi. SE of Vincennes.

Telephones: 812-882-3350, Ext. 345 & 812-882-6525.

Technical Facilities: Channel No. 22 (518-524 MHz). Authorized power: 56.2-kw visual, 5.62-kw aural. Antenna: 540-ft. above av. terrain, 524-ft. above ground, 1024-ft. above sea level.

Latitude	38°	39'	06"
Longitude	87°	28'	37"

TV tape: Recording facilities.

Color: Network & tape.

Ownership: Board of 27 trustees, Matthew E. Welsh, pres.

Began Operation: Feb. 15, 1968.

Represented (legal) by Fletcher, Heald, Rowell, Kenehan & Hildreth.

Personnel:

ISAAC K. BECKES, president.  
ROBERT R. STEVENS, general manager.  
WAYNE SCHULER, chief engineer.

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## IOWA

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### KDIN-TV

(formerly KDPS-TV)

**Des Moines**

Ch. 11

Non-Commercial Educational Station

Licensee: State Educational Radio & TV Facility Board, P.O. Box 1758, Des Moines, Ia. (50306).

Studio & Transmitter: 1800 Grand Ave., Des Moines, Ia. (50307).

Telephones: 515-281-3166, administration; 515-281-3091, studio operations.

TWX No.: 910-520-2656.

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 28.8-kw visual, 5.75-kw aural. Antenna: 320-ft. above av. terrain, 407-ft. above ground, 1233-ft. above sea level.

Latitude	41°	35'	01"
Longitude	93°	38'	28"

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

Ownership: State of Iowa.

Began Operation: April 27, 1959.

Represented (legal) by Krieger & Jorgensen.

Personnel:

JOHN A. MONTGOMERY, executive director.  
ELWIN BASQUIN, dir. of business affairs & development.  
DON SAVERAID, dir. of engineering.  
MIKE LABONIA, dir. of programming.  
JIM CRAIG, dir. of instruction.

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### KIIN-TV

**Iowa City**

Ch. 12

Non-Commercial Educational Station

Grantee: State Educational Radio & TV Facility Board, P.O. Box 1758, Des Moines (50306).

Studio: 1800 Grand Ave., Des Moines (50307).

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1440-ft. above av. terrain, 1449-ft. above ground, 2249-ft. above sea level.

Latitude	41°	43'	14.5"
Longitude	91°	20'	29.5"

Telephones: 319-643-2620, transmitter; 515-281-3166, administration.

Color: Network.

Ownership: State of Iowa. Through and by State Educational Radio & TV Facility Board. Dr. Robert F. Ray, chmn.; Lester Menke, vice-chmn.

Began Operation: Feb. 8, 1970.

1970-71 Edition

## Indiana-Kansas Educational

Represented (legal) by Pierson, Ball & Dowd.

Represented (engineering) by Jansky & Bailey.

Personnel:

JOHN A. MONTGOMERY, executive director.  
MICHAEL J. LABONIA, director of programming.  
DONALD D. SAVERAID, director of engineering.  
ELWIN L. BASQUIN, director of development.  
JAMES CRAIG, director of instruction.

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### WOI-TV

**Ames—(Des Moines)**

Ch. 5

Licensee: Iowa State University of Science & Technology, Ames, Ia.

OPERATING COMMERCIALY

(FOR COMPLETE DATA, SEE U.S. TV STATION DIRECTORY)

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## KANSAS

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### KPTS

**Hutchinson**

Ch. 8

Non-Commercial Educational Station

Grantee: Sunflower ETV Corp., 309 E. 3rd St., Wichita, Kan. (67202).

Studio: 309 E. Third St., Wichita.

Transmitter: E. 4th St. & Buhler Rd., 8.2-mi. E of Hutchinson.

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 302-kw visual, 30.2-kw aural. Antenna: 800-ft. above av. terrain, 780-ft. above ground, 2325-ft. above sea level.

Latitude	38°	03'	21"
Longitude	97°	46'	35"

Telephones: 316-262-3449, 316-262-8471.

TV tape: Recording facilities.

Color: Film, slide & tape.

Ownership: T. J. Morris Jr., pres.; Dale K. Ouzts, exec. v.p.; Arthur F. Dees, v.p.; D. Clifford Allison, secy.; Marvin W. Nye, treas.; 14 other trustees.

Began Operation: Jan. 5, 1970.

Represented (engineering) by David L. Steel Sr.

Personnel:

DALE K. OUZTS, executive vice president & general manager.  
ARTHUR F. DEES, vice president & dir. of programming.  
ROY G. FOSTER, technical director.

(Continued on next page)



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## **Kansas-Kentucky Educational**

**KTWU**

**Topeka**

Ch. 11

Non-Commercial Educational Station

Licensee: Washburn University of Topeka, 17th & College Sts.

Studio: Signal Hill, Wanamaker Rd. N. Telephone: 272-8181.

Transmitter: 1.5-mi. W of city limits.

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1064-ft. above av. terrain, 952-ft. above ground, 2029-ft. above sea level.

Latitude	39°	03'	51''
Longitude	95°	45'	49''

TV tape: Recording facilities. Color: Network, film & slide.

Ownership: This university is a municipal school, directed by a board of 10 regents.

Began Operation: Oct. 21, 1965.

Personnel:

DR. DALE N. ANDERSON, director of ETV & station manager.

PAUL CORBIN, program dir. & operations manager.

ERNEST HEDGES, chief engineer.

MARY HELEN LISTRÖM, "View" editor.

MARY ELLEN CHAMBERLAIN, staff producer/writer.

DOTTIE STAFFORD, school services coordinator.

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## **KENTUCKY**

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**WKAS**

**Ashland**

Ch. 25

Non-Commercial Educational Station

Licensee: Kentucky State Board of Education, Frankfort, Ky. (40601).

Studio See WKLE, Lexington. Transmitter: DeBord Hill.

Technical Facilities: Channel No. 25 (536-542 MHz). Authorized power: 9.6-kw visual, 1.92-kw aural. Antenna: 500-ft. above av. terrain, 400-ft. above ground, 1200-ft. above sea level.

Latitude	38°	27'	45''
Longitude	82°	37'	13''

Ownership: See WKLE, Lexington.

Began Operation: Sept. 23, 1968.

Represented (legal) by Miller, Schroeder & Bankson.

Personnel: See WKLE, Lexington.

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**WKGB**

**Bowling Green**

Ch. 53

Non-Commercial Educational Station

Licensee: Kentucky State Board of Education, Frankfort, Ky. (40601).

Studio: See WKLE, Lexington.

Transmitter: U.S. 231, 2.8-mi. N of Hadley.

Technical Facilities: Channel No. 53 (704-710 MHz). Authorized power: 667-kw max. & 550-kw horizontal visual, 113-kw max. & 110-kw horizontal aural. Antenna: 810-ft. above av. terrain, 614-ft. above ground, 1370-ft. above sea level.

Latitude	37°	05'	22''
Longitude	86°	38'	05''

Ownership: See WKLE, Lexington.

Began Operation: Sept. 23, 1968.

Represented (legal) by Miller, Schroeder & Bankson.

Personnel: See WKLE, Lexington.

**WCVN**

**Covington**

Ch. 54

Non-Commercial Educational Station

Grantee: Kentucky State Board of Education, Frankfort, Ky. (40601).

Studio: See WKLE, Lexington.

Transmitter: Tower View St., Taylor Mill, Ky.

Technical Facilities: Channel No. 54 (710-716 MHz). Authorized power: 8-kw visual, 1.6-kw aural. Antenna: 405-ft. above av. terrain, 309-ft. above ground, 1129-ft. above sea level.

Latitude	39°	01'	50''
Longitude	84°	30'	23''

Ownership: See WKLE, Lexington.

Began Operation: Sept. 8, 1969.

Represented (legal) by Miller, Schroeder & Bankson.

Personnel: See WKLE, Lexington.

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**WKZT**

**Elizabethtown**

Ch. 23

Non-Commercial Educational Station

Grantee: Kentucky State Board of Education, Frankfort, Ky. (40601).

Studio: See WKLE, Lexington.

Transmitter: Hawkins Drive, Ky. Turnpike.

Technical Facilities: Channel No. 23 (524-530 MHz). Authorized power: 688-kw max. & 575-kw horizontal visual, 128-kw max. & 115-kw horizontal aural. Antenna: 652-ft. above av. terrain, 651-ft. above ground, 1446-ft. above sea level.

Latitude	37°	40'	55''
Longitude	85°	50'	32''

Ownership: See WKLE, Lexington.

Began Operation: Sept. 23, 1968.

Represented (legal) by Miller, Schroeder & Bankson.

Personnel: See WKLE, Lexington.

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**WKHA**

**Hazard**

Ch. 35

Non-Commercial Educational Station

Licensee: Kentucky State Board of Education, Frankfort, Ky. (40601).

Studio: See WKLE, Lexington.

Transmitter: Buffalo Knob, 3.6-mi. S of Hazard.

Technical Facilities: Channel No. 35 (596-602 MHz). Authorized power: 645-kw max. & 417-kw horizontal visual, 129-kw max. & 83.2-kw horizontal aural. Antenna: 1260-ft. above av. terrain, 605-ft. above ground, 2630-ft. above sea level.

Latitude	37°	11'	34''
Longitude	83°	11'	16''

Ownership: See WKLE, Lexington.

Began Operation: Dec. 16, 1968.

Represented (legal) by Miller, Schroeder & Bankson.

Personnel: See WKLE, Lexington.

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**WKLE**

**Lexington-Richmond**

Ch. 46

Non-Commercial Educational Station

Licensee: Kentucky State Board of Education, Frankfort, Ky. (40601).

Network Center: Cooper Drive, Lexington.

Transmitter: .4-mi. S of Clays Ferry, Ky.

Technical Facilities: Channel No. 46 (662-668 MHz). Authorized power: 625-kw max. & 525-kw horizontal visual, 125-kw max. & 105-kw horizontal aural. Antenna: 874-ft. above av. terrain, 854-ft. above ground, 1764-ft. above sea level.

Latitude 37° 52' 45"  
Longitude 84° 19' 33"

Color: Network, live, film, slide & tape.

TV tape: Recording facilities.

Ownership: Ky. State Board of Education. Operated by Kentucky Authority for ETV. Governing board: Don C. Bale, Wendell P. Butler, Dr. A. D. Kirwan, Marion Gumm, Dr. Robert R. Martin, Pete Mathews, Roy H. Owsley, Alvis H. Temple & Richard Van Hoose.

Began Operation: Sept. 23, 1968.

Represented (legal) by Miller, Schroeder & Bankson.

Personnel:

O. LEONARD PRESS, executive director.  
RONALD B. STEWART, director of engineering.

## WKPC-TV

(formerly WFPK-TV)

Louisville

Ch. 15

Non-Commercial Educational Station

Licensee: Board of Education of Jefferson County, 3332 Newburg Rd., Louisville (40218).

Executive Offices: 3332 Newburg Rd. Telephone: 502-459-3310, ext. 236.

Studio: 2301 Clarendon Ave. (40205). Telephone: 502-451-9400.

Transmitter: Route 1, Floyd Knobs, Ind. Telephone: 812-945-7851.

Technical Facilities: Channel No. 15 (476-482 MHz). Authorized power: 295-kw max. & 263-kw horizontal visual, 52.8-kw max. & 46.8-kw horizontal aural. Antenna: 877-ft. above av. terrain, 550-ft. above ground, 1520-ft. above sea level.

Latitude 38° 22' 02"  
Longitude 85° 49' 53"

TV tape: Recording facilities. Color: Network & tape.

Ownership: Board of Education, Richard Van Hoose, supt.

Began Operation: Sept. 8, 1958.

Represented (legal) by Krieger & Jorgensen.

Personnel:

JERRY D. WEAVER, exec. v.p. & general manager.  
KENNETH LAM, instructional television director.  
BOB RICHARDSON, producer-coordinator.  
GORDON WHITELEY, production manager.  
CHARLES T. LANDERS, chief engineer  
WAYNE TYLER, administrative assistant for development.  
ALLEN BLANKENBAKER, director of graphics, film.  
KAY GALBRAITH, director of graphics, general.

## WKMJ

Louisville

Ch. 68

Non-Commercial Educational Station

(Due to Begin Operation in June)

Grantee: Kentucky State Board of Education, Frankfort, Ky. (40601).

Studio: See WKLE, Lexington.

Transmitter: Bald Knob, New Albany, Ind.

Technical Facilities: Channel No. 68 (794-800 MHz). Authorized power: 1230-kw max. & 562-kw horizontal visual, 251-kw max. & 112-kw horizontal aural. Antenna: 810-ft. above av. terrain, 550-ft. above ground, 1520-ft. above sea level.

Latitude 38° 22' 02"  
Longitude 85° 49' 53"

Ownership: See WKLE, Lexington.

Represented (legal) by Krieger & Jorgensen.

Personnel: See WKLE, Lexington.

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# Kentucky Educational

## WKMA

Madisonville

Ch. 35

Non-Commercial Educational Station

Licensee: Kentucky State Board of Education, Frankfort, Ky. (40601).

Studio: See WKLE, Lexington.

Transmitter: 2.4-mi. E of St. Charles Rt. 62, Madisonville.

Technical Facilities: Channel No. 35 (596-602 MHz). Authorized power: 614-kw max. & 513-kw horizontal visual, 123-kw max. & 102-kw horizontal aural. Antenna: 1043-ft. above av. terrain, 995-ft. above ground, 1545-ft. above sea level.

Latitude 37° 11' 25"  
Longitude 87° 30' 47"

Ownership: See WKLE, Lexington.

Began Operation: Sept. 23, 1968.

Represented (legal) by Miller, Schroeder & Bankson.

Personnel: See WKLE, Lexington.

## WKMR

Morehead

Ch. 38

Non-Commercial Educational Station

Licensee: Kentucky State Board of Education, Frankfort, Ky. (40601).

Studio: See WKLE, Lexington.

Transmitter: Near USDA Lookout Tower.

Technical Facilities: Channel No. 38 (614-620 MHz). Authorized power: 683-kw max. & 562-kw horizontal visual, 137-kw max. & 112-kw horizontal aural. Antenna: 965-ft. above av. terrain, 605-ft. above ground, 1986-ft. above sea level.

Latitude 38° 10' 38"  
Longitude 83° 24' 18"

Ownership: See WKLE, Lexington.

Began Operation: Sept. 23, 1968.

Represented (legal) by Miller, Schroeder & Bankson.

Personnel: See WKLE, Lexington.

## WKMU

Murray-Mayfield

Ch. 21

Non-Commercial Educational Station

Grantee: Kentucky State Board of Education, Frankfort, Ky. (40601).

Studio: See WKLE, Lexington.

Transmitter: 1.67-mi. NNW of Farmington, Ky.

Technical Facilities: Channel No. 21 (512-518 MHz). Authorized power: 691-kw max. & 575-kw horizontal visual, 138-kw max. & 115-kw horizontal aural. Antenna: 663-ft. above av. terrain, 652-ft. above ground, 1182-ft. above sea level.

Latitude 36° 41' 33"  
Longitude 88° 32' 10"

Ownership: See WKLE, Lexington.

Began Operation: Oct. 9, 1968.

Represented (legal) by Miller, Schroeder & Bankson.

Personnel: See WKLE, Lexington.

For CPs & Applications

See Services Volume

## Kentucky-Maine Educational

### WKON Owenton Ch. 52

Non-Commercial Educational Station

Licensee: Kentucky State Board of Education, Frankfort, Ky. (40601).

Studio: See WKLE, Lexington.

Transmitter: Owen County High School.

Technical Facilities: Channel No. 52 (698-704 MHz). Authorized power: 691-kw max. & 550-kw horizontal visual, 138-kw max. & 115-kw horizontal aural. Antenna: 710-ft. above av. terrain, 598-ft. above ground, 1548-ft. above sea level.

Latitude	38°	31'	32"
Longitude	84°	48'	40"

Ownership: See WKLE, Lexington.

Began Operation: Sept. 23, 1968.

Represented (legal) by Miller, Schroeder & Bankson.

Personnel: See WKLE, Lexington.

### WKPI Pikeville Ch. 22

Non-Commercial Educational Station

Licensee: Kentucky State Board of Education, Frankfort, Ky. (40601).

Studio: See WKLE, Lexington.

Transmitter: Flatwoods Mtn., 5.5-mi. from State Rt. 197.

Technical Facilities: Channel No. 22 (518-524 MHz). Authorized power: 1320-kw max. & 468-kw horizontal visual, 264-kw max. & 93.3-kw horizontal aural. Antenna: 1415-ft. above av. terrain, 153-ft. above ground, 2994-ft. above sea level.

Latitude	37°	17'	06"
Longitude	82°	31'	29"

Ownership: See WKLE, Lexington.

Began Operation: Jan. 13, 1969.

Represented (legal) by Miller, Schroeder & Bankson.

Personnel: See WKLE, Lexington.

### WKSO Somerset Ch. 29

Non-Commercial Educational Station

Licensee: Kentucky State Board of Education, Frankfort, Ky. (40601).

Studio: See WKLE, Lexington.

Transmitter: Dye Knob, Rt. 837, near Somerset.

Technical Facilities: Channel No. 29 (560-566 MHz). Authorized power: 584-kw max. & 378-kw horizontal visual, 117-kw max. & 75.6-kw horizontal aural. Antenna: 1460-ft. above av. terrain, 996-ft. above ground, 2526-ft. above sea level.

Latitude	37°	10'	00"
Longitude	84°	49'	28"

Ownership: See WKLE, Lexington.

Began Operation: Sept. 23, 1968.

Represented (legal) by Miller, Schroeder & Bankson.

Personnel: See WKLE, Lexington.

For Educational Television Networks  
See Services Volume

## LOUISIANA

### WYES-TV New Orleans

Ch. 8

Non-Commercial Educational Station

Licensee: Greater New Orleans Educational Television Foundation, 916 Navarre Ave., New Orleans, La. (70124).

Studio: 916 Navarre Ave. Transmitter: Hibernia Bank Bldg.

Telephone: 486-5511.

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 400-ft. above av. terrain, 422-ft. above ground, 455-ft. above sea level.

Latitude	29°	57'	05"
Longitude	90°	04'	17"

Holds CP for switch to Ch. 12 & facilities used by WVUE.

TV tape: Recording facilities. Color: Network. News Wire Service: UPI.

Ownership: Non-profit corporation. Officers: T. Sterling Dunn, pres.; Mrs. Orville B. Ewing, v.p.; Jimmy Heymann, v.p.; Harry Hudson, v.p.; Mrs. Edward D. Finley, secy.; Cecil K. Colin, treas.

Began Operation: April 1, 1957.

Represented (legal) by Krieger & Jorgensen.

Personnel:

W. S. HART, executive vice president & general manager.

PHILLIP I GOODMAN, director of programming.

A. E. MAURIN, director of engineering.

YVONNE S. MENUET, director of development.

### WWL-TV New Orleans Ch. 4

Licensee: Loyola University, 6363 St. Charles Ave.

OPERATING COMMERCIALLY

(FOR COMPLETE DATA, SEE U.S. TV STATION DIRECTORY)

## MAINE

### WCBB Augusta Ch. 10

Non-Commercial Educational Station

Licensee: Colby-Bates-Bowdoin Educational Telecasting Corp., c/o Bates College, Lewiston, Me. (04240).

Studio: Bates College, Lewiston, Me.

Transmitter: 10-mi. ENE of Lewiston, on Danforth Hill.

Telephone: 783-3542. TWX No.: 710-223-1538.

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 310-kw visual, 61.7-kw aural. Antenna: 720-ft. above av. terrain, 369-ft. above ground, 1049-ft. above sea level.

Latitude	44°	09'	16"
Longitude	70°	00'	37"

Color: Network. TV tape: Recording facilities.

News Wire Service: AP, UPI.

Ownership: Bates College (operator of FM radio WRJR, Lewiston, Me.), 33 1/3%; Colby College, 33 1/3%; Bowdoin College, 33 1/3%. (Operator of FM radio WBOR, Brunswick, Me.).

Began Operation: November 13, 1961.

Represented (legal) by McKenna & Wilkinson.

Personnel:

LESTER J. RICHARDS, acting general manager.

ROLAND A. DESJARDINS, chief engineer.

MRS. LAINA HUOTARI, traffic manager.



## WMED-TV

Calais

Ch. 13

Non-Commercial Educational Station

Licensee: University of Maine, Alumni Hall, Orono, Me. (04473).  
Studio: Alumni Hall, U. of Maine, Orono, Me. (04473).  
Transmitter: Top of Conant Hill, Meddybemps, Me.  
Telephone: 207-866-7551 (Orono). TWX No.: 710-229-1091.  
TV tape: Recording facilities (at Orono).  
Color: Network.  
News Wire Service: AP.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 31.6-kw visual, 6.2-kw aural. Antenna: 430-ft. above av. terrain, 187-ft. above ground, 667-ft. above sea level.

Latitude	45°	01'	44"
Longitude	67°	19'	24"

Ownership: University of Maine, a state institution, see WMEB-TV, Orono, Me.

Began Operation: Sept. 23, 1964.

Represented (legal) by Dow, Lohnes & Albertson.

Personnel: This station utilizes the staff at WMEB-TV, Orono, Me.

## WMEB-TV

Orono

Ch. 12

Non-Commercial Educational Station

Licensee: University of Maine, Alumni Hall, Orono, Me. (04473).  
Studio: Alumni Hall, U. of Maine, Orono, Me.  
Transmitter: 10-mi. SE of Orono on Blackcap Mt., East Eddington.  
Telephone: 207-866-7551 (Orono). TWX No.: 710-229-1091.  
Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 299-kw visual, 30.0-kw aural. Antenna: 990-ft. above av. terrain, 369-ft. above ground, 1346-ft. above sea level.

Latitude	44°	45'	36"
Longitude	68°	33'	59"

TV tape: Recording facilities.

Color: Network.

News Wire Service: AP.

Ownership: University of Maine, a state institution. It also operates WMEM-TV, Presque Isle, Me., and WMED-TV, Calais, Me.

Began Operation: Oct. 8, 1963.

Represented (legal) by Dow, Lohnes & Albertson.

Personnel:

JOHN R. MORISON, general manager.  
KENNETH KRALL, program director.  
ROGER W. HODGKINS, assistant to general manager.  
EDWARD WINCHESTER, chief engineer.  
CARL MASON, network transmitter supervisor.  
CHARLES HERBITS, director of program development.

## WMEM-TV

Presque Isle

Ch. 10

Non-Commercial Educational Station

Licensee: University of Maine, Alumni Hall, Orono, Me. (04473).  
Studio: Alumni Hall, U. of Maine, Orono, Me. (04473).  
Transmitter: Mars Hill, 15-mi. S of Presque Isle.  
Telephone: 207-866-7551 (Orono). TWX No.: 710-229-1091.  
TV tape: Recording facilities (at Orono).  
Color: Network.  
News Wire Service: AP.

## Maine-Maryland Educational

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 299-kw visual, 30-kw aural. Antenna: 1093-ft. above av. terrain, 155-ft. above ground, 1762-ft. above sea level.

Latitude	46°	33'	05"
Longitude	67°	48'	37"

Ownership: University of Maine, a state institution see WMEB-TV, Orono, Me.

Began Operation: Feb. 17, 1964.

Represented (legal) by Dow, Lohnes & Albertson.

Personnel: This station utilizes the staff at WMEB-TV, Orono, Me.

## MARYLAND

### WMPB

Baltimore

Ch. 67

Non-Commercial Educational Station

Grantee: Maryland Public Broadcasting Commission, Owings Mills, Md. (21117).

Studio & Transmitter: Owings Mills, Md.

Telephone: 301-356-5600.

Technical Facilities: Channel No. 67 (788-794 MHz). Authorized power: 1000-kw max. & 646-kw horizontal visual, 200-kw max. & 129-kw horizontal aural. Antenna: 820-ft. above av. terrain, 693-ft. above ground, 1349-ft. above sea level.

Latitude	39°	27'	01"
Longitude	76°	46'	36.5"

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.

Ownership: Maryland Public Bcstg. Commission, Herbert B. Cahan, chmn.; Fred I. Archibald, vice chmn.; Frederick Breitenfeld Jr.; exec. dir.

Began Operation: Oct. 5, 1969.

Represented (legal) by Krieger & Jorgensen.

Personnel:

FREDERICK BREITENFELD JR., executive director.  
RICHARD S. DUNCAN, director of engineering.  
WARREN S. PARK JR., director of programming & operations.  
WILLIAM G. WORKMAN, director of development.  
WILLIAM F. HALLSTEAD, director of community services.  
ALVIN WATSON, director of administrative services.  
HOMER C. KORNMAN, technical operations manager.  
ROBERT JONES, graphic arts manager.

(Continued on next page)

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# MASSACHUSETTS

## WGBH-TV

**Boston**

Ch. 2

Non-Commercial Educational Station

Licensee: WGBH Educational Foundation, 125 Western Ave., Boston, Mass. (02134).

Studio: 125 Western Ave., Boston, Mass. (02134).

Transmitter: 350 Cedar St., Needham, Mass.

Telephone: 868-3800.

FM Affiliate: WGBH-FM, 100-kw, 89.7 MHz (No. 209), 550-ft. antenna height.

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 50-kw visual, 5-kw aural. Antenna: 1040-ft. above av. terrain, 1199-ft. above ground, 1349-ft. above sea level.

Latitude	42°	18'	37"
Longitude	71°	14'	14"

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

Ownership: Foundation trustees: Presidents of Trustees of Boston Symphony Orchestra, Boston, Brandeis, Brown, Harvard, Northeastern, Tufts & Yale Universities, Massachusetts Institute of Technology, Boston, Simmons & Wellesley Colleges, New England Conservatory of Music; Directors of Museum of Fine Arts & Museum of Science; Trustee of Lowell Institute; Vice President & General Manager of WGBH Educational Foundation.

Began Operation: May 2, 1955.

Represented (legal) by Covington & Burling.

Personnel:

HARTFORD N. GUNN JR., vice president & general manager.  
ROBERT L. LARSEN, assistant general manager.  
MICHAEL S. RICE, director of programming.  
MICHAEL J. AMBROSINO, assoc. dir. of programming & film buyer.  
JOHN T. CALDWELL, manager of operations.  
THOMAS B. KELLER JR., director of engineering.  
GREGORY G. HARNEY, exec. director, "The Advocates."  
JOHN R. HURLEY, manager of business affairs.  
DAVID O. IVES, mgr. of development & community relations.  
HELEN PETERS, public relations director.

## WGBX-TV

**Boston**

Ch. 44

Non-Commercial Educational Station

Grantee: WGBH Educational Foundation, 125 Western Ave., Boston, Mass. (02134).

Studio: 125 Western Ave., Boston (02134).

Transmitter: 350 Cedar St., Needham, Mass.

Technical Facilities: Channel No. 44 (650-656 MHz). Authorized power: 371-kw max. & 295-kw horizontal visual, 74.1-kw max. & 58.9-kw horizontal aural. Antenna: 1090-ft. above av. terrain, 1195-ft. above ground, 1345-ft. above sea level.

Latitude	42°	12'	42"
Longitude	71°	06'	51"

TV tape: Recording facilities.

Ownership: See WGBH-TV, Boston.

Began Operation: Sept. 25, 1967.

Personnel:

HARTFORD N. GUNN JR., general manager.  
ROBERT L. LARSEN, dir. of programming, education div. & asst. gen mgr.  
TOM KELLER, engineering director.

# MICHIGAN

## WTVS

**Detroit**

Ch. 56

Non-Commercial Educational Station

Licensee: Detroit Educational Television Foundation Inc., 26945 W. Eleven Mile Rd., Southfield, Mich. (48075).

Studios: Southfield, Mich.

Transmitter: W. Eleven Mile Rd., between Franklin & Inkster Rds., Southfield, Mich.

Telephone: 444-4666.

TV tape: Recording facilities.

Color: Network, film & slide.

Technical Facilities: Channel No. 56 (722-728 MHz). Authorized power: 955-kw max. & 617-kw horizontal visual, 61.7-kw aural. Antenna: 960-ft. above av. terrain, 1049-ft. above ground, 1749-ft. above sea level.

Latitude	42°	29'	01"
Longitude	83°	18'	44"

Ownership: Foundation officers: Edwin O. George, pres.; R. T. Johnstone, v.p.; E. Hardwood Rydholm, v.p.; Richard E. Cross, v.p.; Norman B. Weston, treas.; James N. Christianson, exec. director. Following are board members: Albert Berdis, Mandell Berman, Rev. Malcolm Carron, Dr. John Choitz, Walker L. Cisler, Anthony G. DeLorenzo, Mrs. Stephen DuBrul, Fred Erb, George E. Guillen Jr., C. Allen Harlan, Charles Hicks, Hubert Locke, Frank McGinnis, Allen W. Merrell, Charles Mohrhardt, John Poole, J. William Rioux, Mrs. Julian Scott, Mrs. Gerard Slattery, D. F. Smith, Leonard Woodcock, Willis Woods, Charles Wright, Dr. Charles Wolfe.

Began Operation: Aug. 8, 1955.

Represented (legal) by Krieger & Jorgensen.

Personnel:

JAMES N. CHRISTIANSON, general manager.  
EDGAR B. HENDRY, chief engineer.  
LOUIS J. SLYKER, station manager & program coordinator.

## WCMU-TV

**Mt. Pleasant**

Ch. 14

Non-Commercial Educational Station

Grantee: Central Michigan University, Mt. Pleasant. (48858).

Studio: Anspach Hall, Mt. Pleasant.

Transmitter: 0.4-mi. W of Blue Grass Rd. & old U.S. Rt. #27.

Telephone: 774-3105. TWX: 510-441-2700.

Technical Facilities: Channel No. 14 (470-476 MHz). Authorized power: 39.8-kw visual, 7.94-kw aural. Antenna 530-ft. above av. terrain, 547-ft. above ground, 1344-ft. above sea level.

Latitude	43°	34'	24"
Longitude	84°	46'	21"

TV tape: Recording facilities.

Color: Network.

Ownership: State institution.

Began Operation: March 29, 1967.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by George C. Davis.

Personnel:

WILLIAM J. GRIGALIUNAS, station manager.  
FRANK TEFFT, chief engineer.  
MARY LOU GALICIAN, program director.

**WMSB**  
**Onondaga-East Lansing**

Ch. 10

Non-Commercial Educational Station

Licensee: Board of Trustees, Michigan State University, E. Lansing, Mich. (48823). Studio: 600 Kalamazoo St., East Lansing.

Transmitter: Rossman Rd., Onondaga. Telephone: 355-7440.

Technical Facilities: Channel No. 10 (192-198 MHz). Shares time with commercial outlet WILX-TV. Authorized power: 309-kw visual, 61.7-kw aural. Antenna: 970-ft. above av. terrain, 982.8-ft. above ground, 1946-ft. above sea level.

Latitude	42°	26'	33"
Longitude	84°	34'	21"

TV tape: Recording facilities.

Color: Network.

News Wire Service: AP.

AM Affiliate: WKAR, 10-kw, 870 kHz. FM Affiliate: WKAR-FM, 125-kw, 90.5 MHz (No. 213), 930-ft. antenna height.

Began Operation: March 15, 1959.

Personnel:

DR. ARMAND L. HUNTER, dir., division broadcasting services.  
ROBERT D. PAGE, station manager.  
KAY INGRAM, program manager.  
RICHARD BRUNDLE, production manager.  
DAVID BOUSE, film director.  
RAYMOND WILSON, chief engineer.

**WUCM-TV**

**University Center (Bay City)**

Ch. 19

Non-Commercial Educational Station

Licensee: Delta College, University Center (Bay City), Mich. (48710).

Studio: Delta Road, University Center. Telephone: 686-0403.

Transmitter: .8-mi. NNW of Delta Rd. & Four Mile Rd. intersection.

Technical Facilities: Channel No. 19 (500-506 MHz). Authorized power: 631-kw max. & 562-kw horizontal visual, 63.1-kw max. & 56.2-kw horizontal aural. Antenna: 470-ft. above av. terrain, 498-ft. above ground, 1102-ft. above sea level.

Latitude	43°	33'	42.7"
Longitude	83°	58'	53.7"

TV tape: Recording facilities.

Ownership: Delta College is a community college with a directing board of trustees. Donald J. Carlyon, president.

Began Operation: Oct. 12, 1964.

Represented (legal) by Cohn & Marks.

Personnel:

WILLIAM J. BALLARD, station manager.  
RAYMOND A. WOODS, chief engineer.  
RONALD A. BLACK, program director.  
THOMAS E. HASKELL, operations manager.

**MINNESOTA**

**KWCM-TV**

**Appleton**

Ch. 10

Non-Commercial Educational Station

Licensee: Twin City Area ETV Corp. & West Central Minn. ETV Co., 1640 Como Ave. St. Paul, Minn. (55108).

Studio & Transmitter: 2-mi. SSE of Appleton.

Mailing Address: West Central Minn. ETV, R.R., Appleton, Minn. (56208).

Telephone: 289-2722.

**Mich.-Minnesota Educational**

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 316-kw visual, 37.1-kw aural. Antenna: 480-ft. above av. terrain, 496-ft. above ground, 1526-ft. above sea level.

Latitude	45°	10'	04"
Longitude	95°	59'	54"

Color: Network, film & slide.

Ownership: Held jointly by Twin City Area ETV Corp. & West Central Minn. ETV Co., both non-profit. Twin City is licensee of KTCA-TV and KTCI-TV, St. Paul-Minneapolis.

Began Operation: Jan. 21, 1966.

Personnel:

W. R. SANDBERG, general manager.  
ELMER GOETSCH, resident engineer.  
STANLEY MUELLER, asst. engineer.

**WDSE-TV**

**Duluth-Superior, Wis.**

Ch. 8

Non-Commercial Educational Station

Licensee: Duluth-Superior Area Educational TV Corp., c/o George A. Beck, gen. mgr., 210 Bradley Bldg., Duluth, Minn. (55802).

Studio: 210 Bradley Bldg., Duluth.

Transmitter: 4th Ave. West & 10th St., Duluth, Minn.

Telephone: 218-727-8734.

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 316-kw visual, 47.9-kw aural. Antenna: 880-ft. above av. terrain, 585-ft. above ground, 2046-ft. above sea level.

Latitude	46°	47'	21"
Longitude	92°	06'	51"

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

Ownership: Non-profit corporation. A. M. Castle, pres.; Arthur C. Josephs, v.p.; Mrs. Thomas M. Spencer, secy.; Earle Andree, treas.

Began Operation: Sept. 1, 1964.

Represented (legal) by Fly, Shuebruk, Blume & Gaguine.

Personnel:

GEORGE A. BECK, general manager.  
GEORGE G. WEBB, program director.

(Continued on next page)

**BLACKBURN  
& COMPANY, INC.**

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# Minn.-Missouri Educational

## KTCA-TV

St. Paul-Minneapolis

Ch. 2

Non-Commercial Educational Station

Licensee: Twin City Area Educational Television Corp., St. Paul, Minn. (55108). Studio: 1640 Como Ave., St. Paul (55108).

Transmitter: Cleveland & Roselawn Aves., Falcon Heights, Minn.

Telephone: 645-0471.

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 16.8-kw aural. Antenna: 1136-ft. above av. terrain, 1372-ft. above ground, 2372-ft. above sea level.

Latitude	44°	59'	54"
Longitude	93°	11'	17"

Requests change to 100-kw visual, 20-kw aural, 1313-ft. above av. terrain, 1471-ft. above ground, 2371-ft. above sea level, lat. 45° 03' 29.5", long. 93° 07' 27", transmitter to Gramsie Rd., .4-mi. E of Victoria St., Shoreview. BMPET-650.

Color: Network, live, film, slide & tape.

Ownership: Non-profit organization. Officers: John C. Savage, pres.; Leonard Heller, v.p.; Philip H. Nason, v.p.; John Schwarzwald, exec. v.p.; Andrew Scott, secy.; A. A. Heckman, treas. Also owns and operates KTCI-TV, St. Paul and owns KWCM-TV, Appleton, Minn. jointly with West Central Minn. ETV Co.

Began Operation: Sept. 3, 1957.

Represented (legal) by Faegre & Benson, Minneapolis.

Personnel:

JOHN C. SCHWARZWALDER, exec. v.p. & general manager.  
 W. D. DONALDSON, asst. gen. mgr. & program director.  
 WAYNE A. MAYER, chief engineer.  
 LARRY MORRISSETTE, director of special projects.  
 W. W. KEMMERER, director of research and development.  
 GUY E. UECKERT, production coordinator.  
 JOHN C. WHITE, production manager.  
 JEAN M. LYNES, administrative assistant.  
 MARTIN J. MCGOWAN, director of public relations.  
 GEORGE L. ARMS, project coordinator.  
 JOSEPH T. McDERMOTT, project coordinator.  
 JOSEPH NORTH, director of University programs.

## KTCI-TV

St. Paul

Ch. 17

Non-Commercial Educational Station

Licensee: Twin City Area Educational TV Corp., 1640 Como Ave., St. Paul, Minn. (55108).

Studio: Same as KTCA-TV, St. Paul-Minneapolis.

Transmitter: 2070 W. Roselawn, Falcon Heights, Minn.

Telephone: 645-0471.

Technical Facilities: Channel No. 17 (488-494 MHz). Authorized power: 42.7-kw max. & 30.9-kw horizontal visual, 7.76-kw max. & 5.62-kw horizontal aural. Antenna: 520-ft. above av. terrain, 562-ft. above ground, 1549-ft. above sea level.

Latitude	44°	59'	54"
Longitude	93°	11'	17"

Requests change to 39.7-kw max. & 28.7-kw horizontal visual, 7.94-kw max. & 5.74-kw horizontal aural, 1298-ft. above av. terrain, 1471-ft. above ground, 2371-ft. above sea level, lat. 45° 03' 29.5", long. 93° 07' 27", transmitter to Gramsie Rd., 0.4-mi. E of Victoria St., Shoreview. BMPET-649.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

Ownership: See KTCA-TV, St. Paul, Minneapolis.

Began Operation: May 4, 1965.

Personnel: KTCA-TV personnel also serve at KTCI-TV.

# MISSISSIPPI

## WMAA

Jackson

Ch. 29

Non-Commercial Educational Station

Grantee: Mississippi Authority for ETV, Drawer 1101, Jackson, Miss. (39205).

Studio: Eastover Dr., Jackson (39211).

Telephone: 601-982-6565.

Transmitter: 4-mi. SE of Raymond.

Technical Facilities: Channel No. 29 (560-566 MHz). Authorized power: 452-kw max. & 307-kw horizontal visual, 90.4-kw max. & 61.4-kw horizontal aural. Antenna: 1958.5-ft. above av. terrain, 1850-ft. above ground, 2270-ft. above sea level.

Latitude	32°	12'	46"
Longitude	90°	22'	54"

Ownership: Mississippi Authority for Educational Television which also holds a CP for Ch. 29, Jackson and is applicant for Ch. 2, State College, Miss.

Began Operation: Feb. 1, 1970.

TV tape: Recording facilities.

Personnel:

WILLIAM R. SMITH JR., executive director.  
 BOB W. ROWLAND, associate director, programming.  
 FORREST L. MORRIS, director of engineering.

# MISSOURI

## KOMU-TV

Columbia

Ch. 8

Licensee: Curators of the University of Missouri.

OPERATING COMMERCIALY

(FOR COMPLETE DATA, SEE U.S. TV STATION DIRECTORY)

## KCSD-TV

Kansas City

Ch. 19

Non-Commercial Educational Station

Grantee: School District of Kansas City, 1211 McGee St., Kansas City, Mo. (64106).

Studio: Board of Education Building, 1211 McGee St.

Transmitter: City Hall, 414 E. 12th St.

Telephone: Baltimore 1-6789.

Technical Facilities: Channel No. 19 (500-506 MHz). Authorized power: 210-kw visual, 41.7-kw aural. Antenna: 510-ft. above av. terrain, 475-ft. above ground, 1394-ft. above sea level.

Latitude	39°	06'	01"
Longitude	94°	34'	39"

TV tape: Recording facilities.

Ownership: Local school district. Rev. Mr. Charles Briscoe, pres., board of education.

Began Operation: March 22, 1961.

Represented (legal) by Dow, Lohnes & Albertson, Washington, D.C.; Caldwell, Eastin, Blackwell & Oliver, Kansas City, Mo.

Personnel:

DR. DONALD HAIR, superintendent of schools.  
 ZOEL PARENTEAU, station manager.  
 CLYDE HOWE, chief engineer.

(Continued on next page)

**KETC**  
**St. Louis**

Ch. 9

Non-Commercial Educational Station

Licensee: St. Louis Educational Television Commission, 6996 Millbrook Blvd., St. Louis (63130).

Studio: 6996 Millbrook. Transmitter: Boatman's Bank Bldg.

Telephone: 314-863-0995.

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 144-kw visual, 28.8-kw aural. Antenna: 550-ft. above av. terrain, 574-ft. above ground, 1039-ft. above sea level.

Latitude	38°	28'	56"
Longitude	90°	23'	53"

TV tape: Recording facilities.

Ownership: Commission officers: Richard A. Young, chairman; H. E. Wuertenbaecher Jr., vice chairman; F. W. McCalpin, secy.; Stanley Richman, treas.

Began Operation: Sept. 20, 1954.

Represented (legal) by Grand, Peper & Martin, St. Louis.

Personnel:

ROBERT C. GLAZIER, executive director.  
JACK VINES, director of engineering.  
JUDITH GINDER, director of program operations.  
A. GORDON REEL, director of studio productions.  
DON JEFFRIES, director of film productions.

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**NEBRASKA**

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**KTNE-TV**

**Alliance**

Ch. 13

Non-Commercial Educational Station

(Satellite of separately-owned KUON-TV, Lincoln, Neb.)

Licensee: Nebraska Educational Television Commission, 16th & R Sts., Lincoln, Neb.

Transmitter: 4½-mi. ESE of Angora, Neb.

Color: Network.

Telephones: 734 W, Bridgeport, Neb. (Transmitter); 402-477-6974 (Commission Office).

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 288-kw visual, 57.5-kw aural. Antenna: 1553-ft. above av. terrain, 1499-ft. above ground, 5749-ft. above sea level.

Latitude	41°	50'	24"
Longitude	103°	03'	18"

Ownership: Operated as non-profit commission. See KLNE-TV, Lexington, Neb.

Began Operation: Sept. 7, 1966.

Represented (legal) by Dow, Lohnes & Albertson.

Personnel: See KLNE-TV, Lexington.

LINDALL ROGOWSKI, transmitter supervisor.  
HENRY CRONIN, director of engineering, Lincoln.

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**KMNE-TV**

**Bassett**

Ch. 7

Non-Commercial Educational Station

(Satellite of separately-owned KUON-TV, Lincoln, Neb.)

Licensee: Nebraska Educational Television Commission, 1600 R St., Lincoln, Neb.

Transmitter: 17-mi. SSE of Bassett.

Color: Network.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Jansky & Bailey.

1970-71 Edition

**Mo.-Nebraska Educational**

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 275-kw visual, 27.5-kw aural. Antenna: 1484-ft. above av. terrain, 1524-ft. above ground, 4049-ft. above sea level.

Latitude	42°	20'	17.4"
Longitude	99°	29'	17.7"

Ownership: See KLNE-TV, Lexington.

Began Operation: Sept. 1, 1967.

Personnel: See KLNE-TV, Lexington.

RICHARD NELSON, transmitter supervisor.  
HENRY CRONIN, director of engineering, Lincoln.

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**KHNE-TV**

**Hastings**

Ch. 29

Non-Commercial Educational Station

(Satellite of separately-owned KUON-TV, Lincoln, Neb.)

Grantee: Nebraska Educational Television Commission, 16th & R Sts., Lincoln, Neb. (68508).

Studio: See KLNE-TV, Lexington.

Transmitter: 3.5-mi. E of Giltner, Neb.

Color: Network.

Technical Facilities: Channel No. 29 (560-566 MHz). Authorized power: 383-kw visual, 76.6-kw aural. Antenna: 1216-ft. above av. terrain, 1238-ft. above ground, 3049-ft. above sea level.

Latitude	40°	46'	16.5"
Longitude	98°	05'	21.9"

Ownership: See KLNE-TV, Lexington.

Began Operation: Nov. 17, 1968.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Jansky & Bailey.

Personnel: See KLNE-TV, Lexington.

EUGENE SEIER, transmitter supervisor.  
HENRY CRONIN, director of engineering, Lincoln.

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**KLNE-TV**

**Lexington**

Ch. 3

Non-Commercial Educational Station

(Satellite of separately-owned KUON-TV, Lincoln, Neb.)

Licensee: Nebraska Educational Television Commission, 16th & R Sts., Lincoln, Neb. (68508).

Transmitter: 5-mi. SW of Holdrege, Neb., on U.S. Rt. 6.

Color: Network.

Telephone: 308-337-2311 (transmitter), 402-477-6974 (Commission office).

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 15-kw aural. Antenna: 1062-ft. above av. terrain, 1065-ft. above ground, 3449-ft. above sea level.

Latitude	40°	23'	05"
Longitude	99°	27'	30"

Ownership: Operated as non-profit commission; NETC is an agency of the State of Nebraska. It also operates satellites KTNE-TV, Alliance; KPNE-TV, N. Platte; KMNE-TV, Bassett; KXNE-TV, Norfolk; KYNE-TV, Omaha; KRNE-TV, Merriman; KHNE-TV, Hastings, all Neb.

Began Operation: Sept. 6, 1965.

Personnel:

JACK McBRIDE, secy. & general manager, NETC (based at separately-owned KUON-TV, Lincoln).  
BILL OXLEY, network program manager.  
HENRY CRONIN, director of engineering, NETC, Lincoln.  
BERT SHAVER, transmitter supervisor.

(Continued on next page)

# Nebraska Educational

## KUON-TV

Lincoln

Ch. 12

Non-Commercial Educational Station

Licensee: University of Nebraska, Lincoln, Neb. (68508).

Studios: University campus, 12th & R Sts.

Transmitter: 1.25-mi. W, 3-mi. N. of Memphis, Neb.

Telephone: 402-472-2141.

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 310-kw visual, 158-kw aural. Antenna: 830-ft. above av. terrain, 874-ft. above ground, 2049-ft. above sea level.

Latitude	41°	08'	18.1"
Longitude	96°	27'	19.2"

TV tape: Recording facilities.

Color: Network, film, slide & tape.

Began Operation: Nov. 1, 1954.

Represented (legal) by Cline, Williams, Wright & Johnson, Lincoln; Dow, Lohnes & Albertson.

Represented (engineering) by Jansky & Bailey.

Personnel:

JACK McBRIDE, general manager.  
BILL OXLEY, program manager.  
W. BOYD ROONEY, assistant manager, operations.  
RON HULL, assistant manager, administration.  
BETTY MEISINGER DYER, utilization coordinator.  
JERRY DE PRENGER, assistant program manager.  
ADOLPH R. DVORAK, chief engineer.  
MRS. GLADYS EMS, distribution specialist.  
JOHN FLOWER, special projects coordinator.

## KRNE-TV

Merriman

Ch. 12

Non-Commercial Educational Station

(Satellite of separately-owned KUON-TV, Lincoln, Neb.)

Licensee: Nebraska Educational Television Commission, 16th & R Sts., Lincoln, Neb. (68508).

Studio: See KLNE-TV, Lexington.

Transmitter: 17-mi. S of Merriman.

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 169-kw visual, 16.9-kw aural. Antenna: 1066-ft. above av. terrain, 1029-ft. above ground, 4567-ft. above sea level.

Latitude	42°	40'	37.9"
Longitude	101°	42'	35.5"

Ownership: See KLNE-TV, Lexington.

Began Operation: Dec. 9, 1968.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Jansky & Bailey.

Personnel: See KLNE-TV, Lexington.

HAL WEAKLY, transmitter supervisor.  
HENRY CRONIN, director of engineering, Lincoln.

## KXNE-TV

Norfolk

Ch. 19

Non-Commercial Educational Station

(Satellite of separately-owned KUON-TV, Lincoln, Neb.)

Licensee: Nebraska Educational Television Commission, 16th & R Sts., Lincoln, Neb.

Transmitter: 5-mi. SW on Hwy. 94, near Carroll, Neb.

Represented (engineering) by Jansky & Bailey.

Technical Facilities: Channel No. 19 (500-506 MHz). Authorized power: 1000-kw max. & 214-kw horizontal visual, 200-kw max. & 42.7-kw horizontal aural. Antenna 1042-ft. above av. terrain, 1069-ft. above ground, 2849-ft. above sea level.

Latitude	42°	14'	15"
Longitude	97°	16'	41"

Color: Network & film.

Ownership: Operated as non-profit commission. See KLNE-TV, Lexington.

Began Operation: Nov. 12, 1967.

Represented (legal) by Dow, Lohnes & Albertson.

Personnel: See KLNE-TV, Lexington.

ROBERT OLSON, transmitter supervisor.  
HENRY CRONIN, director of engineering, Lincoln.

## KPNE-TV

North Platte

Ch. 9

Non-Commercial Educational Station

(Satellite of separately-owned KUON-TV, Lincoln, Neb.)

Licensee: Nebraska Educational Television Commission, 16th & R Sts., Lincoln, Neb.

Transmitter: Route 25, 10-mi. S of Sutherland, Neb.

Telephones: 308-386-4415 (Transmitter); 402-477-6974 (Commission Office).

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1020-ft. above av. terrain, 1006-ft. above ground, 4140-ft. above sea level.

Latitude	41°	01'	16"
Longitude	101°	09'	9.6"

TV tape: Recording facilities.

Color: Network.

Ownership: Operated as non-profit commission. See KLNE-TV, Lexington, Neb.

Began Operation: Sept. 12, 1966.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Jansky & Bailey.

Personnel: See KLNE-TV, Lexington.

WILLIAM BEALL, transmitter supervisor.  
HENRY CRONIN, director of engineering, Lincoln.

## KYNE-TV

Omaha

Ch. 26

Non-Commercial Educational Station

Licensee: Nebraska ETV Commission, 16th & R Sts., Lincoln, Neb. (68508).

Transmitter: U. of Neb. at Omaha campus, Omaha, Neb.

Telephones: 402-553-4700 (Studio & transmitter); 402-477-6974 (Commission Office).

Technical Facilities: Channel No. 26 (542-548 MHz). Authorized power: 35.1-kw visual, 7-kw aural. Antenna: 431-ft. above av. terrain, 407-ft. above ground, 1559-ft. above sea level.

Latitude	41°	15'	28"
Longitude	96°	00'	32"

Ownership: Operated as a non-profit commission, see KLNE-TV, Lexington.

Began Operation: Oct. 19, 1965.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Jansky & Bailey.

Personnel:

JACK G. McBRIDE, secy. & general manager, NETC, Lincoln.  
HENRY CRONIN, dir. of engineering, NETC, Lincoln.  
PAUL BORGE, station manager.  
LEON BENSCHÖTER, program director.  
GEORGE RAGAN, supervising engineer.

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## NEVADA

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### **KLVX** Las Vegas

Ch. 10

Non-Commercial Educational Station

Licensee: Clark County School District, 2832 E. Flamingo Rd., Las Vegas.

Studio: 5700 Maple St., Las Vegas (89109).

Telephone: 702-731-1026.

Transmitter: 2-mi. SW of Henderson, Nev.

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 294-kw visual, 35.5-kw aural. Antenna: 1220-ft. above av. terrain, 176-ft. above ground, 3526-ft. above sea level.

Latitude	36°	00'	28"
Longitude	115°	00'	22"

TV tape: Recording facilities.

Color: Network, film, slide & tape.

Ownership: Clark County School District. Officers: George W. Wilkinson, pres.; Glen C. Taylor, v.p.

Began Operation: March 25, 1968.

Represented (legal) by McKenna & Wilkinson.

Represented (engineering) by Hammett & Edison.

Personnel:

RONALD D. HAWLEY, dir., educational television services.  
JACK LEMEN, station manager.  
AL RIBAS, chief of technical operations.  
ALTHEA THOMAS, program & promotion manager.  
ROBERT ALLEN, operations manager.  
RITA FUNK, traffic & continuity assistant.

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## NEW HAMPSHIRE

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### **WEDB-TV**

Berlin

Ch. 40

Non-Commercial Educational Station

Grantee: U. of New Hampshire, Box Z, Durham, N.H. (03824).

Transmitter: North peak of Pine Mtn., 2-mi. SSW of Gorham.

Studio: See WENH, Durham.

Technical Facilities: Channel No. 40 (626-632 MHz). Authorized power: 10.5-kw visual, 2.09-kw aural. Antenna: 300-ft. above av. terrain, 177-ft. above ground, 2437-ft. above sea level.

Latitude	44°	22'	16"
Longitude	71°	12'	53"

Ownership: See WENH, Durham.

Began Operation: March 18, 1968.

Represented (legal) by Covington & Burling.

Personnel: See WENH, Durham.

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### **WENH** Durham

Ch. 11

Non-Commercial Educational Station

Licensee: U. of New Hampshire, Box Z, Durham, N.H. (03824).

Studio: Memorial Union Bldg. Transmitter: Saddleback Mt.

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 316-kw visual, 63.1-kw aural. Antenna: 980-ft. above av. terrain, 436-ft. above ground, 1536-ft. above sea level.

Latitude	43°	10'	34"
Longitude	71°	12'	24"

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## Nev.-New Hampshire Educational

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TV tape: Recording facilities.

Color: Network & tape.

News Wire Service: AP, UPI.

Ownership: State of N.H.; John W. McConnell, pres., U. of N.H.; N.H. Educational Bcstg. Council.

Began Operation: July 6, 1959.

Represented (legal) by Covington & Burling.

Personnel:

KEITH J. NIGHBERT, manager.  
ALTON S. HOTALING, program manager.  
BRUCE ST. GEORGE, production manager.  
WALTER SWENSON, transmitter engineer supervisor.  
CHARLES E. TAMM, chief engineer.  
B. THEODORE WARD, assistant program manager.  
PATRICIA W. MERRILL, publicity director.  
RICHARD RUSSELL, director of development.  
DAVID BURGESS, studio engineering supervisor.

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### **WHED-TV**

Hanover

Ch. 15

Non-Commercial Educational Station

Licensee: U. of New Hampshire, Box Z, Durham, N.H. (03824).

Studio: See WENH, Durham.

Transmitter: Moose Mtn., 6.3-mi. E of Hanover.

Technical Facilities: Channel No. 15 (476-482 MHz). Authorized power: 37.2-kw max. & 24.5-kw horizontal visual, 7.44-kw max. & 4.9-kw horizontal aural. Antenna: 1300-ft. above av. terrain, 448-ft. above ground, 2338-ft. above sea level.

Latitude	43°	42'	30"
Longitude	72°	09'	16"

Ownership: See WENH, Durham.

Began Operation: April 11, 1968.

Represented (legal) by Covington & Burling.

Personnel: See WENH, Durham.

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### **WEKW-TV**

Keene

Ch. 52

Non-Commercial Educational Station

Licensee: U. of New Hampshire, Box Z, Durham, N.H. (03824).

Studio: See WENH, Durham.

Transmitter: Derry Hill, 8-mi. NNW of Keene.

Technical Facilities: Channel No. 52 (698-704 MHz). Authorized power: 37.5-kw max. & 24-kw horizontal visual, 7.5-kw max. & 4.8-kw horizontal aural. Antenna: 1800-ft. above av. terrain, 500-ft. above ground, 2017-ft. above sea level.

Latitude	43°	02'	00"
Longitude	72°	22'	04"

Ownership: See WENH, Durham.

Began Operation: May 21, 1968.

Represented (legal) by Covington & Burling.

Personnel: See WENH, Durham.

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### **WLED-TV**

Littleton

Ch. 49

Non-Commercial Educational Station

Licensee: U. of New Hampshire, Box Z, Durham, N.H. (03824).

Studio: See WENH, Durham.

Transmitter: 3.8-mi. NE of Littleton-Mann Hill.

(Continued on next page)

## N.H.-New York Educational

WLED-TV, Littleton—(Continued)

Technical Facilities: Channel No. 49 (680-686 MHz). Authorized power: 36.7-kw max. & 29.5-kw horizontal visual, 7.35-kw max. & 6.03-kw horizontal aural. Antenna: 1280-ft. above av. terrain, 443-ft. above ground, 2426-ft. above sea level.

Latitude	44°	21'	14"
Longitude	71°	44'	23"

Ownership: See WENH, Durham.

Began Operation: February 8, 1968.

Represented (legal) by Covington & Burling.

Personnel: See WENH, Durham.

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## NEW MEXICO

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### KNME-TV

Albuquerque

Ch. 5

Non-Commercial Educational Station

Licensee: Regents of University of New Mexico and Board of Education of the City of Albuquerque, 1801 Roma N.E. (87106).

Studio: 1801 Roma NE. Transmitter: Sandia Crest.

Telephone: 277-2121. TWX No.: 910-989-1649.

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 28-kw visual, 14-kw aural. Antenna: 4124-ft. above av. terrain, 123-ft. above ground, 10,776-ft. above sea level.

Latitude	35°	12'	44"
Longitude	106°	26'	58"

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

Ownership: Equally owned by Regents of the University of New Mexico and Board of Education of the City of Albuquerque.

Began Operation: May 1, 1958.

Personnel:

F. CLAUDE HEMPEN, general manager.  
JACK RAINES, graphics supervisor.  
MONTIE CAST, artist.  
ROBERT M. GORDON, director of engineering.  
DON MORROW, engineering supervisor.  
GERALD CLARY, engineer.  
EVELENE WILLS, traffic manager.

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## NEW YORK

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### WSKG

Binghamton

Ch. 46

Non-Commercial Educational Station

Licensee: Southern Tier ETV Association Inc., Woodrow Wilson School, 287 Prospect St., Binghamton, N.Y. (13902).

Studio: Woodrow Wilson School. Telephone: 607-798-9212.

Mailing address: P.O. Box 954, Binghamton.

Transmitter: Ingraham Hill Rd., Binghamton, N.Y.

Technical Facilities: Channel No. 46 (662-668 MHz). Authorized power: 603-kw max. & 500-kw horizontal visual, 121-kw max. & 100-kw horizontal aural. Antenna: 1230-ft. above av. terrain, 924-ft. above ground, 2545-ft. above sea level.

Latitude	42°	03'	22"
Longitude	75°	56'	39"

TV tape: Recording facilities.

Color: Network, film, slide & tape.

Ownership: Non-profit organization. Salvatore A. Fauci, chairman.

Began Operation: May 12, 1968.

Personnel:

PHILLIP P. JACKSON, general manager.  
DENNIS DUNBAR, chief engineer.

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### WNED-TV

Buffalo

Ch. 17

Non-Commercial Educational Station

Licensee: Western New York Educational TV Association Inc., Lafayette Hotel, Buffalo, N.Y. (14203).

Studio: Lafayette Hotel. Telephone: 716-854-4756.

Transmitter: 2065 Elmwood Ave.

Technical Facilities: Channel No. 17 (488-494 MHz). Authorized power: 1160-kw max. & 910-kw horizontal visual, 116-kw max. & 91-kw horizontal aural. Antenna: 720-ft. above av. terrain, 738-ft. above ground, 1345-ft. above sea level.

Latitude	42°	57'	14"
Longitude	78°	52'	37"

TV tape: Recording facilities. Color: Network & tape.

Ownership: Non-stock educational corp. Laurence R. Goodyear, chairman.

Began Operation: March 30, 1959 under STA using tower of off-air WBUF (Ch. 17) at 2077 Elmwood Ave. until May 29, 1959. Resumed Oct. 19, 1959, under STA authorizing operation until April 2, 1960.

Personnel:

J. MICHAEL COLLINS, president.  
GORDON KNAIER, dir. of engineering & plant.  
JOHN L. HUTCHINSON, director of programming.  
VINCENT F. SAELE, director of development.  
ANTHONY BUTTINO, director of instructional broadcasting.  
GREGG R. BORLAND, publicity manager.  
DELBERT DENBY, auction coordinator.

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### WLIW

Garden City

Ch. 21

Non-Commercial Educational Station

Licensee: Long Island ETV Council Inc., Ellington Ave. W., Garden City, N.Y. (11530).

Studio: Bldg. 127, Nassau Community College.

Telephone: 516-248-2140.

Transmitter: Ellington Ave. W., Garden City.

Technical Facilities: Channel No. 21 (512-518 MHz). Authorized power: 708-kw max. & 661-kw horizontal visual, 132-kw max. & 126-kw horizontal aural. Antenna: 380-ft. above av. terrain, 409-ft. above ground, 495-ft. above sea level.

Latitude	40°	43'	55.0"
Longitude	73°	36'	12.4"

Ownership: Non-profit educational corp. chartered by Board of Regents. Dr. John C. Lackas, pres.

Began Operation: Jan. 14, 1969.

Represented (legal) by Krieger & Jorgensen.

Represented (engineering) by George P. Adair Engineering Co.

Personnel:

CHARLES R. BELL, general manager.  
ALBERT BECKER, program manager.  
GERALDINE ROCHOW CARMODY, dir. of instructional television.  
EDITH C. IALEGGIO, director of community relations.  
SAMUEL C. EDSALL, chief engineer.

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### WNDR

New York-Newark

Ch. 13

Non-Commercial Educational Station

Licensee: Educational Bcstg. Corp., 304 West 58th St., New York, N.Y. (10019).



Studios: 55th St. & 9th Ave. and 345 E. 46th St., New York, N.Y.;  
1020 Broad St., Newark, N.J. (07114).

Office: 304 W. 58th St., New York, N.Y. (10019).

Transmitter: Empire State Bldg.

Telephone: 581-6000.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized  
power: 176-kw visual, 5.37-kw aural. Antenna: 1190-ft. above  
av. terrain, 1200-ft. above ground, 1251-ft. above sea level.

Latitude	40°	44'	54''
Longitude	73°	59'	10''

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI. Facsimile Service: UPI.

Ownership: Educational Broadcasting Corp. John W. Kiermaier,  
president.

Began Operation: Sept. 16, 1962.

Personnel:

JOHN W. KIERMAIER, president.  
WILLIAM J. LAMB, senior vice president.  
HUDSON G. STODDARD, v.p. for development & secretary.  
STEVE DeSATNICK, v.p. of operations & engineering.  
FRANK LEICHT, v.p. of program administration.  
CHRISTOPHER LUKAS, director of cultural programming.  
RICHARD J. MEYER, dir. of school television service.  
JAMES BARRETT, director of public information.

## WNYE-TV New York

Ch. 25

Non-Commercial Educational Station

Licensee: Board of Education of City of New York, 110 Livingston  
St., Brooklyn, N.Y.

Studio: 112 Tillary St., Brooklyn, N.Y. (11201).

Transmitter: 29 Fort Greene Place, Brooklyn.

Telephone: 596-4425.

Technical Facilities: Channel No. 25 (536-542 MHz). Authorized  
power: 661-kw max. and 589-kw horizontal visual, 131-kw max.  
and 117-kw horizontal aural. Antenna: 577-ft. above av. terrain,  
597-ft. above ground, 649-ft. above sea level.

Latitude	40°	41'	21''
Longitude	73°	58'	37''

TV tape: Recording facilities.

FM Affiliate: WNYE, 20-kw, 91.5 MHz (No. 218), 415-ft.

Ownership: Board of Education, City of New York.

Began Operation: April 3, 1967.

Represented (legal) by Cohn & Marks.

Personnel:

JAMES F. MACANDREW, director of broadcasting.  
MRS. CECIL H. SUFFERN, asst. dir. of broadcasting, program-  
ming & production.  
HARRY HIRSCH, asst. director of broadcasting, technical.  
FLORENCE M. MONROE, asst. administrative director.

## WXXI Rochester

Ch. 21

Non-Commercial Educational Station

Licensee: Rochester Area ETV Association Inc., 410 Alexander St.,  
Rochester (14607).

Studio: 410 Alexander St.

Transmitter: Pinnacle Hill, Brighton, N.Y.

Telephone: 473-4160.

TV tape: Recording facilities. Color: Network.

Technical Facilities: Channel No. 21 (512-518 MHz). Authorized  
power: 1480-kw visual, 295-kw aural. Antenna: 435-ft. above  
av. terrain, 343-ft. above ground, 1026-ft. above sea level.

Latitude	43°	08'	07''
Longitude	77°	35'	02''

## New York Educational

Ownership: Non-profit association. Mercer Brugler, chairman.

Began Operation: Sept. 6, 1966.

Represented (legal) by Krieger & Jorgenson.

Personnel:

WILLIAM J. PEARCE, president & general manager.  
WILLIAM E. HALEY, program director.  
DAVIS W. GRIFFITH, community relations director.  
GERALDINE McMULLEN, school relations director.  
WALTER M. HARRISON, chief engineer.

## WMHT Schenectady-Albany-Troy

Ch. 17

Non-Commercial Educational Station

Licensee: Mohawk-Hudson Council on Educational TV Inc., Box 17,  
Schenectady, N.Y. (12301).

Studio: 17 Fern Ave., Schenectady. Telephone: 518-355-9200.

Transmitter: RD 1, Voorheesville, N.Y. Twp. of New Scotland, N.Y.

Technical Facilities: Channel No. 17 (488-494 MHz). Authorized  
power: 214-kw max. & 191-kw horizontal visual, 42.7-kw max.  
& 38-kw horizontal aural. Antenna: 923-ft. above av. ter-  
rain, 216-ft. above ground, 1868-ft. above sea level.

Latitude	42°	38'	12''
Longitude	73°	59'	45''

TV tape: Recording facilities.

Color: Network, live & tape.

Ownership: Mohawk-Hudson Council on Educational TV Inc., Box 17,  
Schenectady, N.Y. (12301).

Began Operation: March 26, 1962.

Represented (legal) by Krieger & Jorgensen.

Personnel:

DONALD E. SCHEIN, gen. manager & executive vice-president.  
CALEB PAINE, assistant general manager.  
ALBERT G. ZINK, program manager.  
ERIK VAN de BOGART, manager, school services.  
ROBERT SCHLIEMAN, manager of engineering.  
WILLARD J. STONE, production manager.  
NEIL B. MAHRER, director of development.

## WCNY-TV Syracuse

Ch. 24

Non-Commercial Educational Station

Licensee: ETV Council of Central N.Y. Inc., Old Liverpool Rd.,  
Liverpool, N.Y. (13088).

Telephone: 315-457-0440.

Studio: Old Liverpool Rd., Liverpool, N.Y.

Transmitter: Sweet & Sevier Rd., Pompey, N.Y.

Technical Facilities: Channel No. 24 (530-536 MHz). Authorized  
power: 347-kw horizontal visual, 69.2-kw horizontal aural.  
Antenna: 1380-ft. above av. terrain, 850-ft. above ground, 1111-  
ft. above sea level.

Latitude	42°	56'	42''
Longitude	76°	01'	28''

TV tape: Recording facilities.

Color: Network, film, slide & tape.

Ownership: Non-profit corporation.

Began Operation: Dec. 20, 1965.

Personnel:

THOMAS PETRY, president & general manager.  
PAUL HASSENPLUG, director of development.  
THEODORE J. WEINHEIMER, program manager.  
S. PAUL BARRON, director of engineering.  
M. ELIZABETH NOCERA, school services director.  
ROBERT THOMAS, executive producer.

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# NORTH CAROLINA

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## WUNF-TV Asheville

Ch. 33

Non-Commercial Educational Station

Grantee: University of North Carolina, Chapel Hill, N.C. (27514).

Studio: See WUNC-TV, Chapel Hill, N.C.

Transmitter: Mt. Pisgah, 16.7-mi. SW of Asheville.

Technical Facilities: Channel No. 33 (584-590 MHz). Authorized power: 80-kw max. & 3.63-kw horizontal visual, .724-kw aural. Antenna: 2620-ft. above av. terrain, 337-ft. above ground, 6058-ft. above sea level.

Latitude	35°	25'	32"
Longitude	82°	45'	25"

TV tape: Recording facilities. Color: Network & tape.

News Wire Service: AP, UPI.

Ownership: See WUNC-TV, Chapel Hill.

Began Operation: Sept. 11, 1967.

Personnel: See WUNC-TV, Chapel Hill.

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## WUNC-TV Chapel Hill

Ch. 4

Non-Commercial Educational Station

Licensee: University of North Carolina, Chapel Hill, N.C. (27514).

Studios: Swain Hall, Chapel Hill; Carmichael Bldg., Greensboro; WUNC-TV Bldg., Raleigh.

Transmitter: Terrell's Mt., Chatham County, N.C.

Telephones: 919-933-1116, Chapel Hill; 919-933-2088, Engineering; 919-379-5398, Greensboro; 919-755-2853, Raleigh.

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 990-ft. above av. terrain, 798-ft. above ground, 1549-ft. above sea level.

Latitude	35°	52'	07"
Longitude	79°	10'	06"

TV tape: Recording facilities. Color: Network & tape.

News Wire Service: AP, UPI.

FM Affiliate: WUNC, 50-kw, 91.5 MHz (No. 218), 822-ft.

Ownership: University officials: William C. Friday, president; John Tyler Caldwell, Chancellor, U.N.C. at Raleigh; J. Carlyle Sitterson, Chancellor, U.N.C. at Chapel Hill; James Ferguson, Chancellor, U.N.C. at Greensboro. Also operates educational WUND-TV, Ch. 2, Columbia; WUNF-TV, Ch. 33, Asheville; WUNG-TV, Ch. 58, Concord and WUNE-TV, Ch. 17, Linville, all N.C.

Began Operation: Jan. 8, 1955.

Personnel:

GEORGE E. BAIR, director of educational television.  
JOHN YOUNG, director of television, Chapel Hill.  
E. W. YOUNG, director of television, Greensboro.  
JACK PORTER, director of television, Raleigh.  
ALAN B. MacINTYRE, director of engineering.

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## WTVI Charlotte

Ch. 42

Non-Commercial Educational Station

Licensee: Charlotte-Mecklenburg Board of Education.

Offices, Studio & Transmitter: 42 Coliseum Drive, Charlotte (28205).

Telephone: 704-372-2442. TWX No.: 801-621-0400.

TV tape: Recording facilities.

Color: Network.

Technical Facilities: Channel No. 42 (638-644 MHz). Authorized power: 214-kw visual, 42-kw aural. Antenna: 450-ft. above av. terrain, 497-ft. above ground, 1172-ft. above sea level.

Latitude	35°	12'	25"
Longitude	80°	47'	30"

Ownership: Local school board. Dr. William C. Self, superintendent.

Began Operation: Aug. 27, 1965.

Personnel:

DONA LEE DAVENPORT, station manager & program manager.  
TOM R. HEGELE, promotion manager.  
J. PARKS TODD JR., public affairs producer.

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## WUND-TV Columbia

Ch. 2

Non-commercial Educational Station

(Programmed simultaneously with WUNC-TV, Chapel Hill)

Licensee: University of North Carolina, Chapel Hill, N.C. (27514).

Studios: See WUNC-TV, Chapel Hill, N.C.

Transmitter: State Rd. 1117, .3-mi. N of U.S. 64, 5.5-mi. W of Columbia.

Telephones: 919-933-1116; 919-797-4317, transmitter.

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 15-kw aural. Antenna: 992-ft. above av. terrain, 1035-ft. above ground, 1041-ft. above sea level.

Latitude	35°	53'	59"
Longitude	76°	20'	52"

TV tape: See WUNC-TV, Chapel Hill.

Color: Network & tape.

News Wire Service: AP, UPI.

Ownership: See WUNC-TV, Chapel Hill.

Began Operation: Sept. 10, 1965.

Personnel: See WUNC-TV, Chapel Hill.

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## WUNG-TV Concord

Ch. 58

Non-Commercial Educational Station

Grantee: University of North Carolina, Chapel Hill, N.C. (27514).

Studio: See WUNC-TV, Chapel Hill.

Transmitter: Hood Rd., .6-mi. N of Robinson Church Rd., near Newell, N.C.

Telephone: 919-933-1116 (Chapel Hill).

Technical Facilities: Channel No. 58 (734-740 MHz). Authorized power: 550-kw max. & 191-kw horizontal visual, 85-kw max. & 29-kw horizontal aural. Antenna: 1290-ft. above av. terrain, 1305-ft. above ground, 2049-ft. above sea level.

Latitude	35°	15'	05.74"
Longitude	80°	41'	12.22"

TV tape: Recording facilities.

Ownership: See WUNC-TV, Chapel Hill.

Began Operation: Sept. 11, 1967.

Personnel: See WUNC-TV, Chapel Hill.

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## WUNE-TV Linville

Ch. 17

Non-Commercial Educational Station

Grantee: University of North Carolina, Chapel Hill, N.C. (27514).

Studio: See WUNC-TV, Chapel Hill.

Transmitter: Grandmother Mtn.

Telephone: 919-933-1116 (Chapel Hill).

Technical Facilities: Channel No. 17 (488-494 MHz). Authorized power: 1350-kw max. & 38-kw horizontal visual, 269-kw max. & 7.59-kw horizontal aural. Antenna: 1540-ft. above av. terrain, 265-ft. above ground, 4865-ft. above sea level.

Latitude 36° 03' 47"  
Longitude 81° 50' 33"

TV tape: See WUNC-TV, Chapel Hill.

Ownership: See WUNC-TV, Chapel Hill.

Began Operation: Sept. 11, 1967.

Personnel: See WUNC-TV, Chapel Hill.

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## NORTH DAKOTA

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### KFME

Fargo

Ch. 13

Non-Commercial Educational Station

Licensee: North Central Educational TV Inc., 4500 S. University Dr., Fargo, N.D. (58102).

Studio & Transmitter: 4500 S. University Dr.

Telephone: 701-232-8921. TWX No.: 910-674-2371.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 264-kw visual, 47.5-kw aural. Antenna: 390-ft. above av. terrain, 426-ft. above ground, 1328-ft. above sea level.

Latitude 46° 49' 03"  
Longitude 96° 48' 06"

TV tape: Recording facilities. Color: Network & tape.

Ownership: N. Central Educational TV Inc., Fred B. Scheel, pres.

Began Operation: Jan. 19, 1964.

Represented (legal) by Robert A. Marmet.

Personnel:

CARLETON BROOKINS, general manager & program director.  
DONALD GEIKEN, director of engineering.  
DIANN ROHDE, traffic manager & asst. program director.  
KARMA McCREERY, director of special projects.

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## OHIO

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### WOUB-TV

Athens

Ch. 20

Non-Commercial Educational Station

Licensee: Ohio University, Athens, O. (45701).

Studio: Ohio University Campus. Telephone: 594-6171.

Transmitter: Golf Course Road.

Technical Facilities: Channel No. 20 (506-512 MHz). Authorized power: 195-kw visual, 38.9-kw aural. Antenna: 810-ft. above av. terrain, 871-ft. above ground, 1666-ft. above sea level.

Latitude 39° 18' 50"  
Longitude 82° 08' 54"

TV tape: Recording facilities. News Wire Service: UPI.

Ownership: Ohio University.

Began Operation: Dec. 27, 1962.

Represented (legal) by Cohn & Marks.

Represented (engineering) by Jansky & Bailey.

Personnel:

PRESLEY D. HOLMES, director of broadcasting.  
JOSEPH WELLING, associate director of broadcasting.  
LAURENCE STONE, director of instructional television.  
DOUGLAS CALDWELL, news director.  
GORDON LAWRENCE, operations manager.  
GERTRUDE EYMAN, continuity & publicity.  
DAVE DROSD, art director.  
DON SMITH, chief engineer.  
LYNDOL MICHAEL, ETV program coordinator.

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## N.C.-Ohio Educational

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### WBGU-TV

Bowling Green

Ch. 70

Non-Commercial Educational Station

Licensee: Bowling Green State University, Bowling Green, O. (43402).

Studios: South Hall & Troup Ave., Bowling Green University.

Transmitter: Administration Building, Bowling Green University.

Telephone: 419-372-2676. TWX No.: 810-499-2985.

Technical Facilities: Channel No. 70 (806-812 MHz). Authorized power: 10.2-kw visual, 1.26-kw aural. Antenna: 170-ft. above av. terrain, 153-ft. above ground, 854-ft. above sea level.

Latitude 41° 22' 33.5"  
Longitude 83° 38' 33.6"

News Wire Service: UPI.

FM Affiliate: WBGU, 1.35-kw, 88.1 MHz (No. 201), 110-ft.

Ownership: Non-profit educational organization. William Travers Jerome III, pres.

Began Operation: Feb. 10, 1964.

Personnel:

DR. DUANE E. TUCKER, director of broadcasting.  
GREGORY K. SCHUBERT, station mgr. & program director.  
WILLIAM LEUTZ, chief engineer.

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### WCET

Cincinnati

Ch. 48

Non-Commercial Educational Station

Licensee: Greater Cincinnati Television Educational Foundation, 2222 Chickasaw St., Cincinnati, O. (45219).

Studio: 2222 Chickasaw Street. Transmitter: 2345 Symmes St.

Telephone: 381-4033.

Technical Facilities: Channel No. 48 (674-680 MHz). Authorized power: 1000-kw max. & 473-kw horizontal visual, 100-kw max. & 47.9-kw horizontal aural. Antenna: Mounted on WCPO-TV tower, 880-ft. above av. terrain, 909-ft. above ground, 1749-ft. above sea level.

Latitude 39° 07' 31"  
Longitude 84° 29' 57"

TV tape: Recording facilities. Color: Network.

Ownership: Foundation officers: Nelson Schwab Jr. (attorney), chairman.; Charles W. Vaughan, pres.; Harold Bush (supt. of schools, Wyoming, Ohio), secy.; Robert Kaplan (research dir., Federated Dept. Stores), treas.

Began Operation: June 29, 1954.

Represented (legal) by Robert A. Wood, Cincinnati.

Personnel:

CHARLES W. VAUGHAN, president & general manager.  
GEORGE H. ROGERS JR., director, community relations.  
RONALD L. WILSON, director of programming.  
MARJORIE McKINNEY, director, instructional TV.  
EDWARD MIDDLETON, director, engineering.

(Continued on next page)

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**When audience estimates will  
help TOMORROW,**

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# Ohio Educational

## WVIZ-TV

Cleveland

Ch. 25

Non-Commercial Educational Station

Grantee: ETV Association of Metropolitan Cleveland.

Studio: 4300 Brookpark Rd., Cleveland (44134).

Transmitter: 9466 Ridge Rd., North Royalton, Ohio.

Telephone: 398-2800.

Technical Facilities: Channel No. 25 (536-542 MHz). Authorized power: 500-kw visual, 250-kw aural. Antenna: 1000-ft. above av. terrain, 814-ft. above ground, 1944-ft. above sea level.

Latitude	41°	20'	32''
Longitude	81°	44'	22''

Holds CP for change to 500-kw max. & 324-kw horizontal visual, 100-kw max. & 65-kw horizontal aural, lat. 41° 20' 28'', long. 81° 44' 24''. BNPET—535.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

Ownership: Non-profit organization. Officers: E. W. Sloan Jr., chmn.; Hugh D. Luke, pres.; Louis S. Peirce, chmn.-exec. committee; Ellwood H. Fisher, v.p.; D. James Pritchard, treas.; Mrs. Paul G. Wagner, secy.

Began Operation: Feb. 7, 1965.

Personnel:

BETTY COPE, general manager.  
ROBERT STILLWAUGH, acting chief engineer.  
ALAN R. STEPHENSON, director of operations.  
FRANK E. STRNAD, production manager.

## WOSU-TV

Columbus

Ch. 34

Non-Commercial Educational Station

Licensee: Ohio State University Telecommunications Center, Columbus, O. (43221).

Studio & Transmitter: 2470 N. Star Rd. Telephone: 293-6641.

Technical Facilities: Channel No. 34 (590-596 MHz). Authorized power: 219-kw visual, 43.8-kw aural. Antenna: 560-ft. above av. terrain, 593-ft. above ground, 1418-ft. above sea level.

Latitude	40°	00'	28''
Longitude	83°	02'	49''

TV tape: Recording facilities. News Wire Service: UPI.

Color: Network & tape.

AM Affiliate: WOSU, 5-kw, 820 kHz.

FM Affiliate: WOSU-FM, 11-kw, 89.7 MHz (No. 209), 300-ft.

Ownership: Ohio State U. Officers: John G. Ketterer, chairman, board of trustees; Novice G. Fawcett, pres.

Began Operation: Feb. 20, 1956.

Personnel:

RICHARD B. HULL, director.  
WILLIAM H. EWING, associate director, instruction.  
BURKETT FARQUHAR, associate director, operations.  
MARTHA HAUEISEN, business manager.  
MERVIN A. DUREA, program manager & film buyer.  
GREGORY BOWLER, production supervisor.  
DALE TISH, engineering supervisor.  
KATHERINE KIENZLE, public relations.

## WGSF

Newark

Ch. 28

Non-Commercial Educational Station

Licensee: Public School District of Newark, 19 N. 5th St., Newark, O. (43055).

Studio & Transmitter: Horn's Hill.

Telephone: 614-366-5915, transmitter; 614-345-9891, ext. 27, office.

Technical Facilities: Channel No. 28 (554-560 MHz). Authorized power: 15.3-kw visual, 2.84-kw aural. Antenna: 512-ft. above av. terrain, 452-ft. above ground, 1532-ft. above sea level.

Latitude	40°	05'	28''
Longitude	82°	24'	26''

Ownership: City school system; Loren Briggs, superintendent of schools.

Began Operation: March 18, 1963.

Personnel:

LELAND H. HUBBELL, chief engineer & general manager.

## WMUB-TV

Oxford

Ch. 14

Non-Commercial Educational Station

Licensee: Miami University, Oxford, O.

Studio & Transmitter: 810 Oak St., Oxford, O. (45056).

Telephone: 529-3521.

Technical Facilities: Channel No. 14 (470-476 MHz). Authorized power: 204-kw visual, 40.7-kw aural. Antenna: 300-ft. above av. terrain, 352-ft. above ground, 1243-ft. above sea level.

Latitude	39°	30'	26''
Longitude	84°	44'	09''

TV tape: Recording facilities.

Color: Network. News Wire Service: UPI.

FM Affiliate: WMUB, .81-kw, 88.5 MHz (No. 203), 295-ft. antenna.

Ownership: Miami University. Phillip R. Shriver, pres.

Began Operation: Oct. 14, 1959.

Personnel:

STEPHEN C. HATHAWAY, bcstg. dir., TV manager.  
WILLIAM L. UTTER, program director & film buyer.  
JACK R. NEILL, ETV coordinator.  
LEE W. SHUBERT, production director.  
ROBERT P. JORDAN, chief engineer.

## WGTE-TV

Toledo

Ch. 30

Non-Commercial Educational Station

Grantee: Greater Toledo ETV Foundation, Manhattan Blvd. at Elm. Toledo, O. (43608).

Studio: Manhattan Blvd. at Elm St.

Transmitter: SW corner of Wynn & Corduroy Rds., Oregon, Ohio.

Telephone: 255-0304. TWX No.: 810-442-1649.

Technical Facilities: Channel No. 30 (566-572 MHz). Authorized power: 1170-kw visual, 234-kw aural. Antenna: 1017-ft. above av. terrain, 1034-ft. above ground, 1625-ft. above sea level.

Latitude	41°	39'	26.5''
Longitude	83°	25'	55.0''

Ownership: Foundation officers: Frank Dick, pres. (supt. of Toledo Public Schools); William Day, v.p.; Kay Quealy, secy.; Alex Arndt, treas.

TV tape: Recording facilities.

Color: Network.

Began Operation: October 10, 1960.

Represented (legal) by Krieger & Jorgensen.

Personnel:

HELEN DAVIS, general manager.  
REX RICKLY, chief engineer.  
JEANNE BUCHELE, program manager.  
DAVID GILLMORE, operations manager.  
PAUL LIEDEL, traffic manager.  
WILLIAM SAHLOFF, director of school services.

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## OKLAHOMA

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### KETA

Oklahoma City

Ch. 13

Non-Commercial Educational Station

Licensee: Oklahoma Educational Television Authority, Box 2146, Norman (73069).

Studios: 1801 N. Ellison, Oklahoma City (73106); The Forum Bldg., Norman.

Telephones: 405-843-6730; Norman, 405-364-2100.

Transmitter: 7301 N. Kelly St.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 260-kw visual, 37.1-kw aural. Antenna: 1450-ft. above av. terrain; 1572-ft. above ground, 2724-ft. above sea level.

Latitude	35°	32'	58"
Longitude	97°	29'	48"

TV tape: Recording facilities.

Ownership: Statutory corporation established by Oklahoma State Legislature. Mrs. John Owens, chairman. Also operates KOED-TV, Tulsa.

Began Operation: April 13, 1956.

Represented (legal) by Cohn & Marks.

Personnel:

JOHN W. DUNN, director.  
FRANK DRAPER, production manager.  
GILLIA J. WOOD, chief engineer.

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### KOKH-TV

Oklahoma City

Ch. 25

Non-Commercial Educational Station

Licensee: Independent School District No. 89, 900 N. Klein St., Oklahoma City, Okla. (73106).

Studio: 1801 N. Ellison St.

Transmitter: First National Bank Bldg.

Telephone: 232-0581, ext. 356.

Technical Facilities: Channel No. 25 (536-542 MHz). Authorized power: 275-kw visual, 55-kw aural. Antenna: 460-ft. above av. terrain, 500-ft. above ground, 1690-ft. above sea level.

Latitude	35°	38'	08"
Longitude	97°	30'	58"

TV tape: Recording facilities.

Color: Live, film, slide & tape.

FM Affiliate: KOKH, 11-kw, 88.9 MHz (No. 205), 100-ft. antenna height.

Ownership: Local school board, Dr. Bill Lillard, supt.

Began Operation: Feb. 2, 1959.

Personnel:

DR. BILL LILLARD, superintendent.  
PAUL D. RINGLER, director of broadcasting center.  
RICHARD NEWTON, program manager.  
JOHN GORDON, chief engineer.

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### KOED-TV

Tulsa

Ch. 11

Non-Commercial Educational Station

Licensee: Oklahoma Educational Television Authority, Box 2146, Norman, Okla. (73069).

Telephone: 364-2100, Norman.

Studio & Transmitter: 6.4-mi. WNW of Tulsa, near Sand Springs.

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## Okla.-Oregon Educational

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Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 259-kw visual, 37-kw aural. Antenna: 1270-ft. above av. terrain, 1133-ft. above ground, 2146-ft. above sea level.

Latitude	36°	11'	26"
Longitude	96°	05'	50"

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

Ownership: Statutory corporation established by Oklahoma State Legislature. Officers: Mrs. John Owens, chairman; Dr. J. Herbert Hollomon, secy.-treas. Also operates KETA, Oklahoma City.

Began Operation: Jan. 12, 1959.

Represented (legal) by Cohn & Marks.

Represented (engineering) by Cohen & Dippell.

Personnel:

JOHN W. DUNN, director  
FRANK DRAPER, production manager.  
GILLIA J. WOOD, chief engineer.

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## OREGON

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### KOAC-TV

Corvallis

Ch. 7

Non-Commercial Educational Station

Licensee: State Board of Higher Education, Box 3175, Eugene, Ore. (97403).

Studios: Oregon State University campus, Corvallis; U. of Oregon campus, Eugene.

Transmitter: 5-mi. true N of center of Corvallis.

Telephone: 503-754-1311.

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 263-kw visual, 26.3-kw aural. Antenna: 1230-ft. above av. terrain, 273-ft. above ground, 1773-ft. above sea level.

Latitude	44°	38'	25"
Longitude	123°	16'	25"

TV tape: Recording facilities.

Color: Network.

News Wire Service: UPI.

AM Affiliate: KOAC, 5-kw, 550 kHz.

Ownership: State of Oregon. Through and by State Board of Higher Education. George Layman, pres.; Roy E. Lieuallen, chancellor; Richard L. Collins, secy.; Freeman Holmer, vice chancellor for administration. Also owns KOAP-TV, Portland, Ore.

Began Operation: Oct. 7, 1957.

Represented (legal) by Fisher, Wayland, Duvall & Southmayd.

Personnel:

LESTER G. MOCK, head, Ore. Educational Broadcasting.  
ROBERT HINZ, general manager, KOAC-AM-TV.  
ROBERT BELL, program manager for television KOAP-TV.  
TOM DOGGETT, production manager.  
BEN BALLARD, chief engineer.

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### KOAP-TV

Portland

Ch. 10

Non-commercial Educational Station

Licensee: State Board of Higher Education, Box 3175, Eugene, Ore. (97400).

Studio: 2828 SW Front Ave., Portland (97201). Telephone: 226-6601.

(Continued on next page)

# Ore.-Pennsylvania Educational

KOAP-TV, Portland—(Continued)

Transmitter: Healy Heights, Portland.

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 60.3-kw visual, 12-kw aural. Antenna: 950-ft. above av. terrain, 200-ft. above ground, 949-ft. above sea level.

Latitude	45°	29'	25"
Longitude	122°	41'	45"

TV tape: Recording facilities.

Color: Network.

FM Affiliate: KOAP-FM, 56-kw, 91.5 MHz (No. 218), 960-ft.

Ownership: State of Oregon, thru and by the State Board of Higher Education.

Began Operation: Feb. 6, 1961.

Represented (legal) by Fisher, Wayland, Duvall & Southmayd.

Personnel:

LESTER G. MOCK, director, Ore. Educational Broadcasting.  
WENDELL D. JONES, production manager.  
ANTON H. SCHMIDT, chief engineer.  
ROBERT MUNDT, radio program manager.  
WILLIAM F. McGRATH, general manager KOAP-FM-TV.  
ROBERT E. BELL, television program manager.

## PENNSYLVANIA

### WLVT-TV

Allentown-Bethlehem

Ch. 39

Non-Commercial Educational Station

Licensee: Lehigh Valley ETV Corp., South Mountain Dr. West, Bethlehem, Pa. (18015).

Studio: South Mountain Dr. West, Bethlehem, Pa. (18015).

Telephone: 215-867-4677. TWX No.: 510-651-2345.

Transmitter: Salisbury Twp., S of East Rock Rd., Allentown, Pa.

Technical Facilities: Channel No. 39 (620-626 MHz). Authorized power: 708-kw max. and 617-kw horizontal visual, 140-kw max. and 123-kw horizontal aural. Antenna: 987-ft. above av. terrain, 507-ft. above ground, 1507-ft. above sea level.

Latitude	40°	33'	58"
Longitude	75°	26'	06"

TV tape: Recording facilities.

Color: Network, film & tape.

Ownership: Non-profit corp. Officers: C. W. Fuller, pres.; Sheldon P. Siegel, exec. v.p.; Dr. John S. Cartwright, v.p.; Herbert F. Cobby, secy.; Mrs. E. Buckley, treas.

Began Operation: Sept. 7, 1965.

Personnel:

SHELDON P. SIEGEL, exec. v.p. & general manager.  
DONALD ROBERT, program director.  
DAVID WILSON JR., production manager.  
LUCIANNE CRIVELLARO, office manager.  
JERRY A. RICHARDS, director of engineering.

### WPSX-TV

Clearfield

Ch. 3

Non-Commercial Educational Station

Grantee: Pennsylvania State University, c/o Marlowe Froke, University Park, Pa. (16802).

Studio: 201 Wagner Bldg., Pennsylvania State University.

Transmitter: McGeorge Rd., 7-mi. N of Clearfield.

Telephone: 814-865-9531. TWX No.: 510-691-2674.

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 880-ft. above av. terrain, 539-ft. above ground, 2667-ft. above sea level.

Latitude	41°	07'	21"
Longitude	78°	26'	28"

TV tape: Recording facilities. Color: Network.

Ownership: The Pennsylvania State University. G. Albert Shoemaker, pres. of the board.

Began Operation: March 1, 1965.

Represented (legal) by Krieger & Jorgensen.

Represented (engineering) by A. Earl Cullum Jr. Consulting Engineers.

Personnel:

MARLOWE FROKE, director of broadcasting.  
PAUL McNICHOL, chief, educational broadcast systems.  
WILLIAM POHTS, chief engineer, maintenance & operation.  
ROBERT DUDLEY, asst. dir. of broadcasting, programming.  
DAVID PHILLIPS, asst. dir. of bcstg., operations & services.  
ROBERT KILBORN, information.

### WQLN

Erie

Ch. 54

Non-Commercial Educational Station

Licensee: ETV of Northwest Pa. Inc., Waterford Pike, Erie, Pa. (16509).

Transmitter: 2.25-mi. SE of Kearsarge.

Technical Facilities: Channel No. 54 (710-716 MHz). Authorized power: 912-kw max. & 215-kw horizontal visual, 91.2-kw max. & 28.8-kw horizontal aural. Antenna: 880-ft. above av. terrain, 714-ft. above ground, 2014-ft. above sea level.

Latitude	42°	02'	30"
Longitude	80°	04'	05"

TV tape: Recording facilities.

Color: Network, film, slide & tape.

Ownership: ETV of Northwest Pa. Officers: George J. Barco, pres.; Herbert R. Spencer Jr., v.p.; Noel Arthur, v.p.; Edward P. Junker III, treas.; Mary Anne Varnum, secy.

Began Operation: Aug. 13, 1967.

Personnel:

ROBERT J. CHITESTER, general manager.  
DONALD L. HAIN, chief engineer.  
PAUL J. BROWN, program director.  
TED TRAMPENAU, community development.

### WITF-TV

Hershey

Ch. 33

Non-Commercial Educational Station

Licensee: South Central Educational Broadcasting Council, Box Z, Hershey, Pa. (17033).

Studio: Community Center Bldg., Chocolate & Cocoa Aves.

Transmitter: Blue Mt., near Harrisburg, Pa.

Telephone: 717-533-9121.

Technical Facilities: Channel No. 33 (584-590 MHz). Authorized power: 513-kw visual, 51.3-kw aural. Antenna: 867-ft. above av. terrain, 188-ft. above ground, 1413-ft. above sea level.

Latitude	40°	20'	45"
Longitude	76°	53'	06"

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by George C. Davis Consulting Engineers.

Ownership: Non-profit corp. Officers: Dr. Harry K. Gerlach, pres. (supt., Lancaster County Public Schools); Dr. Gilmore B. Seavers, 1st v.p.; Dr. John O. Hershey, 2nd v.p.; Paul F. Hurley, secy.; Charles Walters, asst. secy.; Oscar L. Lingle, treas.; Dr. Donald E. Enders, asst. treas.; Max Banzhaf, chmn., finance committee.

Began Operation: November 22, 1964.

**Personnel:**

THOMAS SKINNER, assistant general manager.  
SARA DRAKE, asst. manager for school services.  
ROBERT F. LARSON, asst. mgr. for program development.  
WILLIAM HESSE, business manager.  
LARRY WINEMILLER, chief engineer.  
MICHAEL GREENWALD, director of community services.  
RON MORRISSEAU, director of programming.  
THOMAS CHERONES, production manager.  
MICHAEL J. ZIEGLER, director of development.

**WUHY-TV**  
**Philadelphia**

Ch. 35

Non-Commercial Educational Station

Licensee: WHYY Inc.

Studio: 4548 Market St., Philadelphia, Pa. (19139).

Telephone: 215-382-9300.

Transmitter: Architects Bldg., 17th & Sansom Sts.

Technical Facilities: Channel No. 35 (596-602 MHz). Authorized power: 141-kw visual, 14.1-kw aural. Antenna: 500-ft. above av. terrain, 585-ft. above ground, 625-ft. above sea level.

Latitude	39°	57'	04''
Longitude	75°	10'	08''

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

FM Affiliate: WUHY-FM, 20-kw, 90.9 MHz (No. 215), 500-ft.

Ownership: Non-profit corporation composed of business, civic, educational & cultural representatives in the Greater Philadelphia, New Jersey & Delaware areas. Officers: Albert J. Nesbitt, chmn. of the board; William Goldman, pres.; Warren A. Kraetzer, exec. v.p. Also operates WHYY-TV (Ch. 12), Wilmington, Del.

Began Operation: Sept. 16, 1957.

Represented (legal) by Krieger & Jorgensen, Washington D.C.; LaBrum and Doak, Philadelphia.

**Personnel:**

WARREN A. KRAETZER, executive v.p. & general manager.  
NORMAN MARCUS, v.p., programming & production.  
IRVIN C. RUBY, business & personnel manager.  
BRUCE BEALE, program director.  
RICHARD BACHTEL, traffic director.  
ROBERT HALL, v.p., engineering & technical services.  
KARL PECKMANN, development officer.

**WQED**  
**Pittsburgh**

Ch. 13

Non-Commercial Educational Station

Licensee: Metropolitan Pittsburgh Educational Television, 4337 Fifth Ave., Pittsburgh, Pa. (15213). Telephone: Museum 3-1300.

Studio: 4337 Fifth Ave. Transmitter: 2850 Berthoud St.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 316-kw visual, 158-kw aural. Antenna: 660-ft. above av. terrain, 543-ft. above ground, 1765-ft. above sea level.

Latitude	40°	26'	46''
Longitude	79°	57'	51''

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.

1970-71 Edition

## Pennsylvania Educational

Ownership: Officers of this privately financed station are: Howard S. Kaltenborn, chairman; M.M. Anderson, Dr. Edward D. Eddy Jr., George D. Lockhart, vice-chairmen; Lloyd Kaiser, pres.; George R. Craig, secy.; Francis B. Nimick, Jr., treas.; William M. Henderson, asst. treas. Also operates WQEX-TV (Ch. 16) Pittsburgh.

Began Operation: March 19, 1954.

Represented (legal) by Fischer & Willis.

**Personnel:**

LLOYD KAISER, president & general manager.  
JAY RAYVID, executive director of operations.  
RHEA SIKES, director of school services.  
SAM SILBERMAN, director, programming.  
DEL HOSTETLER, production director.  
SAM FRANCIS, director, business affairs.  
RICHARD STAFFORD, director, public information.  
FRED D. EDWARDS, director of engineering services.  
CHARLOTTE WOODSIDE, community relations director.  
DR. RUSSELL WOOLEY, director of production.

**WQEX**  
**Pittsburgh**

Ch. 16

Non-Commercial Educational Station

Licensee: Same as WQED, Pittsburgh.

Studio, Transmitter & Telephone: See WQED.

Technical Facilities: Channel No. 16 (482-488 MHz). Authorized power: 138-kw visual, 69.2-kw aural, using .7 degree beam tilt. Antenna: 717-ft. above av. terrain, 597-ft. above ground, 1762-ft. above sea level.

Latitude	40°	26'	46''
Longitude	79°	57'	51''

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.

Began Operation: March 20, 1959. Left air Nov. 1, 1961, but resumed operation Jan. 18, 1963.

**Personnel:**

LLOYD KAISER, president & general manager.  
JAY RAYVID, executive director of operations.  
RHEA SIKES, director of school services.  
SAM SILBERMAN, director, programming.  
SAM FRANCIS, director, business affairs.  
RICHARD STAFFORD, director, public information.  
FRED D. EDWARDS, director of engineering services.

**WVIA-TV**

Scranton & Wilkes-Barre

Ch. 44

Non-Commercial Educational Station

Licensee: Northeastern Pennsylvania ETV Association, Box 4444, Scranton, Pa. (18509).

Studio: 2300 Adams Ave., Scranton.

Offices: 1824 Boulevard Ave., Scranton, Pa.

Transmitter: Penobscott Knob, 2.5-mi. S of Wilkes-Barre, Mountain Top, Pa.

Telephone: 717-344-8637. TWX: 510-656-5273.

Technical Facilities: Channel No. 44 (650-656 MHz). Authorized power: 1131-kw max. & 1000-kw horizontal visual, 113.1-kw max. & 100-kw horizontal aural. Antenna: 1094-ft. above av. terrain, 243-ft. above ground, 2359-ft. above sea level.

Latitude	41°	10'	57''
Longitude	75°	52'	20''

Requests change to 1220-ft. above av. terrain, 826-ft. above ground, 2946-ft. above sea level. BPET-352.

(Continued on next page)

## Pa.-South Carolina Educational

WVIA-TV, Scranton & Wilkes-Barre—(Continued)

Color: Network, tape.

Ownership: Non-profit association. Officers: Dr. Henry F. Paterson Jr., chairman; Dr. Robert Mellman, pres.; George H. Strimel Jr., exec. v.p. & gen. mgr.; Charles W. DeWitt, v.p.; Thomas A. Williams, v.p.; Anthony Musso, v.p. & secy.; J. Muir Crosby, v.p. & treas.; Theodore A. Evans, solicitor.

Began Operation: Sept. 26, 1966.

Represented (legal) by Dow, Lohnes & Albertson.

Personnel:

GEORGE STRIMEL JR., executive v.p. & general manager.  
GERALD SCHUMACHER, program director.  
PAUL EVANOSKY, chief engineer.  
GRACE SCHIMMELFENIG, office manager.  
ROY HOINOWSKI, program coordinator.  
JACK LEWIS, promotion director.  
JANE SCHAUTZ, instructional services.

## RHODE ISLAND

### WSBE-TV Providence

Ch. 36

Non-Commercial Educational Station

Licensee: Board of Education, State of Rhode Island, Educational Television Services, 600 Mt. Pleasant Ave., Providence (02908).

Studio: Rhode Island College, 600 Mt. Pleasant Ave.

Transmitter: Neutaconkanut Hill, Ipswich Rd.

Telephone: 401-831-2900.

Technical Facilities: Channel No. 36 (602-608 MHz). Authorized power: 479-kw visual, 95.5-kw aural. Antenna: 600-ft. above av. terrain, 532-ft. above ground, 825-ft. above sea level.

Latitude	41°	48'	18"
Longitude	71°	28'	24"

TV tape: Recording facilities. Color: Network.

Ownership: State institution. Dr. William P. Robinson Jr., commissioner of education.

Began Operation: June 1, 1967.

Represented (legal) by Krieger & Jorgensen.

Represented (engineering) by George P. Adair.

Personnel:

ROBERT P. DANILOWICZ, general manager.  
WALTER COVELL, program manager.  
THOMAS K. PRIOR, chief engineer.

## SOUTH CAROLINA

### WEBA-TV Allendale-Barnwell

Ch. 14

Non-Commercial Educational Station

Licensee: South Carolina Educational TV Commission, 2712 Millwood Ave., Columbia, S.C. (29205).

Studio: See WRLK-TV, Columbia.

Transmitter: 4-mi. SSW of Barnwell on County Rd., #69.

Technical Facilities: Channel No. 14 (470-476 MHz). Authorized power: 557-kw visual, 111.4-kw aural. Antenna: 800-ft. above av. terrain, 805-ft. above ground, 1045-ft. above sea level.

Latitude	33°	11'	12.5"
Longitude	81°	23'	53.5"

Color: Network & tape.

Ownership: See WRLK-TV, Columbia.

Began Operation: Sept. 5, 1967.

Represented (legal) by Dow, Lohnes & Albertson.

Personnel: See WRLK-TV, Columbia.

WILLIAM H. JONES, station supervisor.

### WITV Charleston

Ch. 7

Non-Commercial Educational Station

Licensee: South Carolina Educational Television Commission, 2712 Millwood Ave., Columbia, S.C. (29205).

Studio: See WRLK-TV, Columbia.

Transmitter: 15 Charlotte St., Charleston, S.C. (29203).

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 28.8-kw visual, 5.75-kw aural. Antenna: 220-ft. above av. terrain, 234-ft. above ground, 244-ft. above sea level.

Latitude	32°	47'	23"
Longitude	79°	55'	49"

Holds CP for change to 144-kw visual, 288-kw aural, 850-ft. above av. terrain, 1040-ft. above ground, 1045-ft. above sea level, lat. 32° 47' 44", long. 79° 50' 27", transmitter & studio to Rifle Range Rd., 5.5-mi. E of Charleston. BPET-358. Requests change to 316-kw max. & 241-kw horizontal visual, 31.6-kw max. & 24.1-kw horizontal aural, 1718-ft. above av. terrain, 1996-ft. above ground, 2016-ft. above sea level, lat. 33° 01' 00", long. 79° 40' 59", transmitter to 10-mi. NE of Wando.

Color: Network & tape.

Ownership: See WRLK-TV, Columbia.

Began Operation: Jan. 19, 1964.

Represented (legal) by Dow, Lohnes & Albertson.

Personnel: See WRLK-TV, Columbia.

FRANK SIMPSON, station supervisor.

### WRLK-TV Columbia

Ch. 35

Non-Commercial Educational Station

(Operates WITV, Charleston; WNTV, Greenville;  
WJPM-TV, Florence; WEBA-TV, Allendale, all S.C.)

Licensee: South Carolina Educational Television Commission, 2712 Millwood Ave., Columbia, S.C. (29205).

Telephone: 803-758-7240.

Studio: 2712 Millwood Ave., Columbia.

Transmitter: Hard Scrabble Rd., 6-mi. NNE of Columbia.

Technical Facilities: Channel No. 35 (596-602 MHz). Authorized power: 513-kw visual, 102-kw aural. Antenna: 1030-ft. above av. terrain, 995-ft. above ground, 1380-ft. above sea level.

Latitude	34°	07'	07"
Longitude	80°	56'	12"

TV tape: Recording facilities. Color: Network & tape.

Ownership: Organized under state law to promote educational TV, the commission has no stock. It also operates WITV, Charleston; WNTV, Greenville; WJPM-TV, Florence and WEBA-TV, Allendale, S.C.

Began Operation: Sept. 6, 1966.

Represented (legal) by Dow, Lohnes & Albertson.

Personnel:

DONALD T. FRIERSON, station supervisor.

South Carolina Educational Television Commission Personnel:

HENRY J. CAUTHEN, general manager.  
CHARLES S. MORRIS, director, division of operations.  
ROBERT M. FRIERSON, director of production.  
CHARLTON W. BOWERS, chief engineer.  
WILLIAM D. HAY, studio supervisor.  
JERRY TIEMANN, graphic arts director.  
GENE UPRIGHT, programming supervisor.  
DICK PHIPPS, dir. of public relations & information.



## WJPM-TV

Florence

Ch. 33

Non-Commercial Educational Station

Licensee: South Carolina Educational TV Commission, 2712 Millwood Ave., Columbia, S.C. (29205).

Studio: See WRLK-TV, Columbia.

Transmitter: 5.5-mi. NNE of Florence on County Rd. 173.

Technical Facilities: Channel No. 33 (584-590 MHz). Authorized power: 537-kw visual, 107-kw aural. Antenna: 789-ft. above av. terrain, 793-ft. above ground, 919-ft. above sea level.

Latitude	34°	16'	45.5"
Longitude	79°	44'	36.5"

Color: Network & tape.

Ownership: See WRLK-TV, Columbia.

Began Operation: Sept. 3, 1967.

Represented (legal) by Dow, Lohnes & Albertson.

Personnel: See WRLK-TV, Columbia.  
FRANK JENNE, station supervisor.

## WNTV

Greenville

Ch. 29

Non-Commercial Educational Station

Licensee: South Carolina Educational TV Commission, 2712 Millwood Ave., Columbia, S.C. (29205).

Transmitter: Altamont Rd., Paris Mt.

Studio: See WRLK-TV, Columbia.

Telephone: 803-758-7240, Columbia.

Technical Facilities: Channel No. 29 (560-566 MHz). Authorized power: 339-kw visual, 67.6-kw aural. Antenna: 1142-ft. above av. terrain, 146-ft. above ground, 2181-ft. above sea level.

Latitude	34°	56'	26"
Longitude	82°	24'	38"

Color: Network & tape.

Ownership: See WRLK-TV, Columbia.

Began Operation: Sept. 29, 1963.

Represented (legal) by Dow, Lohnes & Albertson.

Personnel: See WRLK-TV, Columbia.  
J. B. COTHMAN, station supervisor.

# SOUTH DAKOTA

## KESD-TV

Brookings

Ch. 8

Non-Commercial Educational Station

Licensee: South Dakota State University, Brookings, S. D. (57006).

Studio: South Dakota State University.

Telephone: 605-688-4610.

Transmitter: 3-mi. S of Hetland.

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 257-kw visual, 51.3-kw aural. Antenna: 750-ft. above av. terrain, 800-ft. above ground, 2549-ft. above sea level.

Latitude	44°	20'	10"
Longitude	97°	13'	41"

TV tape: Recording facilities.

Color: Network, film & slide.

News Wire Service: AP.

## S.C.-South Dakota Educational

Ownership: S.D. State U.

Began Operation: Feb. 4, 1968.

Represented (legal) by Dow, Lohnes & Albertson.

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

Personnel:

DR. BEN C. MARKLAND, director of educational media.  
WOODROW P. WENTZY, television supervisor.  
WILBUR KRAFT, chief engineer.  
LONNIE JOHNSON, traffic manager.  
DENNIS H. PACK, program manager.

## KBHE-TV

Rapid City

Ch. 9

Non-Commercial Educational Station

Licensee: State Board of Directors for ETV, U. of South Dakota, Vermillion, S.D. (57069).

Transmitter: Hwy. 16 & Skyline Dr.

Office: 615½ Main St., Rapid City, S.D.

Telephone: 605-343-1930.

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 38.4-kw visual, 7.2-kw aural. Antenna: 650-ft. above av. terrain, 467-ft. above ground, 4302-ft. above sea level.

Latitude	44°	03'	09"
Longitude	103°	14'	38"

TV tape: Recording facilities.

Began Operation: Sept. 13, 1967.

Represented (legal) by Cohn & Marks.

Ownership: South Dakota ETV Board.

Personnel:

Administrative staff: See KUSD-TV, Vermillion.  
KAY WARDER, program director.  
DENNIS TODD, chief engineer.

## KUSD-TV

Vermillion

Ch. 2

Non-Commercial Educational Station

Grantee: University of South Dakota, Vermillion, S.D. (57069).

Studio: University campus.

Transmitter: 2-mi. S of Beresford, S.D.

Telephone: 667-5270.

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 760-ft. above av. terrain, 657-ft. above ground, 2167-ft. above sea level.

Latitude	43°	03'	00"
Longitude	96°	47'	12"

TV tape: Recording facilities.

Color: Network.

News Wire Service: UPI.

AM Affiliate: KUSD, 1-kw, 690 kHz.

Ownership: University of S.D., Martin P. Busch, director.

Began Operation: July 5, 1961.

Represented (legal) by Cohn & Marks.

Personnel:

MARTIN BUSCH, director telecommunications center.  
THOMAS M. ENGEMAN, director of programming.  
JAMES PRUSHA, director of engineering.

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# TENNESSEE

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## WTCI Chattanooga

Ch. 45

Non-Commercial Educational Station

Grantee: Tennessee State Board of Education, 117 Cordell Hull Bldg., Nashville, Tenn.

Studio: 4411 Amnicola Highway, Chattanooga, Tenn. (37406).

Transmitter: 12-mi. N of Chattanooga.

TV tape: Recording facilities.

Technical Facilities: Channel No. 45 (656-662 MHz). Authorized power: 628-kw visual, 125-kw aural. Antenna: 951-ft. above av. terrain, 296-ft. above ground, 2308-ft. above sea level.

Latitude	35°	12'	26"
Longitude	85°	16'	52"

Ownership: State institution. J. H. Warf heads board of 14.

Began Operation: March 8, 1970.

Personnel:

WALTER A. ALLEY, station manager.  
HERSCHELL R. BRISCOE JR., chief engineer.  
BURFORD A. YOUNG, assistant chief engineer.  
GENE MICHELSON, production manager.

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## WLJT-TV Lexington

Ch. 11

(Satellite of WKNO-TV, Memphis)

Non-Commercial Educational Station

Licensee: Tennessee State Board of Education, 117 Cordell Hull Bldg., Nashville, Tenn. (37219).

Transmitter: 13.5-mi. W of Lexington.

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 316-kw visual, 63.1-kw aural. Antenna: 640-ft. above av. terrain, 496-ft. above ground, 1164-ft. above sea level.

Latitude	35°	42'	12"
Longitude	88°	36'	10"

TV tape: Recording facilities.

Color: Network, film, slide & tape.

Ownership: See WSJK-TV, Sneedville.

Began Operation: Feb. 13, 1968.

Personnel:

CHESTER HILL, state ETV coordinator.  
W. L. HAMILTON, director of engineering.  
GEORGE GRIFFIN, director of ETV.  
HERMAN WILLIAMS, asst. chief engineer.

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## WKNO-TV Memphis

Ch. 10

Non-Commercial Educational Station

Licensee: Memphis Community Television Foundation, Memphis State University, P.O. Box 80,000, Memphis, Tenn. (38111).

Studio: Memphis State U. (38111). Telephone: 458-2521.

Transmitter: 7192 Raleigh-LaGrange Rd.

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 74.1-kw visual, 14.8-kw aural. Antenna: 650-ft. above av. terrain, 637-ft. above ground, 972-ft. above sea level.

Latitude	35°	09'	17"
Longitude	89°	49'	20"

Holds CP for 282-kw visual, 56.2-kw aural, 1080-ft. above av. terrain, 1114-ft. above ground, 1449-ft. above sea level. BPET-283.

TV tape: Recording facilities. Color: Network & tape.

Ownership: Memphis Community Television Foundation; Julian B. Bondurant, pres.; Robert W. Pharr, secy.; Howard D. Holst, treas.

Began Operation: June 25, 1956.

Represented (legal) by Robert W. Pharr, Memphis.

Personnel:

HOWARD D. HOLST, managing director.  
FRED WILLIS, program director & film buyer.  
HARVEY DICE, production manager.  
ROBERT NOLLNER, chief engineer.

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## WDCN-TV Nashville

Ch. 2

Non-Commercial Educational Station

Licensee: Metropolitan Board of Education, Box 12555, Nashville, Tenn. (37212).

Studio: 15th and Compton, Nashville.

Telephone: 615-292-6605. TWX No.: 810-371-1193.

Transmitter: 15th at Compton, Nashville.

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 680-ft. above av. terrain, 574-ft. above ground, 1280-ft. above sea level.

Latitude	36°	07'	48"
Longitude	86°	47'	28"

TV tape: Recording facilities.

Color: Network.

News Wire Service: AP.

Ownership: Metropolitan Board of Education.

Began Operation: September 10, 1962.

Personnel:

ROBERT L. SHEPHERD, general manager.  
RICHARD L. PARKER, program manager.  
CARL C. SHIRLEY, chief engineer.  
LINDA A. BETTS, promotion director.  
LOUIS C. STEINMAN, film director.  
GAYLORD L. AYERS, production manager.

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## WSJK-TV Sneedville

Ch. 2

Non-Commercial Educational Station

Licensee: Tennessee State Board of Education, 117 Cordell Hull Bldg., Nashville, Tenn.

Studios: 209 Communications Bldg., University of Tennessee, Knoxville, Tenn. (37916); Warf-Pickel Bldg., East Tennessee State U., Johnson City.

Transmitter: Approx. 10-mi. S of Sneedville.

Telephone: 615-974-5281, Knoxville.

TV tape: Recording facilities.

Color: Network, film, slide & tape.

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1763-ft. above av. terrain, 499-ft. above ground, 3296-ft. above sea level.

Latitude	36°	22'	52"
Longitude	83°	10'	48"

Ownership: State institution. J. H. Warf heads board of 14.

Began Operation: March 15, 1967.

Personnel:

CHESTER HILL, state ETV coordinator.  
W. L. HAMILTON, director of engineering.  
GEORGE GRIFFIN, director of ETV.  
AL CURTIS, station manager.  
CHARLES BUTLER, chief engineer.  
TAFT HILL, studio manager, Johnson City.

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# TEXAS

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## KAMU-TV College Station

Ch. 15

Non-Commercial Educational Station

Grantee: Texas A&M University, 105 Bagley Hall, College Station, Tex. (77843).

Studio: 105 Bagley Hall.

Telephone: 713-845-1526.

TWX No.: 910-880-4425.

Transmitter: Bagley Hall.

Technical Facilities: Channel No. 15 (476-482 MHz). Authorized power: 10.5-kw visual, 1.05-kw aural. Antenna: 260-ft. above av. terrain, 189-ft. above ground, 552-ft. above sea level.

Latitude	30°	37'	00"
Longitude	96°	20'	26"

TV tape: Recording facilities.

Ownership: Texas A&M University.

Color: Live, film, slide & tape.

Began Operation: Feb. 15, 1970.

**Personnel:**

MEL CHASTAIN, station manager.  
NORMAN GODWIN, program director.  
GEORGE SHEARER JR., chief engineer.  
DAVE WILLIAMS, producer-director.  
DALE RUSPINO, video engineer.  
THOMAS TCIMPIDIS, transmission engineer.  
JACKY McCARTY, audio technician.  
GEORGE SLINING, video tape technician.  
HERBERT KAMMERL, network technician.

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## KERA-TV

Dallas

Ch. 13

Non-Commercial Educational Station

Licensee: Public Television Foundation for North Texas, 3000 Harry Hines Blvd., Dallas, Tex. (75201).

Studio & Transmitter: 3000 Harry Hines Blvd., Dallas.

Telephone: 214-747-0641. TWX: 910-861-4118.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 107-kw visual, 10.7-kw aural. Antenna: 330-ft. above av. terrain, 380-ft. above ground, 851-ft. above sea level.

Latitude	32°	47'	44"
Longitude	96°	48'	37"

Holds CP for change to 288-kw visual, 28.8-kw aural, 1540-ft. above av. terrain, 1543-ft. above ground, 2343-ft. above sea level, lat. 32° 34' 43", long. 96° 57' 12", transmitter to .7-mi. SW of center of Cedar Hill. BPET-351.

TV tape: Recording facilities.

Color: Network, film, slide & tape.

Ownership: Non-profit educational organization. Ralph B. Rogers, president.

Began Operation: Sept. 11, 1960.

Represented (legal) by Krieger & Jorgensen.

Represented (engineering) by A. E. Cullum Jr.

**Personnel:**

ROBERT A. WILSON, exec. v.p. & general manager.  
DICK THOMAS, program director.  
ARTHUR HENDERSON, chief engineer.

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# Texas Educational

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## KUHT

Houston

Ch. 8

Non-Commercial Educational Station

Licensee: University of Houston, 4513 Cullen Blvd., Houston, Tex (77004).

Studio: 4513 Cullen Blvd. Transmitter: 3-mi. NNE of Alvin, Texas  
Telephone: 713-748-6814.

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 302-kw visual, 30.2-kw aural. Antenna: 1160-ft. above av. terrain, 1196-ft. above ground, 1235-ft. above sea level.

Latitude	29°	27'	57"
Longitude	95°	13'	23"

TV tape: Recording facilities. News Wire Service: AP.

Color: Network & tape.

FM Affiliate: KUHF, 9.3-kw, 91.3 MHz (No. 217), 320-ft. antenna.

Ownership: University of Houston. Col. W. B. Bates, chairman, Board of Governors.

Began Operation: May 12, 1953.

**Personnel:**

JAMES L. BAUER, station manager.  
C. P. ZIMMERMAN JR., program director.  
GEORGE COLLINS, operations manager.  
AL LEVERICK, chief engineer.

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## KTXT-TV

Lubbock

Ch. 5

Non-Commercial Educational Station

Licensee: Texas Tech University, Tech Station Box 4359, Lubbock, Tex. (79409). Telephone: 742-2209.

Studio & Transmitter: Texas Tech campus. (79409).

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 25.7-kw visual, 5.13-kw aural. Antenna: 440-ft. above av. terrain, 452-ft. above ground, 3677-ft. above sea level.

Latitude	33°	34'	52"
Longitude	101°	53'	07"

TV tape: Recording facilities.

Color: Network.

Ownership: State institution.

Began Operation: Oct. 16, 1962.

**Personnel:**

D. M. McELROY, dir. of educational television.  
JOHN W. HENSON, programming & operations manager.  
R. E. L. PATTILLO JR., chief engineer.

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# BLACKBURN & COMPANY, INC.

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# Texas-Utah Educational

## KRET-TV

Richardson

Ch. 23

Non-Commercial Educational Station

Grantee: Richardson Independent School District, 400 South Greenville Ave., Richardson, Tex. (75080).

Studio & Transmitter: 1250 W. Beltline Rd. Telephone: 235-7770.

Technical Facilities: Channel No. 23 (524-530 MHz). Authorized power: 3.39-kw visual, .676-kw aural. Antenna: 260-ft. above av. terrain, 158-ft. above ground, 798-ft. above sea level.

Latitude	32°	57'	08"
Longitude	96°	45'	41.5"

Ownership: Non-profit educational institution accredited by Texas. Dr. Ben P. McCarley, pres.; Dr. F. E. Brooks, v.p.; Robert E. McCarley, secy.; J. J. Pearce, supt.

Began Operation: Feb. 29, 1960.

Personnel:

J. J. PEARCE, superintendent.  
LLOYD J. COLLINS, station manager.  
RICHARD F. HAYS, director of programming.  
BOB RAMSEY, chief engineer.

## KLRN-TV

San Antonio-Austin

Ch. 9

Non-Commercial Educational Station

Licensee: Southwest Texas Educational Television Council.

Studios: Radio/Television Bldg., The University of Texas, Austin, Tex. (78712) and Institute of Texan Cultures Bldg., San Antonio.

Transmitter: Star Route 2, New Braunfels, Texas (approx. half-way between San Antonio & Austin).

Telephones: 471-1631, Austin; 222-8041, San Antonio.

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 316-kw visual, 58.9-kw aural. Antenna: 1108-ft. above av. terrain, 1016-ft. above ground, 2047-ft. above sea level.

Latitude	29°	49'	40"
Longitude	98°	07'	03"

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Ownership: Southwest Texas Educational Television Council (non-profit organization).

Began Operation: September 10, 1962.

Personnel:

R. F. SCHENKKAN, president & general manager.  
HARVEY HERBST, vice president & station manager.  
BILL ARHOS, program director.  
MYRTLE BOYCE, instructional coordinator.  
N. W. WILLETT, chief engineer.  
LARRY WHITE, manager of station operations, San Antonio.

## UTAH

## KUSU-TV

Logan

Ch. 12

Non-Commercial Educational Station

Licensee: Utah State U. of Agricultural & Applied Science, Logan, Utah (84321).

Studio: University Campus. Transmitter: 745 North 12th East.

914-b

Telephone: 801-752-4100, Ext. 613-614.

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 31.1-kw visual, 6.17-kw aural. Antenna: minus 570-ft. above av. terrain, 260-ft. above ground, 5053-ft. above sea level.

Latitude	41°	44'	49"
Longitude	111°	48'	24"

FM Affiliate: KUSU-FM, 1-kw, 91.5 MHz (No. 218), minus 570-ft.

TV tape: Recording facilities. News Wire Service: UPI.

Color: Network & tape.

Ownership: Utah State University of Agriculture and Applied Science; Dr. Glen L. Taggart, pres.

Began Operation: March 16, 1964.

Represented (legal) by Wilkinson, Cragun & Barker.

Personnel:

DR. BURRELL F. HANSEN, director, radio-television.  
JERRY ALLEN, manager.  
BOYD HUMPHERYS, chief engineer.  
ARTHUR L. HIGBEE, manager, state programs.  
JIM RANDALL, producer.  
L. JAY SMITH, graphics artist.  
AARON FARR, technician.  
TED HANSEN, film photographer.  
MERRILL L. BENNION, video technician.  
RICKEY HUGHES, video technician.  
FRANCIS M. WEBB, video technician.  
ELLAGENE SMITH, production assistant.

## KOET

Ogden

Ch. 9

Non-Commercial Educational Station

Licensee: Board of Education of Ogden City.

Studio: 1538 Gibson Ave., Ogden, Utah (84404). Transmitter: Little Mt.

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 21.4-kw visual, 4.28-kw aural. Antenna: 750-ft. above av. terrain, 337-ft. above ground, 5007-ft. above sea level.

Latitude	41°	15'	17"
Longitude	112°	14'	14"

TV tape: Recording facilities.

Began Operation: Dec. 1, 1960 as a commercial outlet. FCC approved transfer from United Bcstg. Co. to present owner Oct. 3, 1962, sale consummated Nov. 19, 1962. (Television Digest, Vol. 2:41).

Personnel:

NOLAN TAYLOR, manager.  
IRIS GARDNER, program director.  
LEOLA JENSEN, artist.  
SAM STEPHENS, director.  
ROY MILLS, chief engineer.  
MARVIN COPE, transmitter engineer.

## KWCS-TV

Ogden

Ch. 18

Non-Commercial Educational Station

Licensee: Weber County School Dist., 1122 Washington Blvd., Ogden, Utah (84404). Telephone: 399-2085.

Transmitter: Little Mtn., W of Ogden.

Technical Facilities: Channel No. 18 (494-500 MHz). Authorized power: 10-kw visual, 2-kw aural. Antenna: 574-ft. above av. terrain, 157-ft. above ground, 4820-ft. above sea level.

Latitude	41°	15'	17"
Longitude	112°	14'	14"

TV tape: Recording facilities.

Ownership: County school system.

Began Operation: Oct. 10, 1960.

Personnel: BEN VAN SHAAR, station director.

TV Factbook No. 40

## KBYU-TV

Provo

Ch. 11

Non-Commercial Educational Station

Licensee: Brigham Young University, Provo, Utah (84601).

Studio: Brigham Young U., Fine Arts Center.

Transmitter: Mt. Vision, near Kearns, Utah (84601).

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 49-kw visual, 9.8-kw aural. Antenna: 2890-ft. above av. terrain, 99-ft. above ground, 8557-ft. above sea level.

Latitude	40°	36'	28"
Longitude	112°	09'	22"

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

Began Operation: Nov. 15, 1965.

Personnel:

EARL J. GLADE JR., director of broadcast services.  
MARK HATHAWAY, asst. director, manager KBYU-TV.  
JOSEPH WHITE, program director.  
ROGER McEVOY, production manager.  
STEPHEN ANDERSON, manager, instructional television.  
RALPH SILVER, chief engineer.

## KUED

Salt Lake City

Ch. 7

Non-Commercial Educational Station

Licensee: University of Utah, Salt Lake City, Utah (84112).

Studio: University campus. Telephone: 322-6336.

Transmitter: Oquirrh Mts., 17-mi. SSW of Salt Lake City.

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 138-kw visual, 25.1-kw aural. Antenna: 3050-ft. above av. terrain, 202-ft. above ground, 8633-ft. above sea level.

Latitude	40°	36'	29.5"
Longitude	112°	09'	36.0"

Color: Network, film, slide & tape.

TV tape: Recording facilities. News Wire Service: UPI.

FM Affiliate: KUER, 1.1-kw, 90.1 MHz (No. 211), 3000-ft.

Ownership: University of Utah; James C. Fletcher, pres.

Began Operation: Jan. 20, 1958.

Personnel:

REX CAMPBELL, director, radio-TV.  
DAIL OGDEN, associate director, radio-TV.  
HERBERT W. HOLTSHOUSE, chief engineer.  
BYRON OPENSHAW, program manager.  
MAX FORTIE, production manager.  
LAVOY TALBOT, film director.

## VERMONT

### WETK

Burlington

Ch. 33

Non-Commercial Educational Station

Licensee: U. of Vermont & State Agricultural College, Educational Television, Burlington, Vt. (05401).

Studio: Ethan Allen Ave., Winooski, Vt. (05404).

Transmitter: Summit of Mt. Mansfield.

Telephone: 864-4511, ext. 744.

## Utah-Vermont Educational

Technical Facilities: Channel No. 33 (584-590 MHz). Authorized power: 251-kw visual, 50.1-kw aural. Antenna: 2680-ft. above av. terrain, 96-ft. above ground, 4130-ft. above sea level.

Latitude	44°	31'	32"
Longitude	72°	48'	54"

Color: Network.

TV tape: Recording facilities.

Ownership: U. of Vermont & State Agricultural College.

Began Operation: Oct. 16, 1967.

Represented (legal) by Covington & Burling.

Personnel:

ODELL SKINNER, station manager.  
WALLACE K. EDWARDS, chief engineer.  
GARRY SIMPSON, program manager.

### WVER

Rutland

Ch. 28

Non-Commercial Educational Station

Licensee: U. of Vermont & State Agricultural College.

Studio: Ethan Allen Ave., Winooski, Vt. (05404).

Transmitter: Summit of Grandpa's Knob.

Telephone: 802-864-4511, Burlington.

Technical Facilities: Channel No. 28 (554-560 MHz). Authorized power: 40.7-kw visual, 7.41-kw aural. Antenna: 1400-ft. above av. terrain, 297-ft. above ground, 2273-ft. above sea level.

Latitude	43°	39'	32"
Longitude	73°	06'	25"

Color: Network.

TV tape: Recording facilities.

Ownership: U. of Vermont & State Agricultural College.

Began Operation: March 18, 1968.

Represented (legal) by Covington & Burling.

Personnel: See WETK, Burlington.

### WVTB

St. Johnsbury

Ch. 20

Non-Commercial Educational Station

Licensee: U. of Vermont & State Agricultural College.

Studio: Ethan Allen Ave., Winooski, Vt.

Transmitter: Summit of Burke Mtn.

Telephone: 802-864-4511.

Technical Facilities: Channel No. 20 (506-512 MHz). Authorized power: 42.7-kw visual, 7.76-kw aural. Antenna: 1940-ft. above av. terrain, 131-ft. above ground, 3386-ft. above sea level.

Latitude	44°	34'	16"
Longitude	71°	53'	39"

Color: Network.

Began Operation: Feb. 26, 1968.

Ownership: U. of Vermont & State Agricultural College.

Represented (legal) by Covington & Burling.

Personnel: See WETK, Burlington.

For Educational Station Equipment  
See Services Volume

## Vermont-Va. Educational

### WVTA Windsor

Ch. 41

Non-Commercial Educational Station

Licensee: U. of Vermont & State Agricultural College.

Studio: Ethan Allen Ave., Winooski, Vt. (05404).

Transmitter: South Peak, Mt. Ascutney.

Telephone: 802-864-4511, Burlington.

Technical Facilities: Channel No. 41 (632-638 MHz). Authorized power: 589-kw visual, 112-kw aural. Antenna: 2260-ft. above av. terrain, 426-ft. above ground, 3291-ft. above sea level.

Latitude	43°	26'	17"
Longitude	72°	27'	08"

Ownership: U. of Vermont & State Agricultural College.

Began Operation: March 18, 1968.

Represented (legal) by Covington & Burling.

Personnel: See WETK, Burlington.

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## VIRGINIA

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### WHRO-TV Hampton-Norfolk

Ch. 15

Non-Commercial Educational Station

Licensee: Hampton Roads Educational TV Assn. Inc., 5200 Hampton Blvd., Norfolk, Va. (23508).

Transmitter: Hwy. 168, 1-mi. E. of Hwy. 239, near Hampton.

Studio: 5200 Hampton Blvd., Norfolk.

Telephone: 625-2581. TWX: 710-881-1124.

Technical Facilities: Channel No. 15 (476-482 MHz). Authorized power: 214-kw visual, 42.7-kw aural. Antenna: 480-ft. above av. terrain, 503-ft. above ground, 513-ft. above sea level.

Latitude	37°	02'	20"
Longitude	76°	18'	30"

Requests change to 1000-kw visual, 100-kw aural. BPET-295.

TV tape: Recording facilities. Color: Network & tape.

Began Operation: October 2, 1961.

Represented (legal) by Cohn & Marks.

Represented (engineering) by Jules Cohen.

Personnel:

RANDOLPH S. BRENT, general manager.  
GRACE J. WATERS, director of instructional television.  
A. BOYD HARRIER, production manager.  
PATRICK ARNOUX, program manager.  
SAMUEL EDENS, chief engineer.  
ROBERT BLAGG, transmitter supervisor.  
LINWOOD HAMMOND, maintenance supervisor.

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### WCVE-TV Richmond

Ch. 23

Non-Commercial Educational Station

Licensee: Central Virginia Educational TV Corp., Box 3237, Richmond, Va. (23235).

Studio: 1904 Old Farm Road, Richmond, Va. (23235).

Transmitter: .41-mi. S of Robious Rd. & .85-mi. SE of Robious village. Telephone: 272-1466.

Technical Facilities: Channel No. 23 (524-530 MHz). Authorized power: 1175-kw max. and 617-kw horizontal visual, 123-kw aural. Antenna: 771-ft. above av. terrain, 699-ft. above ground, 1049-ft. above sea level.

Latitude	37°	30'	46"
Longitude	77°	36'	06"

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

Ownership: Non-profit corp. Officers: Clarence F. Manning, chmn.; Andrew J. Brent, pres.; Paul H. Pusey, v.p.; J. Sargeant Reynolds, v.p.; Evans B. Brasfield, secy. & counsel; Franklin M. Halsey, treas.; Gordon Mabey, asst. treas.

Began Operation: Sept. 10, 1964.

Represented (legal) by Fisher, Wayland, Duvall & Southmayd.

Represented (engineering) by Paul Godley Co.

Personnel:

B. W. SPILLER, vice president & general manager.  
MARY ANNE FRANKLIN, v.p. & program director.  
JAMES THORNTON, art director.  
RICHARD HALL, production manager.  
JOHN A. PRATHER, director of engineering.  
DANIEL P. WARD, operations manager.  
CHRISTOPHER BRENNAN, public service director.

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### WCWV Richmond

Ch. 57

Non-Commercial Educational Station

Licensee: Central Virginia Educational TV Corp., Box 3237, Richmond, Va. (23235).

Transmitter & Studio: 1904 Old Farm Rd., Richmond (23235).

Telephone: 272-1466.

Technical Facilities: Channel No. 57 (728-734 MHz). Authorized power: 1120-kw max. and 513-kw horizontal visual, 219-kw max. and 102-kw horizontal aural. Antenna: 650-ft. above av. terrain, 699-ft. above ground, 1049-ft. above sea level.

Latitude	37°	30'	46.6"
Longitude	77°	36'	06.6"

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

Ownership: See WCVE-TV, Richmond.

Began Operation: Dec. 24, 1966.

Represented (legal) by Fisher, Wayland, Duvall & Southmayd.

Represented (engineering) by Paul Godley Co.

Personnel: Same as WCVE-TV, Richmond.

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### WBRA-TV Roanoke

Ch. 15

Non-Commercial Educational Station

Licensee: Blue Ridge Educational TV Association, Box 15, Roanoke, Va. (24001).

Studio: 3077 Colonial Ave. S.W., Roanoke.

Transmitter: Poor Mtn.

Telephone: 703-344-0991. TWX: 710-870-0409.

Technical Facilities: Channel No. 15 (476-482 MHz). Authorized power: 631-kw max. & 283-kw horizontal visual, 92-kw max. & 42.4-kw horizontal aural. Antenna: 2050-ft. above av. terrain, 265-ft. above ground, 4005-ft. above sea level.

Latitude	37°	11'	56"
Longitude	80°	09'	02"

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

Ownership: Blue Ridge ETV Assn. Officers: Samuel P. McNeil, pres.; E. Dana Cox Jr., v.p. & gen. mgr.; Alonzo Monday, v.p.; Forrest L. Frazier, secy.

Began Operation: Aug. 1, 1967.

Represented (legal) by Cohn & Marks.

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

**Personnel:**

E. DANA COX JR., vice president & general manager.  
E. V. REXRODE JR., chief engineer.  
RALPH ROSEN, production manager.  
ALICE McKELL, traffic continuity.  
SUSI KILGORE, art director.  
FELIX WALKER, promotion publicity.

**WVPT**  
**Staunton**  
Ch. 51

Non-Commercial Educational Station

Licensee: Shenandoah Valley Educational Corp., Port Republic Rd., Harrisonburg, Va. (22801).

Studio: Interstate Hwy. 81 & Port Republic Rd.

Telephone: 703-434-5391.

Transmitter: Elliott Knob.

Technical Facilities: Channel No. 51 (692-698 MHz). Authorized power: 525-kw max. & 89.1-kw horizontal visual, 67.6-kw max. & 13.5-kw horizontal aural. Antenna: 2230-ft. above av. terrain, 46-ft. above ground, 4382-ft. above sea level.

Latitude	38°	18'	55"
Longitude	79°	18'	50"

Color: Network & tape. TV tape: Recording facilities.

Ownership: State chartered nonprofit corp., G. Tyler Miller, pres.; Hamilton Shea, 1st v.p.; Charles Cooley, treas.; Arthur Hamilton, v.p. & secy.

Began Operation: Aug. 29, 1968.

Represented (legal) by Covington & Burling.

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

**Personnel:**

DR. G. TYLER MILLER, president.  
ARTHUR HAMILTON, general manager.  
RITA H. GENTILE, director of instructional programming.  
VINCENT D. O'CONNELL, chief engineer.  
FREDERICK D. FEUTZ, production manager.

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## WASHINGTON

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**KWSU-TV**  
(formerly KWSC-TV)  
**Pullman**  
Ch. 10

Non-Commercial Educational Station

Licensee: Washington State University, Pullman, Wash. (99163).

Studio & Transmitter: Arts Hall. Telephone: 335-5030.

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 14.1-kw visual, 1.41-kw aural. Antenna: 112-ft. above av. terrain, 129-ft. above ground, 2699-ft. above sea level.

Latitude	46°	43'	51"
Longitude	117°	10'	00"

AM Affiliate: KWSU, 5-kw, 1250 kHz.

TV tape: Recording facilities. News Wire Service: AP, UPI.

Color: Network & tape.

Began Operation: September 24, 1962.

Represented (legal) by Cohn & Marks.

Represented (engineering) by James B. Hatfield.

**Personnel:**

CAL WATSON, manager, radio-TV services.  
JIM DUNNE, acting station manager & program director.  
BEA FRY, information editor.  
BOB GESE, film librarian.  
TERRY DRISKEL, traffic clerk.  
FRANK COILE, supervisor of engineering.

1970-71 Edition

## Va.-Washington Educational

**KCTS-TV**  
**Seattle**  
Ch. 9

Non-Commercial Educational Station

Licensee: University of Washington, Seattle, Wash. (98105).

Studio: University of Washington campus. Telephone: 543-2000.

Transmitter: 1611 18th Ave.

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 275-kw visual, 55-kw aural. Antenna: 830-ft. above av. terrain, 587-ft. above ground, 1000-ft. above sea level.

Latitude	47°	36'	57"
Longitude	122°	18'	27"

TV tape: Recording facilities. Color: Network.

FM Affiliate: KUOW, 86-kw, 94.9 MHz (No. 235), 730-ft. antenna.

Ownership: U. of Washington; Dr. Charles E. Odegaard, pres.

Began Operation: Dec. 7, 1954.

**Personnel:**

LOREN B. STONE, manager.  
JOHN BOOR, engineering director.  
JACK ARMSTRONG, production manager.  
KENNETH YEEND, program director.  
JUNE DILWORTH, director, school broadcasting.

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**KSPS-TV**  
**Spokane**  
Ch. 7

Non-Commercial Educational Station

Licensee: Spokane School District No. 81, West 825 Trent Ave., Spokane (99201).

Studio: South 3911 Regal St., Spokane. Telephone: 509-535-1526.

Transmitter: South end of Krell Hill.

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 195-kw visual, 22.45-kw aural. Antenna: 1830-ft. above av. terrain, 595-ft. above ground, 4225-ft. above sea level.

Latitude	47°	34'	34"
Longitude	117°	17'	58"

TV tape: Recording facilities. Color: Network & tape.

Ownership: Public school district, governed by board of 5 elected directors.

Began Operation: April 24, 1967.

Represented (legal) by Robert G. Seaks.

**Personnel:**

WALTER J. SCHAAR, general manager.  
RONALD J. VALLEY, chief engineer.  
NEIL DRESSLER, coordinator of school services.  
CLAUDE L. KISTLER, operations manager.

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**KPEC-TV**  
**Tacoma**  
Ch. 56

Non-Commercial Educational Station

Licensee: Clover Park School District No. 400, 5214 Steilacoom Blvd., Tacoma, Wash. (98499).

Studio: & Transmitter: 4400 Steilacoom Blvd.

Telephone: Juniper 8-5261, Ext. 421 and 422.

Technical Facilities: Channel No. 56 (722-728 MHz). Authorized power: 21.4-kw visual, 4.27-kw aural. Antenna: 210-ft. above av. terrain, 198-ft. above ground, 470-ft. above sea level.

Latitude	47°	10'	31"
Longitude	122°	29'	37"

TV tape: Recording facilities.

FM Affiliate: KCPS, .770-kw, 90.9 MHz (No. 215), 116-ft. antenna.

(Continued on next page)

917-b

## Wash.-Wisconsin Educational

KPEC-TV, Tacoma—(Continued)

Ownership: Local school district. W. Hutchinson, pres. of board;  
T. Olai Hageness, superintendent of schools.

Began Operation: April 1, 1960.

Personnel:

J. ALBERT BREVIK, director of TV education.  
C. W. EVANS, chief engineer.  
JOHN WATSON, program director.  
PAUL HERLINGER, operations director.  
DEAN ZUCH, film director.

### KTPS Tacoma

Ch. 62

Non-Commercial Educational Station

Licensee: Tacoma School District No. 10, Central Administration Bldg., P.O. Box 1357, 8th & Tacoma Ave., Tacoma, Wash. (98401).

Studio & Transmitter: 1101 S. Yakima Ave.

Telephone: 383-4986, programming; 272-9367, transmitter.

Technical Facilities: Channel No. 62 (758-764 MHz). Authorized power: 338-kw visual, 50-kw aural. Antenna: 420-ft. above av. terrain, 350.7-ft. above ground, 651.5-ft. above sea level.

Latitude	47°	15'	08"
Longitude	122°	26'	46"

TV tape: Recording facilities.

News Wire Service: AP.

Began Operation: September 25, 1961.

Personnel:

ROBERT P. SLINGLAND, director of TV education.  
MERLE KIMBALL, supervisor of TV programming.  
BERT ANDERSEN, chief engineer.

### KYVE-TV Yakima

Ch. 47

Non-Commercial Educational Station

Licensee: Yakima School Dist. No. 7, 104 N. 4th Ave., Yakima, Wash. (98902).

Studio: 1105 S. 15th Ave., Yakima.

Transmitter: Ahtanum Ridge Rd., 2-mi. S.W. of Union Gap.

Telephone: 248-2447.

Technical Facilities: Channel No. 47 (668-674 MHz). Authorized power: 19.1-kw visual, 3.8-kw aural. Antenna: 860-ft. above av. terrain, 78-ft. above ground, 2050-ft. above sea level.

Latitude	46°	31'	58"
Longitude	120°	30'	33"

Color: Network.

Ownership: Yakima School Dist. No. 7. Dr. Jack Frisk, supt. of schools; Arthur Church, secy.

Began Operation: Nov. 1, 1962.

Personnel:

FRANK ROBERTS, general manager.  
KATHY MORTHLAND, traffic manager.  
HOWARD CRAWFORD, chief engineer.

## WEST VIRGINIA

### WMUL-TV Huntington

Ch. 33

Non-Commercial Educational Station

Grantee: West Virginia Educational Broadcasting Authority, 1033 Quarrier St., Charleston, W. Va.

Studios: 1737 3rd Ave., Huntington (25701); 301 Blackwood Ave., Nitro, W. Va.

Telephone: 304-696-6630.

Transmitter: Barker Ridge, near Milton, W. Va.

Technical Facilities: Channel No. 33 (584-590 MHz). Authorized power: 1037-kw max. & 398-kw horizontal visual, 207.2-kw max. & 79.4-kw horizontal aural. Antenna: 1280-ft. above av. terrain, 1071-ft. above ground, 2049-ft. above sea level.

Latitude	38°	29'	42"
Longitude	82°	12'	03"

TV tape: Recording facilities.

Color: Film, slide & tape.

Ownership: Marshall University & Associates Broadcasting.

Began Operation: July 14, 1969.

Personnel:

RICHARD D. SETTLE, station manager & program director.  
GEORGE PARNICZA, chief engineer.  
DAVID BOND, production manager.  
CAROL BRODRICK, program manager.  
N. JEAN BIAS, business manager.  
LARRY BROQUET, ITV director.

### WWVU Morgantown

Ch. 24

Non-Commercial Education Station

Grantee: W. Va. Board of Regents, c/o C. Gregory Van Camp, West Virginia University, Morgantown (26506).

Studio: 351 Oakland St. (26506).

Telephone: 304-293-2831.

Transmitter: Adjacent to Sand Springs Lookout Tower.

Technical Facilities: Channel No. 24 (530-536 MHz). Authorized power: 2750-kw max. & 1875-kw horizontal visual, 550.8-kw max. & 375-kw horizontal aural. Antenna: 1503-ft. above av. terrain, 518-ft. above ground, 3118-ft. above sea level.

Latitude	39°	41'	43"
Longitude	79°	45'	46"

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

Ownership: W. Va. Board of Regents. John E. Amos, pres.; Earl T. Andrews, v.p.; Amos A. Bolen, secy.

Began Operation: Feb. 23, 1969.

Represented (legal) by Bilger, Blair & Glaser.

Represented (engineering) by Silliman, Moffet & Kowalski.

Personnel:

C. GREGORY VAN CAMP, general manager.  
PAUL G. YEAZELL, program manager.  
KEITH L. MASSIE, engineering manager.  
ARTHUR E. ALBRECHT, production manager.  
MANUEL A. MARQUEZ, studio supervisor.  
WAYNE A. MCHENRY, transmitter supervisor.



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# WISCONSIN

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## WBAY-TV

Green Bay

Ch. 2

Licensee: Norbertine Fathers (St. Norbert College), 115 S. Jefferson St.

OPERATING COMMERCIALY

(FOR COMPLETE DATA, SEE U.S. TV STATION DIRECTORY)

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## WHA-TV

Madison

Ch. 21

Non-Commercial Educational Station

Licensee: University of Wisconsin, 843 Extension Bldg., Madison, Wis. (53705).

Studio: 3313 University Ave.

Telephone: 608-263-2121.

TWX No.: 910-286-2764.

Transmitter: 5702 Tokay Blvd.

Technical Facilities: Channel No. 21 (512-518 MHz). Authorized power: 158-kw visual, 79.4-kw aural. Antenna: 740-ft. above av. terrain, 700-ft. above ground, 1742-ft. above sea level.

Latitude	43°	03'	20"
Longitude	89°	28'	43"

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

AM Affiliate: WHA, 5-kw, 970 kHz. FM Affiliate: WHA-FM, 21.5-kw, 88.7 MHz (No. 204), 670-ft. antenna height.

Began Operation: May 3, 1954.

Represented (legal) by Dow, Lohnes and Albertson.

Represented (engineering) by Glenn Koehler, Madison, Wis.

Personnel:

RONALD BORNSTEIN, director of TV, University extension.  
RICHARD J. LUTZ, general manager.  
JOHN A. PRICE, manager for community services.  
ALAN HINDERSTEIN, production manager.  
JOHN JAMES, program operations supervisor.  
ETHEL V. ZEUNER, assoc. in administration.  
DONALD BORCHERT, director of engineering.

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## WMVS

Milwaukee

Ch. 10

Non-Commercial Educational Station

Licensee: District 9, Area Board of Vocational, Technical & Adult Education, 1015 N. Sixth St., Milwaukee, Wis. (53203).

Studio: 1015 N. Sixth St.

Transmitter: 1100 E. Capitol Drive, Shorewood, Wis.

Telephone: 271-4341.

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 316-kw visual, 49-kw aural. Antenna: 750-ft. above av. terrain, 1079-ft. above ground, 1432-ft. above sea level.

Latitude	43°	05'	24"
Longitude	87°	53'	47"

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

Ownership: District 9 Area Board of Vocational, Technical & Adult Education. Officers: William Ramsey, director; Ralph E. Bowes, pres.; Frank Zierden, v.p.; Lillian Sicula, secy.-treas. Also operates WMVT, Ch. 36, Milwaukee.

1970-71 Edition

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# Wisconsin Educational

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Began Operation: Oct. 28, 1957.

Personnel:

WILLIAM RAMSEY, executive director.  
OTTO F. SCHLAAK, station manager.  
ROD THOLE, program manager.  
JOHN LEMKE, film supervisor.  
HAROLD G. WAGNER, chief engineer.

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## WMVT

Milwaukee

Ch. 36

Non-Commercial Educational Station

Licensee: District 9, Area Board of Vocational, Technical & Adult Education, 1015 N. Sixth St., Milwaukee, Wis. (53203).

Studio: 1015 N. 6th Street, Milwaukee.

Transmitter: 110 E. Capitol Dr.

Telephone: 271-4341.

Technical Facilities: Channel No. 36 (602-608 MHz). Authorized power: 379-kw max. and 182-kw horizontal visual, 45.5-kw max. and 21.9-kw horizontal aural. Antenna: 440-ft. above av. terrain, 1078-ft. above ground, 1717-ft. above sea level.

Latitude	43°	05'	24"
Longitude	87°	53'	47"

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

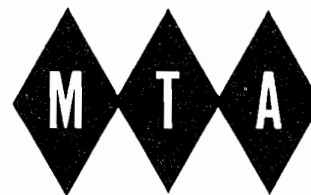
Ownership: District 9 Area Board of Vocational, Technical & Adult Education. Officers: William Ramsey, director; Ralph E. Bowes, pres.; Frank Zierden, v.p.; Lillian Sicula, secy.-treas. Also operates WMVS, Ch. 10, Milwaukee.

Began Operation: Dec. 20, 1962.

Represented (legal) by John Fleming.

Personnel:

WILLIAM RAMSEY, executive director.  
OTTO SCHLAAK, manager, WMVS & WMVT.  
ROD THOLE, program manager.  
JOHN LEMKE, film supervisor.  
HAROLD G. WAGNER, chief engineer.



MALARKEY, TAYLOR and ASSOCIATES

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919-b

## PUERTO RICO

### WIPM-TV Mayaguez

Ch. 3

Non-Commercial Educational Station

Licensee: Department of Education of P.R., Hato Rey, San Juan.

Studio: Darlington Apartment Bldg., Mayaguez.

Transmitter: 1.7-mi. SE of Cabo Rojo.

Telephone: 832-0164.

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 35.5-kw visual, 3.55-kw aural. Antenna: 590-ft. above av. terrain, 209-ft. above ground, 816-ft. above sea level.

Latitude	18°	04'	11"
Longitude	67°	08'	03"

News Wire Service: AP.

Ownership: See WIPR-TV, San Juan.

Began Operation: March 19, 1961.

Represented (legal) by Arnold & Porter.

Represented (engineering) by A. Earl Cullum Jr. Consulting Engineers.

#### Personnel:

See WIPR-TV, Ch. 6, San Juan.

MANUEL COLLAZO, resident program manager.

JOSE A. MARTI, resident engineer.

### WIPR-TV

San Juan

Ch. 6

Non-Commercial Educational Station

Licensee: Department of Education of Puerto Rico, Hato Rey, San Juan. Telephone: 766-5701.

Studio: Hostos Ave., Hato Rey.

Transmitter: Cerro La Santa, 21-mi. S of San Juan.

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 53.7-kw visual, 5.37-kw aural. Antenna: 2865-ft. above av. terrain, 1089-ft. above ground, 4044-ft. above sea level.

Latitude	18°	06'	42"
Longitude	66°	03'	05"

TV tape: Recording facilities.

News Wire Service: AP. News Film Service: UPI.

AM Affiliate: WIPR, 10-kw, 940 kHz. FM Affiliate: WIPR-FM, 384.0-kw, 91.5 MHz (No. 218), 1516-ft. antenna height.

Began Operation: Jan. 6, 1958.

Represented (legal) by Arnold & Porter.

Represented (engineering) by A. Earl Cullum Jr. Consulting Engineers.

#### Personnel:

JACK DELANO, gen. & program mgr., film buyer.

ANDRES F. QUINONES, asst. to general manager.

PEDRO LUIS JIMENEZ, chief engineer.

GRAFTON OLIVERA, assistant chief engineer.

MANUEL MENDEZ SAAVEDRA, assistant program manager.

HECTOR DE JESUS, administrative officer.

JOSE M. ALVAREZ, director, news dept.

# to each his own



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## LICENSEES

- Huntsville, Ala.—KHU-75**, City Board of Education of Huntsville, c/o Dr. Alton C. Crews, city board of education supt., Box 128. Channels D-1-4; to be affiliated with Ala. ETV Network. Transmitter: Site of WHIQ(ETV) Huntsville. Will serve 33 schools. Plant, \$278,300; yearly operating, \$80,000. Equipment: Emcee transmitter & Micro-Link antenna. File: BPIF-73 (granted 6-23-66); BLIF-18 (granted 1-18-67).
- Los Altos, Cal.—KCG-38**, Bd. of Trustees of Stanford U., c/o Dr. Donald J. Grace, Stanford Electronics Laboratories, Stanford (94305). Channels E-1-4. Transmitter: Montebello Rd., 4-mi. SW of Los Altos (lat. 37° 19' 14"; long. 122° 08' 29"); 10-w, 62-ft. Equipment: Jerrold transmitter & Prodelin antenna. Cost, \$334,000, yearly operating, \$54,650. Counsel, Koteen & Burt; consulting engineer, Hammett & Edison (San Francisco). File: BPIF-137 (granted 4-8-68); BLIF-94 (granted 2-13-70).
- Marysville, Cal.—WAE-22**, Marysville Joint Unified School Dist., c/o Mrs. Mary Robertson, 504 J St., Del Monte Square, Marysville, Cal. (95901). Channels B-1-2. Transmitter, 11th & Powerline Rd. Plant, \$104,938; yearly operating, \$54,492. Equipment, Emcee transmitter & Andrew antenna. Counsel, Covington & Burling. File: BPIF-196 (granted 3-19-69); BLIF-106 (granted 11-14-69).
- Oxnard, Cal.—KRU-33**, Rio School Dist., 3300 Cortez St. (93032). Channel A-1. Transmitter: 600 Simon Way. Equipment: Litton. File: BPIF-29 (granted 3-18-66); BLIF-13 (granted 3-18-66).
- Pasadena, Cal.—KQI-29**, Pasadena Unified School Dist. of Los Angeles County, c/o Allan W. Fink, 351 S. Hudson Ave. Channels E-1-4. Transmitter: 351 S. Hudson Ave. Cost, \$179,993; yearly operating, \$23,750. Equipment: Jerrold transmitter & Taco antenna. Counsel: Harold W. Kennedy (county counsel, L. A.). Consulting engineer: Martec Corp. (L.A.). File: BPIF-59 (granted 8-26-66); BLIF-47 (granted 4-16-69).
- San Francisco, Cal.—KTB-97**, Regents of U. of Cal. 641 University Hall, Berkeley, Cal. Channel F-4. Transmitter: Moffitt Hospital, San Francisco. Equipment: Emcee. File: BPIF-34 (granted 7-14-65); BLIF-14 (granted 6-8-66).
- San Francisco, Cal.—KHU-89**, Regents of U. of Cal. 451 University Hall, Berkeley, Cal. Channel F-2; will permit transmission of televised medical demonstrations & lectures originating at San Francisco General Hosp. to U. of Cal., San Francisco Med. Cen. & 3 other teaching hospitals (St. Josephs, Buena Vista & Franklin); also will result in 2-way aural-visual transmission between U. of Cal. Med. Cen. & S. F. Gen. Hosp., latter holding license (KTB-97) for utilization of Channel F-4 serving hospitals in Potero & Pacific Hts. area. Plant, \$41,050; yearly operating, \$20,000. Equipment: Micro-Link. File: BPIF-71 (granted 7-26-66); BLIF-27 (granted 5-4-67).
- Ft. Lauderdale, Fla.—KTZ-22**, Bd. of Public Instruction of Broward County, 1320 S.W. 4th St., Ft. Lauderdale, Fla. Channels G-1-4. Transmitter: 6600 S.W. Nova Dr. Equipment: Micro-Link. Counsel: Wilner, Scheiner & Greeley. File: BPIF-40 (granted 10-22-65); BLIF-164 (granted 1-30-68).
- Ft. Lauderdale, Fla.—KLC-80**, Bd. of Public Instruction of Broward County, 1320 SW 4th St. (33310). Channels B-1-4. Transmitter: Near Broward County Jr. College, Coconut Creek, Ft. Lauderdale (lat. 26° 14' 19"; long. 80° 10' 09"); 10-w, 190-ft. Will repeat KTZ-22 Ft. Lauderdale. Equipment: Micro-Link. Cost, \$95,000; yearly operating, \$2,000. Consulting engineer: Adair & Brady Inc. (Lake Worth, Fla.). File: BPIF-163 (granted 8-22-68); BLIF-95 (granted 10-6-69).
- Atlanta, Ga.—KVI-65-66**, Fulton-DeKalb Hospital Authority (operating Grady Memorial Hosp.), c/o J. W. Pinkston Jr., 80 Butler St. S.E. Channels A-1-4. Transmitters: (1) 80 Butler St. S.E.; (2) 1600 Clifton Rd. N.E. Equipment: RCA transmitter & Taco antenna. Plant, \$71,123; yearly operating, \$19,026. Stations will transmit teaching programs initially 20 hr. per wk., integrated with & supplementary to curricula of Emory University Schools of Medicine, Nursing, Medical Tech. & X-Ray Tech.; receiving programs will be Grady Memorial Hosp., Communicable Disease Center, Emory U. Hosp., VA Hosp. & State of Ga. Health Dept. File: BPIF-76-77 (granted 11-9-66), BLIF-38 (granted 7-21-67); BLIF-39 (granted 7-19-67).
- Northfield, Ill.—KZB-26**, Bd. of Ed. of Twp. High School District 203, c/o F. C. Goodrich, 358 Winnetka Ave. (60094), Channel H-1. Transmitter: New Trier West High School, 7 Happ Rd. Equipment: Micro-Link. Cost, \$9,700; yearly operating, \$1,000. Counsel: Wilner, Scheiner & Greeley. Consulting engineer: T. H. Jarman. File: BPIF-172 (granted 8-27-68); BLIF-93 (granted 10-6-69).
- Peoria, Ill.—KTZ-30**, Bradley University. Channels C-1-4. Transmitter: 1501 N. Bradley Ave. Equipment: Emcee. Counsel: Wilner, Scheiner & Greeley. File: BPIF-51 (granted 10-26-65); BLIF-7 (granted 4-21-69).
- Roanoke, Ill.—KVO-30**, Bradley U., c/o Philip Weinberg, Jobst Hall, Peoria, Ill. Channels E-1-4; for establishment of repeater system interconnected with presently operating KGZ-66 Winnetka & subsequently leased to 8 school districts in Woodford County & surrounding area. Transmitter: 208 W. High St. Equipment: Emcee transmitter & Prodelin antenna. Cost, \$170,000 (over 5-yr. period); yearly operating, \$15,000. Counsel: Wilner, Scheiner & Greeley. File: BPIF-84 (granted 12-23-66). Scheiner & Greeley. File: BPIF-84 (granted 12-23-66); BLIF-32 (granted 4-21-69).
- Sterling, Ill.—KVI-62**, Board of Education of Sterling Twp. High School, Dist. No. 300, c/o Dr. Richard P. Klahn, supt., 1608 4th St. (61081). Channel D-1; for classroom programming to 9 area public schools. Equipment: Emcee. Plant, \$41,630; yearly operating, \$32,300. Counsel: Wilner, Scheiner & Greeley. File: BPIF-79 (granted 11-7-66); BLIF-33 (granted 6-7-67).
- Winnetka, Ill.—KGZ-66**, Board of Education of Twp. High School Dist. No. 203, Cook County, Ill.; Winnetka & Essex Sts., Winnetka, Ill. Channels A-1-4. Transmitter: Winnetka & Essex Sts. Equipment: Micro-Link. File: BPIF-25 (granted 3-9-65); BLIF-28 (granted 7-7-67).
- Paducah, Ky.—KGA-68**, Board of Education of Paducah, Ky. Independent School District. Channels A-1-4. Transmitter, 10th & Clark Sts., Paducah. Plant, \$158,224; yearly operating, \$45,250. Equipment, Jerrold. Counsel, Henry O. Whitlow (Paducah). File: BPIF-146 (granted 5-14-68); BLIF-82 (granted 4-17-69).
- Orono, Me.—KVI-60**, U. of Maine, c/o John W. Dunlop, Alumni Hall. Channel D-1; for transmission of college level instruction courses; when not programming course materials, facilities will carry WMEB-TV Orono to university community & TV-receiver equipped rooms (3 high schools, one grammar school, 2 campus sites). Transmitter: Blackcap Mountain, 2-mi. S of E. Eddington, Me. (lat. 44° 45' 36"; long. 68° 33' 59"); 10-w. Equipment: Micro-Link. Cost, \$21,075; yearly operating, \$5,000. Counsel: Dow, Lohnes & Albertson. File: BPIF-81 (granted 11-7-66); BLIF-62 (granted 4-18-69).
- Portland, Me.—KVI-61**, U. of Maine, c/o John W. Dunlop, Alumni Hall, Orono, Me. Channel D-1; for delivery of programming of WMEB-TV Orono to school districts of Portland (U. of Me.), Gorham (Gorham State Teachers College) & Biddeford (St. Francis College). Transmitter: Bonney Hall. Equipment: Micro-Link. Cost, \$19,575; yearly operating, \$5,000. Counsel: Dow, Lohnes & Albertson. File: BPIF-82 (granted 11-7-66); BLIF-58 (granted 6-17-68).
- Alpena, Mich.—KVK-22**, Alpena Public Schools, c/o Clifford R. Roberts, 508 Taylor St. (49707). Channel A-1; to serve all public & private non-profit schools in Alpena County (27 receiving points). Plant, \$102,772; yearly operating, \$17,933. Equipment: Emcee transmitter & Co-Linear antenna. Counsel: Wilner, Scheiner & Greeley. File: BPIF-69 (granted 11-16-66); BLIF-43 (granted 6-7-67).
- Detroit, Mich.—KRX-65**, Archdiocese of Detroit, 305 Michigan Ave. (48226). Channels A-1-2. Transmitter: U of Detroit TV studios, 3800 Puritan Ave. Equipment: Adler. File: BPIF-31 (granted 4-1-65); BLIF-46 (granted 8-31-67).
- Detroit, Mich.—KTB-98**, Board of Education of City of Detroit, 5057 Woodward St. Channels C-2-3. Transmitter: 9345 Lawton Ave. Equipment: Emcee. File: BPIF-37 (granted 7-20-65); BLIF-12 (granted 8-31-66).
- Detroit, Mich.—KVP-20**, Wayne State U., c/o Dr. James B. Tintera, dir., div. of mass communications, 5035 Woodward Ave. Channel E-1; for educational programming to Wayne State School of Nursing & 11 other schools of nursing in Detroit metropolitan area. Equipment: RCA. Plant, \$46,160; yearly operating, \$50,345. Permittee has WDET-FM Detroit, is member of Detroit RTV Foundation (WTVS-TV Detroit). Counsel: Solomon Bienefeld (Detroit). File: BPIF-80 (granted 1-5-67); BLIF-50 (granted 6-17-68).
- Osseo, Minn.—KVI-64**, Independent School Dist. No. 279, c/o LeRoy V. Norsted, 317 2nd Ave. N. Channel A-1, for delivery of instructional programming to 12 public schools. Equipment: Jerrold. Plant, \$33,050; yearly operating, \$20,000. File: BPIF-78 (granted 11-8-66); BLIF-34 (granted 6-7-67).
- Columbia, Mo.—KXY-61**, Curators of U. of Missouri, c/o Dale O. Bowline, business mgr., 116 Jesse Hall (65201). Channels C-1-2; for delivery of instructional TV. Transmitter: Jesse Hall. Equipment: Micro-Link. Cost, \$19,400; yearly operating, \$18,600. Applicant currently delivers instructional material via cable; to put in closed circuit completely underground system would cost \$72,000. Applicant also owns KOMU-TV Columbia, KCUR-FM Kansas City, KMMS-FM Rolla & is FM applicant in Columbia. Counsel: Fisher Wayland Duvall & Southmayd. File: BPIF-105 (granted 4-27-67); BLIF-51 (granted 3-20-68).
- Beacon, N.Y.—KRS-85**, Archdiocese of New York, Channels A-1-3. Transmitter: Mt. Beacon, Beacon. For other details, see KRS-81 New York. File: BPIF-20 (granted 1-29-65); BLIF-23 (granted 11-7-67).
- Brooklyn, N.Y.—KNZ-69**, Roman Catholic Diocese of Brooklyn, Channels B-1-4. Transmitter: 19th St. & Prospect Park W. Equipment: Micro-Link. Counsel: Wilner, Scheiner & Greeley. File: BPIF-9 (granted 7-28-64); BLIF-15 (granted 6-7-67).

# Instructional Television

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**Hempstead, N.Y.—KHD-21**, Central High School Dist. No. 2 of Towns of Hempstead & N. Hempstead, c/o Norman W. Hosler Jr., H. Frank Carey High School, 230 Poppy Ave., Franklin Square, N.Y. (11010). Channel A-2. Transmitter: 230 Poppy Ave., Franklin Sq., N.Y. Note: Seeks addition of Ch. A-3. Equipment: Adler. File: BPIF-2 (granted 3-26-64); BLIF-2 (granted 1-8-65).

**Jamaica, N.Y.—KNZ-70**, Roman Catholic Diocese of Brooklyn. Channels F-1-4. Transmitter: 176-21 Wexford Terrace, Jamaica. For other details, see KVS-31 Brooklyn. File: BPIF-10 (granted 7-28-64); BLIF-61 (granted 4-17-69).

**Kingston, N.Y.—KRS-86**, Archdiocese of New York. Channels A-1-3. Transmitter: 105 Mary's Ave., Kingston. For other details, see KRS-81 New York. File: BPIF-21 (granted 1-29-65); BLIF-24 (granted 11-7-67).

**Liberty, N.Y.—KRW-67**, Archdiocese of New York. Channels A-1-3. Transmitter: 2-mi. W of Liberty. For other details, see KRS-81 New York. File: BPIF-22 (granted 1-29-65); BLIF-25 (granted 11-7-67).

**Mineola, L. I., N.Y.—KNZ-71**, Union Free School Dist. No. 10 of Town of N. Hempstead, N.Y. Channels G-1-4. Transmitter: Armstrong Rd. & Madison Ave., Mineola. Equipment: Adler. Counsel: Wilner, Scheiner & Greeley. File: BPIF-11 (granted 7-28-64); BLIF-5 (granted 3-31-65).

**Newburg, N.Y.—KTN-66**, City School Dist. of Newburgh, 98 Grand Ave., Newburgh, N.Y. Channels D-1-2. Transmitter: Newburgh Free Academy, Fullerton Ave. Equipment: Micro-Link. Counsel: Wilner, Scheiner & Greeley. File: BPIF-38 (granted 7-28-65); BLIF-35 (granted 6-7-67).

**New York, N.Y.—KRS-81**, Archdiocese of New York, 451 Madison Ave., New York (10022). Channels A-1-3. Transmitter: Empire State Bldg. Equipment: RCA. Counsel: McKenna & Wilkinson. File: BPIF-16 (granted 1-29-65); BLIF-19 (granted 11-7-67).

**N. Massapequa, N.Y.—KNU-43**, Plainedge Union Free School Dist. No. 18, Plainedge Public Schools, Board of Education Bldg., Plainedge, N.Y. Channels D-1-4. Transmitter: Wyngate & Peony Dr. Equipment: Adler. File: BPIF-3 (granted 5-21-64); BLIF-4 (granted 1-8-65).

**Peekskill, N.Y.—KRS-84**, Archdiocese of New York. Channels A-1-3. Transmitter: Cheesecote Mountain, Peekskill. For other details, see KRS-81 New York. File: BPIF-19 (granted 1-29-65); BLIF-22 (granted 11-7-67).

**Plainview, L.I., N.Y.—KHC-94**, Plainview-Old Bethpage Public Schools, Central School Dist. No. 4, c/o Dr. Robert F. Savitt, Supt. of Schools, Administration Bldg., Jamaica Ave., Plainview, N.Y. Transmitter: Old Country Rd. & Gerhard Rd. Equipment: Micro-Link. Counsel: Wilner, Scheiner & Greeley. File: BPIF-1 (granted 2-17-64); BLIF-3 (granted 11-24-65).

**Rochester, N.Y.—KRV-45**, City School Dist. of Rochester. Channel D-1-3. Transmitter: 1801 Main St. E. Equipment: Micro-Link. Counsel: Wilner, Scheiner & Greeley. File: BPIF-28 (granted 3-10-65); BLIF-10 (granted 4-15-66).

**Staten Island, N.Y.—KRS-82**, Archdiocese of New York. Channels E-1-3. Transmitter: St. Francis Seminary, Staten Island. For other details, see KRS-81 New York. File: BPIF-17 (granted 1-29-65); BLIF-20 (granted 11-7-67).

**Yonkers, N.Y.—KRS-83**, Archdiocese of New York. Channels E-1-3. Transmitter: Seminary Ave., Dunwoodie, Yonkers. For other details, see KRS-81 New York. File: BPIF-18 (granted 1-29-65); BLIF-21 (granted 11-7-67).

**Parma, O.—KNZ-60**, Parma Board of Education, Parma City School Dist., Parma, O. Channel A-1. Transmitter: 3600 Dentzler Rd. Equipment: Adler. Counsel: Robert W. Healy. File: BPIF-4 (granted 6-26-64); BLIF-1 (granted 1-18-67).

**Altoona, Pa.—KVQ-25**, Altoona Area School Dist., c/o Thomas R. Heslep, 6th Ave. & 15th St. (16602). Channels A-1-4; for transmission of instructional & cultural material to 27 public & 13 parochial schools (13,996 & 4,129 enrollment, respectively). Equipment: Micro-Link. Cost, \$176,800; yearly operating, \$190,000. Counsel: Wilner, Scheiner & Greeley. Consulting engineer: David McPherson (Copiague, N.Y.). File: BPIF-89 (granted 1-18-67); BLIF-56 (granted 3-20-68).

**Lewistown, Pa.—KHU-20-21**, Mifflin County Board of School Directors (correspondence to W. Clay Burkholder, County Supt., 35 S. Brown St.). Channels A-1-4, E-1-4; to serve 25 elementary & secondary schools in 11 school dists., Appalachia area. Transmitters: (1) Big Ridge, 1.25-mi. W of center of Lewistown; (2) Jacks Mtn., approx. 4.5-mi. N of Lewistown. Cost, \$274,307; yearly operating, \$80,000. Equipment: Micro-Link. Counsel: Wilner, Scheiner & Greeley. Consulting engineer: John P. Gallagher. File: BPIF-60-61 (granted 6-3-66); BLIF-36-37 (granted 3-29-68).

**Camden, Tenn.—KIK-52**, Weakley County Bd. of Public Instruction. Channels C-1-2, C-4. Transmitter: Camden Fire Tower No. WT-20 in Benton County, Camden (lat. 36° 03' 58"; long. 88° 10' 06"); 10-w, 180-ft. Equipment: Emcee transmitter & Andrew antenna. Other details, see Martin. File: BPIF-152 (granted 6-14-68); BLIF-72 (granted 4-23-69).

**Central, Tenn.—KIK-78**, Weakley County Bd. of Public Instruction. Channels C-1-2, C-4. Transmitter: Springhill School, Central (lat. 35° 59' 04"; long. 89° 07' 27"); 10-w, 250-ft. Equipment: Emcee transmitter & Andrew antenna. Other details, see Martin. File: BPIF-154 (granted 6-14-68); BLIF-74 (granted 4-23-69).

**Henry, Tenn.—KIK-79**, Weakley County Bd. of Public Instruction. Channels A-1-2, A-4. Transmitter: Henry School, Henry (lat. 36° 12' 15"; long. 88° 24' 42"); 10-w, 300-ft. Equipment: Emcee transmitter & Andrew antenna. Other details, see Martin. File: BPIF-155 (granted 6-14-68); BLIF-75 (granted 4-23-69).

**Hornbeak, Tenn.—KIK-51**, Weakley County Bd. of Public Instruction. Requests Channels A-1-2, A-4. Transmitter: Hornbeak School, Hornbeak (lat. 36° 19' 55"; long. 89° 17' 52"); 10-w, 300-ft. Equipment: Emcee transmitter & Andrew antenna. Other details, see Martin. BPIF-151 (granted 6-14-68); BLIF-76 (granted 4-23-69).

**Martin, Tenn.—KIK-50**, Weakley County Bd. of Public Instruction, c/o C. David Cate, College Station, Martin (38237). Channels C-1-2 & C-4. Transmitter: Woods Ave. & Hurt St., Martin (lat. 36° 20' 28"; long. 88° 51' 39"); 10-w, 300-ft. Equipment: Emcee transmitter & Taco antenna. Cost, \$468,000; yearly operating, \$228,422. Consulting engineer, Signal Engineering & Sales (Birmingham). File: BPIF-150 (granted 6-14-68); BLIF-71 (granted 4-23-69).

**Skullbone, Tenn.—KIK-53**, Weakley County Bd. of Public Instruction. Channels E-1-2, E-4. Transmitter: Hackson Gravel Rd., Skullbone (lat. 35° 02' 58"; long. 88° 46' 21"). Other details, see Martin. File: BPIF-153 (granted 6-14-68); BLIF-73 (granted 4-23-69).

**Freeport, Tex.—KHU-92**, Brazosport Independent School Dist., c/o J. R. Jackson, Drawer Z, Channels D-1-2; for delivery to 11 area public schools. Plant, \$108,000; yearly operating, \$31,500. Equipment: Emcee. Counsel: Dow, Lohnes & Albertson. File: BPIF-70 (granted 8-1-66); BLIF-29 (granted 6-7-67).

**Houston, Tex.—KRZ-68**, Spring Branch Independent School Dist., 9000 Westview Dr., Channels D-1-2. Transmitter: 9000 Westview Dr. Equipment: Micro-Link. Counsel: Wilner, Scheiner & Greeley. File: BPIF-33 (granted 4-20-65); BLIF-8 (granted 5-31-66).

**Mesquite, Tex.—KHS-78**, Mesquite Independent School Dist., 405 E. Davis St., Channels D-1-3. Transmitter: 405 E. Davis St. Equipment: Micro-Link. Counsel: Wilner, Scheiner & Greeley. File: BPIF-63 (granted 5-26-66); BLIF-40 (granted 6-7-67).

**San Antonio, Tex.—KHS-77**, Edgewood Independent School District (correspondence to Bennie F. Steinhauer, superintendent, 6458 W. Commerce St., San Antonio). Channels D-1-3-4, to serve elementary, junior high & high schools (20 in all). Transmitter: 1922 S. General McMullen. Cost, \$139,175; yearly operating, \$62,000. Equipment: Emcee. Consulting engineer: P. T. Tyler. File: BPIF-58 (granted 5-26-66); BLIF-30 (granted 6-7-67).

**Milwaukee, Wis.—KZH-34**, Archdiocese of Milwaukee. Channels G-1-2. Transmitter: 2-mi. SW of Milwaukee (lat. 42° 57' 50"; long. 88° 04' 30"); 10-w, 402-ft. To serve greater Milwaukee area. For other details, see KZH-36 Burlington (under permits). File: BPIF-112 (granted 11-7-67); BMPIF-235 (granted 12-16-69); BLIF-68 (granted 8-14-68).

## PERMITTEES

**Birmingham, Ala.—KLC-77**, Bd. of Ed. of Birmingham, c/o Dr. Henry Sparks, 2015 7th Ave. N., Birmingham (35202). Channels E-2-3. Transmitter: Wharton Lookout Tower (lat. 33° 33' 39"; long. 86° 42' 12"); 10-w, 111-ft. Equipment: Emcee transmitter & Prodelin antenna. Note: Requests modification of CP to add Ch. E-1-4. File: BPIF-160 (granted 8-20-68).

**Birmingham, Ala.—KIP-47**, Jefferson County Bd. of Ed., c/o Selton Campbell, 1009 N. 21st St. (35203). Channels A-1-4. Transmitter: 1009 N. 21st St. (lat. 33° 31' 32"; long. 86° 48' 03"); 10-w, 64-ft. Equipment: Emcee transmitter & Prodelin antenna. Cost, \$325,000; yearly operating, \$65,000. File: BPIF-148 (granted 6-12-68).

**Birmingham, Ala.—KZW-55-56**, Bd. of Ed. of Birmingham, c/o Dr. Henry Sparks, 2015 7th Ave. N. (35202). Channels E-1-4. Transmitter: Birmingham Southern College campus (lat. 33° 30' 45"; long. 86° 51' 15"); 10-w, 262-ft. Channels G-1-4. Transmitter: Phillips High School, 2316 N. 7th Ave., Birmingham (lat. 33° 31' 25"; long. 86° 48' 20"); 1-w, 85-ft. For delivery of Ala. ETV Network to 68,000 students in 72 elementary schools. Equipment: Emcee transmitter & Prodelin antenna. Cost, \$512,309; yearly operating, \$75,000. Consulting engineer: A. H. Renfro Jr. File: BPIF-132 & 136 (granted 2-14-68).

**Birmingham, Ala.—WBN-31**, Board of Trustees University of Alabama, c/o James Anderson, 1919 7th Ave. S., Birmingham (35233). Ch. B-1-2 at 621 S. 9th St., Birmingham (lat. 33° 30' 15"; long. 86° 48' 10"); 10-w, 229-ft. Costs, \$80,987; yearly operating, \$33,500. Equipment: Jerrold. Counsel, William P. Vardaman (Birmingham). BPIF-224 (granted 12-30-69).

**Brownsville, Ala.—KIP-49**, Jefferson County Bd. of Ed. Ch. C-1-4. Transmitter: SE of L&N Railroad, on Red Mountain, SW of Birmingham Municipal Airport, near Brownsville (lat. 33° 25' 48"; long. 86° 54' 11"); 10-w, 593-ft. For other details, see Birmingham, above. File: BPIF-149 (granted 6-12-68).

**Gadsden, Ala.—KCI-53, KCO-38**, Etowah County Board of Education, Etowah County Courthouse, Gadsden (35901). (1) Ch. A-1-2 at Etowah County Health Dept. Bldg. (lat. 34° 00' 55"; long. 86° 00' 47"); 1-w, 60-ft. (2) Ch. E-1-2 at Hensley Mountain, near Gadsden (lat. 38° 58' 00"; long. 86° 00' 12"); 10-w, 106-ft. Cost, \$65,384; yearly operating, \$158,870. Equipment, Micro-Link. Counsel, Hawkins, Rhea & Mitchell (Gadsden). File: BPIF-211/2 (granted 9-8-69). Note: Seeks modification to change to 5-w & 10-w respectively. BMPIF-250/1.

**Anaheim, Cal.—KVZ-56**, Anaheim City School Dist., c/o James D. Brier, 412 E. Broadway (92805). Channels B-1 & B-3; to serve over 50,000 students in 22 area schools. Transmitter: 412 E. Broadway. Cost, \$55,900; yearly operating, \$245,300. Equipment: RCA. Consulting engineer: Merlyn D. Ramson. File: BPIF-68 (granted 9-9-66). Note: Seeks modification to change to Channels B-1 & B-2; .25-w. Equipment: Micro-Link. BMPIF-129.

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**Fresno, Cal.**—KVK-21, Fresno County Schools, c/o Ernest A. Poore, 2314 Mariposa St. Channels G-1-4; for improvement & expansion of present education program in 47 Fresno County parochial & public schools. Transmitter: 2220 Tulare St. Equipment: Micro-Link. Cost, \$353,000; yearly operating, \$60,000. Counsel: Wilner, Scheiner & Greeley. File: BPIF-85 (granted 11-16-66).

**Fresno, Cal.**—KYD-25, Fresno County Schools, c/o Ernest A. Poore, 2314 Mariposa St. (93721). Channels B-1-4. Transmitter: 2314 Mariposa St.; .002-w. Equipment: Micro-Link. Cost, \$353,000; yearly operating, \$60,000. Counsel: Wilner, Scheiner & Greeley. File: BPIF-98 (granted 4-26-67).

**Fullerton, Cal.**—KVP-26, North Orange County Jr. College Dist., c/o Allen B. Cuppy, 400 E. Hermosa Dr. Channels C-1-4, F-1-4; to serve more than 100,000 students at 92 schools. Transmitter: Acacia Transmitter Site (lat. 35° 53' 30.8"; long. 117° 54' 04"); 9-w. Plant, \$1,043,000 (excluding \$249,313 in present facilities); yearly operating, \$200,000. Equipment: RCA. Counsel: Jonathan D. Blake. File: BPIF-72 (granted 1-5-67).

**Irvine, Cal.**—KWE-35, Regents of the U. of Cal., 485 University Hall, Berkeley (94720). Channels B-1-4. Transmitter: Natural Science Bldg., U. of Cal., Irvine (lat. 33° 38' 46"; long. 117° 50' 39"); 10-w, 83-ft. Equipment: Jerrold. Cost, \$88,380, yearly operating, \$70,948. Consulting engineer: Hammett & Edison. File: BPIF-178 (granted 6-18-69).

**Long Beach, Cal.**—KZH-31, Board of Education, Long Beach Unified School District, c/o Dr. Frank B. George, 201 E. 8th St. (90813). Channels D-1-4. Transmitter: W side of Junipero Ave., approx. 400-ft. N of 23rd St. (lat. 33° 48' 00"; long. 118° 09' 45"); 10-w, 147-ft. Equipment: Jerrold transmitter & Taco antenna. Cost, \$199,620; yearly operating, \$63,000. Counsel: Covington & Burling. File: BPIF-131 (granted 11-7-67).

**Los Angeles, Cal.**—KSW-92-94, Archdiocese of Los Angeles Education & Welfare Corp., 1531 W. 9th St., Los Angeles, Cal. (90006). Channels D-1-4, G-1-4. Transmitters: (1) Loyola Blvd. at W. 80th; (2) Fuente Hills, La Habra Heights; 10-w. Equipment: Litton. File: BPIF-26-27 (granted 5-7-65).

**Los Angeles, Cal.**—KWE-33, KWE-34, U. of Southern Cal., c/o Dr. Jack Munshian, OHE-500, U. of Southern Cal. (90007). Requests Ch. B-1-4, 10-w, F-1-4, 1-w; transmitter, 3800 Mt. Lee Dr. (lat. 34° 08' 04"; long. 118° 19' 11"); McClintock Ave. & 36th Pl. (lat. 34° 01' 16"; long. 118° 17' 15"), respectively. Cost, \$470,219; yearly operating, \$68,000. Equipment, Micro-Link. Counsel, Koteen & Burt; consulting engineer, Hammett & Edison (San Francisco). File: BPIF-203/4 (granted 6-18-69).

**Los Angeles, Cal.**—KWE-36, Regents of U. of Cal., Business Services Div., University Hall, Berkeley (94720). Channels A-1-4. Transmitter: UCLA Medical Center (lat. 34° 03' 59"; long. 118° 26' 31"); 10-w, 161-ft. Equipment: Jerrold transmitter, Prodelin antenna. Cost, \$506,200; yearly operating, \$65,000. Consulting engineer: Robert E. Bullock. File: BPIF-186 (granted 6-18-69).

**Reedley, Cal.**—KZM-21, Fresno County Schools, c/o Ernest A. Poore, 2314 Mariposa St., Fresno (93721). Channels C-1-2. Transmitter: Reedley High School, 740 W. North Ave., Reedley (lat. 36° 36' 12"; long. 119° 27' 21"); 9-w, 262-ft. Equipment: Micro-Link. Cost, \$128,800; yearly operating, \$20,000. Counsel: Wilner, Scheiner & Greeley. File: BPIF-134 (granted 12-6-67).

**San Francisco, Cal.**—KZB-22, KZB-23, KZB-24, KZB-25, Roman Catholic Welfare Corp. of San Francisco, c/o Msgr. Francis A. Quinn, 441 Church St. (94114). Ch. G-1-4. Transmitter: St. Patrick's Seminary, Middlefield Rd., Menlo Park. Channels B-1-14. Transmitter: St. Patrick's Seminary, Middlefield Rd., Menlo Park. Channels D-1-4. Transmitter: Mt. Tamalpais. Channels D-1-4. Transmitter: Monument Peak. For instructional programming to 142 parochial schools (60,868 students) & 25 non-parochial schools. Equipment: Micro-Link, Emcee, Adler & Jerrold transmitters; Taco antennas. Cost, \$1,000,000; yearly operating, \$100,000. Counsel: Wilner, Scheiner & Greeley. Consulting engineer: Hammett & Edison (San Francisco). File: BPIF-92-94 (granted 9-28-67).

**Sanger, Cal.**—KZM-20, Fresno County Schools. Channels C-1-2. Transmitter: 210 S. Academy, Sanger (lat. 37° 00' 46"; long. 119° 27' 02"); 25-w, 45-ft. For other details, see KZM-21 Reedley. File: BPIF-133 (granted 12-6-67).

**Torrance, Cal.**—WAU-30, Board of Education Torrance Unified School District. Channels C-1-4. Transmitter, Educational Materials Bldg., 2336 Plaza del Amo. Plant, \$250,000; yearly operating, \$38,650. Equipment, Jerrold. Counsel, Covington & Burling. File: BPIF-191 (granted 5-8-69).

**Tranquillity, Cal.**—KZM-22, Fresno County Schools. Channels C-1-2. Transmitter: Tranquillity High School, 6050 Juanchi St., Tranquillity (lat. 36° 38' 35"; long. 120° 15' 06"); 9-w, 250-ft. For other details, see KZM-21 Reedley. File: BPIF-135 (granted 12-6-67).

**Washington, D.C.**—KHU-91, Patrick A. O'Boyle, Roman Catholic Archbishop of Washington, 1721 Rhode Island Ave. N.W., Washington, D.C. (Correspondence to Msgr. Thomas W. Lyons, Dir. of Education, 1200 17th St. N.W., D.C.). Channels A-1-4; will serve elementary & secondary schools in Washington, D.C. & surrounding Maryland area (121 schools, 59,000 pupils); also contemplates service to a few schools for special students (e.g. Joseph P. Kennedy Jr. Institute) & plans to add receiving sites at schools offering college credit (e.g., Trinity College & Dunbarton College). Main studio & transmitter on Catholic U. campus, with repeaters at Leonardtown & Waldorf, Md. Cost, \$743,261; yearly operating, \$140,000. Equipment: Emcee transmitter & Taco antenna. Counsel: Wilner, Scheiner & Greeley. Consulting engineer: Jules Cohen & Assoc. File: BPIF-53 (granted 7-26-66), BPIF-54-56 pends.

**Belle Glade, Fla.**—KZB-28, Board of Public Instruction of Palm Beach County. Channels A-1-2. Transmitter: On State Rd. 715, 1-mi. N. of intersection of State Rds. 717 & 715, Belle Glade. For other details, see KHU-90 Boynton Beach. File: BPIF-99 (granted 9-25-67).

**Boynton Beach, Fla.**—KHU-90, Board of Public Instruction of Palm Beach County, 301 N. Olive Ave., W. Palm Beach (33402). Channels E-1-4. Transmitter: 1.75-mi. W of Boynton Beach. For delivery of instructional programming to all Palm Beach County Schools. Equipment: Jerrold (KHU-90); Emcee transmitter & Parabolic antenna (KZB-28-30). Cost, \$774,338; yearly operating, \$199,350. Consulting engineer: William R. Evans. File: BPIF-67 (granted 7-26-66).

**Delray Beach, Fla.**—KRL-43, Coleman F. Carroll. Channels A-1-4. Transmitter: 715 NE 8th St., Delray Beach. For other details, see KRL-41 Miami. File: BPIF-14 (granted 12-16-64).

**Ft. Lauderdale, Fla.**—KRL-42, Coleman F. Carroll. Channel C-2. Transmitter: 200 NW 80th Ave., Ft. Lauderdale. For other details, see KRL-41 Miami. File: BPIF-13 (granted 12-16-64).

**Loxahatchee, Fla.**—KZB-30, Board of Public Instruction of Palm Beach County, Ch. H-1-3. Transmitter: .75-mi. N of U.S. 441 & 98 in Loxahatchee community. For other details, see KHU-99 Boynton Beach. File: BPIF-100 (granted 9-25-67).

**Miami, Fla.**—KRL-41, Coleman F. Carroll, Bishop of Diocese of Miami, c/o William F. McKeever, 6301 Biscayne Blvd., Miami (33138). Channels A-1-4. Transmitter: 169 E. Flagler St., Miami. Equipment: Adler. Counsel: Wilner, Scheiner & Greeley. BPIF-12 (granted 12-16-64).

**Miami, Fla.**—KTB-84-85, Bd. of Public Instruction of Dade County, 1410 N.E. 2nd Ave., Miami. Fla. Channel F-1. Transmitters: (1) 1410 N.E. 2nd Ave., Miami; (2) 19400 S.W. 97th Ave., Cutler Ridge, Fla. Equipment: Adler. Counsel: Norman E. Jorgensen. File: BPIF-35-36 (granted 6-18-65).

**Orlando, Fla.**—KTV-39, Joseph P. Hurley, Bishop of Diocese of St. Augustine, 40 Cathedral Place, St. Augustine (32084). Channels A-1-4. Transmitter: 3950 Edgewater Dr., Orlando. Equipment: Emcee. Counsel: Wilner, Scheiner & Greeley. File: BPIF-41 (granted 7-30-65).

**Riviera Beach, Fla.**—KRL-44, Coleman F. Carroll. Channels C-1-4. Transmitter: W. 20th St., Riviera Beach. For other details, see KRL-41 Miami. File: BPIF-15 (granted 12-16-64).

**Riviera Beach, Fla.**—KZB-29, Board of Public Instruction of Palm Beach County. Channels G-1-2. Transmitter: .5-mi. E of State Rt. 809, Riviera Beach. For other details, see KHU-90 Boynton Beach. File: BPIF-100 (granted 9-25-67).

**St. Petersburg, Fla.**—KTO-90, Joseph P. Hurley. Channels A-1-4. Transmitter: 6333 9th Ave. N., St. Petersburg. For other details, see KTV-39 Orlando. File: BPIF-44 (granted 9-29-65).

**South Jacksonville, Fla.**—KTO-88, Joseph P. Hurley. Channels C-1-4. Transmitter: 1055 Kingman Ave., S. Jacksonville. For other details, see KTV-39 Orlando. File: BPIF-43 (granted 7-30-65).

**Tampa, Fla.**—KTO-89, Joseph P. Hurley. Channels C-1-4. Transmitter: 4630 N. Rome Ave. NW, Tampa. For other details, see KTV-39 Orlando. File: BPIF-42 (granted 9-29-65).

**Wyoming, Ill.**—KVO-29, Bradley U., c/o Phillip Weinberg, Jobst Hall, Peoria, Ill. Channels A-1-4; for establishment of repeater system interconnected with presently operating BPIF-51 & subsequently leased to 13 school districts in Stark County & surrounding area. Transmitter: .7-mi. N of Wyoming. Equipment: Emcee transmitter & Prodelin antenna. Cost: \$120,000 (over 5-yr. period); yearly operating, \$10,000. Counsel: Wilner, Scheiner & Greeley. File: BPIF-83 (granted 12-23-66).

**Indianapolis, Ind.**—WAT-21, Trustees of Ind. U., c/o George T. Lukemeyer, Ind. U. Medical Center (46202). Requests Ch. E-1-2, 10-w; transmitter, 1100 W. Michigan St. (lat. 39° 46' 36"; long. 86° 10' 40"). Cost, \$41,723; yearly operating, \$5,000. Equipment, MicroLink. Counsel, none; consulting engineer, Jansky & Bally. File: BPIF-195 (granted 5-1-69).

(Continued on next page)

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# Instructional Television

PERMITTEES—(Continued)



**FIRST IN**

■ 2500 MHz ITFS systems  
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**Montpelier, Ind.**—KDI-99, Midwest Program on Airborne TV Instruction Inc., c/o James S. Miles, Purdue University, Lafayette, Ind. Channels F-2-4, H-1-3. Transmitter: Airborne, approx. 10-mi. radius of Montpelier; 10-kw. Counsel: Percy H. Russell. File: BPIF-50 (granted 3-24-66).

**St. John, Ind.**—KPD-40, Trustees of Ind. U., Ind. U., Bloomington (47401). Channels A-1-2. Transmitter: Lake Central High School, St. John. (lat. 48° 28' 01"; long. 87° 28' 25"); 10-w, 300-ft. Equipment: Microlink transmitter & Prodelin antenna. Cost, \$50,000; yearly operating, \$7,500. Consulting engineer: Jansky & Bailey. File: BPIF-179 (granted 2-27-65).

**Owensboro, Ky.**—KBK-71, Owensboro Vocational School, 1501 Frederica St. (42301). Requests Ch. A-1-2, 10-w; transmitter, 1501 Frederica St. (lat. 37° 45' 43"; long. 87° 06' 40"). Cost, \$289,086; yearly operating, \$14,306. Equipment, RCA. Counsel, none; consulting engineer, Johnson, Depp & Quisenberry (Owensboro). File: BPIF-205 (granted 7-11-69).

**Lafayette, La.**—WBJ-81, WBJ-82, La. State Board of Education, c/o Bernard L. Crocker, Box 2091, USL, Lafayette (70501). (1) Channel G-1 at Vernon Wharton Bldg., USL Campus, Lafayette (lat. 30° 12' 47"; long. 92° 01' 08"); .01-w, 98-ft. (2) Ch. A-1 at Eraste Landry Rd., Lafayette (lat. 30° 13' 34"; long. 92° 03' 00"); 10-w, 392-ft. Cost, \$129,100; yearly operating, \$40,000. Equipment, Jerrold. Counsel, J. Winston Fontenot (Lafayette); consulting engineer, Floyd F. Bernard (Lafayette). BPIF-214/5 (granted 11-25-69).

**Andover, Mass.**—KMA-57, Boston Catholic TV Center Inc., c/o Msgr. Walter L. Flaherty, 25 Granby St., Boston (02115). Channels F-1-4. Transmitter: Wood Hill, Andover (lat. 42° 39' 17"; long. 71° 13' 13"); 10-w, 228-ft. Equipment: Jerrold. Cost, \$113,108; yearly operating, \$2,500. Counsel: Dow, Lohnes & Albertson. File: BPIF-167 (granted 9-19-68).

**Boston, Mass.**—KQT-47, Boston Catholic TV Center Inc., 25 Granby St., Boston, (02115). Requests Ch. F-1-4 at 25 Granby St. (lat. 42° 21' 00"; long. 71° 06' 01"); .01-kw, 55-ft. Cost, \$17,600; yearly operating, \$2,000. Equipment, Jerrold. Counsel, Dow, Lohnes & Albertson. File: BPIF-210 (granted 9-8-69).

**Boston, Mass.**—KVQ-24, Boston Catholic TV Center Inc., c/o Msgr. Flaherty, 25 Granby St. (02115). Channels D-1-4. Transmitter: Prudential Tower Bldg., Boylston St. To deliver educational materials to 135 schools operated by Archdiocese of Boston. Plant, \$427,000; yearly operating, \$200,000. Equipment: Jerrold. File: BPIF-74 (granted 1-18-67).

**Boston, Mass.**—KYP-23, Northeastern U., c/o Prof. Roy J. Johnson, Room 6-N, 360 Huntington Ave. (02115). Channels B-3-4; for interconnection of TV production studios on campus to various classrooms on main campus & to suburban campus at Burlington, Mass. Transmitter: Hayden Hall. Equipment: Jerrold transmitter & Taco antenna. Cost, \$235,178; yearly operating, \$80,000. Counsel: Dow, Lohnes & Albertson. File: BPIF-102 (granted 7-7-67). Note: Seeks transmitter location change to Prudential Center Tower, Boston (lat. 42° 20' 50"; long. 71° 04' 57"). BPIF-220.

**Danvers, Mass.**—WAL-20, Boston Catholic TV Center Inc., 25 Granby St., Boston (02115). Channels G-1-4. Transmitter: Catholic Chapel, Danvers State Hospital (lat. 42° 34' 57"; long. 70° 59' 15"); 10-w, 102-ft. Equipment: Jerrold. Cost, \$81,000; yearly operating, \$2,500. File: BPIF-188 (granted 4-14-69).

**Framingham, Mass.**—KLC-85, Boston Catholic TV Center Inc., c/o Msgr. Walter L. Flaherty, 25 Granby St., Boston (02115). Channels G-1-4. Transmitter: Nobscot Hill, Framingham (lat. 42° 20' 46"; long. 71° 27' 05"); 10-w, 83-ft. Equipment: Jerrold. Cost, \$64,500; yearly operating, \$2,500. Counsel: Dow, Lohnes & Albertson. File: BPIF-157 (granted 8-27-68).

**Milton, Mass.**—KQT-48, Boston Catholic TV Center Inc., 25 Granby St., Boston (02115). Requests Ch. F-1-4 on top of Great Blue Hill, Milton (lat. 42° 12' 42"; long. 71° 06' 51"); 10-w, 110-ft. Equipment, Jerrold. File: BPIF-213 (granted 9-8-69).

**Omaha, Neb.**—KWV-42, School District of the City of Omaha, 3902 Davenport St., Omaha. Ch. A-1-4 at Maple & 52nd Sts., Omaha (lat. 41° 17' 09"; long. 95° 59' 36"); 10-w, 105-ft. Cost, \$37,575; yearly operating, \$1,200. BPIF-222 (granted 1-16-70).

**Omaha, Neb.**—KWV-43, School District of the City of Omaha, 3902 Davenport, Omaha. Ch. D-1-4 at 12200 Burke Blvd., Omaha (lat. 41° 15' 43"; long. 96° 06' 04"); .1-w, 45-ft. Cost, \$12,050; yearly operating, \$6,490. BPIF-223 (granted 1-16-70).

**Las Vegas, Nev.**—KZH-32, KZH-33, Clark County School District, c/o Dr. David A. Sands, 2832 E. Flamingo Rd. (89109). Channels C-1-4. Transmitter: Whitney Mesa, 7.4-mi. SE of Las Vegas (lat. 36° 05' 08"; long. 115° 03' 57"); 10-w, 320-ft. Channels E-1-4. Transmitter: 2535 Las Vegas Blvd., Las Vegas. 10-w, 320-ft. Equipment: Jerrold, Micro-Link & Taco. Cost, \$358,500; yearly operating, \$15,000. Counsel: McKenna & Wilkinson. File: BPIF-121-2 (granted 11-7-67). Note: Seeks modification to change transmitter location to 100 E. Fremont St., Las Vegas (lat. 36° 10' 17"; long. 115° 08' 36"). BPIF-233.

**Brooklyn, N.Y.**—KVS-31, KZE-20, Roman Catholic Diocese of Brooklyn, 75 Greene Ave., Brooklyn (11238). Channels F-1-4. Transmitter: 1-15 Monitor St. Channels B-1-4. Transmitter: Lefrak Center, 97-45 Queens Blvd. (lat. 40° 43' 44"; long. 73° 51' 33"); 1-w, 189-ft. Equipment: Micro-Link. Counsel: Wilner, Scheiner & Greeley. File: BPIF-95 (granted 2-13-67); BLIF-57 (granted 3-20-68); BPIF-130 (granted 10-26-67).

**Central Islip, N.Y.**—KNZ-68, Roman Catholic Diocese of Rockville Center, Channels B-1-4. Transmitter: Intersection of Wheeler Rd. & Motor Parkway (St. John's Cemetery), Central Islip. For other details, see KNZ-65 Rockville Center. File: BPIF-8 (granted 7-28-64).

**Huntington, N.Y.**—KNZ-67, Roman Catholic Diocese of Rockville Center, Channels G-1-4. Transmitter: Near intersection of Wolf Hill Rd. & Pidgeon Hill Rd., approx. 1.5-mi. SE of Huntington. For other details, see KNZ-65 Rockville Center. File: BPIF-7 (granted 7-28-64). Note: Seeks modification to change transmitter to 200-ft. SW of intersection of Convent Rd. & S. Woods Rd., Syosset; switch to Channels A-1-4. BPIF-201.

**Kenmore, N.Y.**—KWE-21, Union Free School Dist. #1, Town of Tonawanda, c/o David G. Farley, 50 N. Park Ave., Rockville Center, Long Island (11570). Requests Ch. A-1-2, 1-w; transmitter, Administration Bldg., 1500 Colvin Blvd. (lat. 49° 48' 11"; long. 73° 12' 26"). Cost, \$100,000; yearly operating, \$40,000. Equipment, Micro-Link. Counsel, Wilner, Scheiner & Greeley; consulting engineer, Jules Cohen & Assoc. File: BPIF-202 (granted 6-26-69).

**New York, N.Y.**—KWE-22, Archdiocese of N.Y., 451 Madison Ave., New York, N.Y. (10022). Requests Channels E-1-3 at Saries Hill, near Mt. Pleasant, N.Y. (lat. 41° 08' 48"; long. 73° 47' 20"); 2-w, 110-ft. Equipment: RCA transmitter, Micro-Link antenna. File: BPIF-185 (granted 6-26-69).

**Rochester, N.Y.**—WAX-30, Rochester Institute of Technology, c/o Thomas L. Russell, 1 Lomb Memorial Dr. (14623). Requests Ch. A-1, 10-w; transmitter, 1 Lomb Memorial Dr. (lat. 43° 05' 14"; long. 77° 40' 32"). Cost, \$80,000; yearly operating, \$10,000. Equipment, RCA. Counsel, Wilner, Scheiner & Greeley; consulting engineer, W.J. Kessler Assoc. (Gainesville, Fla.) BPIF-207 (granted 5-15-69).

**Rockville Center, N.Y.**—KNZ-65, Roman Catholic Diocese of Rockville Center, 53 N. Park Ave., Rockville Center (11570). Channels E-1-4. Transmitter: 253 Sunrise Hwy., Rockville Center. Equipment: Emcee. Counsel: Wilner, Scheiner & Greeley. File: BPIF-5 (granted 7-28-64). Note: Seeks modification to change transmitter & location to 1333 Admiral Lane, Uniondale. BPIF-200.

**Roslyn Heights, N.Y.**—KNZ-66, Roman Catholic Diocese of Rockville Center, Channels C-1-4. Transmitter: Near intersection of Round Hill Rd. & Albertson Rd., Roslyn Heights. For other details, see KNZ-65 Rockville Center. File: BPIF-6 (granted 7-28-64).

**Durham, N.C.**—KCO-86, Duke U., c/o Sam Agnello, Box 3163, Duke U. Medical Center (27706). Channels C-1-2 at V.A. Hospital (lat. 36° 00' 32"; long. 78° 56' 23"); .0005-w, 128-ft. Equipment: Micro-link. Cost, \$15,730; yearly operating, \$21,500. Counsel, Wilner, Scheiner & Greeley. File: BPIF-180 (granted 9-10-69).

**Durham, N.C.**—KCO-55, Duke U. Channels G-1-2. Transmitter: Medical Center (lat. 36° 00' 04"; long. 78° 56' 25"); .5-w, 108-ft. Equipment: Litton. Cost, \$16,200; yearly operating, \$22,750. File: BPIF-165 (granted 9-10-69).

**Wilming, N.C.**—KCP-81, New Hanover County Schools, c/o Claude H. McAllister, 210 N. 5th Ave. (28401). Ch. D-1, 10-w; transmitter, 210 N. 5th Ave. (lat. 34° 14' 19"; long. 77° 56' 35"). Cost, \$35,074; yearly operating, \$73,232. Equipment, Micro-Link. Counsel, Hogue, Hill & Rowe; consulting engineer, none. BPIF-206 (granted 9-12-69).

**Akron, O.**—KHP-68, Diocese of Cleveland, 1027 Superior Ave., Cleveland, O. (44114). Channels C-1-4. Transmitter: .12-mi. W of Romig Rd., .64-mi. S of Akron-Wadsworth Rd., Akron. Equipment: Adler. File: BPIF-47 (granted 4-26-66).

**Beachwood, O.**—KHP-69, Diocese of Cleveland, Channels C-1-4. Transmitter: 25900 Chagrin Blvd., Villa of St. Ann, Beachwood. For other details, see KHP-68 Akron. File: BPIF-48 (granted 4-26-66).

**Chardon, O.**—KHP-70, Diocese of Cleveland, Channels E-1-4. Transmitter: .24-mi. N of Chardon Rd., 1.42-mi. W of intersection of Chardon Rd. & Ravenna Rd., Chardon. For other details, see KHP-68 Akron. File: BPIF-49 (granted 4-26-66).

**Cincinnati, O.**—KHX-47, Board of Directors, U. of Cincinnati, c/o Dr. Gunter Grupp, Dept. of Biomedical Communications, College of Medicine, Eden & Bethesda Aves., Cincinnati (45219). Requests Ch. A-1 at Burnet Ave., Cincinnati (lat. 39° 08' 16"; long. 84° 30' 10"); 10-w, 155-ft. Cost, \$17,054; yearly operating, \$47,371. Equipment, Jerrold. Consulting engineer, John F.X. Brown & Assoc. (Troy, Mich.). BPIF-216 (granted 10-2-69).

**Cleveland, O.**—KDX-68, ETV Assn. of Metropolitan Cleveland, 4300 Brookpark Rd. (44134). Channel E-1. Transmitter, 4300 Brookpark Rd. (lat. 41° 25' 10"; long. 81° 42' 49"); 10-w, 315-ft. Equipment, Jerrold. Plant, \$75,000; yearly operating, \$25,000. Counsel, Marcus Cohn. File: BPIF-219 (granted 10-2-69).

**Cleveland, O.**—WAJ-20, ETV Assn. of Metropolitan Cleveland, 4300 Brookpark Rd. (44134). Channels A-1-4; C-1-4; E-1-4; G-1-4. Transmitter: Dentzler Rd., Parma (lat. 41° 22' 18"; long. 81° 42' 48"); 10-w, 315-ft. Equipment: Emcee transmitter & Prodelin antenna. Cost, \$75,000; yearly operating, \$25,000. Counsel, Cohn & Marks. File: BPIF-174 (granted 3-21-69).

**North Ridgeville, O.**—KHP-67, Diocese of Cleveland, Channels C-1-4. Transmitter: St. Peter School, 35749 Center Ridge Rd., N. Ridgeville. For other details, see KHP-68 Akron. File: BPIF-46 (granted 4-26-66).

**Parma, O.**—KHP-66, Diocese of Cleveland, Channels E-1-4. Transmitter: St. Anthony of Padua School, 6800 State Rd., Parma. For other details, see KHP-68 Akron. File: BPIF-45 (granted 4-26-66).

**Coombs Canyon, Ore.—KYL-45**, Umatilla County Intermediate Education District, Channel F-1. Transmitter: U.S. Hwy. 30 on W slope of Cabbage Hill. For other details, see KYL-44 Pendleton. File: BPIF-107 (granted 6-19-67).

**Heppner, Ore.—KYL-46**, Umatilla County Intermediate Education District, Channel B-1. Transmitter: Top of Gleason Peak, 10-mi. NE of Heppner. For other details, see KYL-44 Pendleton. File: BPIF-108 (granted 6-19-67).

**Milton-Freewater, Ore.—KMA-20**, Umatilla County Intermediate Ed. Dist., c/o L.K. Stanhope, Box 38, Pendleton, Ore. (97801). Channel E-1. Transmitter: 6-mi. SE of Milton-Freewater (lat. 45° 52' 32"; long. 118° 17' 39"); 10-w, 50-ft. Equipment: Emcee transmitter & Prodelin antenna. Cost: \$20,590. Consulting engineer: George M. Frese (E. Wenatchee, Wash.). File: BPIF-171 (granted: 9-16-68).

**Pendleton, Ore.—KYL-44**, Umatilla County Intermediate Education District, c/o L. K. Stanhope, Box 38 (97801). Channel A-1. Transmitter: SE 6th & city limits of Pendleton. For closed-circuit programming to all school bldgs. in 2-county region. Equipment: Emco transmitter & Taco antenna. Cost, \$174,935; yearly operating, \$22,000 (this includes KYL-45, KYL-46 & KYL-47). Consulting engineer, George M. Frese (E. Wenatchee, Wash.). File: BPIF-106 (granted 6-19-67).

**Weston, Ore.—KYL-47**, Umatilla County Intermediate Education District, Channel E-1. Transmitter: 2-mi. E of Weston. For other details, see KYL-44 Pendleton. File: BPIF-109 (granted 6-19-67).

**Altoona, Pa.—KCG-49**, Altoona Area School Dist., c/o Thomas R. Heslep, supt., 1417 7th Ave. (16602). Channel G-1; for delivery to headend of CATV system owned by Altoona Video Corp. Transmitter: 1-mi. SE of Buckhorn Twp. Equipment: Micro-Link. Counsel: Wilner, Scheiner & Greeley. File: BPIF-103 (granted 4-11-68).

**Altoona, Pa.—KZC-21, KZC-22**, Altoona Area School District, Channels G-1-4. Transmitter: Southern area of Highland Park & W of Lindall Rd. (lat. 40° 28' 42"; long. 78° 24' 57"); .0013-w, 60-ft. Channels G-1-4. Transmitter: Penn State U., Altoona (lat. 40° 32' 16"; long. 78° 25' 05"); .0013-w, 70-ft. Equipment: Micro-Link. Counsel: Wilner, Scheiner & Greeley. File: BPIF-127-9 (granted 10-16-67).

**Hanover, Pa.—KZB-20**, School District of Hanover Borough, c/o Richard L. McCool, 190 E. Walnut St. (17331). Channels F-1-4. Transmitter: Pulpit Rock Mountain, approx. 4-mi. NNE of Hanover (lat. 39° 51' 28"; long. 76° 56' 24"); 10-w, 228-ft. Equipment: Micro-Link transmitter & Prodelin antenna. Counsel: Molnar & Gammon. File: BPIF-123 (granted 9-21-67).

**Hanover, Pa.—KZB-21**, School District of Hanover Borough, c/o Richard L. McCool, 190 E. Walnut St. (17331). Channels B-1-4. Transmitter: Hanover High School, Moul Ave. & Hollywood (lat. 39° 49' 07"; long. 76° 58' 09"); 1-w, 39-ft. Equipment: Micro-Link transmitter & Prodelin antenna. Counsel: Molnar & Gammon. File: BPIF-125 (granted 9-13-67).

**Philadelphia, Pa.—WAU-29**, Temple U., c/o William H. Seibel, Tomlinson Hall, 13th & Norris (19122). Channels A-1-4. Transmitter: Carnell Hall, Broad St. & Montgomery Ave. (lat. 39° 58' 55"; long. 79° 08' 51"); 10-w, 187-ft. Equipment: Jerrold transmitter & Taco antenna. Cost, \$247,609; yearly operating, \$50,000. Counsel: Dow, Lohnes & Albertson. File: BPIF-170 (granted 5-8-69).

**Philadelphia, Pa.—WAU-28**, Trustees of U. of Pa., c/o F. H. Shaffmaster, 3451 Walnut St. (19104). Channels E-1-2. Transmitter: 34th & Spruce St., Philadelphia (lat. 39° 57' 01"; long. 75° 11' 40"); 10-w, 213-ft. Equipment: Jerrold transmitter & Taco antenna. Cost, \$62,700. Consulting engineer: Jansky & Bailey. File: BPIF-169 (granted 5-8-69).

**Ft. Worth, Tex.—KWU-29**, Assn. for Graduate Education & Research of North Texas, c/o Robert W. Olson, Box 30365, Dallas (75230). Ch. E-1-4 at Bowie St., between Green & Waits Aves., Ft. Worth (lat. 32° 42' 28"; long. 97° 21' 27"); 10-w, 199-ft. Cost, \$64,000; yearly operating, \$19,000. Equipment, Jerrold transmitter & Alford antenna. Consulting engineer, A. Earl Cullum Jr. & Assoc. (Dallas). BPIF-217 (granted 1-8-70).

**Houston, Tex.—WAU-31**, U. of Tex. at Houston Graduate School of Biomedical Sciences Div. of Continuing Education, c/o H. Grant Taylor, Box 20367 (77025). Requests Ch. B-1-4, 10-w; transmitter, 6723 Bertner St. (lat. 42° 30' 00"; long. 95° 24' 11"). Cost, \$29,700, yearly operating, \$76,412. Equipment, Microlink. BPIF-192 (granted 5-8-69).

**Richardson, Tex.—KWU-30**, Assn. for Graduate Education & Research of North Texas, Ch. F-1-4 at 2400 N. Armstrong Pkwy, Richardson (lat. 32° 59' 22"; long. 96° 45' 01"); 10-w, 268-ft. Cost, \$79,000; yearly operating, \$19,000. Other details same as Ft. Worth, above. BPIF-218 (granted 1-8-70).

**Burlington, Wis.—KZH-36**, Archdiocese of Milwaukee, c/o Msgr. Edmund J. Goebel, 437 W. Galena St., Milwaukee (53203). Channels G-1-4. Transmitter: Approx. .8-mi. SW of Burlington (lat. 42° 39' 20"; long. 88° 17' 28"); 10-w, 300-ft. To serve all of Walworth County and portions of Kenosha & Racine Counties. Equipment: Micro-Link. Counsel: Wilner, Scheiner & Greeley. Consulting engineer: Vernon A. Bertrans. File: BPIF-114 (granted 11-7-67).

**Eden, Wis.—KZH-39**, Archdiocese of Milwaukee, Channels G-1-4. Transmitter: Approx. 25-mi. SE of Eden (lat. 43° 41' 30"; long. 88° 21' 16"); 10-w, 300-ft. To serve all of Fond du Lac County. For other details, see KZH-36 Burlington. File: BPIF-117 (granted 11-7-67).

**Hartford, Wis.—KZH-37**, Archdiocese of Milwaukee, Channels C-1-4. Transmitter: Holly Hill Monastery, 5-mi. SE of Hartford (lat. 43° 14' 55"; long. 88° 19' 42"); 10-w, 300-ft. To serve portions of Waukesha, Dodge & Washington Counties. For other details, see KZH-36 Burlington. File: BPIF-115 (granted 11-7-67).

**Horicon, Wis.—KZH-40**, Archdiocese of Milwaukee, Channels C-1-4. Transmitter: 25-mi. S of Horicon (lat. 43° 26' 40"; long. 88° 37' 40"); 10-w, 300-ft. To serve schools in Dodge County. For other details, see KZH-36 Burlington. File: BPIF-118 (granted 11-7-67).

## Instructional Television



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**Kenosha, Wis.—KZH-35**, Archdiocese of Milwaukee, Channels C-1-4. Transmitter: Hill Crest School, 1.5-mi. NW of Kenosha (lat. 42° 37' 00"; long. 87° 52' 00"); 10-w, 300-ft. To serve portions of Kenosha & Racine Counties. For other details, see KZH-36 Burlington. File: BPIF-113 (granted 11-7-67).

**Milwaukee, Wis.—KPU-40**, Milwaukee Bd. of School Directors, 5225 W. Vliet St. (53208). Requests Ch. B-1, 10-w; transmitter, 5407 W. Martin Dr. (lat. 43° 02' 49", long. 87° 58' 52"). Cost, \$184,737; yearly operating, \$80,000. Equipment, RCA. Counsel, none; consulting engineer, W.J. Kessler Assoc. (Gainesville, Fla.) File: BPIF-208 (granted 8-20-69).

**Milwaukee, Wis.—KVW-78**, Marquette U., c/o Raymond T. Bedwell Jr., 625 N. 15th St. (53233). Channels A-1-2; for expanded TV services to Marquette Medical School, College of Nursing, School of Dentistry & to neighboring institutions. Transmitter: 716 N. 11th St. Equipment: RCA transmitter & Taco antenna. Cost, \$28,400; yearly operating, \$3,000. File: BPIF-90 (granted 3-16-67).

**Milwaukee, Wis.—WAU-27**, Milwaukee Regional Medical ITV Station Inc., Lutheran Hospital of Milwaukee, 2200 W. Kilbourn Ave., Milwaukee (53233). Channels E-1-2. Transmitter: VA Hospital, 5000 W. National Ave. (lat. 43° 01' 17", long. 87° 58' 35"); 10-w, 219-ft. Equipment: Jerrold transmitter, Taco antenna. Cost, \$367,096; yearly operating, \$60,000. File: BPIF-189 (granted 5-7-69).

**Newberg, Wis.—KZH-38**, Archdiocese of Milwaukee, Channels G-1-4. Transmitter: St. Augustine Church, approx. 3-mi. S of Newberg (lat. 43° 23' 05"; long. 88° 02' 30"); 10-w, 300-ft. To serve all of Ozaukee & Sheboygan Counties. For other details, see KZH-36 Burlington. File: BPIF-116 (granted 11-7-67).

### APPLICANTS

**Birmingham, Ala.—New**, Jefferson County Bd. of Ed., A-400 Courthouse (35203). Channels A-2-3. Transmitter: Wharton's Lookout Tower, 1.6-mi. N of Irondale (lat. 33° 33' 39"; long. 86° 42' 12"); 10-w, 111-ft. Equipment: Emcee transmitter & Bogner antenna. Cost, \$95,000, yearly operating, \$2,300. Counsel, Dow, Lohnes & Albertson. File: BPIF-175.

**Gadsden, Ala.—New**, Etowah County Board of Education, Etowah County Courthouse (35901). Requests Ch. A-1-2 at 4-mi. S of Boaz Aurora Fire Tower Site, (lat. 34° 08' 47", long. 86° 11' 02"); 10-w, 90-ft. Cost, \$23,993.12; yearly operating, \$145,177.00. Equipment, Chester. Counsel, Hawkins, Rhea & Mitchell, Gadsden. Consulting Engineer, Chester Electronic Labs Inc. Conn. BPIF-225.

**Napa, Cal.—New**, Napa County Supt. of Schools, c/o Percy C. Holliday, 1130 Main St. (94558). Channels G-1-2. Transmitter: Sugarloaf Peak, 4.38-mi. SE of Napa County Courthouse (lat. 38° 15' 52"; long. 122° 12' 57"); 10-w, 35-ft. Channels C-1-2. Transmitter: 1130 Coombsville Rd., Napa (lat. 38° 17' 44"; long. 122° 15' 40.5"); 1-w, 20-ft. Equipment: Micro-link transmitter & Prodelin antenna. Cost, \$266,104; yearly operating, \$73,000. Counsel: Fletcher, Heald, Rowell, Kenehan & Hildreth. File: BPIF-161/2.

**Vero Beach, Fla.—New**, Bd. of Public Instruction, Indian River County, Fla., c/o J.A. Thompson, Box 2170 (32960). Channels B-2, D-2, E-1, F-4. Transmitter: 1707 16th St. (lat. 27° 37' 48"; long. 80° 24' 20"); 10-w, 87-ft. Equipment: Microlink. Cost, \$61,330; yearly operating, \$12,000. File: BPIF-144.

**Boston, Mass.—New**, Northeastern University, 360 Huntington Ave., Boston (02115). Requests Ch. E-3 & E-4 at 360 Huntington Ave., Boston (lat. 42° 20' 21"; long. 71° 05' 20"); 10-mw, 94-ft. Cost, \$21,100; yearly operating, \$2,500. Counsel & consulting engineer, Lake Systems Corp. (Newton, Mass.). BPIF-221.

**Mt. Vernon, O.—New**, Mt. Vernon City Schools, c/o Dr. Earl Hogan, 401 W. Chestnut St. (43050). Requests Ch. A-1-4, 10-w; transmitter, Martinsburg Rd. (lat. 40° 22' 37"; long. 82° 28' 24"). Cost, \$12,900; yearly operating, \$10,000. Equipment, Jerrold. Counsel, Cole, Zylstra & Raywid; consulting engineer, Squires Inc. (Columbus, O.). BPIF-193.

**Edmond, Okla.—New**, Central State College, 400 E. Hurd St. (73034). Channel A-1; for in-service training & student teacher internship in 22 schools, plus transmission of educational material on intermittent basis. Transmitter: 400 E. Hurd St. Equipment: Litton. Cost, \$63,062; yearly operating, \$19,500. Applicant owns KCSC (FM) Edmond. File: BPIF-104.

**Warminster, Pa.—New**, Centennial School District, c/o Dr. Everett A. McDonald, Newton Rd. & Street Rd. (18974). Channel G-1. Transmitter: Newton Rd. & Street Rd. (lat. 40° 11' 15"; long. 74° 04' 14"); 10-w, 100-ft. Equipment: Jerrold. Cost, \$16,000; yearly operating, \$23,900. Counsel: Dow, Lohnes & Albertson. File: BPIF-138.

**Provo, Utah.—New**, Brigham Young U., c/o Earl J. Glade Jr., C-306 Harris Fine Arts Center, Brigham Young U. (84601). Channels A-1, A-3. Transmitter: BYU Campus (lat. 40° 15' 00"; long. 111° 38' 13"); 1-w, 100-ft. Equipment: Microlink. Cost, \$21,550; yearly operating, \$10,000. Channel D-1. Transmitter: Farnsworth Peak, Quirrh Mountains, near Magna (lat. 40° 39' 35"; long. 112° 12' 05"); 10-w, 20-ft. Equipment: Microlink. Cost, \$13,920; yearly operating, \$5,000. Counsel: Wilkinson, Cragun & Barker. File: BPIF-176/7.

# CANADIAN TELEVISION STATION DIRECTORY

Covering All Commercial Stations in Operation as of March 1, 1970

Plus Those Due to Begin Operation By Spring

For Armed Forces Stations in Goose Bay, Labrador and Harmon Field, Newfoundland,  
See Armed Forces TV Stations

Note: Coverage Maps and Detailed Data from BBM Bureau of Measurement Are Supplied for Stations in Multiple-Station Markets Only. For Other Stations, Totals Are Shown. For Description of BBM Survey Methods, See Explanatory Section at the Beginning of this Volume. Metropolitan areas which are also listed separately are included in totals.

## ALBERTA

### CFRN-TV-4

#### Ashmont

(Ch. 12)

(Satellite rebroadcasting station of CFRN-TV, Edmonton, Alta.)

Network Service: CTV, same as CFRN-TV, Edmonton.

Licensee: Sunwapta Broadcasting Ltd., Broadcast House, Postal Station "E", Edmonton.

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 14.6-kw visual, 7.3-kw aural. Antenna: 635-ft. above av. terrain, 629-ft. above ground, 2754-ft. above sea level, lat. 54° 08' 07", long. 111° 36' 16".

Began Operation: Jan. 1, 1966.

Rates: This is an automatic repeater of CFRN-TV, Edmonton, and is included as a bonus with that station.

### CBXT-1

#### Athabasca

(Ch. 8)

(Satellite rebroadcasting station of CBXT, Edmonton, Alta.)

Licensee: Canadian Bestg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: 3½-mi. NW of Athabasca.

Color: Network.

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 25.7-kw visual, 12.8-kw aural. Antenna: Directional, 485-ft. above av. terrain, 489-ft. above ground, 2414-ft. above sea level, lat. 54° 45' 36", long. 113° 19' 51".

Began Operation: Sept. 26, 1966.

Rates: This is an automatic repeater of CBXT, Edmonton and is included as a bonus to that station.

### CFCN-TV-2

#### Banff

(Ch. 8)

(Satellite rebroadcasting station of CFCN-TV, Calgary, Alta.)

Network Service: Same as CFCN-TV, Calgary.

Licensee: CFCN Television Ltd., Broadcast House, Calgary, Alta.

Transmitter: Mt. Norquay, Banff.

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 5-watts visual (peak pedestal), .5-watts aural. Antenna: 500-ft. above av. terrain, 50-ft. above ground, 4633-ft. above sea level, lat. 51° 11' 09" long. 115° 35' 20".

Began Operation: Sept. 20, 1962.

Rates: This is an automatic repeater of CFCN-TV, Calgary, and is included as a bonus with that station.

### CHCT-TV-2

#### Banff

(Ch. 13)

(Satellite rebroadcasting station of CHCT-TV, Calgary, Alta.)

Network Service: CBC, same as CHCT-TV, Calgary.

Licensee: Calgary Television Ltd., 955 Rideau Rd., Calgary, Alta.

Transmitter: Banff, Alta.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: Directional, 1600-ft. above av. terrain, 20-ft. above ground, 6915-ft. above sea level, lat. 51° 11' 50", long. 115° 36' 40".

Began Operation: Sept. 12, 1966.

Rates: This is an automatic repeater of CHCT-TV, Calgary and is included as a bonus with that station.

### CKRD-TV-2

#### Banff

(Ch. 10)

(Satellite rebroadcasting station of CKRD-TV, Red Deer, Alta.)

Network Service: CBC, same as CHCA-TV, Red Deer.

Licensee: CHCA Television Ltd., Box 5555, Red Deer, Alta.

Transmitter: Banff.

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: .005-kw visual, .003-kw aural.

Ownership: See CKRD-TV, Red Deer.

Began Operation: March 17, 1961.

Rates: This is an automatic repeater of parent CKRD-TV and is included as a bonus with that station.

### CKSA-TV-2

#### Bonnyville

(Ch. 9)

(Satellite rebroadcasting station of CKSA-TV, Lloydminster, Alta.)

Network Service: CBC, same as CKSA-TV, Lloydminster.

Licensee: CKSA-TV Ltd., 5026 50th St., Lloydminster, Alta.

Transmitter: 8-mi. SW of Bonnyville.

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 20.75-kw visual, 4.15-kw aural. Antenna: Directional, 645-ft. above av. terrain, 500-ft. above ground, 2645-ft. above sea level, lat. 54° 11' 54", long. 110° 50' 27".

Began Operation: Oct. 1966.

Rates: This is an automatic repeater of CKSA-TV, Lloydminster and is included as a bonus with that station.

### CHAT-TV-3

#### Bow Island

(Ch. 10)

(Satellite rebroadcasting station of CHAT-TV, Medicine Hat, Alta.)

Network Service: CBC, same as CHAT-TV, Medicine Hat.

Licensee: Monarch Bestg. Co. Ltd., 520 First St., Medicine Hat.

Transmitter: Bow Island, Alta.

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 27-watts visual, 2.7-watts aural. Antenna: 95-ft. above av. terrain, 60-ft. above ground, 2660-ft. above sea level, lat. 49° 51' 50", long. 111° 21' 32".

Began Operation: Oct. 6, 1969.

Rates: This is an automatic repeater of CHAT-TV Medicine Hat, Alta. and is included as a bonus with that station.

For Canadian Population Estimates

See Services Volume



## CFCN-TV-3

### Brooks

(Ch. 9)

(Satellite rebroadcasting station of CFCN-TV-1, Hand Hills-Drumheller, Alta., which repeats CFCN-TV, Calgary, Alta.)

Network Service: CTV, same as CFCN-TV.

Licensee: CFCN Television Ltd., Broadcast House, Calgary, Alta.

Transmitter: Brooks.

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 5-watts visual, 5-watts aural. Antenna: Directional, 120-ft. above av. terrain, 100-ft. above ground, 2515-ft. above sea level, lat. 50° 32' 00", long. 111° 55' 30".

Began Operation: Sept. 15, 1964.

Rates: This is an automatic repeater of CFCN-TV-1 Drumheller and both are included as a bonus with CFCN-TV, Calgary.

## CJLH-TV-2

### Brooks

(Ch. 3)

(Satellite rebroadcasting station of CJLH-TV, Lethbridge, Alta.)

Network Service: CBC.

Licensee: Lethbridge Television Ltd., 28th St. N., Lethbridge.

Transmitter: Brooks, Alta.

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: Directional, 275-ft. above av. terrain, 2700-ft. above sea level, lat. 50° 34' 55", long. 111° 53' 51".

Began Operation: July 12, 1968.

Rates: This is an automatic repeater of CJLH-TV, Lethbridge and is included as a bonus with that station.

## CFCN-TV-7

### Burmis

(Ch. 5)

(Satellite rebroadcasting station of CFCN-TV, Calgary, Alta.)

Network Service: CTV.

Licensee: CFCN Television Ltd., Broadcast House, Calgary.

Transmitter: Burmis, Alta.

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 2-kw visual, .1-kw aural. Antenna: 445-ft. above av. terrain.

Began Operation: Dec. 1969.

Rates: This is an automatic repeater of CFCN-TV, Calgary and is included as a bonus with that station.

## CJLH-TV-3

### Burmis

(Ch. 3)

(Satellite rebroadcasting station of CJLH-TV, Lethbridge, Alta.)

Network Service: CBC, same as CJLH-TV, Lethbridge.

Licensee: Lethbridge Television Ltd., 28th St. N, Lethbridge.

Transmitter: Burmis, Alta.

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 225-kw visual, 45-kw aural. Antenna: 4750-ft. above sea level, lat. 49° 31' 54", long. 114° 11' 37".

Ownership: See CJLH-TV, Lethbridge, Alta.

Began Operation: Dec. 1, 1961.

Represented (sales) by All-Canada Radio & Television Ltd.

Rates: This is an automatic repeater of parent CJLH-TV and is included as a bonus with that station.

## CJLH-TV-1

### Coleman

(Ch. 12)

(Satellite rebroadcasting station of CJLH-TV, Lethbridge, Alta.)

Network Service: CBC, same as CJLH-TV, Lethbridge.

Licensee: Lethbridge Television Ltd., 28th St. N, Lethbridge.

Transmitter: Forestry Lookout, Mt. Ironside, Alta.

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: Directional, 3400-ft. above av. terrain, 100-ft. above ground, 6700-ft. above sea level, lat. 49° 34' 05", long. 114° 30' 02".

Began Operation: Nov. 1, 1966.

Rates: This is an automatic repeater of parent CJLH-TV and is included as a bonus with that station.

1970-71 Edition

## Alberta

## CKRD-TV-1

### Coronation

(Ch. 10)

(Satellite rebroadcasting station of CKRD-TV, Red Deer, Alta.)

Network Service: CBC, same as CKRD-TV, Red Deer.

Licensee: CHCA Television Ltd., Box 5555, Red Deer, Alta.

Transmitter: Coronation.

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 17.6-kw visual, 8.8-kw aural. Antenna: Directional, 687-ft. above av. terrain, 230-ft. above ground, 3236-ft. above sea level, lat. 52° 09' 15", long. 111° 09' 30".

Ownership: See CKRD-TV, Red Deer.

Began Operation: Sept. 11, 1961.

Rates: This is an automatic repeater of parent CKRD-TV and is included as a bonus with that station.

## CFCN-TV-6

### Drumheller

(Ch. 10)

(Satellite rebroadcasting station of CFCN-TV, Calgary, Alta.)

Network Service: CTV.

Licensee: CFCN Television Ltd., Broadcast House, Calgary.

Transmitter: Drumheller, Alta.

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 5-watts visual, .5-watts aural. Additional data not available.

Began Operation: March 18, 1969.

Rates: This is an automatic repeater of CFCN-TV, Calgary and is included as a bonus with that station.

## CHCT-TV-1

### Drumheller

(Ch. 8)

(Satellite rebroadcasting station of CHCT-TV, Calgary, Alta.)

Network Service: Same as CHCT-TV, Calgary.

Licensee: Calgary Television Ltd., 955 Rideau Rd., Calgary, Alta.

Transmitter: Drumheller.

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 5-watts visual, 2.5-watts aural.

Began Operation: Jan. 1963.

Rates: This is an automatic repeater of CHCT-TV, Calgary and is included as a bonus with that station.

ADDITIONAL DATA UNAVAILABLE

## CBTA-TV-3

### Fort McMurray

(Ch. 9)

Network Service: CBC.

Licensee: Canadian Broadcasting Corporation, 1500 Bronson Ave., Ottawa, Ontario.

Transmitter: Fort McMurray, Alta.

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 33 watts visual, 3.3 watts aural. Antenna: 217-ft. above av. terrain, 264-ft. above ground, 1424-ft. above sea level, lat. 56° 41' 42", long. 111° 21' 53".

Began Operation: January 25, 1970.

Rates: This is an automatic repeater and is included as a bonus to the CBC network rate.

(Continued on page 933-b)

## MORTON FLOM, P. Eng.

### Consulting Engineer

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- Antenna Site/System — Testing, Analysis, Design
- FCC Briefs — CRTC Applications
- Radio Equipment Type Approval
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5814 Hudson Avenue  
Montreal 268.

# Alberta—Calgary

## CFCN-TV

(Ch. 4)

(Repeated by CFCN-TV-1, Hand Hills, Alta.; CFCN-TV-2, Banff, Alta.; CFCN-TV-3, Brooks, Alta.; CFCN-TV-5, Lethbridge, Alta.; CFCN-TV-6, Drumheller, Alta.; CFCN-TV Kim-berley, B.C.; CFCN-TV-7, Burmis, Alta.; CFCN-TV, Oyen, Alta.; CFLL-TV-1 Lake Louise, Alta.; CFJL-TV-1, Sundre, Alta.; CFWL-TV-1, Inver-mere, B.C.; CFWL-TV-2, Parson, B.C.)

**Technical Facilities:** Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 50-kw aural. Antenna: Directional, 700-ft. above av. terrain, 515-ft. above ground, 4440-ft. above sea level.

Latitude 51° 03' 37"  
Longitude 114° 10' 13"

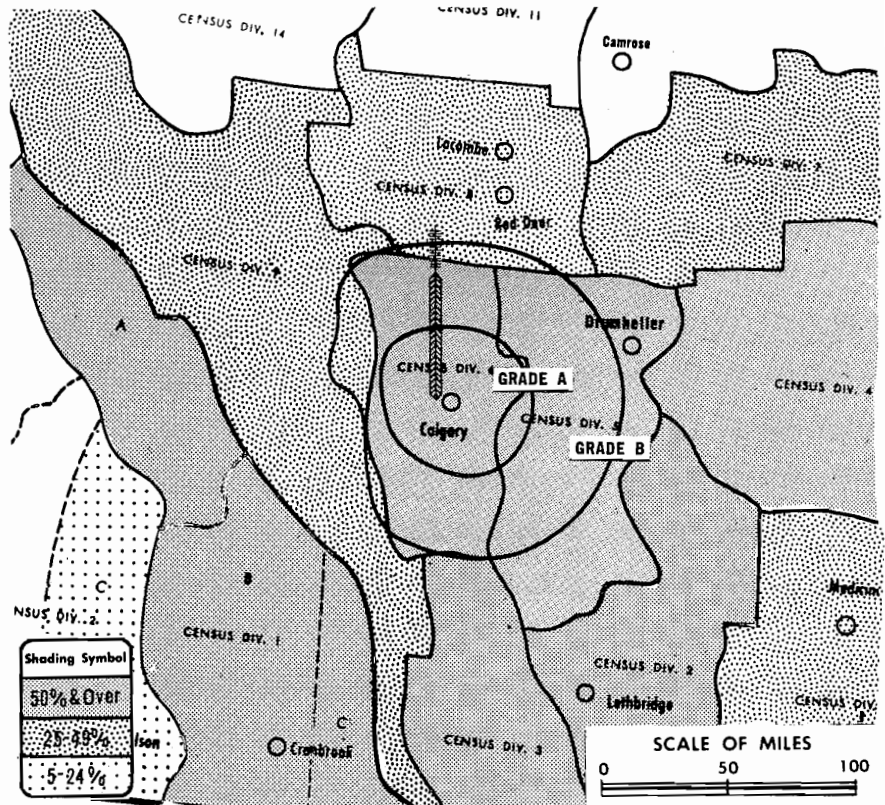
**Transmitter:** Broadcast House, Cal-gary.

**Color:** Network, live, film, slide & tape.

**TV tape:** Recording facilities.

**News Wire Service:** Broadcast News & Canadian Press.

**AM Affiliate:** CFCN, 50-kw, 1060 kHz.



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CFCN-TV Authorized: 8/19/60

## CFCN-TV

**Network Service:** CTV.

**Licensee:** CFCN Television Ltd., Broadcast House.

**Studio:** Broadcast House, Calgary.

**Telephone:** 403-249-9101. Telex: 038-21637.

**Ownership:** MacLean-Hunter Publishing Co. Ltd.

**Began Operation:** Sept. 9, 1960.

**Represented (sales) by:** Stephens & Towndrow (Toronto, Montreal, Vancouver); A. J. Messner & Co. (Winnipeg); E. S. Sumner Corp. (New York, Chicago); Harlan G. Oakes & Assoc. (Los Angeles, San Francisco).

### Personnel:

E. W. (Ted) Chapman, *president*.  
Robert W. Lamb, *vice president*.  
Herbert G. Marshall, *general sales manager*.  
Mrs. Marion Rowat, *traffic manager*.  
Grace Dafoe, *program manager*.  
Ken Masonchuck, *production manager*.  
Ian Parker, *news director*.  
Ron Nordquist, *director of engineering & operations*.

### DIGEST OF RATE CARD NO. 15 (March 1, 1969)

30 Min.	15 Min.	Min.	30 Sec.	20 Sec.	10 Sec.
Class AAA—8-10 p.m., daily.					
.....*	.....*	\$225.00	\$125.00	\$125.00	\$90.00

\*On request.

BBM Weekly Circulation	BBM Area No.	Area Description	All Persons
<b>50% &amp; Over</b>	8019	Lethbridge City	36,000
	8020	Census Division 2	79,610
	8030	Census Division 3	28,110
	8045	Census Divisions 4 and 5	46,900
	8069	Calgary M.A.	363,470
	8070	Census Division 6	401,690
	9010	Census Division 1	37,400
<b>Between 25-49%</b>	8010	Census Division 1	37,130
	8060	Census Division 7	39,170
	8080	Census Division 8	86,050
	8090	Census Division 9	15,610
<b>Between 5-24%</b>	9041	Census Division 2C	28,910
<b>CFCN-TV Total Persons:</b>			<b>800,580</b>
<b>BBM Weekly Circulation (Nov. 1969):</b>			<b>596,420</b>

Metro areas 8069 Calgary M.A.

For Alberta CATV Systems, see  
Canadian CATV Directory

# Alberta—Calgary

## CHCT-TV

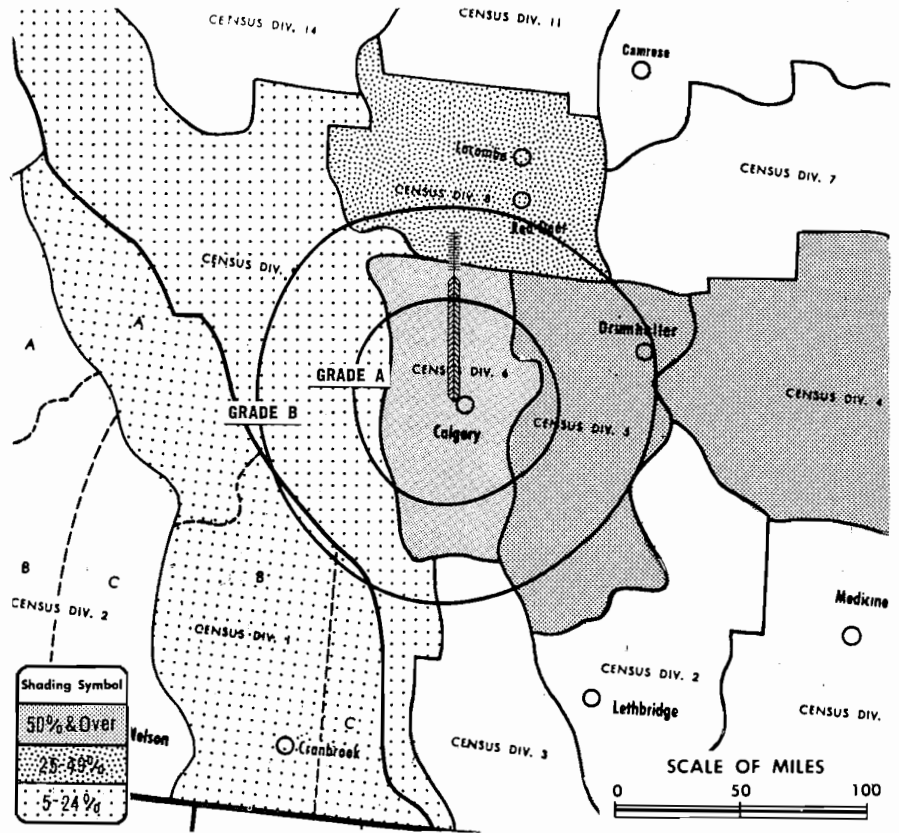
(Ch. 2)

(Operates satellite rebroadcasting stations CHCT-TV-1, Drumheller, & CHCT-TV-2, Banff, Alta.)

**Technical Facilities:** Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 989-ft. above av. terrain, 633-ft. above ground, 4808-ft. above sea level.

Latitude 51° 04' 24"  
Longitude 114° 15' 34"

**Transmitter:** Old Banff Coach Rd.  
**Color:** Network, film & slide.  
**TV tape:** Recording facilities.  
**News Wire Service:** Canadian Press.



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CHCT-TV Authorized: 7/19/54

## CHCT-TV

**Network Service:** CBC.  
**Licensee:** Calgary Television Ltd., 955 Rideau Rd.  
**Studio:** 955 Rideau Rd.  
**Telephone:** 403-243-3491. **Telex:** 038-2529.  
**Ownership:** Selkirk Holdings Ltd., Toronto.  
**Began Operation:** Oct. 2, 1954.  
**Represented (sales) by:** All-Canada Radio and Television Limited.  
**Personnel:**  
N. Botterill, *president*.  
Dave Penn, *general manager*.  
T. William Townsend, *general sales manager*.  
George A. Brown, *retail sales manager*.  
Wendell G. Wilks, *operations manager*.  
Dennis C. Corris, *promotion manager*.  
Wm. McCambly, *technical director*.  
Gordon Warner, *film editor*.  
Ed Whalen, *news & sports director*.

### DIGEST OF RATE CARD NO. 4 (Feb. 1, 1970)

Hour	30 Min.	15 Min.	10 Min.	Min.	30 Sec.	20 Sec.	8 Sec.
Class AAA—8-10 p.m., Mon.-Thurs.; 8-11 p.m., Fri.; 6-10 p.m., Sun.	*	*	*	*	\$240.00	\$145.00	\$95.00

\*Program rates on request.

BBM Weekly Circulation	BBM Area No.	Area Description	All Persons
<b>50% &amp; Over</b>	8045	Census Divisions 4 and 5	46,900
	8069	Calgary M.A.	363,470
	8070	Census Division 6	401,690
<b>Between 25-49%</b>	8080	Census Division 8	86,050
<b>Between 5-24%</b>	8090	Census Division 9	15,610
	9010	Census Division 1	37,400
<b>CHCT-TV Total Persons:</b>			<b>587,650</b>
<b>BBM Weekly Circulation (Nov. 1969):</b>			<b>416,678</b>
<b>Metro areas 8069 Calgary M.A.</b>			

For BBM Explanatory Material  
See Front of this Volume

# Alberta—Edmonton

## CBXT

(Ch. 5)

(Repeated by CBXT-1, Athabasca; CBXT-2, Whitecourt; CBXT-3, Hinton; CBXT-4, Jasper; CBXAT, Grande Prairie; CBXAT-1, Peach River; CBXAT-2, High Prairie, CBXAT-3, Manning & CBXAT-5, Lac La Biche, all Alta.)

**Technical Facilities:** Channel No. 5 (76-82 MHz). Authorized power: 318-kw visual, 34.3-kw aural. Antenna: 669-ft. above av. terrain, 580-ft. above ground, 2980-ft. above sea level.

Latitude 53° 30' 53"  
Longitude 113° 17' 07"

**Transmitter:** Hwy. 17, 8-mi. SW of Edmonton.

**Color:** Network, film & slide.

**Studio:** 8861 75th St., Box 555.

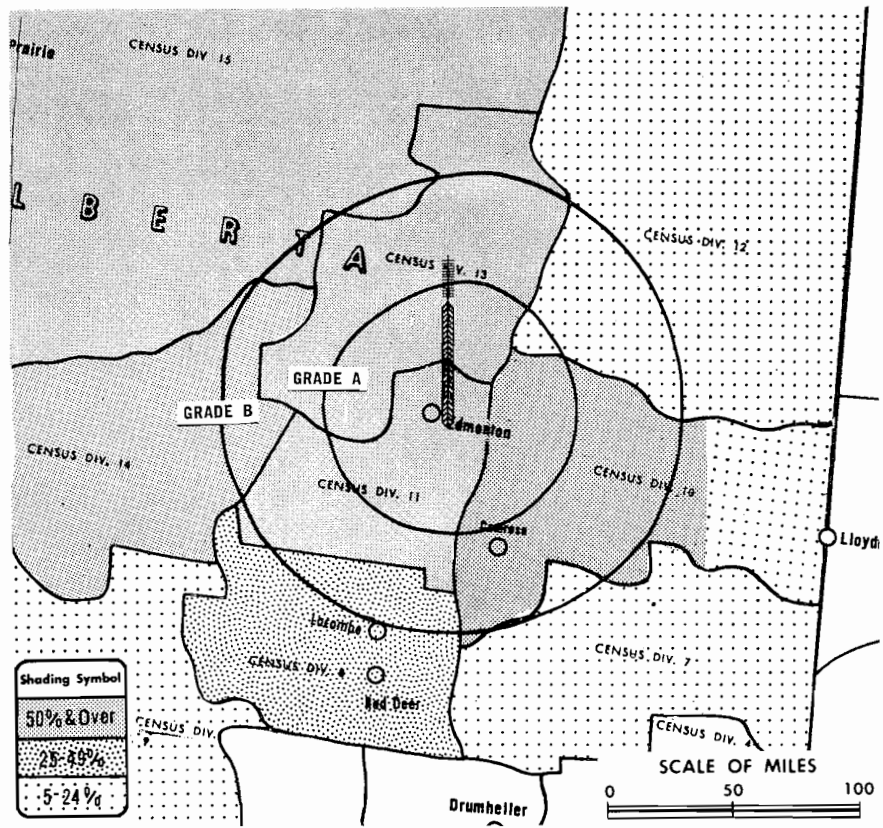
**Telephone:** 403-469-2321.

**Telex:** 0372-287.

**TV tape:** Recording facilities.

**AM Affiliate:** CBX, 50-kw (DA-2). 740 kHz (CBC).

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CBXT Authorized: 8/19/60

## CBXT

**Network Service:** CBC.

**Licensee:** Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

**Began Operation:** October 1, 1961.

**Represented (sales) by** CBC National Selective Sales.

**Personnel:**

R. L. Horley, *station manager.*

Armand Baril, *program director.*

J. Anderson, *technical director.*

M. F. Simovitch, *area sales manager.*

D. E. Adams, *news editor-in-chief.*

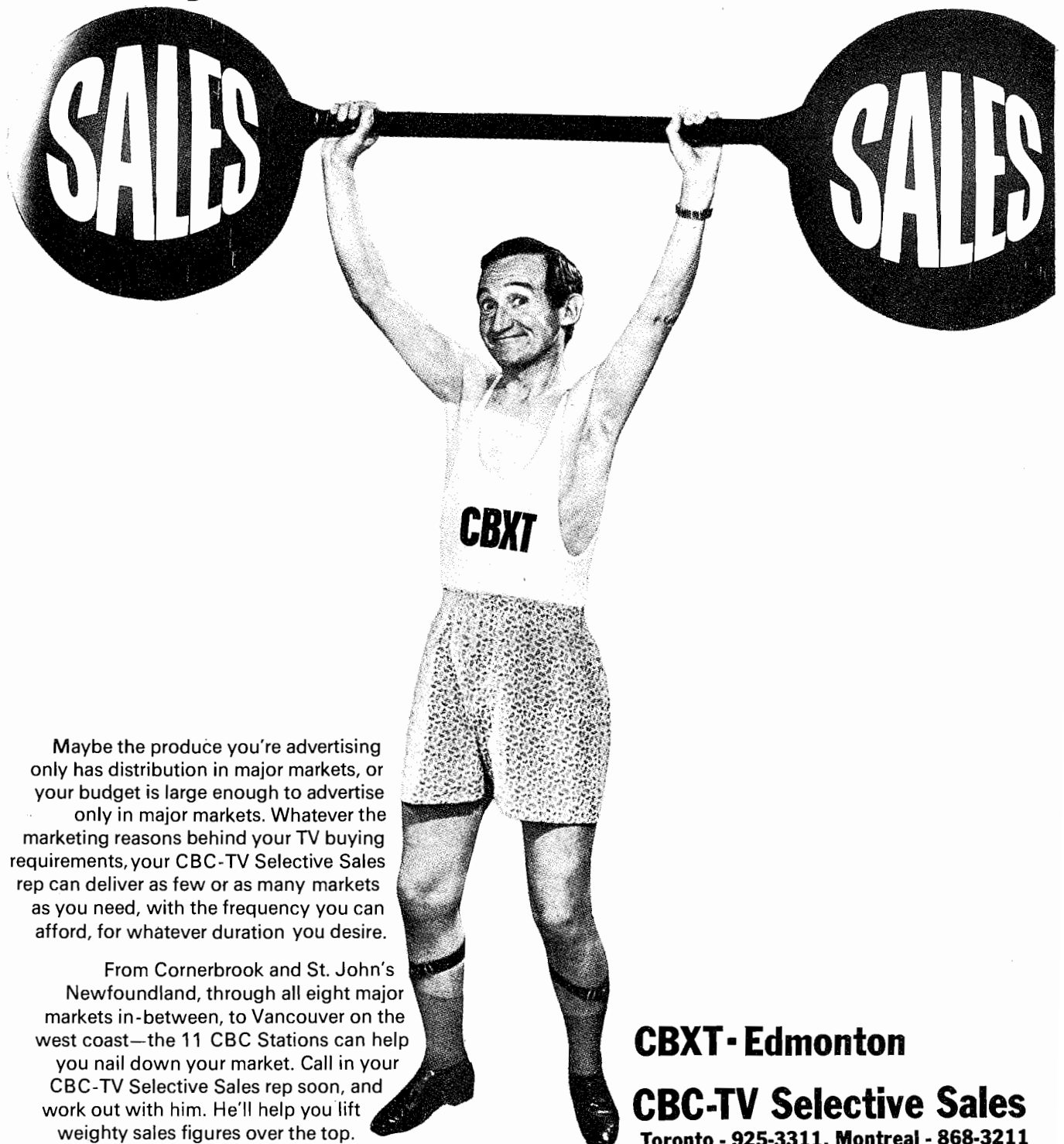
R. J. Nebloch, *supervisor of information services.*

### DIGEST OF RATE CARD NO. 11—(March 1, 1970)

Hour	30 Min.	15 Min.	5 Min.	Min.	30 Sec.	20 Sec.	10 Sec.	
Class AA—6-11 p.m., Sun.; 7-11 p.m., Mon.-Sat.	\$1075.00	\$645.00	\$430.00	\$323.00	\$215.00	\$160.00	\$130.00	\$80.00

BBM Weekly Circulation	BBM Area No.	Area Description	All Persons
<b>50% &amp; Over</b>	8111	Census Division 10 West	39,840
	8119	Edmonton M.A.	434,430
	8120	Census Division 11	508,850
	8140	Census Division 13	41,560
	8150	Census Division 14	20,290
	8161	Census Division 15 East	61,200
	8171	Census Division 15 West	31,170
<b>Between 25-49%</b>	8080	Census Division 8	86,050
<b>Between 5-24%</b>	8060	Census Division 7	39,170
	8090	Census Division 9	15,610
	8101	Census Division 10 East	26,850
	8130	Census Division 12	50,670
<b>CBXT Total Persons:</b>			921,260
<b>BBM Weekly Circulation (Nov. 1969):</b>			687,300
Metro areas 8119 Edmonton M.A.			

# Your CBC-TV Selective Sales rep will show you how to work out your TV buys, so you can put more muscle where you need it.



Maybe the produce you're advertising only has distribution in major markets, or your budget is large enough to advertise only in major markets. Whatever the marketing reasons behind your TV buying requirements, your CBC-TV Selective Sales rep can deliver as few or as many markets as you need, with the frequency you can afford, for whatever duration you desire.

From Cornerbrook and St. John's Newfoundland, through all eight major markets in-between, to Vancouver on the west coast—the 11 CBC Stations can help you nail down your market. Call in your CBC-TV Selective Sales rep soon, and work out with him. He'll help you lift weighty sales figures over the top.

**CBXT - Edmonton**

**CBC-TV Selective Sales**

Toronto - 925-3311, Montreal - 868-3211  
New York - Enterprise 6961 (toll free)

# Alberta—Edmonton

## CFRN-TV

(Ch. 3)

(Repeated by CFRN-TV-1, Grande Prairie; CFRN-TV-2, Peace River; CFRN-TV-3, Whitecourt; CFRN-TV-4, Ashmont; CFRN-TV-5, Lac La Biche, all Alta.)

**Technical Facilities:** Channel No. 3 (60-66 MHz). Authorized power: 180.3-kw visual, 90.43-kw aural. Antenna: 481-ft. above av. terrain, 488-ft. above ground, 2720-ft. above sea level.

Latitude 53° 32' 32"  
Longitude 113° 38' 28"

**Transmitter:** Jasper Hwy., 1-mi. W of Edmonton.

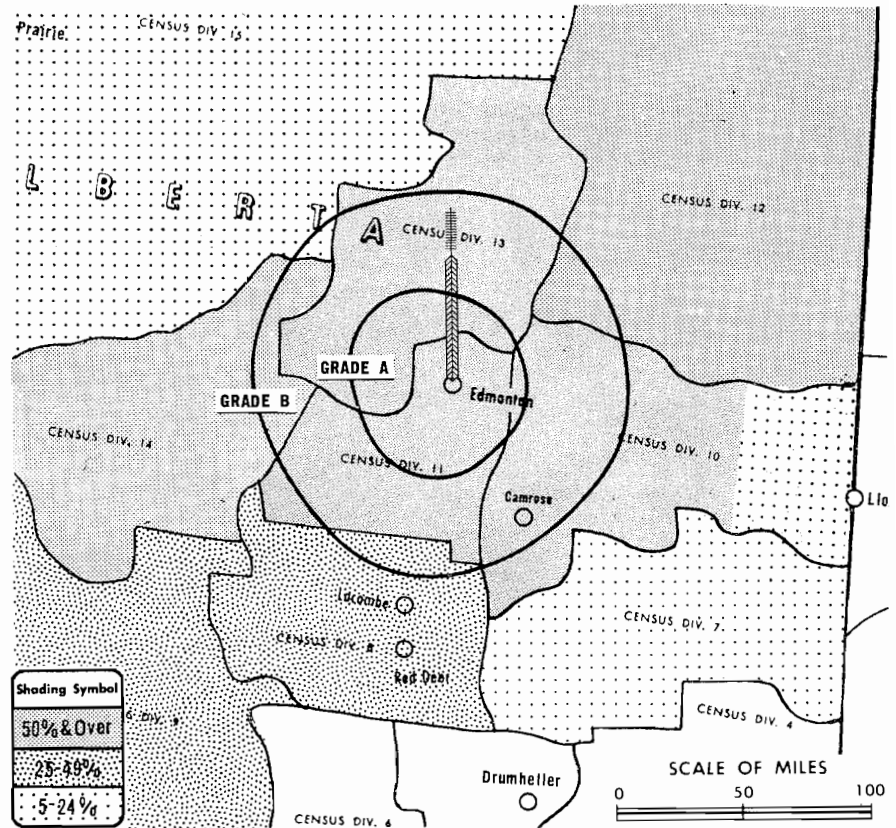
**Color:** Network, live, film, slide & tape.

**TV tape:** Recording facilities.

**News Wire Service:** Broadcast News & Press News.

**AM Affiliate:** CFRN, 50-kw, 1260 kHz.

**FM Affiliate:** CFRN-FM, 16.2-kw, 100.3 MHz (No. 262), 375-ft. antenna height.



Data on circulation & persons reprinted by permission of BBM Bureau of Measurement.

CFRN-TV Authorized: 4/27/56

## CFRN-TV

**Network Service:** CTV.

**Licensee:** Sunwapta Bcstg. Ltd., Broadcast House, Postal Station "E".

**Studio:** Jasper Hwy., 1-mi. W of Edmonton.

**Telephone:** 403-484-3311. **Telex:** 037-2257.

**Ownership:** Sunwapta Broadcasting Ltd., G. R. A. Rice, pres.

**Began Operation:** Oct. 17, 1954.

**Represented (sales) by:** Radio-Television Reps Ltd. (Canada); Canadian Standard Broadcast Sales (U.S.).

### Personnel:

G. R. A. Rice, *president & general manager*.  
Bruce D. Alloway, *manager*.  
Derek H. Field, *general sales manager*.  
B. W. Hogle, *news & public affairs manager*.  
G. T. Kidd, *program manager & film buyer*.  
Douglas H. Heath, *promotion director*.  
T. E. Wadson, *engineering director*.  
Bob Gibbons, *chief engineer*.

### DIGEST OF RATE CARD NO. 19 (June 1, 1970)

30 Min.	15 Min.	10 Min.	5 Min.	Min.	30 Sec.	20 Sec.	10 Sec.
Class AA—7-11 p.m., daily.							
.....*	.....*	.....*	.....*	.....*	\$290.00	\$200.00	\$112.00

\*Program rates available on request.

BBM Weekly Circulation	BBM Area No.	Area Description	All Persons
<b>50% &amp; Over</b>	8111	Census Division 10 West	39,840
	8119	Edmonton M.A.	434,430
	8120	Census Division 11	508,850
	8130	Census Division 12	50,670
	8140	Census Division 13	41,560
	8150	Census Division 14	20,290
<b>Between 25-49%</b>	8080	Census Division 8	86,050
	8090	Census Division 9	15,610
<b>Between 5-24%</b>	8060	Census Division 7	39,170
	8101	Census Division 10 East	26,850
	8161	Census Division 15 East	61,200
<b>CFRN-TV Total Persons:</b>			<b>890,090</b>
<b>BBM Weekly Circulation (Nov. 1969):</b>			<b>657,037</b>
Metro areas 8119 Edmonton M.A.			

For BBM Population Data, See Services Volume

## CBXAT Grande Prairie

(Ch. 10)

(Repeats CBXT, Edmonton, Alta.)

Licensee: Canadian Bestg. Corp., 1500 Bronson Ave., Ottawa, Ont.  
Transmitter: 22-mi. N of Grand Prairie near Woking.

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 36-kw visual, 18-kw aural. Antenna: 967-ft. above av. terrain, 500-ft. above ground, 3566-ft. above sea level, lat. 55° 29' 20", long. 118° 44' 50".

Began Operation: Oct. 22, 1962.

Represented (sales) by CBC National Selective Sales.

Rates: This is an automatic repeater of CBXT, Edmonton and is included as a bonus with that station.

## CFRN-TV-1 Grande Prairie

(Ch. 13)

(Satellite rebroadcasting station of CFRN-TV, Edmonton, Alta.)

Network Service: CTV, same as CFRN-TV, Edmonton.

Licensee: Sunwapta Bestg. Ltd., Broadcast House, Postal Station "E", Edmonton.

Transmitter: Grande Prairie.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 32-kw visual, 6.4-kw aural. Antenna: 1014-ft. above av. terrain, 641.5-ft. above ground, 3681-ft. above sea level, lat. 55° 27' 57", long. 118° 45' 32".

Began Operation: 1970.

Rates: This is an automatic repeater of CFRN-TV, Edmonton, Alta.

## CFCN-TV-1 Hand Hills

(Ch. 12)

(Satellite rebroadcasting station of CFCN-TV, Calgary, Alta., which is repeated by rebroadcasting satellite CFCN-TV-3, Brooks, Alta.)

Network Service: Same as CFCN-TV, Calgary.

Licensee: CFCN Television Ltd., Broadcast House, Calgary, Alta.

Transmitter: Hand Hills, 5½-mi. S of Della.

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 28.2-kw visual, 14.1-kw aural. Antenna: 1080-ft. above av. terrain, 580-ft. above ground, 3979-ft. above sea level, lat. 51° 34' 00", long. 112° 19' 48".

Began Operation: Sept. 20, 1961 on Ch. 8. Sept. 13, 1964 it shifted to Ch. 12 and boosted power.

Rates: This is an automatic repeater of CFCN-TV, Calgary and is included as a bonus with that station.

## CBXAT-2 High Prairie

(Ch. 2)

(Satellite rebroadcasting station of CBXAT, Grande Prairie, Alta.)

Network Service: CBC, same as CBXT, Edmonton, Alta.

Licensee: Canadian Bestg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: Near Grouard, about 16-mi. NE of High Prairie.

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 6.2-kw visual, 3.1-kw aural. Antenna: Directional, 504-ft. above av. terrain, 328-ft. above ground, 2503-ft. above sea level, lat. 55° 32' 26", long. 116° 07' 26".

Began Operation: March 23, 1966.

Rates: This is an automatic repeater of CBXAT, Grande Prairie, Alta. & both are included as a bonus with CBXT.

## CBXT-3 Hinton

(Ch. 8)

(Satellite rebroadcasting station of CBXT-2, Whitecourt, Alta.)

Network Service: CBC.

Licensee: Canadian Bestg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: 5-mi. W of Hinton.

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 350-kw visual, 175-kw aural. Antenna: 312-ft. above av. terrain, 109-ft. above ground, 4239-ft. above sea level, lat. 53° 23' 49", long. 117° 42' 30".

Began Operation: Nov. 30, 1967.

Rates: This is an automatic repeater of CBXT, Edmonton via CBXT-2, Whitecourt, included as a bonus to that station.

## Alberta

## CBXT-4 Jasper

(Ch. 5)

(Satellite rebroadcasting station of CBXT-3, Hinton.)

Network Service: CBC.

Licensee: Canadian Bestg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: Pyramid Mountain.

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: 3264-ft. above av. terrain, 25-ft. above ground, 9101-ft. above sea level, lat. 52° 57' 05", long. 118° 8' 53".

Began Operation: Nov. 29, 1967.

Rates: This is an automatic repeater of CBXT-3, Hinton and is included as a bonus to that station.

## CBXT-5 Lac La Biche

(Ch. 10)

(Satellite rebroadcasting station of CBXT, Edmonton.)

Network Service: CBC.

Licensee: Canadian Bestg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: 4-mi. SW of Lac La Biche.

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 825-watts visual, 165-watts aural. Antenna: 281-ft. above av. terrain, 201-ft. above ground, 2141-ft. above sea level, lat. 54° 44' 25", long. 112° 03' 30".

Began Operation: March 18, 1968.

Rates: This is an automatic repeater of CBXT, Edmonton and is included as a bonus to that station.

## CFRN-TV-5 Lac La Biche

(Ch. 6)

(Satellite rebroadcasting station of CFRN-TV-4, Ashmont, Alta.)

Network Service: CTV.

Licensee: Sunwapta Bestg. Ltd., Broadcast House, Edmonton, Alta.

Transmitter: Lac La Biche, Alta.

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 5-watts visual, 2.5-watts aural. Additional data not available.

Began Operation: March 1968.

Rates: This is an automatic repeater of CFRN-TV, Edmonton, via CFRN-TV-4, Ashmont, and is included as a bonus.

## CFLI-TV-1 Lake Louise

(Ch. 6)

(Satellite rebroadcasting station of CFCN-TV, Calgary, Alta.)

Network Service: CTV, same as CFCN-TV, Calgary, Alta.

Licensee: Lake Louise Community Association.

Transmitter: Protection Mountain, 10-mi. E of Lake Louise.

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: 4800-ft. above av. terrain, 15-ft. above ground, 9800-ft. above sea level, lat. 51° 21' 05", long. 115° 59' 00".

Began Operation: Nov. 1967.

Rates: This is an automatic repeater of CFCN-TV, Calgary, Alta., and is included as a bonus of that station.

## CFCN-TV-5 Lethbridge

(Ch. 13)

(Satellite rebroadcasting station of CFCN-TV, Calgary, Alta.)

Network Service: CTV.

Licensee: CFCN Television Ltd., Broadcast House, Calgary, Alta.

Transmitter: Lethbridge, Alta.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 73.5-kw max. & 36.7-kw visual, 14.7-kw max. & 7.34-kw aural. Additional data not available. Approved change to 47-kw visual, 7.34-kw aural, 582-ft. above av. terrain.

Began Operation: August 1968.

Rates: This is an automatic repeater of CFCN-TV, Calgary and is included as a bonus with that station.

# Alberta

## CJLH-TV Lethbridge

(Ch. 7)

(Repeated by CJLH-TV-1, Coleman, Alta.; CJLH-TV-2, Brooks, Alta.; CJLH-TV-3, Burmis, Alta.; CJWP-TV-1, Waterton Park, Alta.; CKVS-TV-1, Moyie, B.C.)

Network Service: CBC.

Licensee: Lethbridge Television Ltd., Lethbridge.

Studio & Transmitter: Northeast city limits.

Mailing address: P.O. Box 1120, Lethbridge, Alta.

Telephone: 403-327-1521.

Telex: 038-49130.

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 96.1-kw visual, 19.2-kw aural. Antenna: 668-ft. above av. terrain, 600-ft. above ground, 3619-ft. above sea level, lat. 49° 42' 55", long. 112° 47' 56".

Color: Network.

News Wire Service: Broadcast News, Canadian Press.

AM Affiliate: CJOC, 10-kw (5-kw night), 1220 kHz (CBC).

Ownership: Lethbridge Bcstg. Ltd. & Lethbridge Herald Co. Ltd., 49.9% each; John McColl, pres. & gen. mgr.

Began Operation: Nov. 20, 1955.

Represented (sales) by All-Canada Radio & Television Ltd.

### Personnel:

John McColl, *managing director.*  
Ron Joevenazzo, *chief engineer.*  
Bob Johnson, *production manager.*

### DIGEST OF RATE CARD NO. 5 (March 1, 1967)

30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class A—6-11 p.m., Mon.-Sat.; 5-11 p.m., Sun.						
\$350.00	\$250.00	\$220.00	\$150.00	\$115.00*	\$80.00*	\$40.00*

\*Class AA—6-10 p.m., Sat.-Thurs.; 6-11 p.m., Fri.

Combination Rates: CHAT-TV Medicine Hat, CHCT-TV, Calgary & CJLH-TV Lethbridge.

CJLH-TV Total Persons: 251,280

BBM Weekly Circulation (Nov. 1969): 128,822

## CKSA-TV Lloydminster

(Ch. 2)

(Operates satellite rebroadcasting stations CKSA-TV-1, Meadow Lake, Sask. and CKSA-TV-2 Bonnyville, Alta.)

Network Service: CBC.

Licensee: CKSA-TV Ltd., Radio-Television Bldg., 5026 50th St.

Studio: 5026 50th St.

Telephone: 403-875-3321.

Telex: 037-2911.

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 116-kw visual, 23.2-kw aural. Antenna: 730-ft. above av. terrain, 676-ft. above ground, 2150-ft. above sea level, lat. 53° 17' 00", long. 110° 00' 40".

Color: Network.

AM Affiliate: CKSA, 10-kw, 1080 kHz.

Ownership: Principal stockholders are: Sask.-Alta. Bcstrs. Ltd. (CKSA); Arthur F. Shortell, pres.

Began Operation: Sept. 23, 1960.

Represented (sales) by ABC International; Hardy Radio & TV Ltd. (Toronto, Montreal, Vancouver); A. J. Messner & Co. (Winnipeg).

### Personnel:

Arthur F. Shortell, *president & general manager.*  
Tony Stamm, *chief engineer.*

### DIGEST OF RATE CARD NO. 7 (June 1, 1969)

30 Min.	15 Min.	10 Min.	5 Min.	Min.	30 Sec.	20 Sec.	10 Sec.
Class A—6:30-10 p.m., daily.							
\$225.00	\$150.00	\$125.00	\$105.00	\$75.00	\$50.00	\$45.00	\$30.00

CKSA-TV Total Persons: 196,860

BBM Weekly Circulation (Nov. 1969): 104,602

## CBXAT-3 Manning

(Ch. 12)

(Satellite rebroadcasting station of CBXAT, Grande Prairie, Alta.)

Network Service: CBC.

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: 14-mi. S of Manning.

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 1.77-kw visual, 177-kw aural. Antenna: 446-ft. above av. terrain, 278-ft. above ground, 2436-ft. above sea level, lat. 56° 42' 20", long. 117° 39' 17".

Began Operation: Oct. 7, 1968.

Rates: This is an automatic repeater of CBXT, Edmonton via CBXAT, Grande Prairie and is included as a bonus with that station.

## CHAT-TV Medicine Hat

(Ch. 6)

(Operates satellite rebroadcasting station CHAT-TV-1, Pivot, Alta.; CHAT-TV-2 Maple Creek, Sask.; CHAT-TV-3, Bow Island, Alta.)

Network Service: CBC.

Licensee: Monarch Broadcasting Co. Ltd., 520 First St., Box 760.

Studio & Transmitter: Redcliff, Alberta.

Telephone: 403-548-3911. Telex: 038-4824.

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 5.7-kw visual, 3-kw aural. Antenna: 345-ft. above av. terrain, 302-ft. above ground, 2742-ft. above sea level, lat. 50° 04' 36", long. 110° 47' 40".

Color: Network.

News Wire Service: Broadcast News.

AM Affiliate: CHAT, 10-kw, 1270 kHz (CBC).

Ownership: J. H. Yuill, pres. and 100% owner. Also owns satellite CHAT-TV-1, Pivot, Alta.; CHAT-TV-2, Maple Creek, Sask. & CHAT-TV-3, Bow Island, Alta.

Began Operation: Sept. 14, 1957.

Represented (sales) by All-Canada Radio & Television Ltd. both Canada & United States.

### Personnel:

Orville Kope, *general manager.*  
Ian Carson, *national sales manager.*  
Sid Gaffney, *technical director.*  
Stan Weiler, *news director.*

### DIGEST OF RATE CARD NO. 2 (June 1, 1968)

30 Min.	15 Min.	10 Min.	5 Min.	Min.	30 Sec.	20 Sec.	10 Sec.
Class A—6-11 p.m., Mon.-Sat.; 5-11 p.m., Sun.							
\$580.00	\$400.00	\$350.00	\$270.00	\$215.00*	\$150.00*	\$150.00*	\$85.00*

\*Class AA—5-10 p.m., Sun., 6:30-10 p.m., Mon.-Thurs., 6:30-11 p.m., Fri.-Sat.

NOTE: Combination rate card for CHAT-TV, Medicine Hat, CHCT-TV, Calgary & CJLH-TV, Lethbridge (Southern Alberta Television). For individual rates: 70% of above S.A.T. rates for CHCT-TV, 40% for CJLH-TV & 25% for CHAT-TV.

CHAT-TV Total Persons: 164,860

BBM Weekly Circulation (Nov. 1969): 46,798

## CFCN-TV-8 Oyen

(Ch. 2)

(Satellite rebroadcasting station of CFCN-TV Calgary, Alta.)

Network Service: CTV.

Licensee: Oyen and District Television Association, Oyen.

Transmitter: Oyen.

Technical Facilities: Channel 2 (54-60 MHz). Authorized power: 1.2-kw visual, .6-kw aural. Antenna: 365-ft. above av. terrain.

Began Operation: Dec. 1969.

Rates: This is an automatic repeater of CFCN-TV, Calgary, Alta. and is included as a bonus with that station.

## CBXAT-1 Peace River

(Ch. 7)

(Repeater of CBXAT, Grand Prairie, Alta.)

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: Peace River.



**Technical Facilities:** Channel No. 7 (174-180 MHz). Authorized power: 0.72-kw visual, 0.36-kw aural. Antenna: 411-ft. above av. terrain, 254-ft. above ground, 2091-ft. above sea level, lat. 56° 09' 26", long. 117° 18' 46".

**Began Operation:** Oct. 26, 1962.

**Rates:** This is an automatic repeater of CBXAT, Grand Prairie, which picks up CBXT, Edmonton, and both are included as a bonus with CBXT.

**CFRN-TV-2**  
**Peace River**

(Ch. 3)

(Satellite rebroadcasting station of CFRN-TV-1, Grande Prairie, Alta.)

**Network Service:** CTV, same as CFRN-TV-1, Grande Prairie, Alta.

**Licensee:** Sunwapta Broadcasting Ltd., Broadcast House, Postal Station "E", Edmonton.

**Transmitter:** Peace River.

**Technical Facilities:** Channel No. 3 (60-66 MHz). Authorized power: 2.4-kw visual, .24-kw aural. Antenna: 559-ft. above av. terrain, 351-ft. above ground, 2253-ft. above sea level, lat. 56° 08' 47", long. 117° 20' 15".

**Began Operation:** 1970.

**Rates:** This is an automatic repeater of CFRN-TV-1, Grande Prairie, Alta. which in turn repeats CFRN-TV Edmonton, Alta. and is included as a bonus with that station.

**CHAT-TV-1**  
**Pivot**

(Ch. 4)

(Satellite rebroadcasting station of CHAT-TV, Medicine Hat, Alta.)

**Network Service:** CBC, same as CHAT-TV.

**Licensee:** Monarch Bcstg. Co. Ltd., 520 First St., Medicine Hat.

**Transmitter:** Near Pivot.

**Technical Facilities:** Channel No. 4 (66-72 MHz). Authorized power: 5.7-kw visual, 2.8-kw aural. Antenna: 644-ft. above av. terrain, 500-ft. above ground, 3200-ft. above sea level, lat. 50° 24' 14", long. 110° 03' 07".

**Ownership:** See CHAT-TV, Medicine Hat.

**Began Operation:** May 23, 1961.

**Rates:** This is an automatic repeater of CHAT-TV, Medicine Hat and is included as a bonus with that station.

**CKRD-TV**  
**Red Deer**

(Ch. 6)

(Also operates satellite rebroadcasting stations CKRD-TV-1, Coronation, Alta. and CKRD-TV-2, Banff, Alta.)

**Network Service:** CBC.

**Licensee:** CHCA Television Ltd., P.O. Box 5555.

**Studio:** CKRD Bldg., 5409 Gaetz Ave.

**Transmitter:** 4½-mi. E of city limits.

**Telephone:** 347-6681.

**Technical Facilities:** Channel No. 6 (82-88 MHz). Authorized power: 26-kw visual, 13-kw aural. Antenna: 714-ft. above av. terrain, 321-ft. above ground, 3697-ft. above sea level, lat. 52° 16' 15", long. 113° 41' 30".

**Color:** Network.

**News Wire Service:** Canadian Press.

**Facsimile Service:** Canadian Press.

**Ownership:** Central Alberta Broadcasting Ltd., H. L. Flock, pres. Also operates CKRD-TV-1, Coronation, CKRD-TV-2, Banff, CKRD & FM, Red Deer, all Alta.

**Began Operation:** Dec. 1, 1957.

**Represented (sales) by** ABC International, U.S.A.; Radio-Television Representatives Ltd., Canada.

**Personnel:**

H. L. Flock, *president & general manager.*  
W. R. Scott, *commercial manager.*  
Mel Gordon, *production manager.*  
Lorry Luchian, *technical director.*

**DIGEST OF RATE CARD NO. 14**  
(March 1, 1969)

30 Min.	15 Min.	10 Min.	5 Min.	Min.	30 Sec.	20 Sec.	10 Sec.
\$255.00	\$145.00	\$125.00	\$100.00	\$85.00	\$55.00	\$42.00	\$30.00

**CKRD-TV Total Persons:** 259,070  
**BBM Weekly Circulation (Nov. 1969):** 106,045

**CFJL-TV-1**  
**Sundre**  
(Ch. 7)

(Satellite rebroadcasting station of CFCN-TV, Calgary, Alta.)

**Network Service:** CTV.

**Licensee:** Sundre Chamber of Commerce, Sundre, Alta.

**Transmitter:** Sundre.

**Technical Facilities:** Channel 7 (173-179 MHz). Authorized power: 5-watts visual, .5-watts aural.

**Began Operation:** May 29, 1969.

**Rates:** This is an automatic repeater of CFCN-TV, Calgary, and and is included as a bonus with that station.

**CJWP-TV-1**  
**Waterton Park**  
(Ch. 12)

(Satellite rebroadcasting station of CJLH-TV, Lethbridge, Alta.)

**Network Service:** Same as CJLH-TV, Lethbridge.

**Licensee:** Waterton Lakes Television Assn.

**Transmitter:** Waterton Park Townsite.

**Technical Facilities:** Channel No. 12 (204-210 MHz). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: 280-ft. above av. terrain, 100-ft. above ground, 4505-ft. above sea level, lat. 49° 03' 31", long. 113° 54' 38".

**Began Operation:** Jan. 15, 1962.

**Rates:** This is an automatic repeater and is included as a bonus with CJLH-TV, Lethbridge, Alta.

**CBXT-2**  
**Whitecourt**  
(Ch. 9)

(Satellite rebroadcasting station of CBXT, Edmonton, Alta.)

**Network Service:** CBC, same as CBXT, Edmonton.

**Licensee:** Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

**Transmitter:** 7½-mi. S of Whitecourt.

**Technical Facilities:** Channel No. 9 (186-192) MHz). Authorized power: 9.4-kw visual, 4.7-kw aural. Antenna: Directional, 1348-ft. above av. terrain, 219-ft. above ground, 4059-ft. above sea level, lat. 54° 01' 58", long. 115° 43' 03".

**Began Operation:** June 20, 1966.

**Rates:** This is an automatic repeater of CBXT, Edmonton, Alta. and is included as a bonus with that station.

**CFRN-TV-3**  
**Whitecourt**  
(Ch. 12)

(Satellite rebroadcasting station of CFRN-TV, Edmonton, Alta.)

**Network Service:** CTV, same as CFRN-TV, Edmonton.

**Licensee:** Sunwapta Broadcasting Ltd., Broadcast House, Postal Station "E," Edmonton.

**Transmitter:** Whitecourt.

**Technical Facilities:** Channel No. 12 (204-210 MHz). Authorized power: 9.8-kw visual, 4.9 kw aural. Antenna: Directional, 1300-ft. above av. terrain, 200-ft. above ground, 3940-ft. above sea level, lat. 54° 01' 58", long. 115° 43' 03".

**Ownership:** Same as CFRN-TV, Edmonton.

**Began Operation:** Nov. 8, 1965.

**Rates:** This is an automatic repeater of CFRN-TV, Edmonton, and is included as a bonus with that station.

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# BRITISH COLUMBIA

## CFTK-TV-8

### Aristazabal Island

(Ch. 5)

(Satellite rebroadcasting station of CFTK-TV, Terrace, B.C.)

Network Service: CBC, same as CFTK-TV, Terrace.

Licensee: Skeena Broadcasters Ltd., P.O. Box 1540, Terrace, B.C.

Transmitter: Mt. Parizeau.

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 400-watts visual, 200-watts aural. Antenna: 828-ft. above av. terrain, 35-ft. above ground, 990-ft. above sea level, lat. 52° 46' 05", long. 129° 13' 55".

Began Operation: May 22, 1966.

Rates: This is an automatic repeater of CFTK-TV, Terrace, and is included as a bonus with that station.

## CFCR-TV-2

### Ashcroft

(Ch. 10)

(Satellite rebroadcasting station of CFCR-TV, Kamloops, B.C.)

Network Service: Same as CFCR-TV, Kamloops.

Licensee: Twin Cities Television Ltd., 460 Pemberton Terrace, Kamloops.

Transmitter: Elephant Mt.

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 25-watts visual, 12.5-watts aural. Antenna: 1500-ft. above av. terrain, 50-ft. above ground, 2700-ft. above sea level, lat. 50° 45' 30", long. 121° 17' 48".

Began Operation: Sept. 29, 1961.

Rates: This is an automatic repeater of CFCR-TV, Kamloops, and is included as a bonus with that station.

## CFCR-TV-13

### Avola

(Ch. 3)

(Satellite rebroadcasting station of CFCR-TV, Kamloops, B.C.)

Network Service: CBC, same as CFCR-TV, Kamloops.

Licensee: Twin Cities Television Ltd., 460 Pemberton Terrace, Kamloops, B.C.

Transmitter: Avola Mt.

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: Directional, 4100-ft. above av. terrain, 30-ft. above ground, 6300-ft. above sea level, lat. 51° 47' 05", long. 119° 23' 00".

Began Operation: Aug. 1, 1966.

Rates: This is an automatic repeater of CFCR-TV, Kamloops and is included as a bonus with that station.

## CKBF-TV-1

### Balfour

(Ch. 5)

(Satellite rebroadcasting station of KXLY-TV, Spokane, Wash.)

Network Service: Same as KXLY-TV, Spokane.

Licensee: Yuill Mountain T. V. Cooperative Society, c/o J. S. Walden, R.R. #3, Nelson, B.C.

Transmitter: Yuill Mt.

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 20-watts visual, 10-watts aural. Antenna: 30-ft. above ground, 6500-ft. above sea level, lat. 49° 39' 27", long. 117° 05' 15".

Began Operation: Nov. 9, 1962.

Rates: This is an automatic repeater of KXLY-TV, Spokane, Wash., and does not have its own rate card.

## CFCR-TV-16

### Boss Mountain

(Ch. 7)

(Satellite rebroadcasting station of CFCR-TV-6, Mount Timothy, B. C., which repeats CFCR-TV, Kamloops, B. C.)

Network Service: CBC, same as CFCR-TV, Kamloops, B.C.

Licensee: Twin Cities Television Ltd., 460 Pemberton Terrace, Kamloops, B. C.

936-b

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 5.2-watts visual, 2.5-watts aural. Antenna: Directional, 1400-ft. above av. terrain, 40-ft. above ground, 5500-ft. above sea level, lat. 52° 05' 30", long. 120° 50' 55".

Began Operation: April 11, 1967.

Rates: This is an automatic repeater of CFCR-TV, Kamloops, B. C., via CFCR-TV-6, Mt. Timothy, and is included as a bonus with that station.

## CFCR-TV-9

### Boston Bar

(Ch. 5)

(Satellite rebroadcasting station of CFCR-TV-1, Lillooet, B.C.)

Network Service: Same as CFCR-TV, Kamloops, B.C.

Licensee: Twin Cities Television Ltd., 460 Pemberton Terrace, Kamloops.

Transmitter: North Bend, B.C.

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 50-watts visual, 25-watts aural. Antenna: 2000-ft. above av. terrain, 95-ft. above ground, 3100-ft. above sea level, lat. 49° 48' 40", long. 121° 26' 05".

Began Operation: Oct. 1, 1962.

Rates: This is an automatic repeater of CFCR-TV-1, Lillooet, both are included as a bonus with CFCR-TV.

## CBUT-4

### Bowen Island

(Ch. 13)

(Satellite rebroadcasting station of CBUT, Vancouver, B.C.)

Network Service: CBC, same as CBUT, Vancouver.

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: Bowen Island.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 5-watts pedestal power, 2.5-kw aural. Antenna: Directional, 690-ft. above av. terrain, 200-ft. above ground, 1120-ft. above sea level, lat. 49° 23' 10", long. 123° 22' 46".

Began Operation: July 1967.

Rates: This is an automatic repeater of CBUT, Vancouver and is included as a bonus with that station.

## CHAN-TV-2

### Bowen Island

(Ch. 3)

(Satellite rebroadcasting station of CHAN-TV, Vancouver, B.C.)

Network Service: CTV, same as CHAN-TV, Vancouver.

Licensee: British Columbia Television Broadcasting System Ltd., Box 4700, Vancouver 3, B.C.

Transmitter: Bowen Island.

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: Directional, 662-ft. above av. terrain, 100-ft. above ground, 1500-ft. above sea level, lat. 49° 23' 33", long. 123° 22' 35".

Began Operation: May 12, 1967.

Rates: This is an automatic repeater of CHAN-TV, Vancouver and is included as a bonus with that station.

## CHAN-TV-5

### Brackendale

(Ch. 3)

(Satellite rebroadcasting station of CHAN-TV-3, Squamish, B.C.)

Network Service: Same as CHAN-TV, Vancouver.

Licensee: British Columbia Television Broadcasting System Ltd., Box 4700, Vancouver 3, B.C.

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 5-watts visual, 5-watts aural. Antenna: 80-ft. above av. terrain, 80-ft. above ground, 500-ft. above sea level, lat. 49° 44' 42", long. 123° 06' 48".

Began Operation: Sept. 9, 1969.

Rates: Included as bonus with CHAN-TV, Vancouver.

## CFCR-TV-15

### Bralorne

(Ch. 3)

(Satellite rebroadcasting station of CFCR-TV-6, Mount Timothy, B.C.)

Network Service: CBC, same as CFCR-TV, Kamloops.

TV Factbook No. 40

Licensee: Twin Cities Television Ltd., 460 Pemberton Terrace, Kamloops, B.C.

Transmitter: Green Mt.

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 45-watts visual, 22.5-watts aural. Antenna: Directional, 1230-ft. above av. terrain, 40-ft. above ground, 6700-ft. above sea level, lat. 50° 47' 30", long. 122° 54' 30".

Began Operation: Nov. 3, 1965.

Rates: This is an automatic repeater of CFCR-TV, Kamloops via CFCR-TV-6, Mount Timothy, B.C. and is included as a bonus with CFCR-TV.

## CJDC-TV-2

### Bullhead Mountain

(Ch. 8)

(Satellite rebroadcasting station of CJDC-TV, Dawson Creek, B.C.)

Network Service: CBC, same as CJDC-TV, Dawson Creek.

Licensee: Radio Station CJDC Ltd., 2nd Ave. & 9th St., Dawson Creek, B.C.

Transmitter: Bullhead Mt.

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: Directional, 497-ft. above av. terrain, 100-ft. above ground, 3080-ft. above sea level, lat. 56° 01' 48", long. 122° 06' 15".

Began Operation: Jan. 28, 1966.

Rates: This is an automatic repeater of CJDC-TV, Dawson Creek and is included as a bonus with that station.

## CFTK-TV-3

### Burns Lake

(Ch. 4)

(Satellite rebroadcasting station of CFTK-TV-10, Houston, B.C.)

Network Service: Same as CFTK-TV, Terrace.

Licensee: Skeena Broadcasters Ltd., Box 1540, Terrace, B.C.

Transmitter: Boer Mt., Burns Lake.

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 40-watts visual, 20-watts aural. Antenna: Directional, 4850-ft. above av. terrain, 60-ft. above ground, 4075-ft. above sea level, lat. 54° 15' 25", long. 125° 40' 35". Note: This station also provides service to Endako, Decker Lake and Vanderhoof, B.C.

Began Operation: Feb. 8, 1964.

Rates: This is an automatic repeater of CFTK-TV, Terrace via CFTK-TV-10, Houston and is included as a bonus with that station.

## CFNV-TV-1

### Camp Woss

(Ch. 3)

(Satellite rebroadcasting station of CFKB-TV-1, Newcastle Ridge, B.C. which repeats CHEK-TV, Victoria, B.C.)

Network Service: Same as CHEK-TV, Victoria.

Licensee: Nimpkish Valley Television Society, c/o Canadian Forest Products Ltd., Englewood Logging Div., Beaver Cove, B.C.

Transmitter: Camp Woss.

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: Directional, 130-ft. above ground, 3000-ft. above sea level, lat. 50° 10' 00", long. 126° 34' 10".

Began Operation: June 15, 1965.

Rates: This is an automatic repeater of CFKB-TV-1, Newcastle Ridge, B.C., which is a satellite of CHEK-TV, Victoria, B.C. and both are included as a bonus with CHEK-TV.

## CBUBT-1

### Canal Flats

(Ch. 12)

(Satellite rebroadcasting station of CBUBT, Cranbrook.)

Licensee: Canadian Bestg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: Canal Flats.

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 5.4-kw visual, 1.0-kw aural. Antenna: 805-ft. above av. terrain, 132-ft. above ground, 3326-ft. above sea level, lat. 50° 11' 41", long. 115° 49' 25".

Began Temporary Operation: Dec. 13, 1968.

Rates: This is an automatic repeater of station CBUBT, Cranbrook, and is included as a bonus to that station.

# British Columbia

## CHBC-TV-8

### Canoe

(Ch. 3)

(Satellite rebroadcasting station of CHBC-TV-4, Salmon Arm, B.C.)

Network Service: CBC, same as CHBC-TV, Kelowna.

Licensee: Okanagan Valley Television Co. Ltd., 342 Leon Ave., Kelowna, B.C.

Transmitter: Canoe.

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 5-watts visual, 5-watts aural. Antenna: Directional, 30-ft. above ground, 2100-ft. above sea level, lat. 50° 43' 45", long. 119° 12' 35".

Began Operation: March 11, 1966.

Rates: This is an automatic repeater of CHBC-TV, Kelowna, via CHBC-TV-5, Grinrod and CHBC-TV-4, Salmon Arm, both B.C., and is included as a bonus with CHBC-TV.

## CBTD-TV

### Cassiar

(Ch. 7)

Network Service: CBC.

Licensee: Canadian Bestg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: Cassiar, B.C.

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: 1346-ft. above av. terrain, 100-ft. above ground, 3648-ft. above sea level, lat. 59° 17' 12", long. 129° 51' 00".

Began Operation: Feb. 19, 1969.

Rates: This is an automatic repeater and is included with the CBC network as a bonus.

## CBUAT-2

### Castlegar

(Ch. 3)

(Satellite rebroadcasting station of CBUAT, Trail, B.C.)

Network Service: CBC, same as CBUAT, Trail, B.C.

Licensee: Canadian Bestg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: 2½-mi. SE of Castlegar.

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: 25-ft. above ground, 2030-ft. above sea level, lat. 49° 18' 48", long. 117° 37' 28".

Began Operation: Jan. 31, 1964.

Rates: This is an automatic repeater of CBUAT, Trail, and is included as a bonus with that station.

## CHKC-TV-3

### Cawston

(Ch. 3)

(Satellite rebroadcasting station of CHKC-TV-1, Keremeos, which repeats CHBC-TV, Kelowna, B.C.)

Network Service: CBC, same as CHBC-TV, Kelowna.

Licensee: Keremeos-Cawston Television Society, Keremeos.

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: 20-ft. above ground, 1650-ft. above sea level, lat. 49° 07' 50", long. 119° 43' 50".

Ownership: See CHKC-TV-1, Keremeos, B.C.

Began Operation: May 18, 1966.

Rates: This is an automatic repeater of CHKC-TV-1, Keremeos, which repeats CHBC-TV, Kelowna and is included as a bonus with CHBC-TV.

For CBC & CTV Network Listings

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# British Columbia

## CHBC-TV-6 Celista (Ch. 6)

(Satellite rebroadcasting station of CHBC-TV-4, Salmon Arm, B.C., which repeats CHBC-TV, Kelowna, B.C.)

Network Service: Same as CHBC-TV, Kelowna, B.C.

Licensee: Okanagan Valley Television Co. Ltd., 342 Leon Ave., Kelowna, B.C. Transmitter: Celista.

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 5-watts visual, 5-watts aural. Antenna: Directional, 50-ft. above ground, 2900-ft. above sea level, lat. 50° 57' 12", long. 119° 24' 10".

Began Operation: Feb. 25, 1965

Rates: This is an automatic repeater of CHBC-TV-4, Salmon Arm, and is included as a bonus with that station's parent CHBC-TV, Kelowna, B.C.

## CFCR-TV-8 Chase (Ch. 11)

(Satellite rebroadcasting station of CFCR-TV, Kamloops, B.C.)

Network Service: Same as CFCR-TV, Kamloops.

Licensee: Twin Cities Television Ltd., 460 Pemberton Terrace, Kamloops.

Transmitter: Adams Hill, B.C.

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 25-watts visual, 12.5-watts aural. Antenna: 1800-ft. above av. terrain, 40-ft. above ground, 3400-ft. above sea level, lat. 50° 54' 00", long. 119° 38' 35".

Began Operation: Feb. 1, 1962.

Rates: This is an automatic repeater of CFCR-TV, Kamloops, and is included as a bonus with that station.

## CJWR-TV-1 Cherryville (Ch. 10)

(Satellite rebroadcasting station of CHBC-TV, Kelowna, B.C.)

Network Service: CBC, same as CHBC-TV.

Licensee: Cherryville Community Club.

Transmitter: Near Cherryville, B.C.

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 8.9-watts visual, 4.5-watts aural. Antenna: Directional, 350-ft. above av. terrain, 60-ft. above ground, 2900-ft. above sea level, lat. 50° 15' 05", long. 118° 35' 10".

Ownership: Cherryville Community Club.

Began Operation: July 15, 1965.

Rates: This is an automatic repeater of CHBC-TV, Kelowna, B.C. and is included as a bonus with that station.

## CBUT-2 Chilliwack (Ch. 3)

(Satellite rebroadcasting station of CBUT, Vancouver, B.C.)

Network Service: CBC, same as CBUT, Vancouver.

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: Lookout Ridge.

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 590-watts visual, 295-watts aural. Antenna: Directional, 702-ft. above av. terrain, 85-ft. above ground, 2345-ft. above sea level, lat. 49° 06' 36", long. 121° 50' 47".

Began Operation: May 12, 1966.

Rates: This is an automatic repeater of CBUT, Vancouver and is included as a bonus with that station.

## CHAN-TV-1 Chilliwack (Ch. 11)

(Satellite rebroadcasting station of CHAN-TV, Vancouver, B.C.)

Network Service: CTV, same as CHAN-TV, Vancouver.

Licensee: British Columbia Television Bcstg. System Ltd., Box 4700, Vancouver 3.

Transmitter: Vedder Mt.

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: Directional, 1400-ft. above av. terrain, 50-ft. above ground, 2100-ft. above sea level, lat. 49° 04' 10", long. 122° 01' 36".

Ownership: Same as CHAN-TV, Vancouver, B.C.

Began Operation: Nov. 18, 1964.

Represented (sales) by All Canada Radio & Television Ltd.

Rates: This is an automatic repeater of CHAN-TV, Vancouver, and is included as a bonus with that station.

## CFCR-TV-10 Clearwater (Ch. 2)

(Satellite rebroadcasting station of CFCR-TV, Kamloops, B.C.)

Network Service: Same as CFCR-TV, Kamloops.

Licensee: Twin Cities Television Ltd., 460 Pemberton Terrace, Kamloops.

Transmitter: Clearwater.

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: 3470-ft. above av. terrain, 40-ft. above ground, 6220-ft. above sea level, lat. 51° 40' 55", long. 120° 12' 05".

Began Operation: Feb. 12, 1963.

Rates: This is an automatic repeater of CFCR-TV, Kamloops, and is included as a bonus with that station.

## CFCR-TV-4 Clinton (Ch. 9)

(Satellite rebroadcasting station of CFCR-TV, Kamloops, B.C.)

Network Service: Same as CFCR-TV, Kamloops.

Licensee: Twin Cities Television Ltd., 460 Pemberton Terrace, Kamloops.

Transmitter: Lime Mt.

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 204-watts visual, 102-watts aural. Antenna: 1800-ft. above av. terrain, 30-ft. above ground, 6400-ft. above sea level, lat. 51° 05' 10", long. 121° 40' 30".

Began Operation: Dec. 10, 1961.

Rates: This is an automatic repeater of CFCR-TV, Kamloops, and is included as a bonus with that station.

## CBUT-1 Courtenay (Ch. 9)

(Satellite rebroadcasting station of CBUT, Vancouver, B.C.)

Network Service: CBC, same as CBUT, Vancouver.

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: Jap Mt., approx. 2-mi. S of Cumberland, near Courtenay.

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 0.625-kw visual, 0.332-kw aural. Antenna: 483-ft. above av. terrain, 237-ft. above ground, 1437-ft. above sea level, lat. 49° 35' 44", long. 125° 00' 36".

Began Operation: June 28, 1962.

Rates: This is an automatic repeater of CBUT, Vancouver and is included as a bonus with that station in its CBC English network rate.

## CHAN-TV-4 Courtenay (Ch. 13)

(Satellite rebroadcasting station of CHAN-TV, Vancouver, B.C.)

Network Service: CTV.

Licensee: British Columbia TV Bcstg. System Ltd., Box 4700, Vancouver.

Transmitter: Courtenay, B.C.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 930-watts visual, 93-watts aural. Additional data not available.

Began Operation: August 1968.

Rates: This is an automatic repeater of CHAN-TV, Vancouver and is included as a bonus with that station.

## CBUBT Cranbrook

(Ch. 10)

(Repeated by CBUBT-1, Canal Flats, B.C.)

Network Service: CBC.

Licensee: Canadian Bestg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: 2 $\frac{3}{4}$ -mi. NW of Cranbrook.

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 1.1-kw visual, .505-kw aural. Antenna: 832-ft. above av. terrain, 90-ft. above ground, 4104-ft. above sea level, lat. 49° 32' 45", long. 115° 47' 52".

Began Operation: August 6, 1962.

Rates: This is an automatic repeater and is included as bonus to the CBC network rate.

CBUBT Total Persons: 37,400

BBM Weekly Circulation (Nov. 1969): 19,338

## CBUCT-1 Crawford Bay

(Ch. 5)

(Satellite rebroadcasting station of CBUCT, Nelson, B.C.)

Network Service: CBC, same as CBUAT, Trail.

Licensee: Canadian Broadcasting Corp., 1500 Bronson Ave., Ottawa, Ont.

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 468-watts visual, 93-watts aural. Antenna: Directional, minus 440-ft. above av. terrain, 182-ft. above ground, 3403-ft. above sea level, lat. 49° 38' 54", long. 116° 50' 53".

Began Operation: July, 1967.

Rates: This is an automatic repeater of CBUAT, Trail, via CBUAT-1, Nelson and is included as a bonus with CBUAT.

## CHMS-TV-1 Crescent Valley

(Ch. 5)

(Satellite of KXLY-TV, Spokane, Wash.; repeated by CHMS-TV-2, Passmore; CHMS-TV-3, Perrys, both B.C.)

Network Service: CBS-TV, same as KXLY-TV, Spokane, Wash.

Licensee: Mount Sentinel Television Cooperative, c/o Community Video Co., 1146 Cedar, Trail, B.C.

Transmitter: Slocan Ridge, B.C.

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: 10-ft. above av. terrain, 60-ft. above ground, 5000-ft. above sea level, lat. 49° 29' 18", long. 117° 32' 32".

Began Operation: Feb. 27, 1959.

Personnel:

R. J. Thompson, *general manager*.  
Carl Price, *chief engineer*.

Rates: This is an automatic repeater of KXLY-TV, Spokane and is included as a bonus with that station.

## CBUCT-2 Creston

(Ch. 3)

(Satellite rebroadcasting station of CBUCT-1, Crawford Bay, B.C.)

Network Service: CBC, same as CBUAT, Trail.

Licensee: Canadian Bestg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: Creston, B.C.

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 5-watts visual pedestal power, 2.5-watts aural. Antenna: Directional, 2011-ft. above av. terrain, 150-ft. above ground, 5850-ft. above sea level, lat. 49° 09' 56", long. 116° 40' 39".

Began Operation: July, 1967.

Rates: This is an automatic repeater of CBUAT, Trail, via CBUCT-1, Crawford Bay & CBUCT, Nelson, and is included with CBUAT as a bonus to the CBC network rate.

## CJDC-TV Dawson Creek

(Ch. 5)

(Operates satellite rebroadcasting stations CJDC-TV-1, Hudson Hope, B.C. & CJDC-TV-2, Bullhead Mt., B.C.)

Network Service: CBC.

Licensee: Radio Station CJDC Ltd., 102nd Ave. & 9th St.

Studio: 901 102nd Ave. Telephone: 782-3341.

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Transmitter: Bear Mountain.

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 10-watts visual, 5-watts aural. Antenna: 1500-ft. above av. terrain, 1525-ft. above ground, 3750-ft. above sea level, lat. 55° 45' 26", long. 120° 13' 32".

Color: Network. News Wire Service: Broadcast News.

AM Affiliate: CJDC, 1-kw, 1350 kHz.

Ownership: H. L. Michaud, pres.

Began Operation: Jan. 15, 1959.

Represented (sales) by Radio-Television Representatives Ltd., (Canada); ABC International (U.S.).

Personnel:

H. L. Michaud, *general manager & film buyer*.  
W. R. (Bill) Duncan, *manager*.  
Eric Sorenson, *engineer*.  
Arnold Schmidt, *engineer*.  
M. Van Berkel, *traffic manager*.

### DIGEST OF RATE CARD NO. 6

(March 1, 1968)

Hour 30 Min. 15 Min. 10 Min. 5 Min. Min. 30 Sec. 20 Sec. 10 Sec.

Class AAA—8-10 p.m., daily

.....\* \$105.00 .....\* .....\* .....\* \$35.00 \$28.75 \$28.75 \$27.50

\*On request.

CJDC-TV Total Persons: 79,410

BBM Weekly Circulation (Nov. 1969): 48,977

## CKCC-TV-2 East Georgie

(Ch. 9)

(Satellite rebroadcasting station of CKCC-TV-1, Kwinatahl, B.C.)

Network Service: CBC.

Licensee: Stewart Community Club.

Transmitter: East Georgie, B.C.

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 1-watt visual, .1-watts aural. Antenna: 15-ft. above ground, 5300-ft. above sea level, lat. 55° 41' 45", long. 130° 0' 40".

Began Operation: November, 1969.

Ownership: Stewart Community Club.

Rates: This is an automatic repeater of CKCC-TV-1, Kwinatahl, B.C. which in turns repeats CFTK-TV, Terrace, B.C. and is included as a bonus with that station.

## CFEN-TV-1 Enderby

(Ch. 5)

(Satellite rebroadcasting station of CHBC-TV, Kelowna, B.C.)

Network Service: Same as CHBC-TV, Kelowna.

Licensee: Enderby & District TV Syndicate.

Transmitter: Enderby.

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 20-watts visual, 2.5-watts aural. Antenna: 400-ft. above av. terrain, 50-ft. above ground, 1900-ft. above sea level, lat. 50° 33' 45", long. 119° 6' 10".

Began Operation: Dec. 13, 1961.

Rates: This is an automatic repeater of CHBC-TV, Kelowna and is included as a bonus with that station.

## CFWS-TV-1 Falkland

(Ch. 5)

(Satellite rebroadcasting station of CHBC-TV, Kelowna, B.C.)

Network Service: Same as CHBC-TV, Kelowna.

Licensee: Falkland-Westwold T. V. Society, Falkland. G. Selody, chmn.; R. Clemitson, H. Culling, T. Elliott, vice chmn.; E. Gotobed, secy.-treas.

Transmitter: Falkland.

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: 150-ft. above av. terrain, 50-ft. above ground, 2750-ft. above sea level, lat. 50° 30' 32", long. 119° 32' 20".

Began Operation: May 7, 1963.

Rates: This is an automatic repeater of CHBC-TV, Kelowna and is included as a bonus with that station.

(Continued on next page)

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## British Columbia

### CKPG-TV-3 Fort Fraser

(Ch. 6)

(Satellite rebroadcasting station of CKPG-TV, Prince George, B.C.)

Network Service: CBC, same as CKPG-TV, Prince George.

Licensee: CKPG Television, 1220 Sixth Ave., Prince George.

Transmitter: Fraser Mt., Telephone Bldg., Fort Fraser, B.C.

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 294-watts visual, 182-watts aural. Antenna: 1700-ft. above av. terrain, 87-ft. above ground, 3758-ft. above sea level, lat. 53° 28' 43", long. 122° 38' 00".

Began Operation: Dec. 8, 1964.

Rates: This is an automatic repeater of CKPG-TV, Prince George, and is included as a bonus with that station.

### CBTD-TV-1 Fort Nelson

(Ch. 8)

Network Service: CBC.

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: Fort Nelson, B.C.

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 127-watts visual, 12.7-watts aural. Antenna: 456-ft. above av. terrain, 265-ft. above ground, 1795-ft. above sea level, lat. 58° 48' 49", long. 122° 42' 46".

Began Operation: June 30, 1969.

Rates: This is an automatic repeater and is included as a bonus to the CBC network rate.

### CBUAT-1 Grand Forks

(Ch. 5)

(Satellite rebroadcasting station of CBUAT, Trail, B.C.)

Network Service: CBC, same as CBUAT, Trail.

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: Grand Forks.

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 5-watts visual pedestal power, 2.5-watts aural. Antenna: Directional, minus 1185-ft. above av. terrain, 110-ft. above ground, 2155-ft. above sea level, lat. 49° 00' 39", long. 118° 23' 25".

Began Operation: July, 1967.

Rates: This is an automatic repeater of CBUAT, Trail and is included with that station as a bonus to the CBC network rate.

### CHBC-TV-5 Grinrod

(Ch. 72)

(Satellite rebroadcasting station of CHBC-TV, Kelowna, B.C.)

Network Service: CBC.

Licensee: Okanagan Valley TV Co. Ltd., 342 Leon Ave., Kelowna, B.C.

Transmitter: Approx. 1-mi. ENE of Enderby.

Technical Facilities: Channel No. 72 (818-824 MHz). Authorized power: 20-watts visual, 2.5-watts aural, 625-ft. above av. terrain, lat. 50° 33' 48", long. 119° 06' 10".

Began Operation: Nov. 9, 1964.

Rates: This is an automatic repeater of CHBC-TV, Kelowna and is included as a bonus with that station.

### CKPG-TV-1 Hixon

(Ch. 10)

(Satellite rebroadcasting station of CKPG-TV, Prince George, B.C.)

Network Service: CBC, same as CKPG-TV, Prince George.

Licensee: CKPG Television Ltd., 1220 Sixth Ave., Prince George, B.C.

Transmitter: Hixon.

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 365-watts visual, 182-kw aural. Antenna: 515-ft. above av. terrain, 212-ft. above ground, 2802-ft. above sea level, lat. 53° 28' 43", long. 122° 38' 00".

Began Operation: June 1, 1965.

Represented (sales) by Weed & Co. (U.S.); All-Canada Radio & TV.  
Rates: Included as bonus with CKPG-TV, Prince George.

### CBUT-6 Hope

(Ch. 9)

(Satellite rebroadcasting station of CBUT-2, Chilliwack)

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Network Service: CBC, same as CBUT, Vancouver.

Transmitter: Thacker Mt.

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: 1566-ft. above av. terrain, 90-ft. above ground, 875-ft. above sea level, lat. 49° 23' 16.6", long. 121° 25' 06.35".

Began Operation: May 10, 1968.

Rates: Included as bonus with CBUT, Vancouver.

### CFTK-TV-10 Houston

(Ch. 2)

(Satellite rebroadcasting station of CFTK-TV-2, Smithers, B.C.)

Network Service: CBC, same as CFTK-TV, Terrace.

Licensee: Skeena Broadcasters Ltd., P.O. Box 1540, Terrace, B.C.

Transmitter: 2-mi. N of Houston.

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 38-watts visual, 19-watts aural. Antenna: 1554-ft. above av. terrain, 60-ft. above ground, 4090-ft. above sea level, lat. 54° 26' 25", long. 126° 39' 50".

Began Operation: June 15, 1966.

Rates: Included as bonus with CFTK-TV, Terrace.

### CFTK-TV-12 Hudson Bay Mountain

(Ch. 7)

(Satellite rebroadcasting station of CFTK-TV, Terrace, B.C.)

Network Service: CBC, same as CFTK-TV, Terrace, B.C.

Licensee: Skeena Broadcasters Ltd., 3231 Emerson St., Terrace, B.C.

Transmitter: Hudson Bay Mountain.

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 1-watt visual, .1-watt aural. Antenna: 5300-ft. above av. terrain, 20-ft. above ground, 8100-ft. above sea level, lat. 54° 48' 05", long. 127° 16' 31".

Began Operation:

Rates: Included as bonus with CWTK-TV, Terrace, B.C.

### CJDC-TV-1 Hudson Hope

(Ch. 11)

(Satellite rebroadcasting station of CJDC-TV, Dawson Creek, B.C.)

Network Service: CBC, same as CJDC-TV, Dawson Creek.

Licensee: Radio Station CJDC Ltd., 2nd Ave. & 9th St., Dawson Creek, B.C.

Transmitter: Hudson Hope, B.C.

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: Directional, 328-ft. above av. terrain, 100-ft. above ground, 2850-ft. above sea level, lat. 56° 01' 42", long. 121° 56' 33".

Began Operation: Jan. 28, 1966.

Rates: This is an automatic repeater of CJDC-TV, Dawson Creek and is included as a bonus with that station.

### CFWL-TV-1 Invermere

(Ch. 6)

(Satellite rebroadcasting station of CFCN-TV, Calgary, Alta.)

Network Service: Same as CFCN-TV, Calgary.

Licensee: Invermere District Television Co. Ltd., c/o Invermere Hardware.

Transmitter: 7-mi. W of Invermere.

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 5-watts visual, .5-watts aural. Antenna: 8200-ft. above sea level.

Began Operation: May 24, 1963.

Rates: This is an automatic repeater of CFCN-TV, Calgary, Alta. and is included as a bonus with that station.

ADDITIONAL DATA ON TECHNICAL FACILITIES UNAVAILABLE

## CFTK-TV-7

### Juskatla

(Ch. 2)

(Satellite rebroadcasting station of CFTK-TV-1, Prince Rupert, B.C.)

Network Service: CBC, same as CFTK-TV, Terrace.

Licensee: Skeena Broadcasters Ltd., P. O. Box 1540, Terrace, B.C.

Transmitter: Juskatla Mt.

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 2.5-watts visual, 1.25-watts aural. Antenna: Directional, 1400-ft. above av. terrain, 50-ft. above ground, 1500-ft. above sea level, lat. 53° 34' 55", long. 132° 22' 15".

Began Operation: Aug. 30, 1965.

Rates: This is an automatic repeater of CFTK-TV-1, Prince Rupert, B.C., which in turn repeats CFTK-TV, Terrace, B.C. and both are included as a bonus with CFTK-TV.

## CFCR-TV

### Kamloops

(Ch. 4)

(Repeated by CFCR-TV-1, Lillooet; CFCR-TV-2, Ashcroft; CFCR-TV-3, Merritt; CFCR-TV-4, Clinton; CFCR-TV-5, Williams Lake; CFCR-TV-6, Mount Timothy; CFCR-TV-7, Savona; CFCR-TV-8, Chase; CFCR-TV-9, Boston Bar; CFCR-TV-10, Clearwater; CFCR-TV-11, Quesnel; CFCR-TV-12, Promontory Mountain; CFCR-TV-13, Avola; CFCR-TV-14, Valemont; CFCR-TV-15, Bralorne; CFCR-TV-16, Boss Mountain; CFCR-TV-17, Shalath; CJNA-TV-1, Spences Bridge, all B.C.)

Network Service: CBC.

Licensee: Twin Cities Television Ltd., 460 Pemberton Terrace, Kamloops.

Studio & Transmitter: 460 Pemberton Terrace.

Telephone: 604-372-3322.

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 4-kw visual, 2-kw aural. Antenna: 501-ft. above av. terrain, 100-ft. above ground, 2900-ft. above sea level, lat. 50° 40' 34", long. 120° 19' 51".

Color: Network.

News Wire Service: Broadcast News.

Ownership: Ian G. Clark, pres. & gen. mgr., is principal in Twin Cities Radio Ltd., which owns radio CFJC & CFFM-FM.

Began Operation: April 8, 1957.

Represented (sales) All-Canada Radio & Television Ltd.

Personnel:

Ian G. Clark, *general manager*.

Jack Pollard, *manager*.

Walter Harwood, *commercial manager*.

Combination rate: See CHBC-TV, Kelowna, B.C.

CFCR-TV Total Persons: 154,130

BBM Weekly Circulation (Nov. 1969): 97,616

## CHBC-TV

### Kelowna

(Ch. 2)

(Repeated by CHBC-TV-1, Penticton; CHBC-TV-2, Vernon; CHBC-TV-3, Oliver; CHBC-TV-4, Salmon Arm; CHBC-TV-5, Grinrod; CHBC-TV-6, Celista; CHBC-TV-7, Skaha Lake; CHBC-TV-8, Canoe; CFFI-TV-1, Malakwa; CFWS-TV-1, Falkland; CFWS-TV-2, Westwold; CFZQ-TV-1, Revelstoke; CFZQ-TV-2, Mica Creek; CFZQ-TV-3, Potlatch Creek; CHKC-TV-1, Keremeos; CHKC-TV-2, Olalla; CHKC-TV-3, Cawston; CHPP-TV-1, Mabel Lake; CHPT-TV-1, Peachland; CJWR-TV-1, Cherryville; CHID-TV-1, Lumby; CFEN-TV-1, Enderby; CKMY-TV-1, Midway; CJNP-TV-1, Nakusp, all B.C.)

Network Service: CBC.

Licensee: Okanagan Valley Television Co. Ltd.

Studio: 342 Leon Ave.

Transmitter: Blue Grouse Mt.

Telephone: 604-762-4535. Telex: 048-5119.

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 3.7-kw visual, 0.46-kw aural. Antenna: 3000-ft. above av. terrain, 98-ft. above ground, 4300-ft. above sea level, lat. 49° 58' 00", long. 119° 31' 40".

Color: Network, tape.

News Wire Service: Canadian Press.

## British Columbia

AM Affiliate: CKOV, 1-kw, 630 kHz (CBC).

Ownership: Radio CKOV, Kelowna (J. H. B. Browne & Mrs. J. W. B. Browne), 33.33%; British Columbia Bestg. System Ltd., 33.33%; radio CJIB, Vernon (Selkirk Holdings, Ltd.), 33.33%.

Began Operation: Sept. 21, 1957.

Represented (sales) by All-Canada Radio & Television Ltd.

Personnel:

Roy G. Chapman, *president & general manager*.

R. (Dick) Sharp, *asst. manager & sales manager*.

Russ Richardson, *program director & film buyer*.

Tom Wyatt, *chief engineer*.

DIGEST OF RATE CARD NO. 5—(Feb. 1, 1970)

30 Min.	15 Min.	10 Min.	5 Min.	Min.	30 Sec.	20 Sec.	10 Sec.
Class AA—7-10 p.m., Mon.-Wed., 7-11 p.m., Thurs.-Sat., 6-10 p.m., Sun.							
\$325.00	\$212.00	\$185.00	\$160.00	\$120.00	\$85.00	\$85.00	\$50.00

Combination Rates (B.C. Interior Television): CHBC-TV, Kelowna & CFCR-TV, Kamloops, B.C.

CHBC-TV Total Persons: 258,270

BBM Weekly Circulation (Nov. 1969): 126,407

## CFTK-TV-5

### Kemano

(Ch. 2)

(Satellite rebroadcasting station of CFTK-TV-4, Kildala, B.C.)

Network Service: CBC, same as CFTK-TV, Terrace.

Licensee: Skeena Broadcasters Ltd., P.O. Box 1540, Terrace, B.C.

Transmitter: Mountain 5-mi. from Kemano at end of Gardner Canal.

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 10-watts visual, 5-watts aural. Antenna: 2000-ft. above av. terrain, 60-ft. above ground, 2600-ft. above sea level, lat. 53° 34' 09", long. 127° 55' 00".

Began Operation: Aug. 1, 1964.

Rates: This is an automatic repeater of CFTK-TV, Terrace, and is included as a bonus with that station.

## CHKC-TV-1

### Keremeos

(Ch. 5)

(Satellite rebroadcasting station of CHBC-TV, Kelowna, B.C.)

Network Service: CBC, Same as CHBC-TV, Kelowna.

Licensee: Keremeos-Cawston Television Society, Keremeos.

Transmitter: Keremeos.

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: .015-kw visual, .0075-kw aural. Antenna: Directional, approx. 3000-ft. above av. terrain in favored direction, 50-ft. above ground, 4650-ft. above sea level, lat. 49° 11' 14", long. 119° 41' 35".

Ownership: G. S. Pollard, pres., heads group forming Society, each holding equal number of shares.

Began Operation: Feb. 15, 1960.

Represented (sales) by All-Canada Radio & Television Ltd.

Rates: This is an automatic repeater of CHBC-TV, Kelowna and is included as a bonus with that station.

## CFTK-TV-4

### Kildala

(Ch. 5)

(Satellite of CFTK-TV, Terrace, B.C.)

Network Service: CBC, same as CFTK-TV, Terrace.

Licensee: Skeena Broadcasters Ltd., P.O. Box 1540, Terrace, B.C.

Transmitter: TV Mt. near Kildala.

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 4.7-watts visual, 2.4-watts aural. Antenna: 4000-ft. above av. terrain, 25-ft. above ground, 6000-ft. above sea level, lat. 53° 48' 55", long. 128° 15' 20".

Began Operation: Aug. 1, 1964.

Represented (sales) by ABC International (U.S.); Radio-Television Representatives Ltd.

Rates: This is an automatic repeater of CFTK-TV, Terrace, and is included as a bonus with that station.

## British Columbia

### CFKB-TV-2

#### Kokish

(Ch. 9)

(Satellite rebroadcasting station of CFKB-TV-4, Sointula, B.C.)

Network Service: Same as CHEK-TV, Victoria.

Licensee: Alert Bay & District T.V. Society, Port McNeill, B.C.

Transmitter: Kokish.

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: 475-ft. above av. terrain, 50-ft. above ground, 500-ft. above sea level, lat. 50° 31' 15", long. 126° 51' 15".

Began Operation: Jan. 25, 1963.

Rates: This is an automatic repeater of CHEK-TV, Victoria, via CFKB-TV-4, Sointula, B.C. and CFKB-TV-1, Newcastle Ridge, B.C., and is included as a bonus with CHEK-TV.

### CKCC-TV-1

#### Kwinatahl

(Ch. 7)

(Satellite rebroadcasting station of CFTK-TV, Terrace, B.C.)

Network Service: CBC, same as CFTK-TV, Terrace.

Licensee: Kitsault Community Club, Alice Arm, B.C.

Transmitter: Kwinatahl, B.C.

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 1-watt visual, 1-watt aural. Antenna: 20-ft. above ground, 6000-ft. above sea level, lat. 55° 23' 05", long. 129° 20' 44".

Began Operation: November 1969.

Rates: This is an automatic repeater of CFTK-TV, Terrace, B.C. and is included as a bonus with that station.

### CFCR-TV-1

#### Lillooet

(Ch. 11)

(Satellite rebroadcasting station of CFRV-TV, Kamloops, B.C.)  
(Also serves Lytton, B.C.)

Network Service: Same as CFRV-TV, Kamloops.

Licensee: Twin Cities Television Ltd., 460 Pemberton Terrace, Kamloops.

Transmitter: Botanie Mt.

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 5-watts visual, 2.5-watts aural.

Began Operation: Oct. 4, 1961.

Rates: This is an automatic repeater of CFRV-TV, Kamloops and is included as a bonus with that station.

ADDITIONAL DATA UNAVAILABLE

### CHID-TV-1

#### Lumby

(Ch. 5)

(Satellite rebroadcasting station of CHBC-TV, Kelowna, B.C.)

Network Services: CBC, Same as CHBC-TV, Kelowna.

Licensee: Lumby & District T.V. Syndicate, Lumby.

Transmitter: Lumby.

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 25-watts visual, 12-watts aural. Antenna: Directional, 1960-ft. above av. terrain, 50-ft. above ground, 3500-ft. above sea level, lat. 50° 12' 35", long. 118° 57' 25".

Ownership: N. R. P. Duke, pres. All stock owned by local residents.

Began Operation: Nov. 12, 1960.

Represented (sales) by All-Canada Radio & Television Ltd.

Rates: This is an automatic repeater of CHBC-TV, Kelowna and is included as a bonus with that station.

### CHPP-TV-1

#### Mabel Lake

(Ch. 8)

(Satellite rebroadcasting station of CHBC-TV, Kelowna, B.C.)

Network Service: CBC, same as CHBC-TV, Kelowna.

Licensee: Kingfisher Community Club, R.R. #2, Enderby, B.C.; Vera Clark, secy.-treas.

Transmitter: Mabel Lake.

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: Directional, 50-ft. above ground, 1850-ft. above sea level, lat. 50° 37' 15", long. 118° 44' 55".

Began Operation: March 11, 1966.

Rates: This is an automatic repeater of CHBC-TV, Kelowna and is included as a bonus with that station.

### CFFI-TV-1

#### Malakwa

(Ch. 5)

(Satellite of CHBC-TV, Kelowna, B.C.)

Network Service: CBC, Same as CHBC-TV, Kelowna.

Licensee: Malakwa Farmers' Institute, Malakwa.

Transmitter: 1-mi. N of Camble, B.C.

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: 40-ft. above av. terrain, 40-ft. above ground, 3400-ft. above sea level, lat. 50° 54' 35", long. 118° 51' 25".

Ownership: Malakwa Farmers' Institute; Emil H. Erikson, secy.

Began Operation: Dec. 30, 1963.

Rates: This is an automatic repeater of CHBC-TV, Kelowna and is included as a bonus with that station.

### CFCR-TV-3

#### Merritt

(Ch. 10)

(Satellite rebroadcasting station of CFRV-TV, Kamloops, B.C.)

Network Service: Same as CFRV-TV, Kamloops.

Licensee: Twin Cities Television Ltd., 460 Pemberton Terrace, Kamloops.

Transmitter: Iron Mt.

Technical Facilities: Channel No. 10 (192-196 MHz). Authorized power: 504-watts visual, 254-watts aural. Antenna: 3000-ft. above av. terrain, 40-ft. above ground, 5556-ft. above sea level, lat. 50° 02' 45", long. 120° 45' 40".

Began Operation: Oct. 4, 1961.

Rates: This is an automatic repeater of CFRV-TV, Kamloops, and is included as a bonus with that station.

### CFZQ-TV-2

#### Mica Creek Village

(Ch. 5)

(Satellite rebroadcasting station of CFRV-TV-1, Revelstoke, B. C., which repeats CHBC-TV, Kelowna, B. C.)

Network Service: CBC, same as CHBC-TV, Kelowna.

Licensee: Mica Creek Community Club.

Transmitter: Near Mica Creek, B.C.

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: Directional, 50-ft. above ground, 5500-ft. above sea level, lat. 50° 02' 53", long. 118° 33' 08".

Began Operation: Dec. 15, 1966.

Rates: This is an automatic repeater of CHBC-TV, Kelowna and is included as a bonus with that station.

### CKMY-TV-1

#### Midway

(Ch. 7)

(Satellite rebroadcasting station of CHBC-TV, Kelowna, B.C.)

Network Service: CBC, same as CHBC-TV, Kelowna.

Licensee: Midway Community Club, Midway.

Transmitter: Midway.

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 14-watts visual, 25-watts aural. Antenna: 1800-ft. above av. terrain, 15-ft. above ground, 4700-ft. above sea level, lat. 49° 03' 05", long. 118° 39' 20".

Began Operation: May 30, 1966.

Rates: Included as a bonus with CHBC-TV, Kelowna.



## CKCC-TV-3

### Mt. Dolly

(Ch. 11)

(Satellite rebroadcasting station of CKCC-TV-2, East Georgie, B.C.)

Network Service: CBC.

Licensee: Stewart Community Club.

Transmitter: Mt. Dolly, B.C.

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 1-watt visual, .1-watt aural. Antenna: 15-ft. above ground, 5425-ft. above sea level.

Began Operation: November, 1969.

Ownership: Stewart Community Club.

Rates: Included as a bonus with CFTK-TV, Terrace.

## CHQC-TV-1

### Mt. Poole

(Ch. 4)

(Satellite rebroadcasting station of CFTK-TV-1, Prince Rupert, B.C.)

Network Service: CBC.

Licensee: Sandspit & District Television Society.

Transmitter: Mt. Poole.

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 5.2-watts visual, 2.5-watts aural. Antenna: 100-ft. above av. terrain, 80-ft. above ground, 1050-ft. above sea level, lat. 53° 13' 00", long. 131° 55' 00".

Ownership: Sandspit & District Television Society.

Began Operation: April 26, 1967.

Rates: Included as a bonus with CFTK-TV, Terrace, B.C.

## CFCR-TV-6

### Mt. Timothy

(Ch. 5)

(Satellite rebroadcasting station of CFCR-TV-4, Clinton, B.C.)

Network Service: Same as CFCR-TV, Kamloops.

Licensee: Twin Cities Television Ltd., 460 Pemberton Terrace, Kamloops.

Transmitter: Timothy Mt.

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 980-watts visual, 490-watts aural. Antenna: 1871-ft. above av. terrain, 75-ft. above ground, 5454-ft. above sea level, lat. 51° 54' 30", long. 121° 16' 00".

Began Operation: Dec. 10, 1961.

Rates: Included as a bonus with CFCR-TV, Kamloops.

## CKVS-TV-1

### Moyle & Creston

(Ch. 5)

(Satellite rebroadcasting station of CJLH-TV, Lethbridge, Alta.)

Network Service: CBC, same as CJLH-TV.

Licensee: Kootenay Valley T.V. Society, Creston, B.C.

Transmitter: Moyle Mt.

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: Directional, 3200-ft. above av. terrain, 25-ft. above ground, 6859-ft. above sea level, lat. 49° 15' 40", long. 115° 45' 55".

Ownership: Creston Valley T.V. Society.

Began Operation: July 24, 1964.

Rates: Included as a bonus with CJLH-TV, Lethbridge.

## CJNP-TV-1

### Nakusp

(Ch. 2)

(Satellite rebroadcasting station of CHBC-TV, Kelowna, B.C.)

Network Service: Same as CHBC-TV, Kelowna.

Licensee: Arrow Lakes T.V. Society, Box 601, Nakusp, B.C.

Transmitter: Saddle Mt., Nakusp.

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 3.3-milliwatts visual, 1.5-milliwatts aural. Antenna: 16-ft. above av. terrain, 16-ft. above ground, 7300-ft. above sea level, lat. 50° 10' 30", long. 117° 54' 15".

Began Operation: April 5, 1962.

Rates: Included as a bonus with CHBC-TV, Kelowna.

## British Columbia

## CJNP-TV-2

### Nakusp

(Ch. 4)

(Satellite rebroadcasting station of KXLY-TV, Spokane, Wash.)

Network Service: Same as KXLY-TV, Spokane.

Licensee: Arrow Lakes T.V. Society, Box 601, Nakusp, B.C. Wallace Ward, pres.; Mrs. H. Ward, secy.

Transmitter: Saddle Mt., Nakusp.

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 3.3-milliwatts visual, 1.65-milliwatts aural. Antenna: 5800-ft. above av. terrain, 16-ft. above ground, 7300-ft. above sea level, lat. 50° 10' 30", long. 117° 54' 15".

Began Operation: August, 1963.

Rates: This is an automatic repeater of KXLY-TV, Spokane, Wash., and has no rate card of its own.

## CFTK-TV-6

### Nass Camp

(Ch. 5)

(Satellite rebroadcasting station of CFTK-TV, Terrace, B.C.)

Network Service: CBC, same as CFTK-TV, Terrace.

Licensee: Skeena Broadcasters Ltd., P.O. Box 1540, Terrace, B.C.

Transmitter: Vetter Peak.

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 1.26-watts visual, 0.63-watts aural. Antenna: Directional, 2540-ft. above av. terrain, 30-ft. above ground, 4550-ft. above sea level, lat. 55° 06' 35", long. 129° 05' 40".

Began Operation: June 25, 1965.

Rates: Included as a bonus with CFTK-TV, Terrace, B.C.

## CBUCT

### Nelson

(Ch. 9)

(Satellite rebroadcasting station of CBUAT, Trail, B.C.)

Network Service: CBC, same as CBUAT, Trail.

Licensee: Canadian Bestg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: Nelson, B.C.

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 940-watts visual, 188-watts aural. Antenna: 1377-ft. above av. terrain, 71-ft. above ground, 3111-ft. above sea level, lat. 49° 30' 50", long. 117° 17' 58".

Began Operation: Nov. 26, 1960.

Rates: This is an automatic repeater of CBUAT, Trail and is included as a bonus to the CBC network rate.

## CFKB-TV-1

### Newcastle Ridge

(Ch. 7)

(Satellite rebroadcasting station of CHEK-TV, Victoria, B.C.)

Network Service: Same as CHEK-TV, Victoria.

Licensee: Alert Bay & District T.V. Society, Port McNeill, B.C.

Transmitter: Newcastle Ridge.

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: 300-ft. above av. terrain, 50-ft. above ground, 4100-ft. above sea level, lat. 50° 24' 15", long. 126° 03' 00".

Began Operation: Jan. 6, 1963.

Rates: Included as a bonus with CHEK-TV, Victoria.

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## British Columbia

### CHSL-TV-1 New Denver

(Ch. 6)

(Satellite rebroadcasting station of KREM-TV, Spokane)

Network Service: ABC.

Licensee: New Denver-Silverton Cooperative TV Society, New Denver, B.C.

Transmitter: New Denver.

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 5-watts visual, 2.5-watts aural. Additional data not available.

Ownership: Non-profit organization; William Martin, pres.; Thomas Hawthorne, v.p.; Bertha F. Hope, secy.-treas.

Began Operation: Nov. 27, 1967.

Rates: This is an automatic repeater of KREM-TV, Spokane and is included as a bonus with that station.

### CFNV-TV-2 Nimkish

(Ch. 6)

(Satellite rebroadcasting station of CFNV-TV-1, Camp Woss, B.C.)

Network Service: Same as CHEK-TV, Victoria.

Licensee: Nimkish Valley TV Society.

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: Directional, 100-ft. above ground, 620-ft. above sea level, lat. 50° 17' 10", long. 126° 56' 00".

Ownership: See CFNV-TV-1, Camp Woss, B.C.

Began Operation: June 15, 1965.

Rates: This is an automatic repeater of CFNV-TV-1, Camp Woss-Beaver Cove, B.C., which repeats CFKB-TV-1, Newcastle Ridge, B.C., a satellite of CHEK-TV, Victoria and all 3 are included as a bonus with CHEK-TV.

### CFTK-TV-11 Nine Mile Mountain

(Ch. 9)

(Satellite rebroadcasting station of CFTK-TV-2, Smithers, B.C.)

Network Service: CBC, same as CFTK-TV, Terrace, B.C.

Licensee: Skeena TV Association, Box 236, New Hazelton, B.C.

Transmitter:

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: 4150-ft. above av. terrain, 20-ft. above ground, 5300-ft. above sea level, lat. 55° 18' 46", long. 127° 30' 17".

Began Operation:

Rates: This is an automatic repeater of CFTK-TV-2, Smithers, B.C. which in turn repeats CFTK-TV, Terrace, B.C. and is included as a bonus with that station.

### CFTK-TV-9 Ocean Falls

(Ch. 2)

(Satellite rebroadcasting station of CFTK-TV-8, Aristazabal Island, B.C.)

Network Service: CBC, same as CFTK-TV Terrace.

Licensee: Skeena Broadcasters Ltd., P.O. Box 1540, Terrace, B.C.

Transmitter: Martin Ridge, Ocean Falls.

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 76-watts visual, 38-watts aural. Antenna: 200-ft. above av. terrain, 40-ft. above ground, 1240-ft. above sea level, lat. 52° 21' 20", long. 127° 44' 30".

Began Operation: May 22, 1966.

Rates: Included as a bonus with CFTK-TV, Terrace.

### CHKC-TV-2 Olalla

(Ch. 11)

(Satellite rebroadcasting station of CHKC-TV-1, Keremeos, B.C.)

Network Service: CBC, same as CHBC-TV, Kelowna.

Licensee: Keremeos-Cawston Television Society, Keremeos.

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: 20-ft. above ground, 1800-ft. above sea level, lat. 49° 13' 40", long. 119° 49' 05".

Ownership: See CHKC-TV-1, Keremeos, B.C.

Began Operation: May 18, 1966.

Rates: This is an automatic repeater of CHKC-TV-1, Keremeos, which repeats CHBC-TV, Kelowna and is included as a bonus with CHBC-TV.

### CHBC-TV-3 Oliver-Osoyoos

(Ch. 8)

(Satellite rebroadcasting station of CHBC-TV-1, Penticton)

Network Service: CBC, same as CHBC-TV, Kelowna.

Licensee: Okanagan Valley Television Co. Ltd., 342 Leon Ave., Kelowna.

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: .110-kw visual; .014-kw aural. Antenna: 1346-ft. above av. terrain, 57-ft. above ground, 2487-ft. above sea level, lat. 49° 06' 00", long. 119° 34' 45".

Ownership: See CHBC-TV, Kelowna.

Began Operation: March 17, 1960.

Rates: Included as a bonus with CHBC-TV, Kelowna.

### CFWL-TV-2 Parson

(Ch. 8)

(Satellite rebroadcasting station of CFCN-TV, Calgary, Alta.)

Network Service: CTV, same as CFCN-TV, Calgary, Alta.

Licensee: Invermere District Television Co. Ltd.

Transmitter: Jubilee Mtn. near Parson, B.C.

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 5-watts visual, .5-watts aural. Antenna: 1000-ft. above av. terrain, 50-ft. above ground, 4000-ft. above sea level.

Began Operation: Dec. 1965.

Rates: This is an automatic repeater of CFCN-TV, Calgary, Alta., and is included as a bonus of that station.

### CHMS-TV-2 Passmore

(Ch. 2)

(Repeats CHMS-TV-1, Crescent Valley, B.C., which is a satellite of KXLY-TV, Spokane, Wash.)

Network Service: CBS-TV, same as KXLY-TV, Spokane, Wash.

Licensee: Mount Sentinel Television Coop., c/o Community Video Co., 1146 Cedar, Trall, B.C.

Transmitter: Passmore.

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: 150-ft. above av. terrain, 60-ft. above ground, 2000-ft. above sea level, lat. 49° 40' 25", long. 117° 29' 30".

Began Operation: July 1, 1963.

Rates: This is an automatic repeater of KXLY-TV, Spokane, via CHMS-TV-1, Crescent Valley, B.C., and is included as a bonus with that station.

### CHPT-TV-1 Peachland

(Ch. 5)

(Satellite rebroadcasting station of CHBC-TV, Kelowna, B.C.)

Network Service: Same as CHBC-TV, Kelowna.

Licensee: Corporation of the District of Peachland.

Transmitter: Peachland.

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: 100-ft. above av. terrain, 50-ft. above ground, 1600-ft. above sea level, lat. 49° 42' 09", long. 119° 44' 52".

Began Operation: Dec. 13, 1961.

Rates: Included as a bonus with CHBC-TV, Kelowna.

### CHBC-TV-1 Penticton

(Ch. 13)

(Satellite rebroadcasting station of CHBC-TV, Kelowna, B.C.)

Network Service: CBC, same as CHBC-TV, Kelowna.

Licensee: Okanagan Valley Television Co. Ltd., 342 Leon Ave., Kelowna.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 300-watts visual, 38-watts aural. Antenna: Directional, 2732-ft. above av. terrain, 108-ft. above ground, 4408-ft. above sea level, lat. 49° 39' 34", long. 119° 34' 18".

Ownership: See CHBC-TV, Kelowna.

Began Operation: Oct. 12, 1957.

Rates: This is an automatic repeater of CHBC-TV, Kelowna, and is included as a bonus with that station.

## CHMS-TV-3

### Perrys

(Ch. 5)

(Satellite rebroadcasting station of CHMS-TV-2, Passmore, B.C.)

Network Service: CBS-TV, same as KXLY-TV, Spokane, Wash.

Licensee: Mount Sentinel Television Coop., c/o Community Video Co., 1146 Cedar, Trail, B.C.

Transmitter: Perry Siding, Mount Sentinel, B.C.

Ownership: Mount Sentinel Television Coop.

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: Directional.

Began Operation: Nov. 10, 1963.

Rates: This is an automatic repeater of CHMS-TV-2, Passmore, B.C. and is included as a bonus with other KXLY-TV repeaters.

ADDITIONAL DATA ON TECHNICAL FACILITIES UNAVAILABLE

## CBUT-3

### Port Alberni

(Ch. 4)

(Satellite rebroadcasting station of CBUT, Vancouver, B.C.)

Network Service: CBC, same as CBUT, Vancouver.

Licensee: Canadian Bestg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: Port Alberni, B.C.

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 5-watts average pedestal power. Antenna: Directional, minus 745-ft. above av. terrain, 120-ft. above ground, 410-ft. above sea level, lat. 49° 14' 28", long. 124° 47' 12".

Began Operation: Dec. 10, 1966.

Rates: Included as a bonus with CBUT, Vancouver.

## CKPA-TV-1

### Port Alice

(Ch. 2)

(Satellite rebroadcasting station of CFKB-TV-4, Sointula, B.C.)

Network Service: CBC, same as CHEK-TV, Victoria, B.C.

Licensee: H. V. Hartford, P. O. Box 130, Port Alice.

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: .14-watts visual, .07-watts aural. Antenna: Directional, 30-ft. above ground, 3400-ft. above sea level, lat. 50° 24' 10", long. 127° 32' 05".

Began Operation: Dec. 21, 1965.

Rates: This is an automatic repeater of CHEK-TV, Victoria, via CFKB-TV-4, Sointula, and is included as a bonus with CHEK-TV.

## CFKB-TV-3

### Port Hardy

(Ch. 3)

(Satellite rebroadcasting station of CFKB-TV-1, Newcastle Ridge, B.C., which repeats CHEK-TV, Victoria, B.C.)

Network Service: Same as CHEK-TV, Victoria.

Licensee: Alert Bay & District T.V. Society, Port McNeill, B.C.

Transmitter: Port Hardy.

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: 70-ft. above av. terrain, 50-ft. above ground, 750-ft. above sea level, lat. 50° 41' 00", long. 127° 31' 10".

Began Operation: June 5, 1963.

Rates: This is an automatic repeater of CFKB-TV-1, Newcastle Ridge, B.C., which is a satellite of CHEK-TV, Victoria, B.C. Both are included as a bonus with CHEK-TV.

## CJTV-TV-1

### Port Renfrew

(Ch. 11)

(Satellite rebroadcasting station of CHAN-TV, Vancouver, B.C.)

# British Columbia

Network Service: CTV.

Licensee: Port Renfrew Community Assn., Port Renfrew, B.C.

Transmitter: Port Renfrew, B.C.

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 5-watts visual, 2.5-watts aural. Additional data not available.

Began Operation: Oct. 6, 1967.

Rates: This is an automatic repeater of CHAN-TV, Vancouver and is included as a bonus with that station.

## CKPG-TV Prince George

(Ch. 2)

(Operates rebroadcasting satellites CKPG-TV-1, Hixon, B.C. and CKPG-TV-3, Fort Fraser, B.C. CKPG-TV-1 is repeated by separately-owned CKCQ-TV, Quesnel, B.C.)

Network Service: CBC.

Licensee: CKPG Television Ltd.

Studio: 1220 Sixth Ave., Prince George.

Transmitter: Tabor Mountain. Telephone: 564-8861.

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 778-watts visual, 389-watts aural. Antenna: 2675-ft. above av. terrain, 230-ft. above ground, 4090-ft. above sea level, lat. 53° 54' 47", long. 122° 27' 02".

Color: Network.

AM Affiliate: CKPG, 10-kw, 550 kHz.

News Wire Service: Broadcast News, Canadian Press.

Ownership: Radio Station CKPG Ltd., 100%.

Began Operation: Aug. 20, 1961.

Represented (sales) by All Canada Radio & Television Ltd.

Personnel:

Robert T. Harkins, *president & general manager.*

Carole A. Pow, *national sales manager.*

Bob McGavin, *television director.*

### DIGEST OF RATE CARD NO. 7—(Feb. 1, 1970)

30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AA—7-11 p.m., Mon.-Fri. 6:30-11 p.m., Sat.-Sun.						
\$100.00	\$60.00	\$50.00	\$40.00	\$55.00	\$35.00	\$18.00

CKPG-TV Total Persons: 120,660

BBM Weekly Circulation (Nov. 1969): 79,106

## CFTK-TV-1 Prince Rupert

(Ch. 6)

(Satellite rebroadcasting station of CFTK-TV, Terrace, B.C.)

Network Service: Same as CFTK-TV, Terrace.

Licensee: Skeena Broadcasters Ltd.

Transmitter: Mt. Hayes.

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 480-watts visual, 240-watts aural. Antenna: 1870-ft. above av. terrain, 90-ft. above ground, 2410-ft. above sea level, lat. 54° 17' 05", long. 130° 18' 50".

Began Operation: Nov. 27, 1962.

Rates: This is an automatic repeater of CFTK-TV, Terrace and is included as a bonus with that station.

## CHGP-TV-1

### Princeton

(Ch. 5)

(Satellite of CHBC-TV, Kelowna, B.C.)

Network Service: CBC, same as CHBC-TV, Kelowna.

Licensee: Princeton Television Ltd., Princeton, B.C.

Transmitter: Near Princeton.

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 40-watts visual, 20-watts aural. Antenna: 50-ft. above ground, 4200-ft. above sea level, lat. 49° 28' 18", long. 120° 33' 57".

Began Operation: On Ch. 72 Nov. 1, 1958, switched to Ch. 5 on Nov. 7, 1963.

Rates: This is an automatic repeater of CHBC-TV, Kelowna and is included as a bonus with that station.

## British Columbia

### CFCR-TV-12 Promontory Mountain (Ch. 5)

(Satellite rebroadcasting station of CFCR-TV, Kamloops, B.C. CFCR-TV-12 is repeated by CJNA-TV-1, Spences Bridge, B.C.)

Network Service: CBC, same as CFCR-TV, Kamloops.

Licensee: Twin Cities Television Ltd., 460 Pemberton Terrace, Kamloops, B.C.

Transmitter: Promontory Mt.

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 60-watts visual, 30-watts aural. Antenna: Directional, 2200-ft. above av. terrain, 50-ft. above ground, 5800-ft. above sea level, lat. 50° 11' 40", long. 120° 58' 15".

Began Operation: Nov. 23, 1965.

Rates: This is an automatic repeater of CFCR-TV, Kamloops and is included as a bonus with that station.

### CFCR-TV-11 Quesnel (Ch. 7)

(Satellite rebroadcasting station of CFCR-TV-6, Mt. Timothy, B.C.)

Network Service: Same as CFCR-TV, Kamloops.

Licensee: Twin Cities Television Ltd., 460 Pemberton Terrace, Kamloops.

Transmitter: Dragon Mt.

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 25-watts visual, 12.5-watts aural. Antenna: 2250-ft. above av. terrain, 50-ft. above ground, 4220-ft. above sea level, lat. 52° 53' 00", long. 122° 20' 05".

Began Operation: Oct. 30, 1962.

Rates: This is an automatic repeater of CFCR-TV, Kamloops, and is included as a bonus with that station.

### CKCQ-TV-1 Quesnel (Ch. 13)

(Satellite rebroadcasting station of CKPG-TV-1, Hixon, B.C.)

Network Service: CBC, same as CKPG-TV, Prince George.

Licensee: Dennis Reid, Quesnel, B.C.

Transmitter: Dragon Mt.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: Directional, 2000-ft. above av. terrain, 80-ft. above ground, 4204-ft. above sea level, lat. 52° 52' 55", long. 122° 20' 5".

Ownership: British Columbia Telephone Co.

Began Operation: June 1, 1965.

Rates: Included as a bonus with CKPG-TV, Prince George.

### CFZQ-TV-1 Revelstoke (Ch. 9)

(Satellite rebroadcasting station of CHBC-TV, Kelowna, B.C.)

Licensee: Mica Creek Community Club.

Transmitter Location: 40-mi. NW of Revelstoke.

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 2.7-watts visual, 1.3-watts aural. Antenna: 15-ft. above ground, 8200-ft. above sea level, lat. 51° 30' 20", long. 118° 41' 42".

Began Operation: December 15, 1966.

Rates: Included as bonus with CHBC-TV, Kelowna.

### CHBC-TV-4 Salmon Arm (Ch. 9)

(Satellite rebroadcasting station of CHBC-TV-5, Grinrod, B.C.)

Network Service: CBC, same as CHBC-TV, Kelowna.

Licensee: Okanagan Valley Television Co. Ltd., 342 Leon Ave., Kelowna, B.C.

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 199-watts visual, 25-watts aural. Antenna: 155-ft. above av. terrain, 120-ft. above ground, 1800-ft. above sea level, lat. 50° 45' 20", long. 119° 19' 45".

Ownership: See CHBC-TV, Kelowna.

Began Operation: June, 1961.

Rates: Included as bonus with CHBC-TV, Kelowna.

### CFCR-TV-7 Savona (Ch. 8)

(Satellite rebroadcasting station of CFCR-TV, Kamloops, B.C.)

Network Service: Same as CFCR-TV, Kamloops.

Licensee: Twin Cities Television Ltd., 460 Pemberton Terrace, Kamloops.

Transmitter: Savona.

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 50-watts visual, 25-watts aural. Antenna: 120-ft. above av. terrain, 50-ft. above ground, 1350-ft. above sea level, lat. 50° 45' 45", long. 120° 52' 00".

Began Operation: Oct. 1, 1962.

Rates: Included as bonus with CFCR-TV, Kamloops.

### CFCR-TV-17 Shalath (Ch. 3)

(Satellite rebroadcasting station of CFCR-TV-6, Mt. Timothy, B.C., which repeats CFCR-TV, Kamloops, B.C.)

Network Service: CBC.

Licensee: Twin Cities Television Ltd., 460 Pemberton Terrace, Kamloops, B.C.

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 62-watts visual, 12.4-watts aural. Antenna: 3500-ft. above av. terrain, 30-ft. above ground, 6300-ft. above sea level, lat. 50° 45' 50", long. 122° 11' 30".

Began Operation: April 30, 1969.

Rates: This is an automatic repeater of CFCR-TV, Kamloops, B.C., via CFCR-TV-6, Mt. Timothy, and is included as a bonus with that station.

### CHBC-TV-7 Skaha Lake (Ch. 10)

(Satellite rebroadcasting station of CHBC-TV-1, Penticton, B.C.)

Network Service: CBC, Same as CHBC-TV, Kelowna.

Licensee: Okanagan Valley Television Co. Ltd., 342 Leon Ave., Kelowna, B.C. Transmitter: Skaha Lake.

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 5-watts visual, 5-watts aural. Antenna: Directional, 20-ft. above ground, 1800-ft. above sea level, lat. 49° 28' 10", long. 119° 37' 10". Additional data unavailable.

Began Operation: July 19, 1966.

Rates: This is an automatic repeater of CHBC-TV, Kelowna, via CHBC-TV-1, Penticton, B.C. and is included as a bonus with CHBC-TV.

### CFTK-TV-2 Smithers (Ch. 5)

(Satellite rebroadcasting station of CFTK-TV, Terrace, B.C.)

Network Service: Same as CFTK-TV, Terrace.

Licensee: Skeena Broadcasters Ltd., Box 1540, Terrace, B.C.

Transmitter: Tye Mt., Smithers.

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 20-watts visual, 10-watts aural. Antenna: Directional, 3680-ft. above av. terrain, 60-ft. above ground, 3400-ft. above sea level, lat. 54° 44' 25", long. 126° 59' 50". Note: This station also gives service to Telkwa, Hazelton and Houston, B.C.

Began Operation: September 27, 1963.

Rates: This is an automatic repeater of CFTK-TV, Terrace, and is included as a bonus with that station.

### CFKB-TV-4 Sointula (Ch. 5)

(Satellite rebroadcasting station of CFKB-TV-1, Newcastle Ridge, B.C.)

Network Service: Same as CHEK-TV, Victoria.

Licensee: Alert Bay & District T.V. Society, Port McNeill, B.C.

Transmitter: SoIntula.

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: 200-ft. above av. terrain, 150-ft. above ground, 240-ft. above sea level, lat. 50° 38' 05", long. 127° 03' 00".

Began Operation: Jan. 25, 1963.

Rates: This is an automatic repeater of CHEK-TV, Victoria, and is included as a bonus with that station.

## CJNA-TV-1 Spences Bridge

(Ch. 3)

(Satellite rebroadcasting station of CFCR-TV-12, Promontory Mountain, B.C.)

Network Service: CBC, same as CFCR-TV, Kamloops.

Licensee: Spences Bridge Community Club, Box 95, Anna A. Ficke, secy.-treas.

Transmitter: Spences Bridge.

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 1-watt visual, 0.5-watt aural. Antenna: Directional, 200-ft. above av. terrain, 30-ft. above ground, 1000-ft. above sea level, lat. 50° 25' 45", long. 121° 19' 10".

Began Operation: Oct. 4, 1966.

Rates: This is an automatic repeater of CFCR-TV, Kamloops, via CFCR-TV-12, Promontory Mountain and is included as a bonus with CFCR-TV.

## CBUT-5 Squamish

(Ch. 11)

(Satellite rebroadcasting station of CBUT-4, Bowen Island, B.C.)

Network Service: CBC, same as CBUT, Vancouver.

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: Squamish, B.C.

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 5-watts visual pedestal power, 2.5-watts aural. Antenna: Directional, minus 1522-ft. above av. terrain, 80-ft. above ground, 1090-ft. above sea level, lat. 49° 38' 52", long. 123° 12' 34".

Began Operation: July, 1967.

Rates: This is an automatic repeater of CBUT, Vancouver, via CBUT-4, Bowen Island and is included as a bonus with CBUT.

## CHAN-TV-3 Squamish

(Ch. 7)

(Satellite rebroadcasting station of CHAN-TV-2, Bowen Island, B.C.)

Network Service: CTV, same as CHAN-TV, Vancouver.

Licensee: British Columbia Television Broadcasting System Ltd., Box 4700, Vancouver 3, B.C.

Transmitter: Squamish.

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: 706-ft. above av. terrain, 100-ft. above ground, 1080-ft. above sea level, lat. 49° 38' 52", long. 123° 12' 34".

Began Operation: May 12, 1967.

Rates: Included as bonus with CHAN-TV, Vancouver.

## CFTK-TV Terrace

(Ch. 3)

(Also serves Kitimat, B.C.)

(Operates satellite rebroadcasting stations CFTK-TV-1, Prince Rupert; CFTK-TV-2, Smithers; CFTK-TV-3, Burns Lake; CFTK-TV-4, Kildala; CFTK-TV-5, Kemano; CFTK-TV-6, Nass Camp; CFTK-TV-7, Juskatla; CFTK-TV-8, Aristazabel Island; CFTK-TV-9, Ocean Falls; CFTK-TV-10, Houston; CKCC-TV-1, Kwinatahl, all B.C.)

Network Service: CBC.

Licensee: Skeena Broadcasters Ltd., 3231 Emerson St.

Studio: 3231 Emerson St. Telephone: 635-6316. Telex: 047-85529.

Transmitter: Terrace.

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 4.1-kw visual, 2.1-kw aural. Antenna: 1783-ft. above av. terrain, 33-ft. above ground, 3320-ft. above sea level, lat. 54° 31' 05", long. 125° 28' 15".

Began Operation: Nov. 1, 1962.

Represented (sales) by Radio-Television Representatives Ltd. (Canada); ABC International Television Inc. (U.S.)

1970-71 Edition

# British Columbia

## Personnel:

J. Fred Weber, *managing director*.  
Catherine McKeown, *station & national sales manager*.  
Gord Leighton, *operations & local sales manager*.  
Dave Estacaille, *production manager*.  
John Nance, *chief engineer*.

## DIGEST OF RATE CARD NO. 7—(June 1, 1969)

30 Min.	15 Min.	10 Min.	5 Min.	Min.	30 Sec.	20 Sec.	10 Sec.
Class AAA—7-11 p.m., Mon.-Sat.	6-11 p.m. Sun.						
\$150.00	\$105.00	\$90.00	\$75.00	\$50.00	\$35.00	\$30.00	\$20.00

CFTK-TV Total Persons: 104,660

BBM Weekly Circulation (Nov. 1969): 66,399

## CBUAT Trail

(Ch. 11)

(Repeated by CBUCT, Nelson; CBUAT-2, Castlegar; CBUCT-1, Crawford Bay; CBUCT-2, Creston; CBUAT-1, Grand Forks, all B.C.)

Network Service: CBC.

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: Monte Cristo Mountain near Rossland, B.C.

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 3.34-kw visual, .668-kw aural. Antenna: Directional, 762-ft. above av. terrain, 206-ft. above ground, 4456-ft. above sea level, lat. 49° 05' 27", long. 117° 47' 55".

Began Operation: Nov. 3, 1960.

Rates: This is an automatic repeater and is included as a bonus to the CBC network rate.

CBUAT Total Persons: 120,160

BBM Weekly Circulation (Nov. 1969): 54,919

## CBUT-7 Ucluelet

(Ch. 7)

(Satellite rebroadcasting station of CBUT, Vancouver)

Network Service: CBC.

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: Ucluelet.

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: 2283-ft. above av. terrain, 85-ft. above ground, 2580-ft. above sea level, lat. 48° 59' 44", long. 125° 29' 54".

Began Operation: July 23, 1968.

Rates: Included as bonus with CBUT, Vancouver.

## CKUP-TV-1 Ucluelet

(Ch. 6)

(Satellite rebroadcasting station of CHAN-TV, Vancouver, B.C.)

Network Service: CTV.

Licensee: West Coast Community TV Assn., Ucluelet, B.C.

Transmitter: Ucluelet, B.C.

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 5-watts visual, 2.5-watts aural. Additional data not available.

Began Operation: Sept. 19, 1967.

Rates: This is an automatic repeater of CHAN-TV, Vancouver and is included as a bonus with that station.

## CFCR-TV-14 Valemont

(Ch. 8)

(Satellite rebroadcasting station of CFCR-TV-6, Mount Timothy)

Network Service: CBC, same as CFCR-TV, Kamloops.

Licensee: Twin Cities Television Ltd., 460 Pemberton Terrace, Kamloops, B.C.

Transmitter: Canoe Mountain, B.C.

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: Directional, 6100-ft. above av. terrain, 60-ft. above ground, 8705-ft. above sea level, lat. 52° 42' 20", long. 119° 09' 55".

Began Operation: Dec. 6, 1965.

Rates: Included as a bonus with CFCR-TV, Kamloops.

# British Columbia—Vancouver

## CBUT

(Ch. 2)

(Also operates satellite rebroadcasting stations CBUT-1, Courtenay; CBUT-2, Chilliwack; CBUT-3, Port Alberni; CBUT-4, Bowen Island; CBUT-5, Squamish; CBUT-6, Hope; CBUT-7, Ucluelet, B.C.)

**Technical Facilities:** Channel No. 2 (54-60 MHz). Authorized power: 47.6-kw average visual, 7.6-kw average aural. Antenna: 2400-ft. above av. terrain, 190-ft. above ground, 2800-ft. above sea level.

Latitude 49° 21' 18"  
Longitude 122° 57' 18"

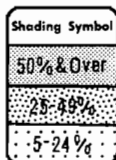
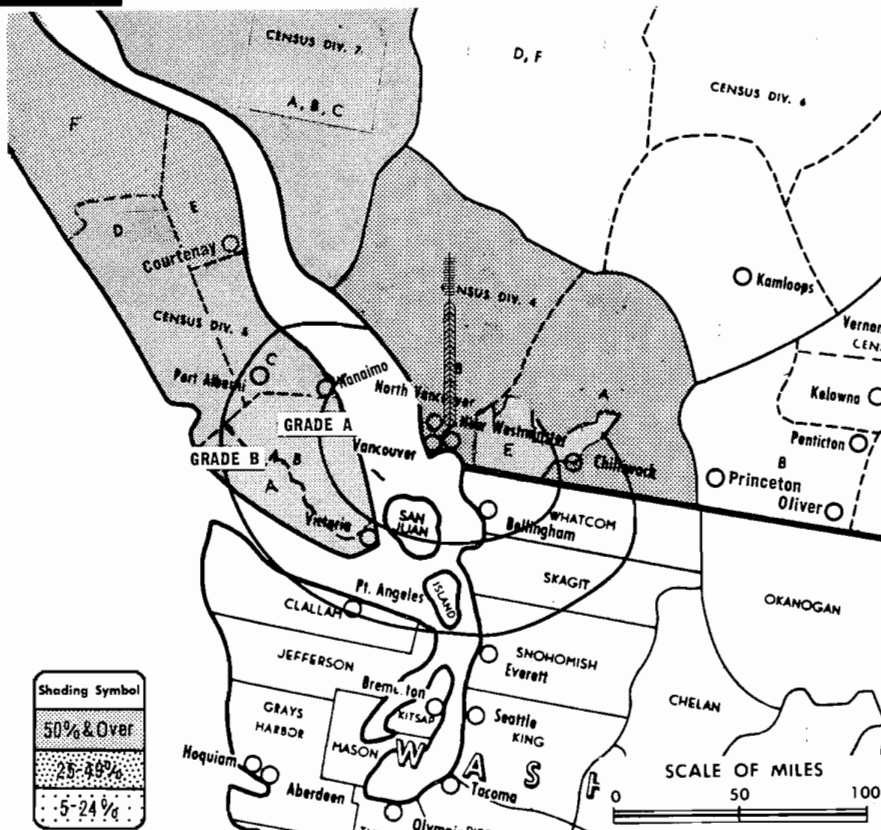
**Transmitter:** Mt. Seymour, North Vancouver.

**Color:** Network, film & slide.

**TV tape:** Recording facilities.

**AM Affiliate:** CBU, 50-kw, 690 kHz (CBC).

**FM Affiliate:** CBU-FM, 100-kw, 105.7 MHz (No. 289), 2400-ft. antenna height.



Data on circulation & persons reprinted by permission of BBM Bureau of Measurement.

CBUT Authorized: 12/8/53

## CBUT

**Network Service:** CBC.

**Licensee:** Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

**Telephone:** 684-0246. **Telex:** 045-498.

**Studio:** 1200-1220 W. Georgia St.

**Began Operation:** Dec. 16, 1953.

**Represented (sales) by** CBC National Selective Sales.

**Personnel:**

Hugh Palmer, *director of television.*

Ross L. Whiteside, *technical director.*

E. R. Whitehouse, *regional program director.*

L. T. Jackson, *news supervisor.*

R. G. Jessup, *supervisor of information services.*

A. Sommerfeld, *regional sales manager.*

**DIGEST OF RATE CARD NO. 21**  
(March 1, 1969)

Hour	30 Min.	15 Min.	5 Min.	Min.	30 Sec.	20 Sec.	10 Sec.
Class AA—6-11 p.m., Sun.; 7-11 p.m., Mon.-Sat.							
\$1500.00	\$750.00	\$600.00	\$450.00	\$300.00	\$218.00	\$194.00	\$120.00

BBM Weekly Circulation	BBM Area No.	Area Description	All Persons
<b>50% &amp; Over</b>	9095	Census Divisions 4A and 4B	27,740
	9109	Vancouver M.A.	959,100
	9121	Census Division 4E East	67,520
	9131	Census Division 4E West	43,850
	9139	Victoria M.A.	184,660
	9145	Census Divisions 5A and 5B	224,470
	9161	Census Division 5C	52,660
	9171	Census Division 5D	31,990
	9185	Census Divisions 5E and 5F	54,020
	9260	Census Division 7	23,110
<b>Between 25-49%</b>	None Between 25-49%		
<b>Between 5-24%</b>	None Between 5-24%		
<b>CBUT Total Persons:</b>			1,484,460
<b>BBM Weekly Circulation (Nov. 1969):</b>			1,192,545
<b>Metro areas</b>	9109 Vancouver M.A.		
	9139 Victoria M.A.		

# Your CBC-TV Selective Sales rep will show you how to work out your TV buys, so you can put more muscle where you need it.



Maybe the produce you're advertising only has distribution in major markets, or your budget is large enough to advertise only in major markets. Whatever the marketing reasons behind your TV buying requirements, your CBC-TV Selective Sales rep can deliver as few or as many markets as you need, with the frequency you can afford, for whatever duration you desire.

From Cornerbrook and St. John's Newfoundland, through all eight major markets in-between, to Vancouver on the west coast—the 11 CBC Stations can help you nail down your market. Call in your CBC-TV Selective Sales rep soon, and work out with him. He'll help you lift weighty sales figures over the top.

**CBUT - Vancouver**

**CBC-TV Selective Sales**

Toronto - 925-3311, Montreal - 868-3211  
New York - Enterprise 6961 (toll free)

# British Columbia—Vancouver

## CHAN-TV

(Ch. 8)

(Repeated by CHAN-TV-1, Chilliwack; CHAN-TV-2, Bowen Island; CHAN-TV-3, Squamish; CHAN-TV-4, Courtenay; CHAN-TV-5, Brackendale; CJTV-TV-1, Port Renfrew; CKUP-TV-1, Ucluelet, all B.C.)

**Technical Facilities:** Channel No. 8 (180-186 MHz). Authorized power: 180-kw max. & 164-kw visual, 94-kw max. & 81-kw aural. Antenna: Directional, 998-ft. above av. terrain, 300-ft. above ground, 1250-ft. above sea level.

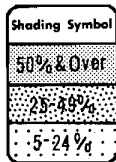
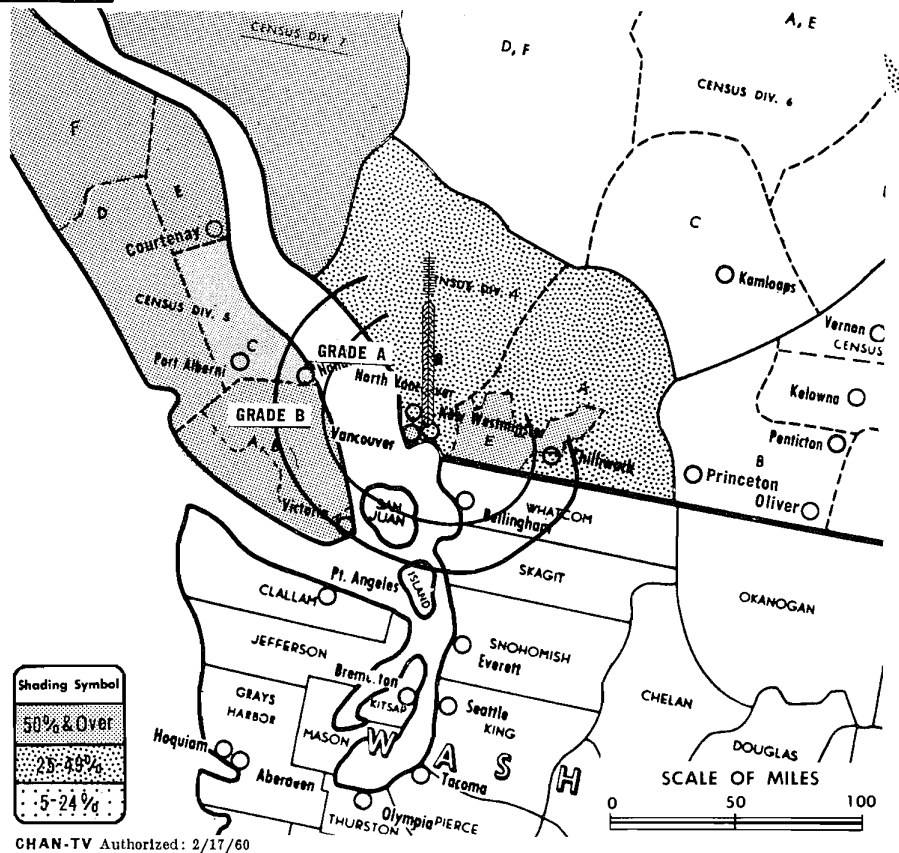
Latitude 49° 16' 31"  
Longitude 122° 54' 49"

**Transmitter:** Burnaby Mt.

**TV tape:** Recording facilities.

**Color:** Network, live, film, slide & tape.

**News Wire Service:** Canadian Press & Broadcast News.



Data on circulation & persons reprinted by permission of BBM Bureau of Measurement.

CHAN-TV Authorized: 2/17/60

## CHAN-TV

**Network Service:** CTV.

**Licensee:** British Columbia Television Broadcasting System Ltd., Box 4700, Vancouver 3.

**Studio:** 7850 Enterprise St., Burnaby, B.C.

**Telephone:** 604-299-7272.

**Telex:** 004-5215.

**Ownership:** British Columbia Television Bcstg. System Ltd.; J. R. Peters, president. Also owns CHEK-TV, Victoria, B.C.

**Began Operation:** Oct. 31, 1960.

**Represented (sales) by** All Canada Radio & Television Ltd.

**Personnel:**

- J. R. Peters, *president.*
- G. L. Carter, *vice president, sales.*
- W. C. Elliott, *vice president, production.*
- L. D. Colthorp, *vice president, programming.*
- E. G. Rose, *vice president, engineering.*
- A. H. Collins, *secretary-treasurer.*
- D. C. Norman, *general sales manager.*

### DIGEST OF RATE CARD NO. 9—(June 1, 1969)

30 Min.	15 Min.	5 Min.	Min.	30 Sec.	20 Sec.	10 Sec.
Class AA—7-11 p.m., daily.						
.....*	.....*	.....*	\$265.00	\$185.00	\$185.00	\$90.00
Combination rate with CHEK-TV, Victoria:						
.....*	.....*	.....*	\$300.00	\$215.00	\$215.00	\$105.00

\*Program rates on request.

BBM Weekly Circulation	BBM Area No.	Area Description	All Persons
<b>50% &amp; Over</b>	9109	Vancouver M.A.	959,100
	9121	Census Division 4E East	67,520
	9131	Census Division 4E West	43,850
	9139	Victoria M.A.	184,660
	9145	Census Divisions 5A and 5B	224,470
	9161	Census Division 5C	52,660
	9171	Census Division 5D	31,990
	9185	Census Divisions 5E and 5F	54,020
	9260	Census Division 7	23,110
<b>Between 25-49%</b>	9095	Census Divisions 4A and 4B	27,740
<b>Between 5-24%</b>	None Between 5-24%		
<b>CHAN-TV Total Persons:</b>			1,484,460
<b>BBM Weekly Circulation (Nov. 1969):</b>			1,096,830

Metro areas 9109 Vancouver M.A.  
9139 Victoria M.A.

For CTV Network, see Services Volume



# British Columbia—Vancouver (Bellingham, Wash.)

## KVOS-TV

(Ch. 12)

**Technical Facilities:** Channel No. 12 (204-210 MHz). Authorized power: 214-kw visual, 49-kw aural. Antenna: 2370-ft. above av. terrain, 141-ft. above ground, 2550-ft. above sea level.

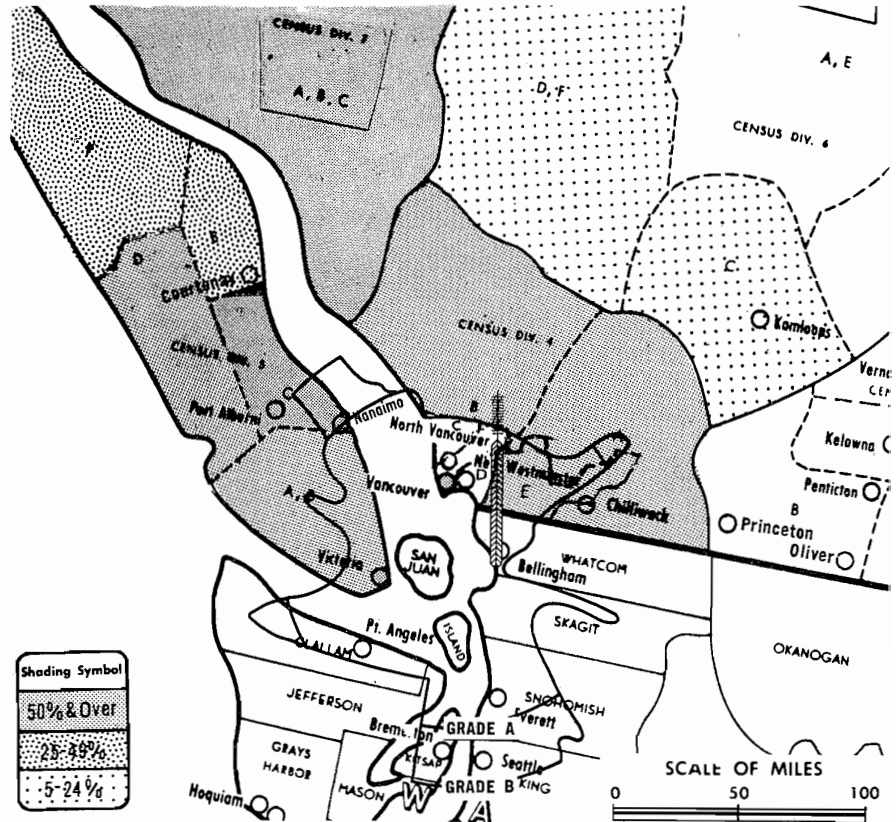
Latitude 48° 40' 40"  
Longitude 122° 49' 48"

**Transmitter:** Mt. Constitution, Orcas Island, Wash.

**Represented (engineering)** by Kear & Kennedy.

**Color:** Network, film, slide & tape.

**News Wire Service:** AP, Broadcast News & Canadian Press.



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KVOS-TV Ref: FCC File No. BMPCT-3999 Granted 7/24/56

## KVOS-TV

**Network Service:** CBS.

**Grantee (STA):** KVOS Television Corporation.

**Studio:** 1345 Burrard St., Vancouver 1, B.C.; 1151 Ellis St. Bellingham, Wash.

**Telephone:** 681-1212, Vancouver; 734-4101, Bellingham.

**Ownership:** Wometco Enterprises Inc., 100%. For officers and other interests, see WTVJ, Miami, Fla.

**Began Operation:** May 23, 1953. Sale to present owner by Rogan Jones and associates approved March 29, 1961 by the FCC (*Television Digest*, Vol. 16:48, 17:14).

**Represented (sales)** by Stovin-Byles Ltd. (Canada); E. S. Sumner, Inc. (N.Y.); Peters, Griffin, Woodward Inc. (balance of U.S.).

**Represented (legal)** by Cohn & Marks.

**Personnel:**

David Mintz, *president*.  
Doug Davis, *vice president*.  
Herman Burkart, *western sales manager*.  
Andy Anderson, *assistant to the president*.  
John Creelman, *eastern sales manager*.  
J. V. Gettles, *production manager*.

### DIGEST OF RATE CARD NO. 15 (Sept. 1, 1969)

30 Min.	5 Min.	Min.	30 Sec.	20 Sec.	10 Sec.
Class AA—6:30-11 p.m., Mon.-Fri.; 6-11 p.m. Sat. & Sun.					
\$800.00	\$325.00	\$300.00*	\$240.00*	\$240.00*	\$120.00*

\*Class AA—6:30-11:01 p.m. Mon.-Fri.; 6-11:01 p.m. Sat. & Sun.

**NETWORK BASE HOURLY RATE:** \$125.

BBM Weekly Circulation	BBM Area No.	Area Description	All Persons
<b>50% &amp; Over</b>	9095	Census Divisions 4A and 4B	27,740
	9109	Vancouver M.A.	959,100
	9121	Census Division 4E East	67,520
	9131	Census Division 4E West	43,850
	9139	Victoria M.A.	184,660
	9145	Census Divisions 5A and 5B	224,470
	9161	Census Division 5C	52,660
9171	Census Division 5D	31,990	
9260	Census Division 7	23,110	
<b>Between 25-49%</b>	9185	Census Divisions 5E and 5F	54,020
<b>Between 5-24%</b>	9235	Census Divisions 6C, 6D, 6F	60,850
<b>KVOS-TV Total Persons:</b>			<b>1,545,310</b>
<b>BBM Weekly Circulation (Nov. 1969):</b>			<b>1,104,611</b>
Metro areas	9109	Vancouver M.A.	
	9139	Victoria M.A.	

For U.S. and Canadian Sales Reps  
see Services Volume

# British Columbia—Victoria

## CHEK-TV

(Ch. 6)

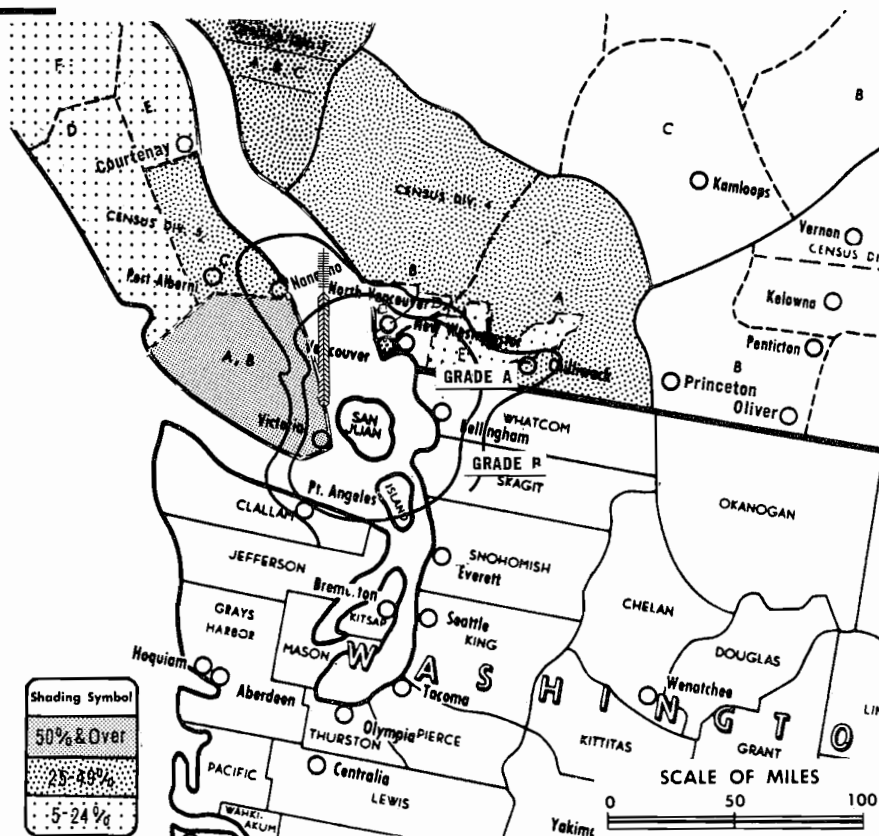
(Programs are repeated by separately-owned satellite rebroadcasting stations CFKB-TV-1, Newcastle Ridge; CFKB-TV-2, Kokish; CFKB-TV-3, Port Hardy; CFKB-TV-4, Sointula, which is repeated by CKPA-TV-1, Port Alice, B.C.; CFNV-TV-1, Camp Woss; CFNV-TV-2, Nimpkish, all B.C.)

**Technical Facilities:** Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 50-kw aural. Antenna: 1555-ft. above av. terrain, 300-ft. above ground, 1600-ft. above sea level.

Latitude 48° 46' 28"  
Longitude 123° 10' 10"

**Transmitter:** Saturna Island, B.C.  
**Studio:** 7580 Enterprise St., Burnaby, B.C.

**TV tape:** Recording facilities.  
**Color:** Network, live, film, slide & tape.  
**News Wire Service:** Broadcast News.



CHEK-TV Authorized: 2/23/60

Data on circulation & persons reprinted by permission of BBM Bureau of Measurement.

## CHEK-TV

**Network Service:** CBC.

**Licensee:** CHEK-TV, Ltd., P.O. Box 927, 3693 Epsom Drive. Telephone: 477-1821.

**Ownership:** British Columbia Television Broadcasting System Ltd. J. R. Peters, pres. Also owns CHAN-TV, Vancouver, B.C.

**Began Operation:** Dec. 1, 1956.

**Represented (sales) by:** All-Canada Radio & Television Ltd.

**Personnel:**

- J. R. Peters, *president.*
- Frank Bond, *operations manager (Victoria)*
- Lloyd Colthorp, *vice president, programming.*
- William Elliott, *vice president, production.*
- Ernie Rose, *vice president, engineering.*
- G. L. Carter, *vice president, sales.*
- A. H. Collins, *secretary-treasurer.*
- D. C. Norman, *general sales manager.*

**DIGEST OF RATE CARD NO. 11—(June 1, 1969)**

30 Min.	15 Min.	5 Min.	Min.	30 Sec.	20 Sec.	10 Sec.
Class AA—7-11 p.m., daily.						
.....*	.....*	.....*		\$120.00	\$90.00	\$90.00
						\$42.00

\*Program rates on request.

BBM Weekly Circulation	BBM Area No.	Area Description	All Persons
<b>50% &amp; Over</b>	9139	Victoria M.A.	184,660
	9145	Census Divisions 5A and 5B	224,470
<b>Between 25-49%</b>	9095	Census Divisions 4A and 4B	27,740
	9109	Vancouver M.A.	959,100
	9161	Census Division 5C	52,660
	9260	Census Division 7	23,110
<b>Between 5-24%</b>	9121	Census Division 4E East	67,520
	9131	Census Division 4E West	43,850
	9171	Census Division 5D	31,990
	9185	Census Divisions 5E and 5F	54,020
<b>CHEK-TV Total Persons:</b>			<b>1,484,460</b>
<b>BBM Weekly Circulation (Nov. 1969):</b>			<b>449,385</b>
Metro areas	9139	Victoria M.A.	
	9109	Vancouver M.A.	

## CHBC-TV-2

### Vernon

(Ch. 7)

(Satellite rebroadcasting station of CHBC-TV, Kelowna, B.C.)  
**Network Service:** CBC, same as CHBC-TV, Kelowna.  
**Licensee:** Okanagan Valley TV Co. Ltd., 342 Leon Ave., Kelowna.  
**Technical Facilities:** Channel No. 7 (174-180 MHz). Authorized power: 310-watts visual, 39-watts aural. Antenna: directional, 865-ft. above av. terrain, 112-ft. above ground, 2845-ft. above sea level, lat. 50° 16' 58", long. 119° 19' 09".  
**AM Affiliate:** CJIB, 1-kw, 940 kHz (CBC).  
**Ownership:** See CHBC-TV, Kelowna.  
**Began Operation:** Oct. 12, 1957.  
**Rates:** This is an automatic repeater of CHBC-TV, Kelowna and is included as a bonus with that station.

## CFWS-TV-2

### Westwold

(Ch. 12)

(Satellite rebroadcasting station of CFWS-TV-1, Falkland, B.C.)  
**Network Service:** Same as CHBC-TV, Kelowna, B.C.  
**Licensee:** Falkland-Westwold T.V. Society, Falkland, B.C.  
**Technical Facilities:** Channel No. 12 (204-210 MHz). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: 100-ft. above av. terrain, 50-ft. above ground, 2100-ft. above sea level, lat. 50° 27' 30", long. 119° 42' 24".  
**Began Operation:** May 7, 1963.  
**Rates:** This is an automatic repeater of CFWS-TV-1, Falkland, B.C., which picks up CHBC-TV, Kelowna, B.C. Both repeaters are included as a bonus with CHBC-TV.

## CFCR-TV-5

### Williams Lake

(Ch. 8)

(Satellite rebroadcasting station of CFCR-TV-6, Mount Timothy)  
**Network Service:** Same as CFCR-TV, Kamloops.  
**Licensee:** Twin Cities Television Ltd., 460 Pemberton Terrace, Kamloops.  
**Transmitter:** Williams Lake.  
**Technical Facilities:** Channel No. 8 (180-186 MHz). Authorized power: 50-watts visual, 25-watts aural. Antenna: 700-ft. above av. terrain, 50-ft. above ground, 2500-ft. above sea level, lat. 52° 06' 55", long. 122° 11' 10".  
**Began Operation:** Oct. 1 1962.  
**Rates:** This is an automatic repeater of CFCR-TV, Kamloops via CFCR-TV-6, Mount Timothy, and is included as a bonus with CFCR-TV.

## MANITOBA

## CKX-TV-1

### Birtle-Foxwarren

(Ch. 11)

(Satellite rebroadcasting station of CKX-TV, Brandon, Man.)  
**Network Service:** CBC, same as CKX-TV, Brandon.  
**Licensee:** Western Manitoba Bcstrs. Ltd., 2940 Victoria Ave., Brandon.  
**Transmitter:** Junction Hwys. 4 & 83 Foxwarren.  
**Technical Facilities:** Channel No. 11 (198-204 MHz). Authorized power: 6.64-kw visual, 3.48-kw aural. Antenna: 270-ft. above av. terrain, 281-ft. above ground, 2031-ft. above sea level, lat. 50° 31' 14", long. 101° 04' 23".  
**Began Operation:** June 25, 1963.  
**Rates:** This is an automatic repeater of CKX-TV, Brandon and is included as a bonus with that station.

## CKX-TV

### Brandon

(Ch. 5)

(Also operates satellite rebroadcasting stations CKX-TV-1, Birtle-Foxwarren, Man. and CKX-TV-2, Melita, Man.)  
**Network Service:** CBC.

1970-71 Edition

## British Columbia-Manitoba

**Licensee:** Western Manitoba Bcstrs. Ltd., 2940 Victoria Ave.  
**Studio:** 2940 Victoria Ave. Telephone: 204-728-1150. Telex: 03-5016.  
**Transmitter:** 34th St. & Richmond Ave., Brandon.  
**Technical Facilities:** Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 49.1-kw aural. Antenna: 610-ft. above av. terrain, 606-ft. above ground, 1828-ft. above sea level, lat. 49° 49' 42", long. 99° 59' 09".  
**Color:** Network.  
**News Wire Service:** Broadcast News.  
**AM Affiliate:** CKX, 10-kw (1-kw night), 1150 kHz (CBC).  
**Began Operation:** Jan. 28, 1955.  
**Represented (sales) by:** All-Canada Radio & Television Ltd.  
**Personnel:**  
John B. Craig, *president*.  
Archie Olson, *sales manager*.  
Stuart Craig, *vice president & managing director*.  
Lawrence Dubois, *engineer*.

### DIGEST OF RATE CARD NO. 12—(April 1, 1969)

30 Min.	15 Min.	10 Min.	5 Min.	Min.	30 Sec.	20 Sec.	10 Sec.
Class A—6-11 p.m., Mon.-Sat.; 5-11 p.m., Sun.							
\$240.00	\$190.00	\$170.00	\$100.00	\$85.00	\$60.00	\$60.00	\$30.00

CKX-TV Total Persons: 194,200  
BBM Weekly Circulation (Nov. 1969): 152,228

## CHGH-TV

### Churchill

(Ch. 4)

**Network Service:** CBC.  
**Licensee:** Nanuk Television Inc., Box 266, Churchill, Man.  
**Telephone:** 204-675-2344.  
**Transmitter:** National Harbor's Board property, Churchill.  
**Technical Facilities:** Channel No. 4 (66-72 MHz). Authorized power: 10-watts visual, 4.94-watts aural. Antenna: 95-ft. above av. terrain, 95-ft. above ground, 25-ft. above sea level, lat. 58° 46' 49", long. 94° 11' 16".  
**Ownership:** Community-owned station; Rev. Rene Belair, pres.  
**Began Operation:** May 17, 1965.  
**Represented (sales) by:** Andy McDermott Sales Ltd. (Toronto, Montreal); Broadcast Representatives Ltd. (Winnipeg).  
**Personnel:**  
A. L. Robb, *general manager*.

### DIGEST OF RATE CARD NO. 1 (June 1965)

Min.	30 Sec.	20 Sec.	10 Sec.
Class A—6-12 midnight, daily.			
\$15.00	\$14.00	\$13.00	\$12.00

CHGH-TV Total Persons: 53,850  
BBM Weekly Circulation (Nov. 1969): 2,829

## CKSS-TV

### Dauphin

(Ch. 8)

(Satellite rebroadcasting station of CKOS-TV, Yorkton, Sask.)  
**Network Service:** CBC, same as CKOS-TV, Yorkton.  
**Licensee:** Yorkton Television Co. Ltd., 95 E. Broadway, Yorkton, Sask.  
**Regional Sales Office:** Dauphin & Swan River.  
**Transmitter:** Baldy Mt.  
**Telephone:** 638-3810.  
**Technical Facilities:** Channel No. 8 (180-186 MHz). Authorized power: 300-kw visual, 30-kw aural. Antenna: Directional, 1147-ft. above av. terrain, 530-ft. above ground, 3257-ft. above sea level, lat. 51° 28' 14", long. 100° 43' 10".  
**Ownership:** See CKOS-TV, Yorkton, Sask.  
**Color:** Network live, film, slide, tape.  
**Began Operation:** June 19, 1960.  
**Represented (sales) by:** ABC International Television Inc. (U.S.A.); Stovin-Byles Television Ltd. (Canada).  
**Rates:** This is an automatic repeater of CKOS-TV, Yorkton and is included as a bonus with that station.

(Continued on next page)

## Manitoba

### CBWGT-1 Fisher Branch

(Ch. 10)

(Satellite rebroadcasting station of CBWT, Winnipeg, Man.)

Network Service: CBC, same as CBWT Winnipeg.  
Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.  
Transmitter: 1-mi. W of Fisher Branch.  
Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 27.4-kw visual, 5.48-kw aural. Antenna: Directional, 559-ft. above av. terrain, 598-ft. above ground, 1368-ft. above sea level, lat. 51° 04' 50", long. 97° 38' 55".  
Began Operation: Jan. 31, 1967.  
Rates: This is an automatic repeater of CBWT, Winnipeg and is included as a bonus to that station.

### CBWBT Flin Flon

(Ch. 10)

Network Service: CBC.  
Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.  
Transmitter: Flin Flon.  
Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 7.8-kw visual, 1.6-kw aural. Antenna: 335-ft. above av. terrain, 275-ft. above ground, 1355-ft. above sea level, lat. 54° 47' 30", long. 101° 52' 00".  
Began Operation: June 8, 1962.  
Rates: This is an automatic repeater and is included as a bonus to the CBC network rate.

CBWBT Total Persons: 53,850  
BBM Weekly Circulation (Nov. 1969): 48,812

### CBWLT Gillam

(Ch. 8)

Network Service: CBC.  
Licensee: Canadian Broadcasting Corp., 1500 Bronson Ave., Ottawa, Ont.  
Transmitter: Gillam, Man.  
Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 39.4-watts visual, 3.9-watts aural. Antenna: 113-ft. above av. terrain, 100-ft. above ground, 550-ft. above sea level, lat. 56° 20' 48", long. 94° 42' 23".  
Began Operation: October 3, 1969.  
Rates: This is an automatic repeater and is included as a bonus to the CBC network rate.

### CBWHT Grand Rapids

(Ch. 8)

Network Service: CBC.  
Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.  
Transmitter: Grand Rapids, Man.  
Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 38.9-watts visual, 3.89-watts aural. Antenna: 263-ft. above av. terrain, 240-ft. above ground, 1040-ft. above sea level, lat. 53° 09' 00", long. 99° 17' 30".  
Began Operation: Nov. 29, 1963.  
Rates: This is an automatic repeater and is included with the CBC network as a bonus.

### CBWT-2 Lac du Bonnet

(Ch. 4)

(Satellite rebroadcasting station of CBWT, Winnipeg)

Network Service: CBC.  
Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.  
Transmitter: 5 mi. E. of Lac Du Bonnet.  
Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 9.7-kw visual, 1.9-kw aural. Antenna: 442-ft. above av. terrain, 440-ft. above ground, 1290-ft. above sea level, lat. 50° 15' 30", long. 95° 57' 20".  
Began Operation: May 27, 1968.

954-b

Rates: This is an automatic repeater of station CBWT, Winnipeg and is included as a bonus with that station.

### CBTA-TV Lynn Lake

(Ch. 8)

Network Service: CBC.  
Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave. Ottawa, Ont.  
Transmitter: Lynn Lake.  
Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 7.5-watts visual, 3.5-watts aural. Antenna: 60-ft. above av. terrain, 60-ft. above ground, 1200-ft. above sea level, lat. 56° 51' 10", long. 101° 03' 00".  
Began Operation: Sept. 18, 1967.  
Rates: Included as a bonus of the CBC English Network.

### CKX-TV-2 Melita

(Ch. 9)

(Satellite rebroadcasting station of CKX-TV, Brandon, Man.)  
Network Service: CBC, same as CKX-TV, Brandon.  
Licensee: Western Manitoba Broadcasters Ltd. 2940 Victoria Ave., Brandon.  
Transmitter: Hwy. 83, Melita.  
Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 188-watts visual, 94-watts aural. Antenna: 212-ft. above av. terrain, 221-ft. above ground, 1475-ft. above sea level, lat. 49° 16' 50", long. 100° 59' 12".  
Began Operation: June 28, 1963.  
Rates: This is an automatic repeater of CKX-TV, Brandon and is included as a bonus with that station.

### CBWIT The Pas

(Ch. 7)

(Satellite rebroadcasting station of CBWBT, Flin Flon, Man.)  
Network Service: CBC.  
Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.  
Transmitter: The Pas, Man.  
Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 264-kw visual, .053-kw aural. Antenna: 135-ft. above av. terrain, 120-ft. above ground, 1001-ft. above sea level, lat. 53° 50' 09", long. 101° 15' 20".  
Began Operation: June 15, 1962.  
Rates: This is an automatic repeater of CBWBT, Flin Flon and is included as a bonus with that station.

### CBWKT Snow Lake

(Ch. 8)

Network Service: CBC.  
Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.  
Transmitter: Snow Lake, Man.  
Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: 411-ft. above av. terrain, 385-ft. above ground, 1385-ft. above sea level, lat. 54° 52' 30", long. 100° 00' 50".  
Began Operation: Feb. 22, 1969.  
Rates: This is an automatic repeater and is included with the CBC network as a bonus.

### CBWTT Thompson

(Ch. 8)

Network Service: CBC.  
Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.  
Transmitter: Thompson, Man.  
Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 52-watts visual, 5.2-watts aural. Antenna: 153-ft. above av. terrain, 140-ft. above ground, 835-ft. above sea level, lat. 55° 43' 43", long. 97° 51' 48".  
Began Operation: April 1, 1965.  
Rates: This is an automatic repeater and is included as a bonus to the CBC network rate.

TV Factbook No. 40

# Manitoba—Winnipeg

## CBWFT

(Ch. 3)

(French Outlet)

**Technical Facilities:** Channel No. 3 (60-66 MHz). Authorized power: 59-kw visual, 7.37-kw aural. Antenna: 930-ft. above av. terrain, 1064-ft. above ground, 1849-ft. above sea level.

Latitude 49° 46' 15"  
Longitude 97° 30' 35"

**Transmitter:** Hwy. 2 near Starbuck, Man.

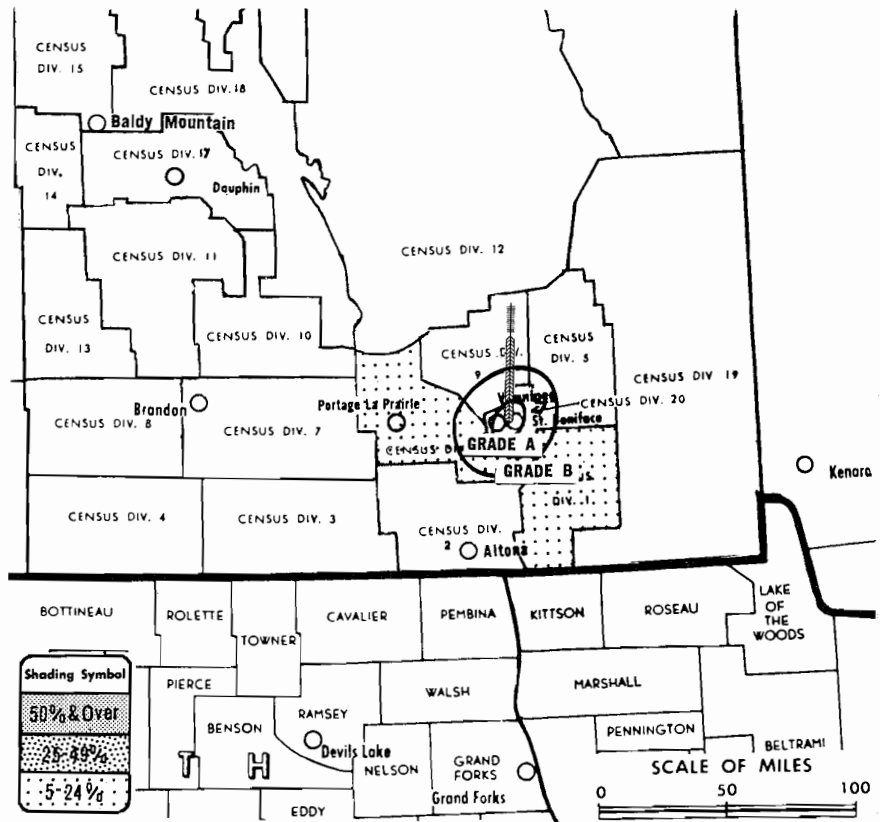
**Color:** Network, film, slide & tape.

**News Wire Service:** CBC.

**Studio:** 541 Portage Ave., P.O. Box 160.

**Telephone:** 204-774-2541. **Telex:** 03-5435.

**TV tape:** Recording facilities.



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CBWFT Authorized: 7/29/59

## CBWFT

**Network Service:** CBC (French).

**Licensee:** Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

**Began Operation:** April 24, 1960.

**Represented (sales)** by CBC National Selective Sales (French); Canadian Standard Broadcast Sales Inc. (U.S.A.).

**Personnel:**

J. Guthro, *regional program director*.  
N. Cowan, *supervisor of information services*.  
B. D. MacPherson, *station manager*.  
J. Phillips, *program director (TV)*.  
H. Nixon, *news supervisor*.  
H. Harrison, *film director*.  
F. Stanley, *regional sales manager*.  
J. Gibson, *technical director*.

**DIGEST OF RATE CARD NO. 11—(March 1, 1969)**

Hour 30 Min. 15 Min. 5 Min. Min. 30 Sec. 20 Sec. 10 Sec.  
Class AA—6-10:30 p.m., Sun.; 7-10:30 p.m., Mon.-Sat.  
\$125.00 \$75.00 \$50.00 \$38.00 \$25.00 \$23.00 \$20.00 \$15.00

BBM Weekly Circulation	BBM Area No.	Area Description	All Persons
<b>50% &amp; Over</b>		None 50% & Over	
<b>Between 25-49%</b>		None Between 25-49%	
<b>Between 5-24%</b>	6010 6080	Census Division 1 Census Division 6	29,750 28,910
<b>CBWFT Total Persons:</b>			<b>58,660</b>
<b>BBM Weekly Circulation (Nov. 1969):</b>			<b>31,732</b>

# Manitoba—Winnipeg

## CBWT

(Ch. 6)

(English Outlet)

(Repeated by CBWGT, Fisher Branch; CBWT-2, Lac du Bonnet; CBWHT, Grand Rapids; CBWLT, Gillam; CBWKT, Snow Lake; CBWTT, Thompson, CBWBT, Flin Flon; CBWIT, The Pas, all Man.; CBWAT, Kenora; CBWBT-1, Sioux Lookout; CBWCT, Fort Frances; CBWCT-1, Atikokan; CBWDT, Dryden; CBWET, Red Lake; CBWJT, Ear Falls, all Ont.)

**Technical Facilities:** Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 12-kw aural. Antenna: 1027-ft. above av. terrain, 1064-ft. above ground, 1849-ft. above sea level.

Latitude 49° 46' 15"  
Longitude 97° 30' 35"

**Transmitter:** 6-mi. E of Starbuck, Man. on Hwy. 2.

**Color:** Network, film, slide & tape.

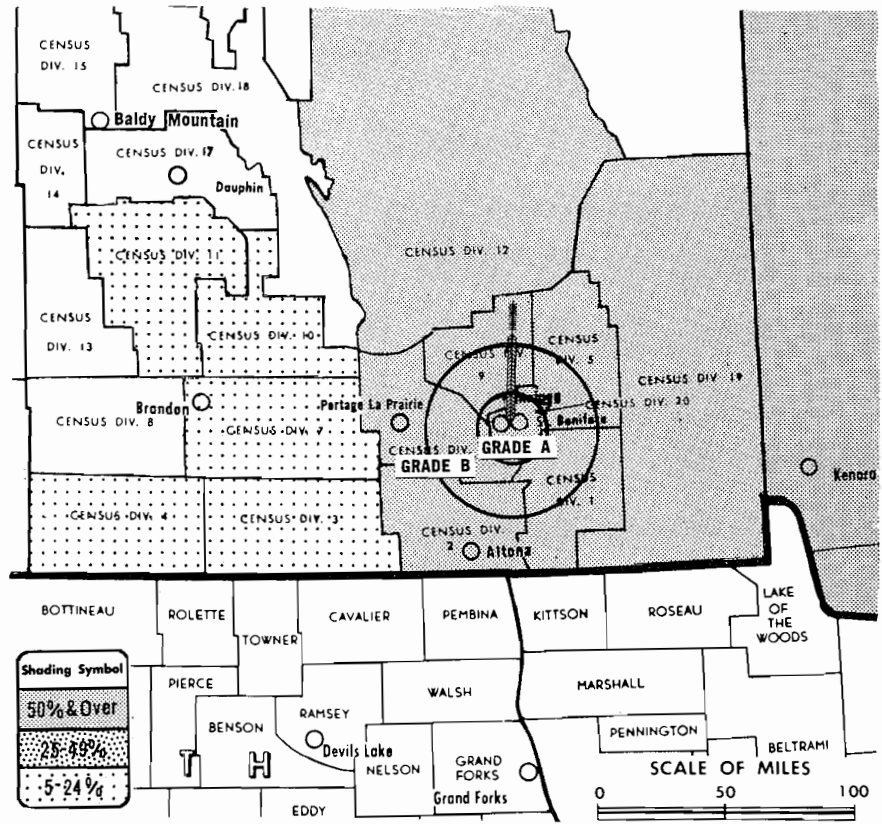
**TV tape:** Recording facilities.

**News Wire Service:** Canadian Press, UPI & Broadcast News.

**AM Affiliate:** CBW, 50-kw, 990 kHz (CBC).

**FM Affiliate:** CBW-FM, 354-kw, 98.3 MHz (Ch. 252). CBC.

Data on circulation & persons reprinted by permission of BBM Bureau of Measurement.



CBWT Authorized: 5/31/54

## CBWT

**Network Service:** CBC.

**Licensee:** Canadian Bestg. Corp., 1500 Bronson Ave., Ottawa, Ont.

**Telephone:** 774-2541. **Telex:** 03-5435.

**Studio:** 541 Portage Ave. W., Box 160.

**Began Operation:** May 31, 1954.

**Represented (sales) by** CBC National Selective Sales.

### Personnel:

J. Guthro, regional program director.

F. Stanley, regional sales manager.

B. D. Macpherson, station manager.

J. Gibson, TV technical director.

H. Harrison, film director.

N. Cowan, supervisor information services.

J. Phillips, program director (TV).

H. Nixon, news supervisor.

### DIGEST OF RATE CARD NO. 19

(March 1, 1970)

Hour 30 Min. 15 Min. 5 Min. Min. 30 Sec. 20 Sec. 10 Sec.

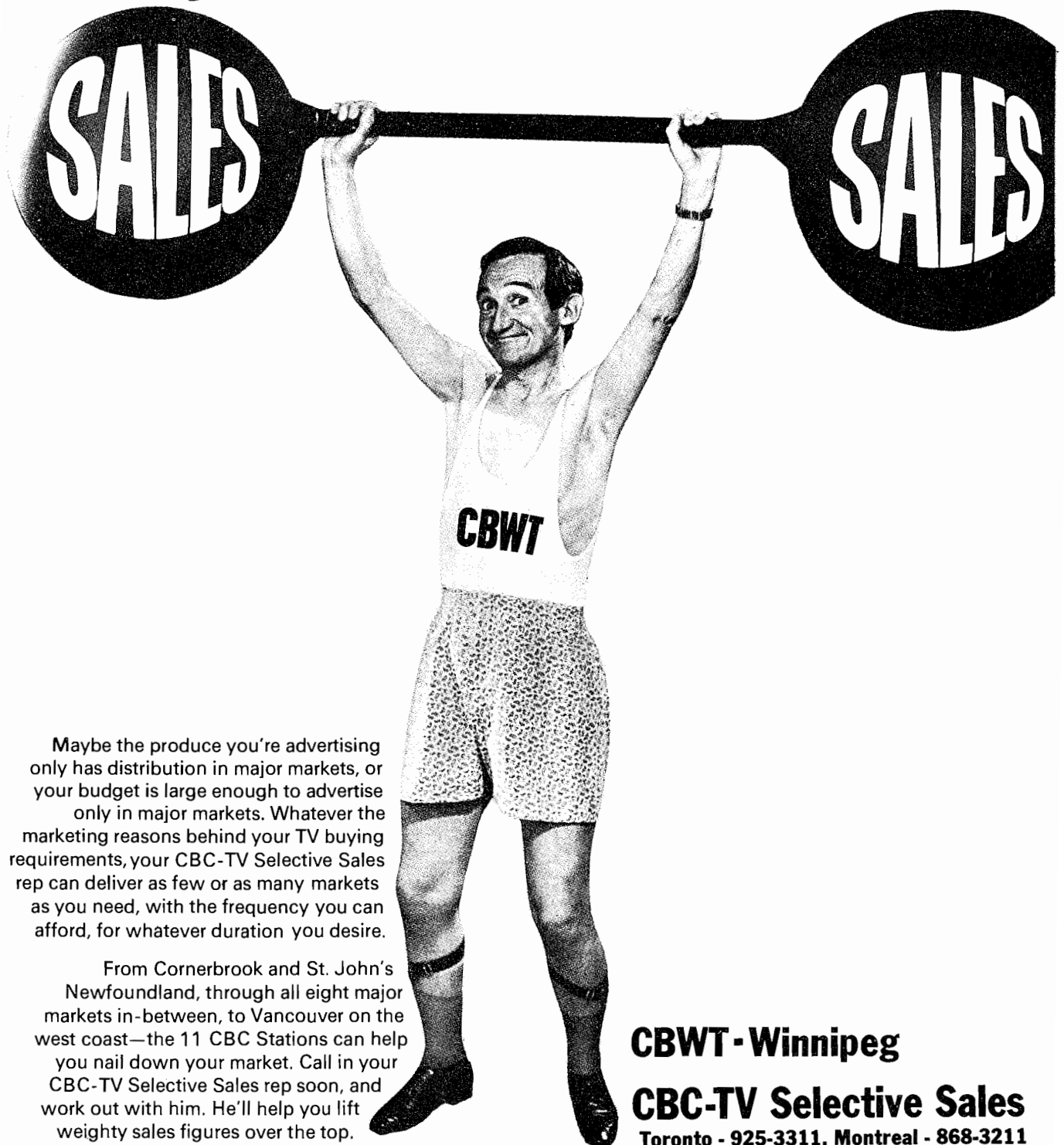
Class AA—6-11 p.m., Sun.; 7-11 p.m., Mon.-Sat.

\$1225.00 \$735.00 \$490.00 \$368.00 \$245.00 \$173.00 \$154.00 \$86.00

BBM Weekly Circulation	BBM Area No.	Area Description	All Persons
<b>50% &amp; Over</b>	5550	Rainy River	24,540
	5561	Kenora East	33,540
	5562	Kenora West	19,640
	6010	Census Division 1	29,750
	6020	Census Division 2	33,460
	6050	Census Division 5	31,810
	6060	Census Division 19	18,140
	6069	Winnipeg M.A.	514,180
	6080	Census Division 6	28,910
6125	Census Divisions 9 and 12	39,670	
<b>Between 25-49%</b>	None Between 25-49%		
<b>Between 5-24%</b>	6035	Census Divisions 3 and 4	32,350
	6090	Census Division 7	51,220
	6145	Census Divisions 10 and 11	29,680
<b>CBWT Total Persons:</b>			<b>886,890</b>
<b>BBM Weekly Circulation (Nov. 1969):</b>			<b>709,427</b>
<b>Metro areas 6069 Winnipeg M.A.</b>			

For Explanation of BBM Survey Methods  
See Front of this Volume

# Your CBC-TV Selective Sales rep will show you how to work out your TV buys, so you can put more muscle where you need it.



Maybe the produce you're advertising only has distribution in major markets, or your budget is large enough to advertise only in major markets. Whatever the marketing reasons behind your TV buying requirements, your CBC-TV Selective Sales rep can deliver as few or as many markets as you need, with the frequency you can afford, for whatever duration you desire.

From Cornerbrook and St. John's Newfoundland, through all eight major markets in-between, to Vancouver on the west coast—the 11 CBC Stations can help you nail down your market. Call in your CBC-TV Selective Sales rep soon, and work out with him. He'll help you lift weighty sales figures over the top.

**CBWT - Winnipeg**

**CBC-TV Selective Sales**

Toronto - 925-3311, Montreal - 868-3211  
New York - Enterprise 6961 (toll free)

# Manitoba—Winnipeg

## CJAY-TV

(Ch. 7)

**Technical Facilities:** Channel No. 7 (174-180 MHz). Authorized power: 325-kw visual, 65-kw aural. Antenna: 1003-ft. above av. terrain, 1003-ft. above ground, 1778-ft. above sea level.

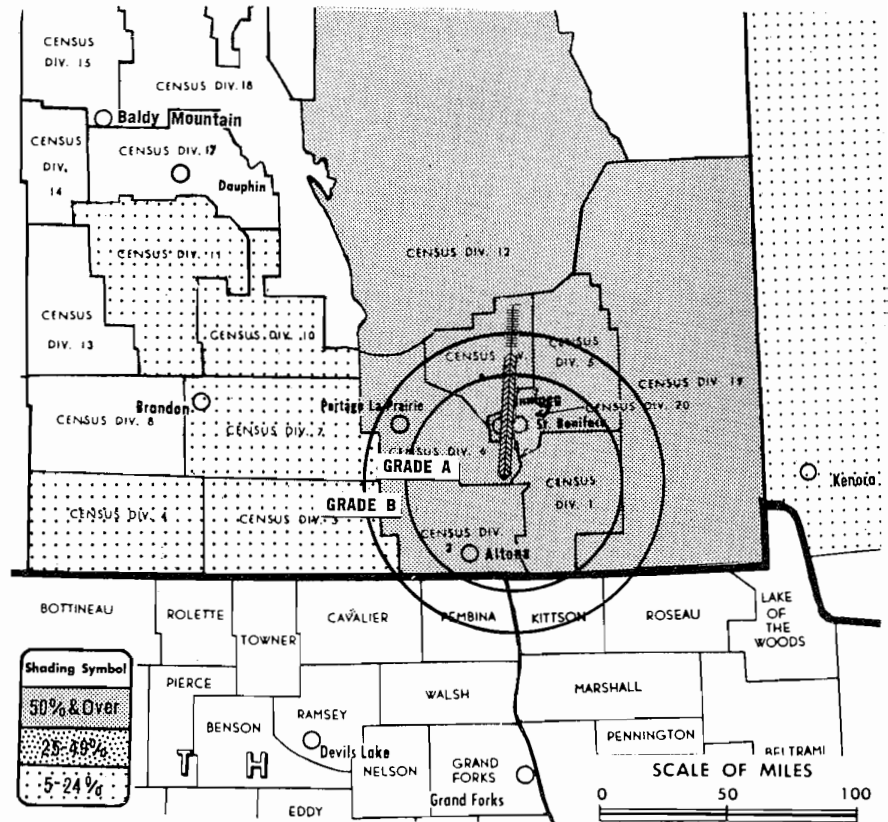
Latitude 49° 34' 46"  
Longitude 97° 10' 17"

**Transmitter:** St. Agathe.

**Color:** Network, film, slide & tape.

**News Wire Service:** AP.

**TV tape:** Recording facilities.



Data on circulation & persons reprinted by permission of BBM Bureau of Measurement.

CJAY-TV Authorized: 2/17/60

## CJAY-TV

**Network Service:** CTV.

**Licensee:** Channel Seven Television Ltd., Polo Park, Winnipeg 10.

**Studio:** Polo Park.

**Telephone:** 204-775-0371. **Telex:** 03-5308.

**Ownership:** Principal stockholders and officers: Ralph S. Misener, pres.; R. L. Moffat, v.p.; Campbell Halg, secy.

**Began Operation:** Nov. 12, 1960.

**Represented (sales)** by E. S. Sumner Corp. (for U.S.); Stovin-Byles Ltd. (Canada).

### Personnel:

Ralph S. Misener, *president*.  
R. L. Moffat, *vice president*.  
Campbell Halg, *secretary*.  
Jack M. Davidson, *general manager*.  
Jim Purvis, *director of programs & asst. manager*.  
A. G. Cobb, *director of engineering*.  
Al Johnson, *promotion manager*.  
Ian Lillie, *local sales manager*.  
W. A. Davis, *controller*.  
Carlyle Allison, *editorial & public affairs director*.

### DIGEST OF RATE CARD NO. 13—(March 1, 1969)

30 Min.	15 Min.	5 Min.	Min.	30 Sec.	20 Sec.	10 Sec.
.....*	.....*	.....*	\$270.00	\$175.00	\$175.00	\$90.00

\*Program rates on request.

BBM Weekly Circulation	BBM Area No.	Area Description	All Persons
<b>50% &amp; Over</b>	6010	Census Division 1	29,750
	6020	Census Division 2	33,460
	6050	Census Division 5	31,810
	6060	Census Division 19	18,140
	6069	Winnipeg M.A.	514,180
	6080	Census Division 6	28,910
	6125	Census Divisions 9 and 12	39,670
<b>Between 25-49%</b>	None Between 25-49%		
<b>Between 5-24%</b>	5561	Kenora East	33,540
	6035	Census Divisions 3 and 4	32,350
	6090	Census Division 7	51,220
	6145	Census Divisions 10 and 11	29,680
<b>CJAY-TV Total Persons:</b>			<b>842,710</b>
<b>BBM Weekly Circulation (Nov. 1969):</b>			<b>639,140</b>
Metro areas	6069	Winnipeg M.A.	

For BBM Bureau of Measurement  
Canadian Population Estimates  
see Services Volume



# Manitoba—Winnipeg-Pembina, North Dakota

## KCND-TV

(Ch. 12)

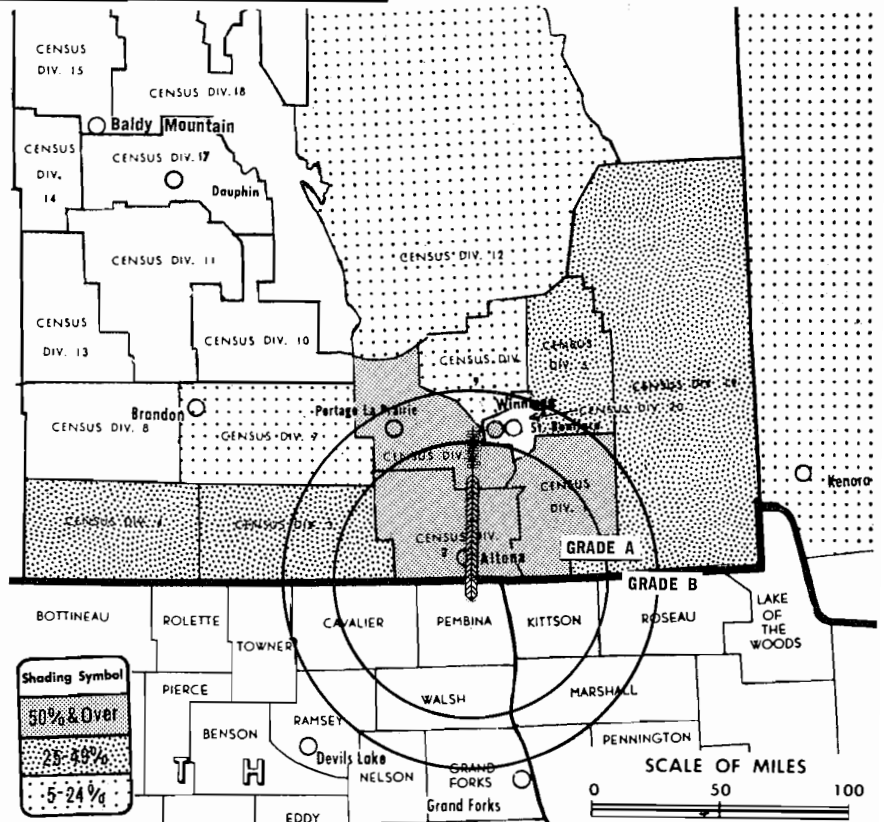
**Technical Facilities:** Channel No. 12 (204-210 MHz). Authorized power: 288-kw visual, 43.6-kw aural. Antenna: 1400-ft. above av. terrain, 1457-ft. above ground, 2253-ft. above sea level.

Latitude 48° 59' 42"  
Longitude 97° 24' 26"

**Transmitter:** 7-mi. W of Pembina.

**Color:** Network, film, slide & tape.

**News Wire Service:** AP, Broadcast News, Canadian Press.



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KCND-TV Ref: FCC File No. BMPCT-5394 Granted 4/13/60

## KCND-TV

**Network Service:** ABC.

**Grantee:** McLendon Corp., 2008 Jackson St., Dallas, Tex. (75201).

**Studio:** Stutsman & Fifth, Pembina; 2031 Portage Ave., Winnipeg.

**Telephone:** Taylor 5-6292, Pembina; 888-3212, Winnipeg.

**Ownership:** Producers Inc. & Associates. Operated by McLendon Corp. on lease purchase agreement. McLendon Corp. also owns radios KLIF & KNUS(FM), Dallas; WYSL & FM, Buffalo, N.Y.; KABL & FM, Oakland-San Francisco; WNUS & FM, Chicago.

**Began Operation:** Nov. 7, 1960. Sale to present owner by Pembina Bcstg. Co. (Producers Inc., majority owner) approved Aug. 24, 1966 by FCC (Television Digest, Vol. 6:34,35). Previous sale to Pembina Bcstg. by Harry Rice, Robert Lukkason, Arthur Tweet and associates approved by FCC July 25, 1962 (Vol. 2:20).

**Represented (sales)** by Canadian Standard Broadcast Sales (U.S.); Radio-Television Representatives Ltd. (Toronto); Winnipeg Channel 12 Ltd. (Winnipeg).

**Represented (legal)** by Cohn & Marks.

**Represented (engineering)** by Cohen & Dippell.

### Personnel:

Gordon McLendon, *president*.  
G. O. Johnson, *general manager*.  
Richard Vincent, *manager, Pembina*.  
Mac Cheater, *local sales supervisor*.  
Len Gzebb, *operations co-ordinator*.  
A. C. Headley, *chief engineer*.

## DIGEST OF RATE CARD NO. 8 (Dec. 1, 1969)

Hour	30 Min.	15 Min.	Min.	30 Sec.	20 Sec.	8 Sec.
Class AA—6-11 p.m., daily.						
\$550.00	\$400.00	\$300.00	\$125.00	\$75.00	\$75.00	\$60.00

BBM Weekly Circulation	BBM Area No.	Area Description	All Persons
<b>50% &amp; Over</b>	6010	Census Division 1	29,750
	6020	Census Division 2	33,460
	6069	Winnipeg M.A.	514,180
	6080	Census Division 6	28,910
<b>Between 25-49%</b>	6035	Census Divisions 3 and 4	32,350
	6050	Census Division 5	31,810
	6060	Census Division 19	18,140
<b>Between 5-24%</b>	5562	Kenora West	19,640
	6090	Census Division 7	51,220
	6125	Census Divisions 9 and 12	39,670
<b>KCND-TV Total Persons:</b>			799,130
<b>BBM Weekly Circulation (Nov. 1969):</b>			456,703
<b>Metro areas</b>	6069	Winnipeg M.A.	

## MARITIME PROVINCES

### CHSJ-TV-1

#### Bon Accord, N.B.

(Ch. 6)

(Satellite rebroadcasting station of CHSJ-TV, Saint John, N.B.)

Network Service: Same as CHSJ-TV, Saint John.

Licensee: New Brunswick Broadcasting Co. Ltd., Crown & Union Sts., St. John, N.B.

Transmitter: Bon Accord, N.B.

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 54.7-kw visual, 27.3-kw aural. Antenna: 1088-ft. above av. terrain, 470-ft. above ground, 1970-ft. above sea level, lat. 46° 38' 57.25", long. 67° 35' 35".

Began Operation: Oct. 15, 1961.

Rates: This is an automatic repeater of CHSJ-TV, Saint John, and is included as a bonus with that station.

### CKCD-TV

#### Campbellton, N.B.

(Ch. 7)

(Satellite rebroadcasting station of CKAM-TV, North Shore, N.B.)

Licensee: Moncton Broadcasting Ltd., Box 1220, Moncton, N.B.

Transmitter: Harrison Brook, P.Q.

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 1.44-kw visual, .720-kw aural. Antenna: 640-ft. above av. terrain, 75-ft. above ground, 875-ft. above sea level, lat. 48° 04' 66", long. 66° 34' 54".

Color: Network, film & tape.

Ownership: Same as CKCW-TV, Moncton, N.B.

Began Operation: March 20, 1961.

Rates: This is an automatic repeater of CKCW-TV, Moncton and is included as a bonus with that station.

### CJBR-TV-1

#### Edmundston, N.B.

(Ch. 13)

(Satellite rebroadcasting station of CJBR-TV, Rimouski, Que.)

Network Service: Same as CJBR-TV, Rimouski.

Licensee: Lower St. Lawrence Radio Inc., 273 St. Jean Baptiste, St.W., Rimouski, Que.

Transmitter: Power Road.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 1.43-kw visual, .714-kw aural. Antenna: Directional, 856-ft. above av. terrain, 545-ft. above ground, 1720-ft. above sea level, lat. 47° 23' 25", long. 68° 18' 59".

Began Operation: Feb. 20, 1962.

Rates: This is an automatic repeater of CJBR-TV, Rimouski and is included as a bonus with that station.

### CHAU-TV-2

#### Kedgwick-St. Quentin, N.B.

(Ch. 10)

(Satellite rebroadcasting station of CHAU-TV, Carleton, Que.)

Network Service: CBC, same as CHAU-TV, Carleton.

Licensee: Television de la Baie des Chaleurs Inc., Carleton, P.Q.

Transmitter: St. Quentin, N.B.

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: 500-ft. above av. terrain, 102-ft. above ground, 1502-ft. above sea level, lat. 47° 30' 45", long. 67° 17' 0".

Ownership: See CHAU-TV, Carleton.

Began Operation: Sept. 11, 1963.

Rates: This is an automatic repeater of CHAU-TV, Carleton, and is included as a bonus with that station.

## CBAFT Moncton, N.B.

(Ch. 11)  
(French Outlet)

Network Service: CBC.

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Studio: 232 St. George St.

Transmitter: Lutes Mountain, Westmoreland, N.B.

Telephone: 506-855-3370.

Telex: 014-2284.

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 163-kw visual, 33-kw aural. Antenna: 781-ft. above av. terrain, 433-ft. above ground, 1049-ft. above sea level, lat. 46° 08' 41", long. 64° 54' 14".

Color: Network.

News Wire Service: CBC, Broadcast News, Canadian Press.

AM Affiliate: CBAF, 5-kw, 1300 kHz (CBC).

Began Operation: Dec. 21, 1959.

Represented (sales) by CBC National Selective Sales (Canada); Canadian Standard Broadcast Sales Inc. (U.S.).

Personnel:

Guy Theriault, *manager*.  
Y. Bruchesi, *technical director*.  
A. Landry, *sales representative*.  
L. J. Cormier, *program director*.  
J. L. Tanguay, *news supervisor*.  
R. Beaulieu, *information services representative*.

DIGEST OF RATE CARD NO. 13—(March 1, 1970)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	30 Sec.	20 Sec.	10 Sec.	
Class AA—6-10:30 p.m., Sun.; 7-10:30 p.m., Mon.-Sat.	\$95.00	\$57.00	\$38.00	\$33.00	\$29.00	\$19.00	\$17.00	\$15.00	\$11.00

CBAFT Total Persons: 222,490

BBM Weekly Circulation (Nov. 1969): 63,621

## CKCW-TV Moncton, N.B.

(Ch. 2)

(Repeated by CKAM-TV, North Shore, N.B.; CKAM-TV-1, Newcastle, N.B.; CKCD-TV, Campbellton, N.B.; CFGW-TV-1, Gaspé West, P.Q.; CFGW-TV-2, Gaspé South, P.Q.; CKMU-TV, Murdochville, P.Q.)

Network Service: CTV.

Licensee: Moncton Bcstg. Ltd., P.O. Box 1220.

Studio: 191 Halifax St. Telephone: 506-855-1220.

Transmitter: Caledonia Mt., near Rosevale.

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 25-kw visual, 15-kw aural. Antenna: 990-ft. above av. terrain, 326-ft. above ground, 1656-ft. above sea level, lat. 45° 50' 56", long. 64° 48' 44".

Color: Network, tape.

Facsimile Service: UPI.

News Film Service: UPI, Broadcast News.

AM Affiliate: CKCW, 10-kw, 1220 kHz.

Ownership: F. A. Lynds, pres.; Hon. L. G. DesBrisay, v.p.; C. E. Leger, v.p.; Helen M. Lynds, secy.-treas. Also owns satellites CKAM-TV, North Shore, N.B.; CKAM-TV-1, Newcastle, N.B.; and CKCD-TV, Campbellton, N.B.

Began Operation: Nov. 30, 1954.

Represented (sales) by Paul Mulvihill & Co. Ltd. (Toronto, Montreal), A. J. Messner & Co. Ltd. (Winnipeg), Stephens & Townsend (Vancouver) & Canadian Standard Broadcast Sales Inc. (for U.S.).

Personnel:

F. A. Lynds, *president & managing director*.  
Joe Irvine, *general & commercial manager*.  
Hubert Button, *asst. to the president*.

DIGEST OF RATE CARD NO. 13—(June 1, 1969)

30 Min.	15 Min.	10 Min.	5 Min.	Min.	30 Sec.	20 Sec.	10 Sec.	
Class AA—6:30-11 p.m., Mon.-Sat.; 6:00-11 p.m. Sun.	\$440.00	\$286.00	\$242.00	\$198.00	\$165.00	\$110.00	\$110.00	\$60.00

CKCW-TV Total Persons: 691,930

BBM Weekly Circulation (Nov. 1969): 379,885

## CHMT-TV Moncton, N.B.

(Ch. 7)

(Satellite rebroadcasting station of CHSJ-TV, Saint John, N.B.)

Network Service: CBC, same as CHSJ-TV, Saint John.

Licensee: New Brunswick Bestg. Co. Ltd., 335 Union St.

Transmitter: Riverside, N.B.

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 325-kw visual, 65-kw aural. Antenna: 1128-ft. above av. terrain, 506-ft. above ground, 1250-ft. above sea level, lat. 45° 48' 32", long. 64° 45' 11".

Began Operation: Sept. 21, 1969.

Rates: This is an automatic repeater of CHSJ-TV, Saint John and is included as a bonus with that station.

## CKAM-TV-1 Newcastle, N.B.

(Ch. 9)

(Satellite rebroadcasting station of CKAM-TV, North Shore, N.B.)

Network Service: CBC.

Licensee: Moncton Bestg. Ltd., Box 1220, Moncton, N.B.

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 16.8-watts visual, 10-watts aural. Antenna: 500-ft. above av. terrain, 292-ft. above ground, 542-ft. above sea level, lat. 47° 00' 08", long. 65° 35' 08".

Ownership: Same as CKCW-TV, Moncton, N.B.

Began Operation: December 29, 1961.

Rates: This is an automatic repeater of CKCW-TV, Moncton via CKAM-TV, North Shore and is included as a bonus with that station.

## CKAM-TV North Shore, N.B.

(Ch. 12)

(Satellite rebroadcasting station of CKCW-TV, Moncton, N.B.)

Network Service: CBC, same as CKCW-TV, Moncton.

Licensee: Moncton Bestg. Ltd., Knights of Pythias Bldg., Moncton.

Transmitter: Near Upsalquitch Lake, N.B.

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 141-kw visual, 77-kw aural. Antenna: 1331-ft. above av. terrain, 775-ft. above ground, 2800-ft. above sea level.

Color: Network & tape.

Ownership: Same as CKCW-TV, Moncton.

Began Operation: Sept. 27, 1960.

Represented (sales) by Canadian Standard Broadcast Sales (for U.S.); Paul Mulvihill & Co. Ltd. (Toronto, Montreal); A. J. Messner & Co. Ltd. (Winnipeg); Stephens & Towndrow (Vancouver).

Rates: This is an automatic repeater of CKCW-TV, Moncton and is included as a bonus with that station.

CKAM-TV Total Persons: 412,380  
BBM Weekly Circulation (Nov. 1969): 135,477

## CHSJ-TV Saint John, N.B.

(Ch. 4)

(Operates satellite rebroadcasting stations CHSJ-TV-1, Bon Accord, & CHMT-TV, Moncton, N.B.)

Network Service: CBC.

Licensee: New Brunswick Bestg. Co. Ltd., 335 Union St.

Studio: 335 Union St.

Transmitter: Mt. Champlain. Telephone: 657-3410.

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 14.4-kw aural. Antenna: 1263-ft. above av. terrain, 144-ft. above ground, 1599-ft. above sea level, lat. 45° 28' 39", long. 62° 14' 02".

Color: Network, film.

News Wire Service: Broadcast News, Canadian Press.

AM Affiliate: CHSJ, 10-kw, 1150 kHz.

Ownership: Ralph Costello, pres., .1%; New Brunswick Publishing Co. Ltd., 99.9%.

Began Operation: March 22, 1954.

Represented (sales) by All-Canada Radio & Television Ltd.

## Maritime Provinces

### Personnel:

George A. Cromwell, *general manager*.  
William Stewart, *manager*.  
William Piekarski, *chief engineer*.  
Earl McCarron, *promotion director*.

### DIGEST OF RATE CARD NO. 17—(Oct. 1, 1969)

30 Min.	15 Min.	10 Min.	5 Min.	Min.	30 Sec.	20 Sec.	10 Sec.
Class AA—6:30-10 p.m., Mon.-Thurs.; 6:30-11 p.m., Fri.-Sat.; 6-11 p.m., Sun.							
.....*	.....*	.....*	.....*	.....*	\$170.00	\$100.00	\$60.00

\* On request.

CHSJ-TV Total Persons: 649,900  
BBM Weekly Circulation (Nov. 1969): 483,014

## CKLT-TV Saint John, N.B.

(Ch. 9)

Network Service: CTV.

Licensee: Moncton Bestg. Ltd.

Studio: 191 Halifax St., Moncton

Telephone: 506-855-1220.

Transmitter: Mount Champlain.

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 325-kw visual, 65-kw aural. Antenna: 1361-ft. above av. terrain, 300-ft. above ground, 1460-ft. above sea level, lat. 45° 28' 39", long. 66° 14' 02".

Color: Network & tape.

Ownership: Moncton Bestg. Ltd.

Began Operation: Sept. 19, 1969.

Represented (sales) by Paul Mulvihill & Co. Ltd.; Stephens & Towndrow Ltd.; A.J. Messner & Co.; Canadian Standard Broadcast Sales.

### Personnel:

F. A. Lynds, *president & managing director*.  
J. S. Irvine, *general manager*.  
Bill Murray, *program director*.  
Murray Turner, *commercial manager*.  
Keith MacConnell, *chief engineer*.

## CJCB-TV-2 Antigonish, N.S.

(Ch. 9)

(Satellite rebroadcasting station of CJCB-TV-1, Inverness, N.S.)

Network Service: CBC.

Licensee: Cape Breton Bestrs. Ltd., 318 Charlotte St.

Studio & Transmitter: P.O. Box 469, Sydney, N.S.

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 133-kw visual, 79.8-kw aural. Antenna: Directional, 921-ft. above av. terrain, 500-ft. above ground, 1500-ft. above sea level, lat 45° 32' 45", long. 62° 15' 39".

Began Operation: June 26, 1961.

Represented (sales) by All-Canada Radio & Television Ltd.

Rates: This is an automatic repeater of CJCB-TV, Sydney, and is included as a bonus with that station.

## CJCH-TV-1 Canning, N.S.

(Ch. 10)

(Satellite rebroadcasting station of CJCH-TV, Halifax, N.S.)

Network Service: CTV, same as CJCH-TV.

Licensee: CJCH Ltd., 2885 Robt St., Halifax.

Transmitter: The New Look-off.

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 18.1-kw visual, 9.05-kw aural. Antenna: 886-ft. above av. terrain, 340-ft. above ground, 1015-ft. above sea level, lat. 45° 12' 12", long. 64° 24' 06".

Color: Network.

Ownership: See CJCH-TV, Halifax, N.S.

Began Operation: Dec. 17, 1961.

Rates: This is an automatic repeater of CJCH-TV, Halifax and is included as a bonus with that station.

(Continued on page 965-b)

# Maritime Provinces—Halifax, N.S.

## CBHT

(Ch. 3)

(Operates satellite rebroadcasting stations CBHT-1, Liverpool; CBHT-2, Shelburne; CBHT-3, Yarmouth & CBHT-4, Sheet Harbour, all N.S.)

**Technical Facilities:** Channel No. 3 (60-66 MHz). Authorized power: 56-kw average visual, 8.4-kw average aural. Antenna: 688-ft. above av. terrain, 496-ft. above ground, 1112-ft. above sea level.

Latitude 44° 39' 06"  
Longitude 63° 39' 52"

Approved change to 100-kw visual, 10-kw aural, 846-ft. above av. terrain.

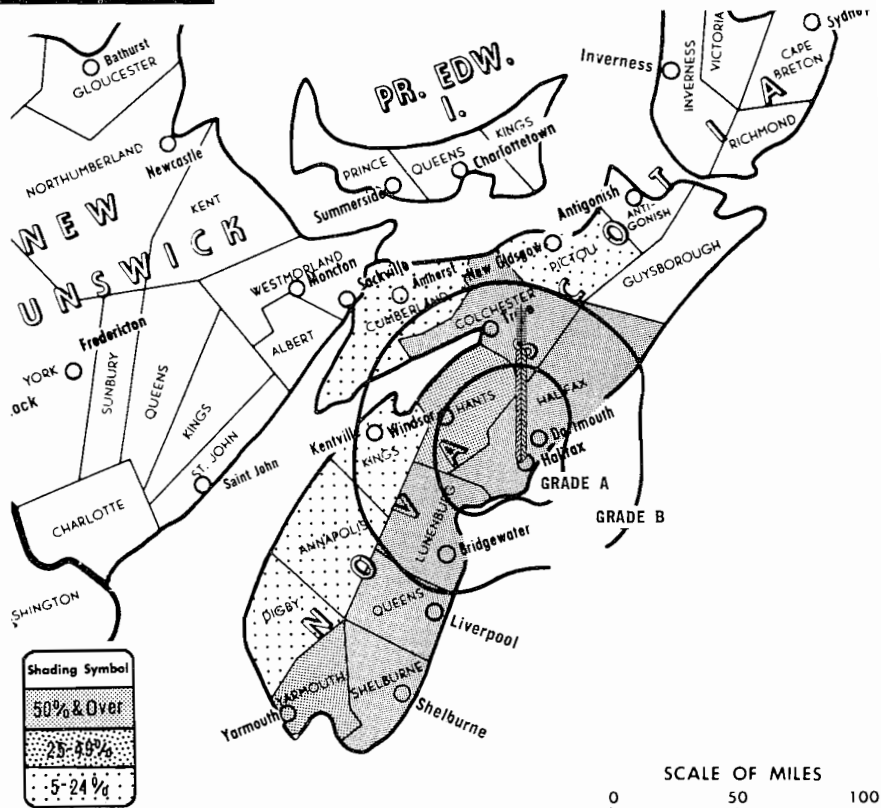
**Transmitter:** Geizer's Hill, NW of city.

**Color:** Network, film & slide.

**TV tape:** Recording facilities.

**News Wire Service:** Canadian Press, Broadcast News, UPI.

**AM Affiliate:** CBH, 10-kw, 860-KHz (CBC).



Data on circulation & persons reprinted by permission of BBM Bureau of Measurement.

CBHT Authorized: 12/20/54

## CBHT

**Network Service:** CBC.

**Licensee:** Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

**Studio:** 1840 Bell Rd.

**Telephone:** 902-422-8311. **Telex:** 014-422618.

**Began Operation:** Dec. 20, 1954.

**Represented (sales) by** CBC National Selective Sales.

### Personnel:

- G. F. Brickenden, *director of TV operations.*
- E. Ballie, *supervisor of information services.*
- H. K. Urbach, *regional engineer.*
- A. P. Lumsden, *production director.*
- W. G. Allen, *news supervisor.*
- B. G. Spicer, *film director.*
- Don LeBlanc, *regional sales manager.*
- Jack Brannen, *design director.*
- K. R. Barry, *regional program director.*

### DIGEST OF RATE CARD NO. 18

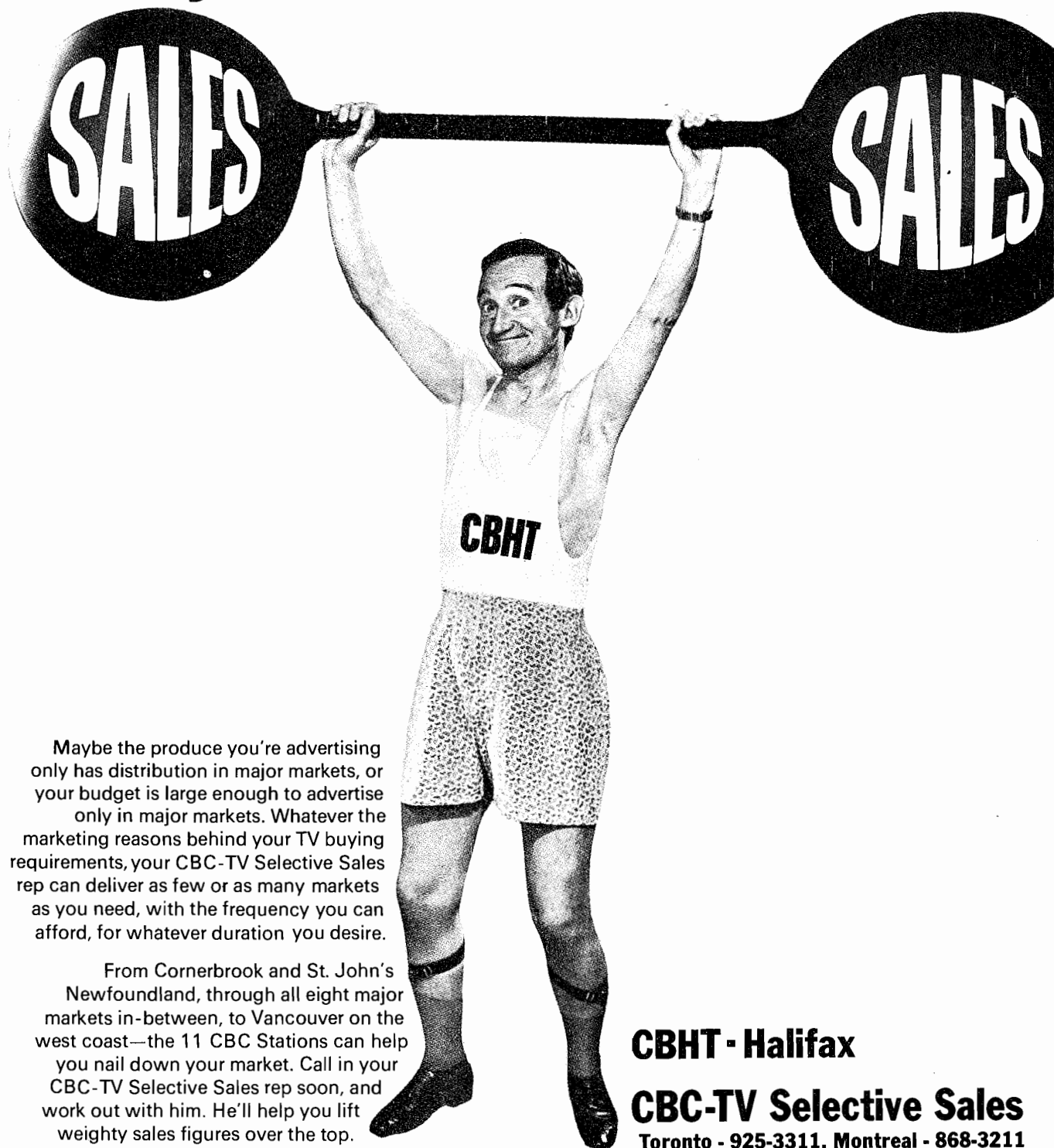
(March 1, 1970)

Hour 30 Min. 15 Min. 10 Min. 5 Min. Min. 30 Sec. 20 Sec. 10 Sec.  
Class AA—6-11 p.m., Sun.; 7-11 p.m., Mon.-Sat.  
\$650.00 \$390.00 \$260.00 \$230.00 \$195.00 \$130.00 \$95.00 \$84.00 \$52.00

BBM Weekly Circulation	BBM Area No.	Area Description	All Persons
<b>50% &amp; Over</b>	2079	Halifax M.A.	199,380
	2080	Halifax County	246,440
	2090	Lunenburg	35,650
	2115	Queens, Shelburne	27,770
	2120	Yarmouth	22,630
	2150	Hants	26,060
	2170	Colchester	34,990
<b>Between 25-49%</b>	None Between 25-49%		
<b>Between 5-24%</b>	2070	Pictou	45,100
	2135	Annapolis, Digby	38,880
	2160	Kings	42,010
	2180	Cumberland	33,640
<b>CBHT Total Persons:</b>			553,170
<b>BBM Weekly Circulation (Nov. 1969):</b>			398,310
<b>Metro areas 2079 Halifax M.A.</b>			

For Canadian CATV Systems  
see Services Volume

# Your CBC-TV Selective Sales rep will show you how to work out your TV buys, so you can put more muscle where you need it.



Maybe the produce you're advertising only has distribution in major markets, or your budget is large enough to advertise only in major markets. Whatever the marketing reasons behind your TV buying requirements, your CBC-TV Selective Sales rep can deliver as few or as many markets as you need, with the frequency you can afford, for whatever duration you desire.

From Cornerbrook and St. John's Newfoundland, through all eight major markets in-between, to Vancouver on the west coast—the 11 CBC Stations can help you nail down your market. Call in your CBC-TV Selective Sales rep soon, and work out with him. He'll help you lift weighty sales figures over the top.

**CBHT • Halifax**

**CBC-TV Selective Sales**

Toronto - 925-3311, Montreal - 868-3211  
New York - Enterprise 6961 (toll free)

# Maritime Provinces—Halifax, N.S.

## CJCH-TV

(Ch. 5)

(Operates satellite rebroadcasting stations CJCH-TV-1, Canning & CJCH-TV-2, Digby, N.S.)

**Technical Facilities:** Channel No. 5 (76-82 MHz). Authorized power: 52.8-kw visual; 10.6-kw aural. Antenna: Directional, 779-ft. above av. terrain, 600-ft. above ground, 1060-ft. above sea level.

Latitude 44° 39' 04.5"  
Longitude 63° 39' 51.6"

Approved change to 100-kw visual, 20-kw aural, 846-ft. above av. terrain.

**Transmitter:** Gelzer's Hill, Halifax County.

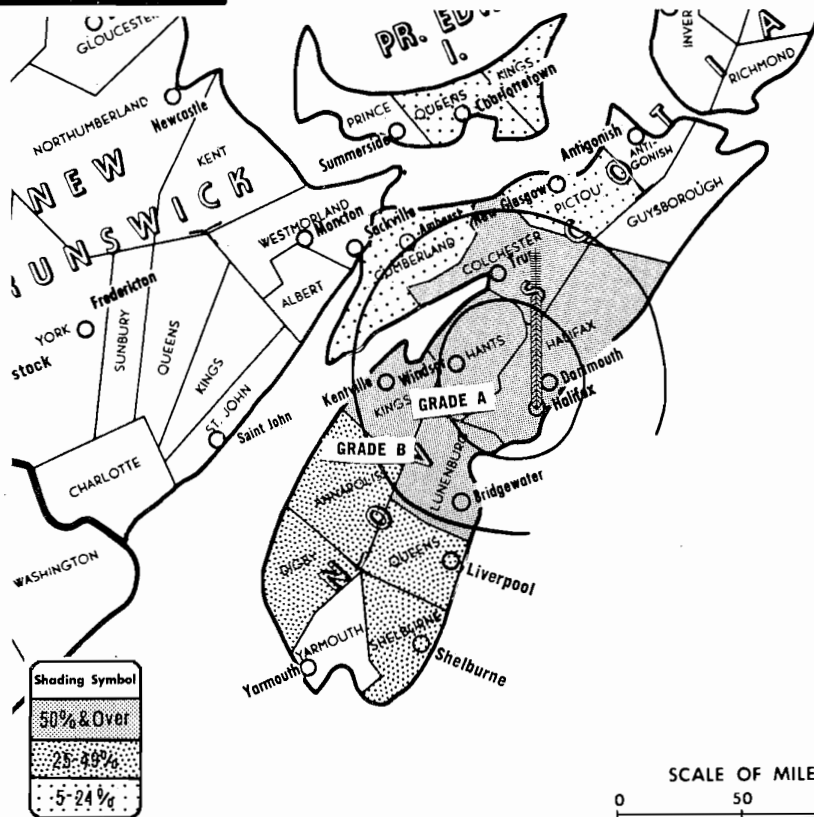
**Color:** Network.

**TV tape:** Recording facilities.

**News Wire Service:** Canadian Press, Broadcast News.

**News Film Service:** Palette Productions.

**AM Affiliate:** CJCH, 10-kw (5-kw night), 920 kHz.



Data on circulation & persons reprinted by permission of BBM Bureau of Measurement.

CJCH-TV Authorized: 8/19/60

## CJCH-TV

**Network Service:** CTV.

**Licensee:** CJCH Ltd., 2885 Robie St.

**Studio:** 2885 Robie St.

**Telephone:** 455-0481.

**Ownership:** CJCH Ltd.

**Began Operation:** Jan. 1, 1961.

**Represented (sales) by** ABC International (for U.S.); Stovin-Byles Ltd. (Toronto, Montreal, Winnipeg & Vancouver).

**Personnel:**

Finlay MacDonald, *chief executive officer.*  
Gordon Johns, *manager.*  
Charles Doucet, *national sales supervisor & promotion mgr.*  
Tim Edwards, *local/regional sales supervisor.*  
Larry Knoke, *program/traffic manager.*  
Jim Hill, *production manager.*  
Vic Perry, *operations manager.*  
Christine Mcnaughton, *marketing research & promotions.*  
Anne Waterhouse, *sales merchandising.*

**DIGEST OF RATE CARD NO. 11—(Aug. 1, 1969)**

Hour	30 Min.	15 Min.	Min.	30 Sec.	20 Sec.	10 Sec.	
Class AA—7-11 p.m., Mon. & Fri.; 7-11:30 p.m., Tues., Wed. & Thurs.; 7-12 midnight, Sat.; 5:30-11 p.m., Sun.	*	*	*	\$170.00	\$120.00	\$120.00	\$80.00

\*Rates on request.

BBM Weekly Circulation	BBM Area No.	Area Description	All Persons
<b>50% &amp; Over</b>	2079	Halifax M.A.	199,380
	2080	Halifax County	246,440
	2090	Lunenburg	35,650
	2150	Hants	26,060
	2160	Kings	42,010
2170	Colchester	34,990	
<b>Between 25-49%</b>	2115	Queens, Shelburne	27,770
	2135	Annapolis, Digby	38,880
<b>Between 5-24%</b>	1015	Kings, Queens	65,200
	2070	Pictou	45,100
	2180	Cumberland	33,640

**CJCH-TV Total Persons:** 595,740  
**BBM Weekly Circulation (Nov. 1969):** 405,723

Metro areas 2079 Halifax M.A.

For Canadian Allocation Tables  
see Services Volume

**CBFCT  
Cheticamp, N.S.**

(Ch. 10)  
(French Outlet)

(Repeated by CBFCT-1, Magdalen Islands, P.Q.)

Network Service: CBC French network.

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: Cheticamp, N.S.

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 7.9-kw visual, 4-kw aural. Antenna: Directional, 786-ft. above av. terrain, 354-ft. above ground, 1504-ft. above sea level, lat. 46° 34' 39", long. 60° 59' 10".

Began Operation: Nov. 2, 1964.

Rates: This is an automatic repeater of CBC French network and is included as a bonus with the network rate.

CBFCT Total Persons: 88,000  
BBM Weekly Circulation (Nov. 1969): 14,446

**CJCH-TV-2  
Digby, N.S.**

(Ch. 6)

(Satellite rebroadcasting station of CJCH-TV-1, Canning, N.S.)

Network Service: CTV, same as CJCH-TV.

Licensee: CJCH Ltd., 2885 Robie St., Halifax.

Transmitter: Bayview, N.S.

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: 212-ft. above ground, 777-ft. above sea level, lat. 44° 30' 30", long. 65° 46' 10".

Began Operation: Aug. 2, 1962.

Rates: This is an automatic repeater of CJCH-TV, Halifax and is included as a bonus with that station.

**CJCB-TV-1  
Inverness, N.S.**

(Ch. 6)

(Satellite rebroadcasting station of CJCB-TV, Sydney, N.S.)

Network Service: CBC.

Licensee: Cape Breton Broadcasters Ltd., P.O. Box 469, Sidney, N.S.

Transmitter: Inverness, N.S.

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 9.4-kw visual, 4.7-kw aural. Antenna: 1017-ft. above av. terrain, 141-ft. above ground, 1291-ft. above sea level, lat. 46° 09' 13", long. 61° 23' 01".

Ownership: See CJCB-TV, Sydney, N.S.

Began Operation: Nov. 8, 1959.

Represented (sales) by All-Canada Radio & Television Ltd.

Personnel: Same as CJCB-TV, Sydney, N.S.

Rates: This is an automatic repeater of CJCB-TV, Sydney and is included as a bonus with that station.

**CBHT-1  
Liverpool, N.S.**

(Ch. 12)

(Satellite rebroadcasting station of CBHT, Halifax, N.S.)

Network Service: CBC, same as CBHT, Halifax.

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: New Glasgow.

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 426-kw visual, 256-kw aural. Antenna: Directional, 647-ft. above av. terrain, 100-ft. above ground, 400-ft. above sea level, lat. 44° 03' 59", long. 64° 43' 00".

Began Operation: Nov. 24, 1958.

Rates: This is an automatic repeater of CBHT, Halifax and is included as a bonus with that station.

**CBCT-1  
New Glasgow, N.S.**

(Ch. 7)

(Satellite rebroadcasting station of CBCT, Charlottetown, P. E. I.)

Network Service: CBC.

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

**Maritime Provinces**

Transmitter: New Glasgow.

Technical Facilities: Channel 7 (174-180 MHz). Authorized power: 209-kw visual, 104-kw aural. Antenna: 424-ft. above av. terrain, 160-ft. above ground, 715-ft. above sea level, lat. 45° 32' 00", long. 62° 38' 14".

Began Operation: Jan. 23, 1960. Purchased by CBC Aug. 1, 1968.

Rates: This is an automatic repeater of CBCT, Charlottetown and is included as a bonus with that station.

**CBHT-4  
Sheet Harbour, N.S.**

(Ch. 11)

(Satellite rebroadcasting station of CBHT, Halifax, N.S.)

Network Service: CBC.

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: Sheet Harbour, N.S.

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 0.66-kw visual, 0.33-kw aural. Antenna: 368-ft. above av. terrain, 243-ft. above ground, 493-ft. above sea level, lat. 44° 55' 29", long. 62° 29' 55".

Began Operation: Feb. 19, 1964.

Rates: This is an automatic repeater of CBHT, Halifax and is included as a bonus with that station.

**CBHT-2  
Shelburne, N.S.**

(Ch. 8)

(Satellite rebroadcasting station of CBHT-1, Liverpool, N.S.)

Network Service: CBC.

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: 2 mi. NE of Shelburne, near Hwy. No. 3.

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 423-kw visual, 254-kw aural. Antenna: 449-ft. above av. terrain, 313-ft. above ground, 581-ft. above sea level, lat. 43° 46' 35", long. 65° 18' 29".

Began Operation: Nov. 24, 1958.

Rates: This is an automatic repeater of CBHT, Halifax and is included as a bonus with that station.



**MALARKEY, TAYLOR and ASSOCIATES**

**CATV**

**BROKERS / CONSULTANTS / ENGINEERS**

1225 Connecticut Ave. N.W. • Washington, D.C. • Phone (202) 223-2345

# Maritime Provinces

## CJCB-TV Sydney, N.S.

(Ch. 4)

(Repeated by CJCB-TV-1, Inverness, N.S., and CJCB-TV-2, Antigonish, N.S.)

Network Service: CBC.

Licensee: Cape Breton Bcstrs. Ltd., 318 Charlotte St.

Studio & Transmitter: Hardwood Hill, P.O. Box 469.

Telephone: 902-562-5511. Telex: 014-45195.

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 180-kw visual, 108-kw aural. Antenna: 399-ft. above av. terrain, 300-ft. above ground, 525-ft. above sea level, lat. 46° 07' 19", long. 60° 10' 26".

Color: Network.

AM Affiliate: CJCB, 10-kw (1-kw night), 1270 kHz (CBC).

FM Affiliate: CJCB-FM, 1-kw, 94.9 MHz (No. 235), 260-ft. antenna.

Ownership: CJCB-TV officers: J. Marvern Nathanson, pres.; Norris L. Nathanson, secy. Also owns satellites CJCB-TV-1, Inverness, N.S., and CJCB-TV-2, Antigonish, N.S.

Began Operation: Sept. 30, 1954.

Represented (sales) by All-Canada Radio & Television, Ltd.

### Personnel:

J. Marvern Nathanson, *president*.  
Ken Boyce, *station manager*.  
Mrs. M. C. MacQuarrie, *traffic & continuity*.  
Wallace Robert, *chief engineer*.  
Mrs. E. K. Williams, *commercial*.  
Bill Holmes, *operations manager*.

### DIGEST OF RATE CARD NO. 17—(Oct. 1, 1969)

30 Min.	15 Min.	10 Min.	5 Min.	Min.	30 Sec.	20 Sec.	10 Sec.
Class AA—6:30-11 p.m., Mon.-Sat.; 5:30-11 p.m., Sun.							
\$375.00	\$280.00	\$245.00	\$190.00	\$150.00	\$90.00	\$90.00	\$45.00

CJCB-TV Total Persons: 296,030  
BBM Weekly Circulation (Nov. 1969): 216,278

## CBHT-3 Yarmouth, N.S.

(Ch. 11)

(Satellite rebroadcasting station for CBHT-2, Shelburne, N.S.)

Network Service: CBC, same as CBHT, Halifax.

Licensee: Canadian Bestg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: Approx. ½ mi. W of Chandler Lake, Yarmouth County.

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 15.7-kw visual, 3.3-kw aural. Antenna: 620-ft. above av. terrain, 540-ft. above ground, 690-ft. above sea level, lat. 43° 51' 38", long. 66° 04' 00".

Began Operation: Dec. 20, 1958.

Rates: This is an automatic repeater of CBHT, Halifax and is included as a bonus with that station.

## CBCT

### Charlottetown, P. E. I.

(Ch. 13)

(Operates satellite rebroadcasting station CBCT-1, New Glasgow, N.S.)

Network Service: CBC.

Licensee: Canadian Bestg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Studio: 85 Kent St.

Transmitter: Churchill, P.E.I.

Telephone: 892-3591. Telex: 014-4476.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 79-kw visual, 39.5-kw aural. Antenna: Directional, 771-ft. above av. terrain, 580-ft. above ground, 935-ft. above sea level, lat. 46° 12' 40", long. 63° 20' 25".

TV tape: Recording facilities.

Began Operation: July 1, 1956. Purchased by CBC Aug. 1, 1968.

Represented (sales) by CBC National Selective Sales.

### Personnel:

R. G. Smith, *operations manager*.  
G. H. MacMillan, *sales representative*.  
W. P. Hanrahan, *news supervisor*.

### DIGEST OF RATE CARD NO. 3

(March 1, 1970)

Hour	30 Min.	15 Min.	5 Min.	Min.	30 Sec.	20 Sec.	10 Sec.
Class AA—7-11 p.m., Mon.-Sat.; 6-11 p.m., Sun.							
\$325.00	\$195.00	\$130.00	\$98.00	\$65.00	\$45.00	\$36.00	\$24.00

BBM Weekly Circulation	BBM Area No.	Area Description	All Persons
50% & Over	1015	Kings, Queens	65,200
	1030	Prince	40,700
	2070	Pictou	45,100

Between 25-49%	2180	Cumberland	33,640
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Between 5-24%	2170	Colchester	34,990
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CBCT Total Persons	219,630
BBM Weekly Circulation (Nov. 1969):	151,024

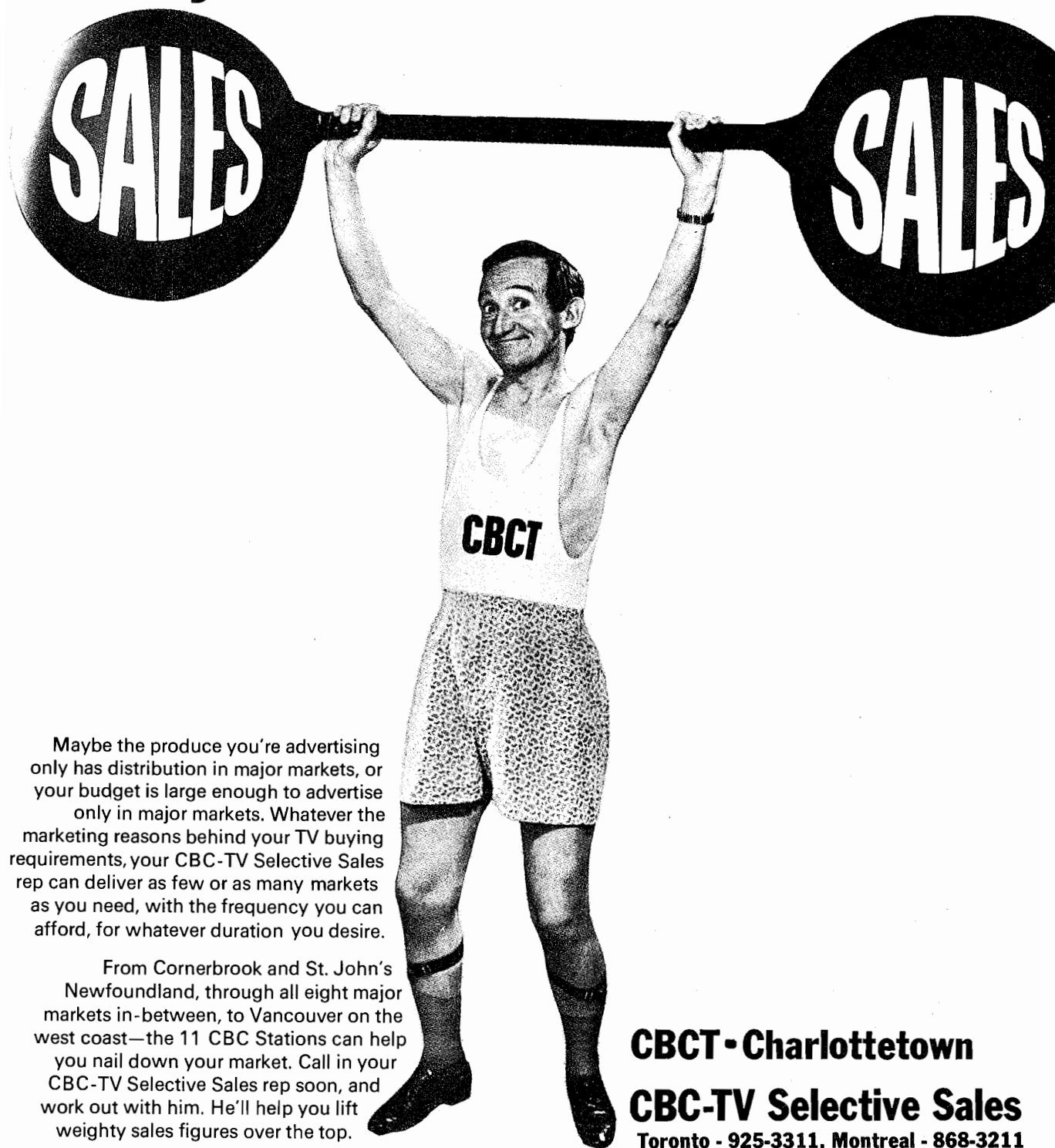
For Canadian Broadcasting Corporation

Network Rates & Data

See Services Volume



# Your CBC-TV Selective Sales rep will show you how to work out your TV buys, so you can put more muscle where you need it.



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**CBC-T • Charlottetown**

**CBC-TV Selective Sales**

Toronto - 925-3311, Montreal - 868-3211  
New York - Enterprise 6961 (toll free)

## NEWFOUNDLAND

### CJOX-TV Argentia

(Ch. 3)

(Satellite rebroadcasting station of CJON-TV, St. John's, Nfld.)

Network Service: CTV.

Licensee: Newfoundland Broadcasting Co. Ltd., Prince of Wales St., St. John's.

Transmitter: Freshwater Hill, Argentia. Telephone: 579-5015 (St. John's).

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 14-kw visual, 7-kw aural. Antenna: 558-ft. above av. terrain, 300-ft. above ground, 761-ft. above sea level, lat. 47° 15' 44", long. 53° 68' 58".

Ownership: See CJON-TV, St. John's, Newfoundland.

Began Operation: May 30, 1957.

Represented (sales) by Weed Television Corp. (for U.S.); Stephens & Towndrow Co. Ltd. (for Canada).

#### Personnel:

Geoff Stirling, *chairman*.  
Colin Jamieson, *president*.  
Gerald Kennedy, *vice president & comptroller*.

Rates: This is an automatic repeater of CJON-TV, St. John's and is included as a bonus with that station.

### CBNAT-1 Baie Verte

(Ch. 3)

(Satellite rebroadcasting station of CBNAT Grand Falls, Nfld.)

Network Service: CBC same as CBNAT Grand Falls.

Licensee: Canadian Broadcasting Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: 2.5-mi. S. of Wild Cove, Nfld.

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 3.4-kw visual, .68-kw aural. Antenna: 907-ft. above av. terrain, 330-ft. above ground, 1330-ft. above sea level, lat. 49° 57' 34", long. 56° 18' 42".

Began Operation: September 16, 1969.

Rates: This is an automatic repeater and is included as a bonus to the CBC network rate.

### CJON-TV-2 Bonavista

(Ch. 10)

(Satellite rebroadcasting station of CJON-TV, St. John's Nfld.)

Network Service: CTV, same as CJON-TV, St. John's.

Licensee: Newfoundland Broadcasting Co. Ltd., Prince of Wales St., St. John's.

Transmitter: Burnt Ridge, Bonavista. Telephone: 578-3131 (St. John's).

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 445-watts visual, 228-watts aural. Antenna: Directional, 463-ft. above av. terrain, 84-ft. above ground, 554-ft. above sea level, lat. 48° 37' 30", long. 53° 03' 45".

Ownership: See CJON-TV, St. John's, Newfoundland.

Began Operation: Aug. 3, 1964.

#### Personnel:

Donald Abbott, *resident engineer*.

Rates: This is an automatic repeater of CJON-TV, St. John's and is included as a bonus with that station.

### CBTC-TV Churchill Falls

(Ch. 9)

Network Service: CBC.

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: Churchill Falls, Nfld.

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: 20-ft. above av. terrain, 150-ft. above ground, 1370-ft. above sea level, lat. 53° 31' 55", long. 64° 00' 11".

Began Operation: Dec. 25, 1968.

Rates: This is an automatic repeater and included with the CBC network as a bonus.

968-b

### CBYT Corner Brook

(Ch. 5)

(Repeated by CBYT-1, Stephenville; CBYAT, Deer Lake; CBYT-2, Irishtown, all Nfld.)

Network Service: CBC.

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 10.6-kw visual, 2.12-kw aural. Antenna: minus 476-ft. above av. terrain, 76-ft. above ground, 354-ft. above sea level, lat. 48° 57' 16", long. 57° 56' 26".

AM Affiliate: CBY, 10-kw, 990 kHz (CBC).

Studio: Hospital Hill.

Began Operation: June 18, 1959, temporarily operating as satellite of CBHT (Ch. 3), Halifax, N.S. Changed to independent operating status on Jan. 1, 1960.

Represented (sales) by CBC National Selective Sales.

#### Personnel:

R. G. O'Brien, *station manager*.  
A. W. Barrett, *manager TV operations*.  
G. Kenny, *sales representative*.  
J. Postema, *area engineer*.  
Melvin Rowe, *editor-in-charge, news (St. John's)*.  
D. Blois, *technical supervisor*.

#### DIGEST OF RATE CARD NO. 11

(Dec. 1, 1968)

Hour	30 Min.	15 Min.	5 Min.	Min.	30 Sec.	20 Sec.	10 Sec.
Class A—6-11 p.m., Mon.-Sat.; 5-11 p.m., Sun.	\$125.00	\$63.00	\$50.00	\$38.00	\$25.00	\$16.00	\$10.00

CBYT Total Persons: 88,970

BBM Weekly Circulation (Nov. 1969): 70,685

### CJON-TV-1 Corner Brook

(Ch. 10)

(Satellite rebroadcasting station of CJON-TV, St. John's, Nfld.)

Network Service: CTV, same as CJON-TV, St. John's.

Licensee: Newfoundland Broadcasting Co. Ltd., Prince of Wales St., Box 2020, St. John's.

Transmitter: The Hill, Corner Brook, West. Telephone: 634-4752.

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 1-kw visual, .5-kw aural. Antenna: Directional, 107-ft. above av. terrain, 106-ft. above ground, 781-ft. above sea level, lat. 48° 56' 55", long. 57° 58' 23".

Ownership: Same as CJON-TV, St. John's, Nfld.

Began Operation: Dec. 23, 1964.

Represented (sales) by Weed & Co. (for U.S.); Stephens & Towndrow Co. Ltd.

#### Personnel:

Joe Parsons, *resident engineer*.

Rates: Included as a bonus with CJON-TV, St. John's, Nfld.

### CBYAT Deer Lake

(Ch. 12)

(Satellite rebroadcasting station of CBYT, Corner Brook, Nfld.)

Network Service: CBC.

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: 6-mi. NW of Deer Lake.

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 246-watts visual, 123-watts aural. Antenna: Directional, 425-ft. above av. terrain, 215-ft. above ground, 1047-ft. above sea level, lat. 49° 15' 23", long. 57° 30' 29".

Began Operation: July 12, 1965.

Rates: Included as a bonus with CBYT, Corner Brook, Nfld.

### CFLA-TV Goose Bay

(Ch. 8)

Network Service: CBC.

Ownership: American Forces Television Station. Note: CBC supplies a manager to see that operations are carried in accordance with CRTS regulations.

Telephone: 709-896-3488.

Telex: 016-2-24.

Transmitter: 5-mi. W of Happy Valley, Nfld.

TV Factbook No. 40

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: .348-kw visual, .174-kw aural. Antenna: 122.3-ft. above av. terrain, lat. 53° 17' 47", long. 60° 25' 00".

Began Operation: October 29, 1956.

Rates: This is an automatic repeater of the CBC network.

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CFLA-TV Total Persons: 23,550  
BBM Weekly Circulation (Nov. 1969): 9,386

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## CJOX-TV-1 Grand Bank

(Ch. 10)

(Satellite rebroadcasting station of CJOX-TV, Argentia, Nfld.)

Network Service: CTV, same as CJON-TV, St. John's.

Licensee: Newfoundland Bcstg. Co. Ltd., Prince of Wales St., Box E-5189, St. John's.

Transmitter: Bennets Hill, near Grand Bank.

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 8.5-kw visual, 4.25-kw aural. Antenna: Directional, 250-ft. above av. terrain, 100-ft. above ground, 400-ft. above sea level, lat. 47° 05' 18", long. 55° 56' 23".

Began Operation: March 5, 1965.

Personnel: Alvin Rose, *resident engineer*.

Rates: Included as a bonus with CJON-TV, St. John's.

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## CBNAT Grand Falls

(Ch. 11)

(Satellite rebroadcasting station of CBNT, St. John's, Nfld.)

Network Service: CBC.

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: Near Botwood.

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 317-kw visual, 64-kw aural. Antenna: 823-ft. above av. terrain, 560-ft. above ground, 1010-ft. above sea level, lat. 49° 11' 51", long. 55° 22' 05".

Began Operation: Dec. 21, 1967.

Rates: Included as bonus with CBNT, St. John's, Nfld.

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## CJCN-TV Grand Falls

(Ch. 4)

(Satellite rebroadcasting station of CJON-TV, St. John's, Nfld.)

Network Service: CTV.

Licensee: Newfoundland Broadcasting Co., CJON-TV Bldg., Prince of Wales St., St. John's. Studio: Grand Falls.

Transmitter: Norris Arm, Newfoundland.

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 26-kw visual, 13-kw aural. Antenna: 609-ft. above av. terrain, 375-ft. above ground, 924-ft. above sea level, lat. 49° 04' 12", long. 55° 16' 54".

AM Affiliate: CJCN, 680 kHz.

Ownership: Same as CJON-TV, St. John's Newfoundland.

Began Operation: March 1, 1960.

Represented (sales) by Weed & Co. (for U.S.); Stephens & Town-drow Ltd.

Personnel: Mike Roberts, *station manager*.

Rates: Included as a bonus with CJON-TV, St. John's, Nfld.

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CJCN-TV Total Persons: 115,210  
BBM Weekly Circulation (Nov. 1969): 52,434

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## CBYT-2 Irishtown

(Ch. 7)

(Satellite rebroadcasting station of CBYT, Corner Brook, Nfld.)

Network Service: CBC.

Licensee: Canadian Broadcasting Corporation, 1500 Bronson Ave., Ottawa, Ontario.

Transmitter: Irishtown, Nfld.

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: 739-ft. above av. terrain, 70-ft. above ground, 170-ft. above sea level, lat. 48° 59' 00", long. 57° 56' 00".

Began Operation: December 18, 1969.

Rates: This is an automatic repeater of CBYT, Corner Brook and is included as a bonus to that station.

1970-71 Edition

# Newfoundland

## CJCL-TV Labrador City

(Ch. 13)

Network Service: CBC.

Licensee: Iron Ore Co. of Canada Aviation Ltd., 1245 Sherbrooke St. W., Suite 1150, Montreal, Que.

Studio & Transmitter: Amherst St., Labrador City.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: .59-kw visual, .295-kw aural. Antenna: Directional, minus 109-ft. above av. terrain, 100-ft. above ground, 2011-ft. above sea level, lat. 52° 56' 41", long. 66° 54' 11".

TV tape: Recording facilities.

Began Operation: August 22, 1965.

Personnel:

A. K. Hansen, *technical director*.

Rates: This station has no rate card and does not sell time.

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CJCL-TV Total Persons: 23,550  
BBM Weekly Circulation (Nov. 1969): 9,428

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## CJOX-TV-2 Lawn

(Ch. 10)

(Satellite rebroadcasting station of CJON-TV, St. John's, Nfld.)

Network Service: CTV, same as CJON-TV, St. John's.

Licensee: Newfoundland Bcstg. Co. Ltd., Prince of Wales St., St. John's.

Transmitter: Lawn, Nfld.

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 60-watts visual, 30-watts aural. Antenna: 300-ft. above av. terrain, 20-ft. above ground, 400-ft. above sea level.

Began Operation: Nov. 1967.

Rates: Included as a bonus with CJON-TV, St. John's, Nfld.

---

## CBNT-3 Marystown

(Ch. 5)

(Satellite rebroadcasting station of CBNT-2, Placentia, Nfld.)

Network Service: CBC, same as CBNT, St. John's.

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: Marystown.

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 22.5-kw visual, 11.25-kw aural. Antenna: Directional, 800-ft. above av. terrain, 291-ft. above ground, 931-ft. above sea level, lat. 47° 08' 39", long. 55° 08' 52".

Began Operation: Nov. 29, 1965.

Rates: This is an automatic repeater of CBNT-2, Placentia, Nfld., which in turn repeats CBNT, St. John's, Nfld. and both are included as a bonus with CBNT.

---

## CBNT-2 Placentia

(Ch. 12)

(Satellite rebroadcasting station of CBNT, St. John's, Nfld.)

Network Service: CBC, same as CBNT, St. John's.

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: Placentia.

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 1.58-kw visual, .79-kw aural. Antenna: Directional, 633-ft. above av. terrain, 339-ft. above ground, 839-ft. above sea level, lat. 47° 13' 52", long. 53° 58' 56".

Began Operation: Nov. 25, 1965.

Rates: This is an automatic repeater of CBNT, St. John's and is included as a bonus with that station.

Newfoundland Repeater Stations

Continued on page 973-b

# Newfoundland—St. John's

## CBNT

(Ch. 8)

(Repeated by CBNT-1, Port Rexton; CBNT-2, Placentia; CBNT-3, Marys-town; CBNT-4, St. Albans; all Nfld.)

**Technical Facilities:** Channel No. 8 (180-186 MHz). Authorized power: 196-kw av. visual, 98-kw av. aural. Antenna: Directional, 855-ft. above av. terrain, 340-ft. above ground, 1171-ft. above sea level.

Latitude 47° 32' 04"  
Longitude 52° 47' 25"

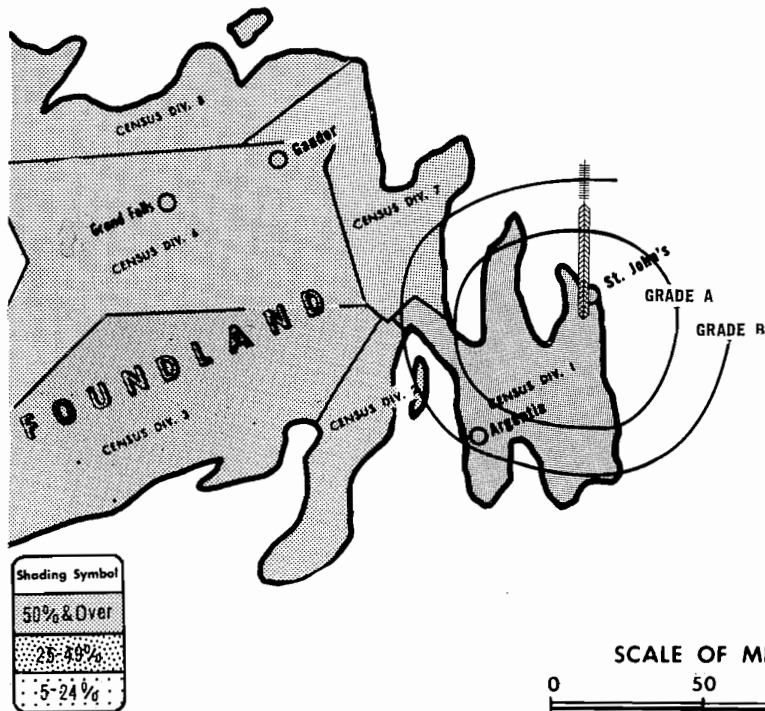
**Transmitter:** Kenmount Hill, W of St. John's.

**Color:** Network, film & slide.

**TV tape:** Recording facilities.

**News Wire Service:** Canadian Press, Broadcast News, UPI.

**AM Affiliate:** CBN, 10-kw, 640 kHz (CBC).



Data on circulation & persons reprinted by permission of BBM Bureau of Measurement.

CBNT Authorized 10/3/63

## CBNT

**Network Service:** CBC.

**Licensee:** Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

**Studio:** 95 University Ave.

**Telephone:** 709-579-5040. **Telex:** 016-4590.

**Began Operation:** Oct. 1, 1964.

**Represented (sales) by** CBC National Selective TV Sales.

### Personnel:

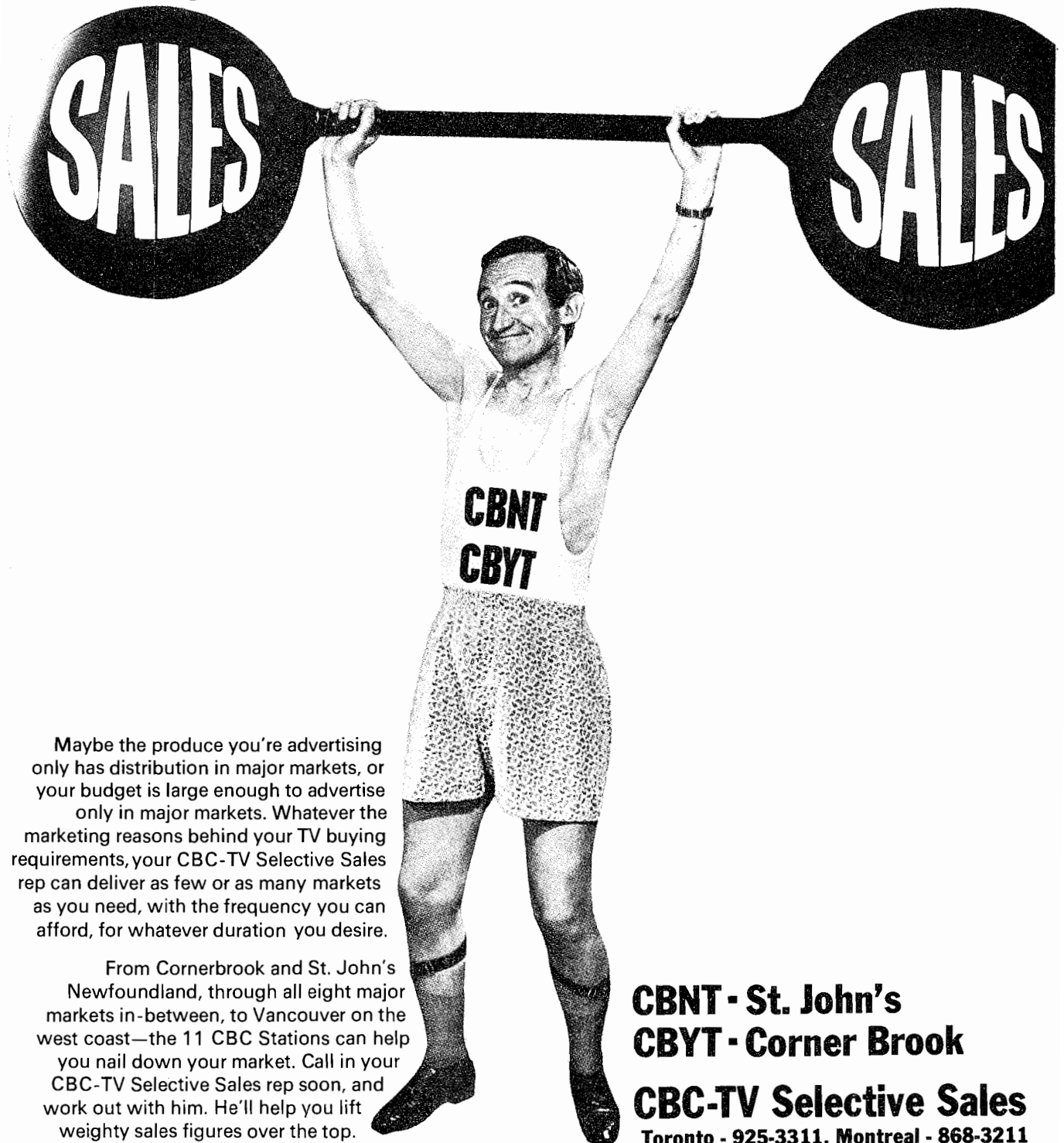
Charles Mardel, *station manager*.  
Douglas Brophy, *TV program director*.  
A. N. House, *regional sales director*.  
D. E. Nicolle, *supervisor of information services*.  
M. Rowe, *news supervisor*.  
S. C. Postema, *regional engineer*.

### DIGEST OF RATE CARD NO. 6 (March 1, 1970)

Hour	30 Min.	15 Min.	5 Min.	Min.	30 Sec.	20 Sec.	10 Sec.
Class AA—6-11 p.m., Sun.; 7-11 p.m., Mon.-Sat.	\$450.00	\$225.00	\$180.00	\$113.00	\$90.00	\$62.00	\$36.00

BBM Weekly Circulation	BBM Area No.	Area Description	All Persons
50% & Over	9	St. John's M.A.	103,210
	10	Census Division 1	199,160
	20	Census Division 2	24,690
	30	Census Division 3	24,870
	60	Census Division 6	40,950
	70	Census Division 7	38,540
	80	Census Division 8	49,570
	Between 25-49%	None Between 25-49%	
Between 5-24%	None Between 5-24%		
CBNT Total Persons:			377,780
BBM Weekly Circulation (Nov. 1969):			319,721
Metro areas 9 St. John's M.A.			

# Your CBC-TV Selective Sales rep will show you how to work out your TV buys, so you can put more muscle where you need it.



Maybe the produce you're advertising only has distribution in major markets, or your budget is large enough to advertise only in major markets. Whatever the marketing reasons behind your TV buying requirements, your CBC-TV Selective Sales rep can deliver as few or as many markets as you need, with the frequency you can afford, for whatever duration you desire.

From Cornerbrook and St. John's Newfoundland, through all eight major markets in-between, to Vancouver on the west coast—the 11 CBC Stations can help you nail down your market. Call in your CBC-TV Selective Sales rep soon, and work out with him. He'll help you lift weighty sales figures over the top.

**CBNT - St. John's**  
**CBYT - Corner Brook**

**CBC-TV Selective Sales**  
Toronto - 925-3311, Montreal - 868-3211  
New York - Enterprise 6961 (toll free)

# Newfoundland—St. John's

## CJON-TV

(Ch. 6)

(Repeated by CJON-TV-1, Corner Brook; CJON-TV-2, Bonavista; CJOX-TV, Argentia; CJOX-TV-1, Grand Bank; CJOX-TV-2, Lawn; CJCN-TV, Grand Falls; CJCN-TV-1, St. Alban's, all Nfld.)

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 110-kw visual, 55-kw aural. Antenna: Directional, 594-ft. above av. terrain, 300-ft. above ground, 980-ft. above sea level.

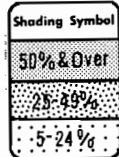
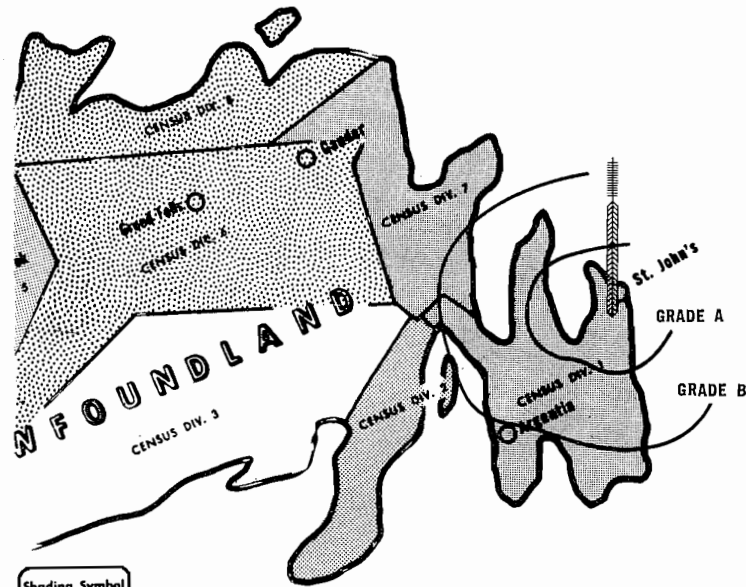
Latitude 47° 32' 08"  
Longitude 52° 48' 41"

Transmitter: Kenmount Rd., 6-mi. from city.

Color: Network, film, slide & tape.

AM Affiliate: CJON, 10-kw, 930 kHz.

News Wire Service: AP & Broadcast News.



Data on circulation & persons reprinted by permission of BBM Bureau of Measurement.

CJON-TV Authorized 1/9/59

## CJON-TV

Network Service: CTV.

Licensee: Newfoundland Broadcasting Co. Ltd., Prince of Wales St., Box E-5189.

Studio: CJON Television Bldg., Prince of Wales St.

Telephone: 579-5015.

Ownership: G. W. Stirling; Mrs. E. Jamieson (in trust). Also operates satellites CJOX-TV, Argentia; CJON-TV-2, Bonavista; CJON-TV-1, Corner Brook; and CJCN-TV, Grand Falls, CJCN-TV-1, St. Alban's, CJOX-TV-1, Grand Bank, & CJOX-TV-2, Lawn, all Nfld.

Represented (sales) by Stephens & Towndrow Co. Ltd. (Toronto, Montreal, Vancouver); Weed & Co. (New York, Chicago).

### Personnel:

G. W. Stirling, *chairman of the board.*  
Colin Jamieson, *president & general manager.*  
E. Davis, *traffic manager.*  
Oscar Hierlihy, *director of engineering.*

### DIGEST OF RATE CARD NO. 11 (March 1, 1969)

Hour	30 Min.	15 Min.	5 Min.	Min.	30 Sec.	20 Sec.	10 Sec.
Class AAA—6-8 p.m., daily.							
.....			\$150.00	\$100.00	\$100.00	\$70.00	

BBM Weekly Circulation	BBM Area No.	Area Description	All Persons
<b>50% &amp; Over</b>	9	St. John's M.A.	103,210
	10	Census Division 1	199,160
	20	Census Division 2	24,690
	50	Census Division 5	40,630
	70	Census Division 7	38,540
<b>Between 25-49%</b>	60	Census Division 6	40,950
	80	Census Division 8	49,570
<b>Between 5-24%</b>	None Between 5-24%		
<b>CJON-TV Total Persons:</b>			<b>393,540</b>
<b>BBM Weekly Circulation (Nov. 1969):</b>			<b>308,012</b>
Metro areas 9 St. John's M.A.			

For the CTV Network Listing  
see Services Volume

**CBYBT**  
**Port Aux Basques**

(Ch. 3)

(Repeated by CBYBT-1, St. Andrews)

Network Service: CBC.

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: Flagstaff Hill, NW of Port aux Basques.

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 470-watts visual, 235-watts aural. Antenna: 187-ft. above av. terrain, 176-ft. above ground, 381-ft. above sea level, lat. 47° 34' 49", long. 59° 08' 45".

Began Operation: December 22, 1966.

Rates: This is an automatic repeater of the CBC English network and is a bonus of that network.

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CBYBT Total Persons: 24,870  
BBM Weekly Circulation (Nov. 1969): 2,597

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**CBNT-1**  
**Port Rexton**

(Ch. 13)

(Satellite rebroadcasting station of CBNT, St. John's, Nfld.)

Network Service: CBC, same as CBNT, St. John's.

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: Port Rexton, Nfld.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 16-kw visual, 8-kw aural. Antenna: Directional, 696-ft. above av. terrain, 550-ft. above ground, 1000-ft. above sea level, lat. 48° 26' 27", long. 53° 21' 25".

Began Operation: April 29, 1965.

Rates: This is an automatic repeater of CBNT, St. John's, and is included with that station as a bonus to the CBC English network.

**CFRT-TV-1**  
**Ramea**

(Ch. 13)

(Satellite rebroadcasting station of CBNT-3, Marystown, Nfld.)

Network Service: CBC, same as CBNT, St. John's, Nfld.

Licensee: Ramea Television Ltd., Ramea, Nfld.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: 200-ft. above av. terrain, 60-ft. above ground, 300-ft. above sea level, lat. 47° 31' 10", long. 57° 23' 25".

Began Operation: Nov. 15, 1969.

Rates: This is an automatic repeater of CBNT, St. John's, Nfld. and is included as a bonus with that station.

**CBNT-4**  
**St. Albans**

(Ch. 9)

(Satellite rebroadcasting station of CBNT-3, Marystown, Nfld.)

Network Service: CBC.

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: St. Albans, Nfld.

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: 341-ft. above av. terrain, 200-ft. above ground, 725-ft. above sea level, lat. 47° 51' 44", long. 55° 51' 22".

Began Operation: Jan. 19, 1968.

Rates: This is an automatic repeater of CBNT, St. John's and is included as a bonus with that station.

**Newfoundland**

**CJCN-TV-1**  
**St. Albans**

(Ch. 13)

(Satellite rebroadcasting station of CJCN-TV, Grand Falls)

Network service: CTV, same as CJON-TV, St. John's.

Licensee: Newfoundland Bcstg. Co. Ltd., Prince of Wales St., Box 2020, St. John's.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 72-watts visual, 36-watts aural. Antenna: Directional, 500-ft. above av. terrain, 250-ft. above ground, 1060-ft. above sea level.

Began Operation: July 12, 1968.

Rates: This is an automatic repeater of CJCN-TV, Grand Falls, and is included with that station as a bonus.

**CBYBT-1**  
**St. Andrews**

(Ch. 6)

(Satellite rebroadcasting station of CBYBT, Port aux Basques, Nfld.)

Network Service: CBC, same as CBYBT, Port aux Basques, Nfld.

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: St. Andrews, Nfld.

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 515-watts visual, 52-watts aural. Antenna: 115-ft. above av. terrain, 171-ft. above ground, 471-ft. above sea level, lat. 47° 48' 12", long. 59° 17' 23".

Began Operation: July 18, 1967.

Rates: This is an automatic repeater of CBYBT, Port aux Basques, and is included with that station as a bonus of the CBC English Network.

**CBTC-TV-1**  
**St. Anthony**

(Ch. 12)

Network Service: CBC.

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: St. Anthony, Nfld.

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 5-watts visual, 1-watt aural. Antenna: 334-ft. above av. terrain, 48-ft. above ground, 448-ft. above sea level, lat. 51° 21' 12", long. 55° 33' 58".

Began Operation: Oct. 21, 1968.

Rates: Included with the CBC network as a bonus.

**CBYT-1**  
**Stephenville**

(Ch. 8)

(Satellite rebroadcasting station of CBYT, Corner Brook, Nfld.)

Network Service: CBC.

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: 5-mi. NW of Stephenville.

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 11.6-kw visual, 2.32-kw aural, 1231-ft. above av. terrain, lat. 48° 35' 23", long. 58° 39' 44".

Began Operation: January 1968.

Rates: This is an automatic repeater of CBYT, Corner Brook and is included as a bonus to that station.

## NORTHWEST TERRITORIES

### CBTE-TV-4 Fort Smith (Ch. 8)

Network Service: CBC.

Licensee: Canadian Broadcasting Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: Fort Smith, N.W.T.

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 12.2-watts visual, 1.45-watts aural. Antenna: 153-ft. above av. terrain, 829-ft. above sea level, lat. 60° 00' 19", long. 111° 52' 32".

Began Operation: June 27, 1969.

Rates: This is an automatic repeater and is included as a bonus to the CBC network rate.

### CHAK-TV Inuvik (Ch. 6)

Network Service: CBC

Licensee: Canadian Broadcasting Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: Inuvik, N.W.T.

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 3-kw visual, .3-kw aural. Antenna: 394-ft. above av. terrain, 303-ft. above ground, 563-ft. above sea level, lat. 68° 21' 46", long. 133° 41' 43".

Began Operation: August 22, 1969.

Rates: This is an automatic repeater and is included as a bonus to the CBC network rate.

### CBTE-TV Pine Point (Ch. 4)

Network Service: CBC.

Licensee: Canadian Broadcasting Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: Pine Point, N.W.T.

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 7.9-kw visual, .79-kw aural. Antenna: 516-ft. above av. terrain, 433-ft. above ground, 1196-ft. above sea level, lat. 60° 50' 19", long. 114° 26' 42".

Began Operation: August 8, 1969.

Rates: This is an automatic repeater and is included as a bonus to the CBC network rate.

### CFYK-TV Yellowknife (Ch. 8)

Network Service: CBC.

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: Yellowknife.

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 59.5-watts visual, 5.95-watts aural. Antenna: 100-ft. above av. terrain, 78-ft. above ground, 668-ft. above sea level, lat. 62° 27' 90", long. 114° 22' 09".

Began Operation: May 14, 1967.

Rates: This is an automatic repeater of the CBC English Network and is included as a network bonus.

For BBM Survey Methods

See page 5-b

## ONTARIO

### CBWCT-1 Atikokan (Ch. 7)

(Satellite of CBWCT, Fort Frances, Ont.)

Network Service: CBC, same as CBWAT, Kenora.

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: Atikokan, Ont.

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: .544-kw visual, .272-kw aural. Antenna: Directional, 385-ft. above av. terrain, 323-ft. above ground, 1410-ft. above sea level, lat. 48° 46' 18", long. 91° 36' 50".

Began Operation: Nov. 3, 1964.

Rates: Bonus to the CBC English network.

### CHEX-TV-1 Bancroft (Ch. 2)

(Satellite rebroadcasting station of CHEX-TV, Peterborough, Ont.)

Network Service: CBC, same as CHEX-TV, Peterborough.

Licensee: Kawartha Broadcasting Co. Ltd., Box 659, Peterborough, Ont.

Transmitter: Lot 29, Plan 13, Twp. of Dungannon, Bancroft.

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 8.7-watts visual, 4.3-watts aural. Antenna: 100-ft. above ground, 1600-ft. above sea level, lat. 45° 03' 45", long. 77° 49' 23".

Began Operation: Sept. 24, 1965.

Rates: This is an automatic repeater of CHEX-TV, Peterborough, and is included as a bonus with that station.

### CKVR-TV Barrie (Ch. 3)

(Operates satellite rebroadcasting stations CKVR-TV-1, Parry Sound; CKVR-TV-2, Huntsville; CKVR-TV-3, Haliburton, all Ont.)

Network Service: CBC.

Licensee: Ralph Snelgrove Television Ltd., P.O. Box 519.

Studio & Transmitter: Highway 27, 2-mi. S of city.

Telephone: 726-6466. Telex: 02-8711.

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 12.5-kw aural. Antenna: 810-ft. above av. terrain, 704-ft. above ground, 1704-ft. above sea level, lat. 44° 21' 05", long. 79° 41' 55".

Color: Network, film & slide.

News Wire Service: Broadcast News.

AM Affiliate: CKBB, 10-kw (2.5-kw night), 950 kHz.

Ownership: Ralph Snelgrove, pres., less than 1%; Allan F. Waters, secy.-treas., less than 1%; CHUM Ltd., 66-2/3%; Ralph Snelgrove Enterprises Ltd., 26.2%; Timothy Snelgrove, 3.5%; Norman Snelgrove & Evelyn Snelgrove Creelman, 1.7% each.

Began Operation: Sept. 28, 1955.

Represented (sales) by The Devney Organization (U.S.); Paul Mulvihill & Co. Ltd. (Toronto & Montreal); Radio-Television Representatives Ltd. (Winnipeg & Vancouver).

Personnel:

Ralph Snelgrove, *president & general manager*.  
Bert Snelgrove, *assistant general manager*.  
Charles Tierney, *director, marketing, promotion & research*.  
John Wood, *general sales manager*.  
Anne Stewart, *traffic director*.  
Jerry Robertson, *production manager*.  
Jack Mattenley, *operations manager & film buyer*.  
Bert Verwey, *chief engineer*.

#### DIGEST OF RATE CARD NO. 17 (Jan. 1, 1970)

30 Min.	15 Min.	10 Min.	5 Min.	Min.	30 Sec.	20 Sec.	10 Sec.
\$465.00	\$305.00	\$255.00	\$185.00	\$155.00	\$105.00	\$105.00	\$55.00

Class AA—7-10:30 p.m., Mon.-Wed.; 7-11 p.m., Thurs.-Sun.

CKVR-TV Total Persons: 3,476,490  
BBM Weekly Circulation (Nov. 1969): 609,708

(Continued on page 976-b)



# Ontario—Cornwall

## CJSS-TV

(Ch. 8)

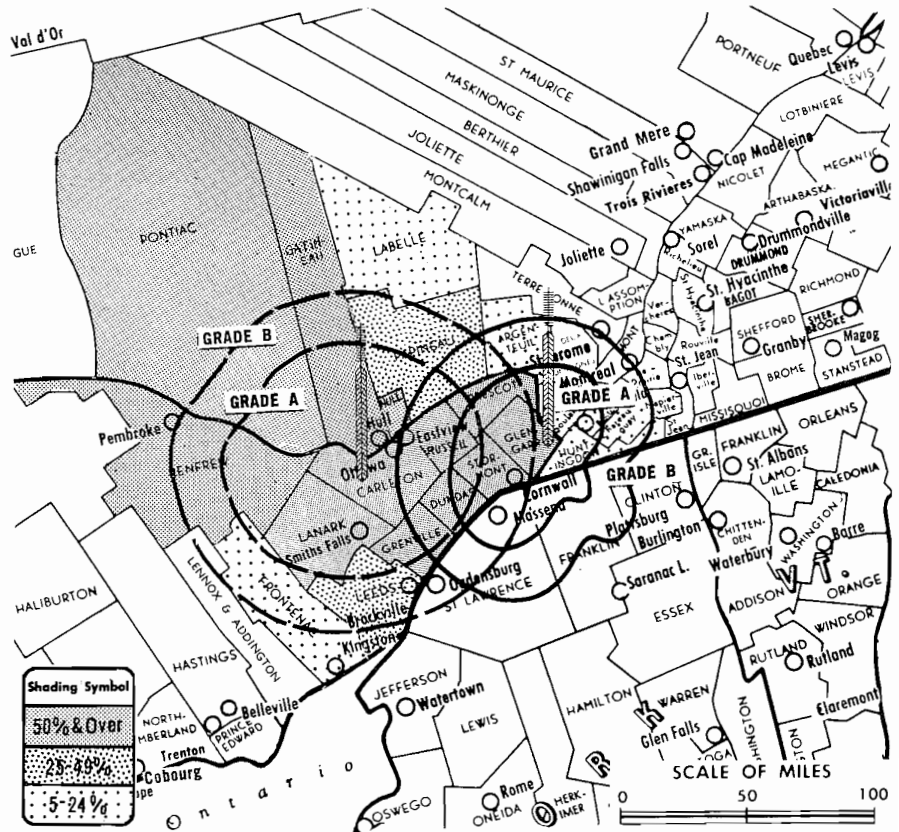
(Satellite of CJOH-TV, Ottawa, Ont.)

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 260-kw visual, 130-kw aural. Antenna: 615-ft. above av. terrain, 680-ft. above ground, 855-ft. above sea level.

Latitude 45° 10' 35"  
Longitude 74° 31' 38"

Transmitter: Glen Gordon Station, Lancaster, Ont.

Color: Network.



CJSS-TV Authorized

## CJSS-TV

Network Service: CTV.

Licensee: Bushnell Communications Ltd., 1500 Merivale Rd., City View, Ottawa, Ont.

Studio: 1500 Merivale Rd., Ottawa.

Ownership: Cornwall Bcstg. Ltd., see CJOH-TV, Ottawa, Ont.

Began Operation: Oct. 18, 1959.

Represented (sales) by E. S. Sumner Corp. (for U.S.); Independent Communications Sales Ltd. (Toronto, Ottawa & Montreal); Radio-TV Representatives Ltd. (Winnipeg & Vancouver).

Personnel: Same as CJOH-TV, Ottawa, Ont.

Rates: Sold only in combination with CJOH-TV, Ottawa, Ont.

For BBM Bureau of Measurement Data  
see CJOH-TV, Ottawa, Ont.

## La Rue Media Brokers Inc.

### Radio Television CATV

#### Completed Sales

"U" TV: Detroit	\$925,000
CATV: Salamanca, N.Y.	\$300,000

116 Central Park South

New York, N.Y. 10019

President  
Hugh Ben LaRue

Area Code 212  
265-3430

## Ontario

### CFCL-TV-7 Chapleau (Ch. 7)

(Satellite rebroadcasting station of CFCL-TV, Timmins, Ont.)  
Network Service: CBC, same as CFCL-TV, Timmins.  
Licensee: J. Conrad Lavigne Enterprises, P.O. Box 620, Timmins, Ont.  
Transmitter: Chapleau.  
Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 101-watts visual, 20-watts aural. Antenna: Directional, 420-ft. above av. terrain, 250-ft. above ground, lat. 47° 50' 20", long. 83° 24' 25".  
Began Operation: April 13, 1967.  
Rates: This is an automatic repeater of CFCL-TV, Timmins and is included as a bonus with that station.

### CBWDT Dryden (Ch. 9)

(Satellite rebroadcasting station of CBWAT, Kenora, Ont.)  
Network Service: CBC, same as CBWAT, Kenora.  
Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.  
Transmitter: Dryden.  
Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 8.9-kw visual, 4.45-kw aural. Antenna: 569-ft. above av. terrain, 511-ft. above ground, 1845-ft. above sea level, lat. 49° 45' 52", long. 92° 40' 01".  
Began Operation: March 26, 1963.  
Rates: This is an automatic repeater and is included as a bonus to the CBC English network rate.

### CBWJT Ear Falls (Ch. 13)

(Satellite rebroadcasting station of CBWT Winnipeg, Man.)  
Network Service: CBC.  
Licensee: Canadian Broadcasting Corporation, 1500 Bronson Ave., Ottawa, Ontario.  
Transmitter: Ear Falls, Ont.  
Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: 223-ft. above av. terrain, 156-ft. above ground, 1406-ft. above sea level, lat. 50° 36' 50", long. 93° 11' 30".  
Began Operation: December 5, 1969.  
Rates: This is an automatic repeater of CBWT Winnipeg and is included as a bonus to that station.

### CBFST-3 Elliot Lake (Ch. 12) (French outlet)

(Satellite rebroadcasting station of CBFST-1, Sudbury, Ont.)  
Network Service: CBC French Network.  
Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.  
Transmitter: 1-mi. E of Elliot Lake.  
Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 18.6-kw visual, 3.72-kw aural. Antenna: Directional, 532-ft. above av. terrain, 145-ft. above ground, 169-ft. above sea level, lat. 46° 23' 21", long. 82° 37' 06".  
Began Operation: Sept. 14, 1967.  
Rates: This is included with CBFST, Sturgeon Falls and its other repeaters as a bonus to the CBC French network rate.

### CKSO-TV-1 Elliot Lake (Ch. 3)

(Satellite rebroadcasting station of CKSO-TV, Sudbury, Ont.)  
Network Service: CBC, CBS, NBC & ABC, same as CKSO-TV, Sudbury.  
Licensee: Cambrian Broadcasting Ltd., 336 Ash St., Sudbury, Box 400.

Studio & Transmitter: Elliot Lake. Telephone: 848-3092.  
Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 19-kw visual, 3.8-kw aural. Antenna: 432-ft. above av. terrain, 120-ft. above ground, 1520-ft. above sea level, lat. 46° 25' 40", long. 82° 40' 10".  
Color: Network.  
Ownership: See CKSO-TV.  
Began Operation: Oct. 26, 1957.  
Personnel:  
Ralph Connor, *vice president & general manager*.  
Rates: Included as a bonus with CKSO-TV, Sudbury, Ont.

### CBWCT Fort Frances (Ch. 5)

(Satellite of CBWAT, Kenora, Ont.)  
Network Service: CBC.  
Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.  
Transmitter: Near Black Hawk, 25-mi. NW of Fort Frances.  
Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 20.2-kw visual, 10.1-kw aural. Antenna: 660-ft. above av. terrain, 602-ft. above ground, 1942-ft. above sea level, lat. 48° 48' 18", long. 93° 53' 24".  
Began Operation: July 30, 1964.  
Rates: This is an automatic repeater of CBWAT, Kenora, which repeats CBWT, Winnipeg, Man. and is included as a bonus with the latter station.

### CBLAT Geraldton (Ch. 13)

(Repeated by CBLAT-1, Manitowadge; CBLAT-2, White River; CBLAT-3, Wawa; CBLAT-4, Marathon, all Ont.)  
Network Service: CBC.  
Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.  
Transmitter: 8-mi. E of Geraldton.  
Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 22-kw visual, 4.4-kw aural. Antenna: 598-ft. above av. terrain, 540-ft. above ground, 1690-ft. above sea level, lat. 40° 43' 50", long. 86° 43' 21".  
Began Operation: October 15, 1967.  
Rates: This is an automatic repeater of the CBC English network and is included as a bonus of that network.

CBLAT Total Persons: 143,420  
BBM Weekly Circulation (Nov. 1969): 15,625

### CKVR-TV-3 Haliburton (Ch. 5)

(Satellite rebroadcasting station of CKVR-TV, Barrie, Ont.)  
Network Service: CBC, same as CKVR-TV, Barrie.  
Licensee: Ralph Snelgrove Television Ltd., Box 519, Barrie, Ont.  
Transmitter: Skyline Park, Haliburton.  
Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 100-watts visual, 50-watts aural. Antenna: Directional, 149-ft. above av. terrain, 121-ft. above ground, 1414-ft. above sea level, lat. 45° 02' 35", long. 78° 29' 56". (Holds authorization for change to 2.5-kw visual, 0.5-kw aural; 411-ft. above av. terrain.)  
Began Operation: July 14, 1965.  
Rates: This is an automatic repeater of CKVR-TV, Barrie, and is included as a bonus with that station.

### CBFOT-2 Hearst (Ch. 7)

(Satellite rebroadcasting station of CBFOT-1, Kapuskasing, Ont.)  
Network Service: CBC French Network, same as CBFOT, Timmins, Ont.  
Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.  
Transmitter: 6¼-mi. ESE of Hearst.  
Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 8.4-kw visual, 4.2-kw aural. Antenna: Directional, 611-ft. above av. terrain, 520-ft. above ground, 544-ft. above sea level, lat. 49° 38' 40", long. 83° 30' 50".  
Began Operation: June 23, 1966.  
Rates: Included as a bonus with CBFOT, Timmins, Ont.

# Ontario—Hamilton

## CHCH-TV

(Ch. 11)

(Also Serves Toronto, Ont.)

**Technical Facilities:** Channel No. 11 (198-204 MHz). Authorized power: 350-kw max. & 230-kw visual, 143-kw max. & 23-kw aural. Antenna: 1173-ft. above av. terrain, 1093-ft. above ground, 1718-ft. above sea level.

Latitude 43° 12' 27"  
Longitude 79° 46' 28"

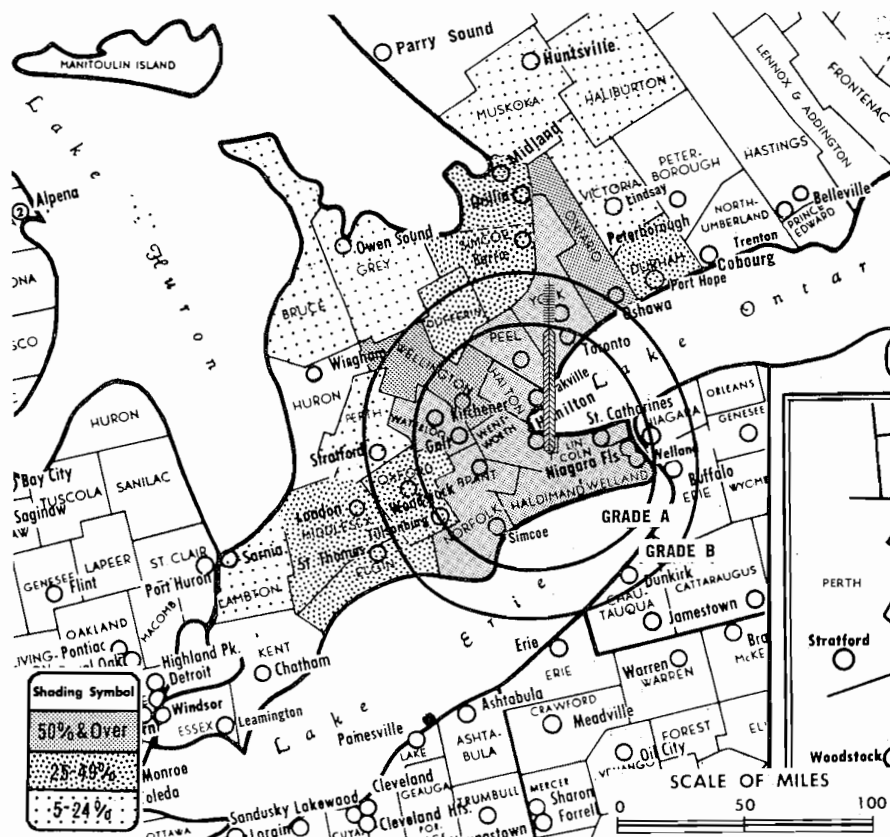
**Transmitter:** 1-mi. SW of Stoney Creek, atop Escarpment.

**TV tape:** Recording facilities.

**Color:** Live, film, slide & tape.

**News Wire Service:** Broadcast News, Canadian Press.

**Facsimile Service:** AP.



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CHCH-TV Authorized: 5/19/61

## CHCH-TV

**Network Service:** Independent.

**Licensee:** Niagara Television Ltd., Box 11-11.

**Studio:** 163 Jackson St. W.

**Telephone:** Jackson 2-1101.

**Sales Office:** 20 Carlton St., Toronto.

**Telephone:** 362-7211.

**Ownership:** Selkirk Holdings Ltd.

**Began Operation:** June 7, 1954.

**Represented (sales)** by NTV Marketing (Toronto, Montreal); E. S. Sumner Corp. (New York, Chicago).

### Personnel:

S. J. Bibby, *vice president & general manager.*  
D. C. Gale, *station manager & program manager.*  
D. F. Martin, *assistant general manager & production manager.*  
K. L. Dingleline, *secretary-treasurer.*  
R. C. Dawson, *general sales manager.*  
F. P. DeNardis, *operations manager.*  
W. E. Jeynes, *director of engineering.*

### DIGEST OF RATE CARD NO. 17 (Jan. 1, 1968)

Hour	30 Min.	15 Min.	Min.	30 Sec.	20 Sec.	10 Sec.
Class AA—5-11 p.m., Sun.-Fri.;						
10:30-sign off, Sat.						
.....*	.....*	.....*	.....*	\$400.00	\$225.00	\$320.00
						\$120.00

\*Rates on request.

For Other Area Stations  
see Niagara Falls, Ont.

BBM Weekly Circulation	BBM Area No.	Area Description	All Persons
<b>50% &amp; Over</b>	5179	Oshawa U.A.	111,300
	5190	Ontario	191,290
	5199	Toronto M.A.	2,341,050
	5200	York	2,165,380
	5209	Brampton U.A.	64,500
	5210	Peel	216,540
	5269	Hamilton M.A.	478,570
	5270	Halton	162,540
	5280	Wentworth	411,270
	5289	St. Catharines U.A.	116,930
	5290	Lincoln	156,640
	5299	Niagara Falls U.A.	62,370
	5300	Welland County	185,050
	5309	Welland U.A.	61,530
	5310	Haldimand	30,660
	5319	Brantford U.A.	64,630
5320	Brant	93,660	
5330	Norfolk	49,380	
5339	Kitchener M.A.	207,290	
5340	Waterloo County	233,960	
5359	Guelph M.A.	55,780	
5360	Wellington	99,190	
<b>Between 25-49%</b>	5180	Durham	46,800
	5221	Simcoe E. Elect. District	59,990
	5235	Simcoe bal., Dufferin	110,280
	5350	Oxford	77,970
	5369	London M.A.	222,300
	5370	Middlesex	266,760
5380	Elgin	56,620	
<b>Between 5-24%</b>	5170	Victoria	30,860
	5255	Haliburton Muskoka	35,260
	5389	Sarnia U.A.	70,630
	5390	Lambton	111,570
	5420	Perth	60,870
	5440	Bruce	42,070
	5450	Grey	61,610

CHCH-TV Total Persons: 4,956,220  
BBM Weekly Circulation (Nov. 1969): 2,978,260

Metro areas	5199	Toronto M.A.
	5269	Hamilton M.A.
	5339	Kitchener M.A.
	5359	Guelph M.A.
	5369	London M.A.

## Ontario

### CFCL-TV-4

#### Hearst

(Ch. 4)

(Satellite rebroadcasting station of CFCL-TV, Timmins, Ont.)

Network Service: CBC, same as CFCL-TV, Timmins.

Licensee: J. Conrad Lavigne Enterprises, P.O. Box 620, Timmins, Ont.

Transmitter: Highway 583.

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 98-watts visual, 49-watts aural. Antenna: Directional, 200-ft. above av. terrain, 200-ft. above ground, 1020-ft. above sea level, lat. 49° 42' 56", long. 83° 38' 49".

Ownership: Same as CFCL-TV, Timmins, Ont.

Began Operation: Dec. 1, 1965.

Rates: This is an automatic repeater of CFCL-TV, Timmins, and is included as a bonus with that station.

### CKVR-TV-2

#### Huntsville

(Ch. 8)

(Satellite rebroadcasting station of CKVR-TV, Barrie, Ont.)

Network Service: CBC, same as CKVR-TV, Barrie.

Licensee: Ralph Snelgrove Television Ltd., Box 519, Barrie, Ont.

Transmitter: Melissa, near Huntsville.

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 115-watts visual, 49-watts aural. Antenna: 481-ft. above av. terrain, 378-ft. above ground, 1628-ft. above sea level, lat. 45° 24' 38", long. 79° 15' 22".

Ownership: See CKVR-TV, Barrie, Ont. Began Operation: May 25 1964.

Rates: This is an automatic repeater of CKVR-TV, Barrie and is included as a bonus with that station.

### CBFOT-1

#### Kapuskasing

(Ch. 12)

(Satellite rebroadcasting station of CBFOT, Timmins, Ont.)

Network Service: CBC French Network, same as CBFOT, Timmins.

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: South of Moonbeam, near Kapuskasing.

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 17.4-kw visual, 8.7-kw aural. Antenna: 438-ft. above av. terrain, 426-ft. above ground, 1226-ft. above sea level, lat. 49° 17' 48", long. 82° 11' 19".

Began Operation: Sept. 7, 1964.

Rates: Bonus to the CBC French network rate.

### CFCL-TV-3

#### Kapuskasing

(Ch. 3)

(Satellite rebroadcasting station of CFCL-TV, Timmins, Ont.)

Network Service: CBC, same as CFCL-TV, Timmins.

Licensee: J. Conrad Lavigne Enterprises, Mont Sacre Coeur, Timmins.

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 326-watts visual, 163-watts aural. Antenna: 368-ft. above av. terrain, 185-ft. above ground, 1137-ft. above sea level, lat. 49° 22' 32", long. 82° 21' 35".

Ownership: See CFCL-TV.

Began Operation: Dec. 15, 1957.

Rates: Bonus with CFCL-TV, Timmins.

### CFCL-TV-2

#### Kearns

(Ch. 2)

(Satellite rebroadcasting station of CFCL-TV, Timmins, Ont.)

Network Service: CBC, same as CFCL-TV, Timmins.

Licensee: J. Conrad Lavigne Enterprises, Mont Sacre Coeur, Timmins, Ont.

Telephone: AM-4-4211.

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 28.5-kw visual, 13.5-kw aural. Antenna: Directional, 737-ft. above av. terrain, 525-ft. above ground, 1590-ft. above sea level, lat. 48° 08' 12", long. 79° 33' 12".

Ownership: See CFCL-TV.

Began Operation: July 1, 1958.

Rates: This is an automatic repeater of CFCL-TV, Timmins and is included as a bonus with that station.

### CBWAT

#### Kenora

(Ch. 8)

(Repeater station of CBWT, Winnipeg, Man.)

Network Service: CBC.

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: Tunnel Island.

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 9.3-kw visual, 5.5-kw aural. Antenna: 240-ft. above av. terrain, 191-ft. above ground, 1351-ft. above sea level, lat. 49° 46' 13", long. 94° 30' 13".

Began Operation: Dec. 5, 1959.

Rates: This is an automatic repeater and is included as a bonus to the CBC English network rate.

### CBLAT-1

#### Manitouwadge

(Ch. 8)

(Satellite rebroadcasting station of CBLAT, Geraldton.)

Network Services: CBC.

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter location: ½-mile N of Manitouwadge.

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 22-kw visual, 4.4-kw aural. Antenna: 599-ft. above av. terrain, 538-ft. above ground, 1954-ft. above sea level, lat. 49° 08' 21", long. 85° 49' 23.5".

Began Operation: Oct. 15, 1967.

Rates: This is an automatic repeater of CBLAT, Geraldton, and is included with that station as a bonus of the CBC English Network.

### CBLAT-4

#### Marathon

(Ch. 11)

(Satellite rebroadcasting station of CBLAT-1, Manitouwadge, Ont.)

Network Service: CBC.

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: 9-mi. W of Marathon.

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 7.66-kw visual, 1.53-kw aural. Antenna: 932-ft. above av. terrain, 313-ft. above ground, 1758-ft. above sea level, lat. 48° 44' 50", long. 86° 34' 00".

Began Operation: May 16, 1968.

Rates: This is an automatic repeater of CBLAT-1, Manitouwadge, and is included as a bonus of that station.

### CHEX-TV-2

#### Minden

(Ch. 10)

(Satellite rebroadcasting station of CHEX-TV, Peterborough, Ont.)

Network Service: CBC, same as CHEX-TV, Peterborough.

Licensee: Kawartha Broadcasting Co. Ltd., Box 659, Peterborough, Ont.

Transmitter: Lot 2, Concession 3, Minden, Ont.

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 8.9-watts visual, 4.4-watts aural. Antenna: 100-ft. above ground, 1150-ft. above sea level, lat. 44° 56' 41", long. 78° 42' 48".

Began Operation: Nov. 15, 1966.

Rates: This is an automatic repeater of CHEX-TV, Peterborough and is included as a bonus with that station.

For North Bay, Ont. & additional  
Ont. rebroadcasting stations  
See page 990-b

# Ontario—Kingston

## CKWS-TV

(Ch. 11)

**Technical Facilities:** Channel No. 11 (198-204 MHz). Authorized power: 250-kw visual, 150-kw aural. Antenna: 851-ft. above av. terrain, 826-ft. above ground, 907-ft. above sea level.

Latitude 44° 10' 02"  
Longitude 76° 25' 40"

**Transmitter:** Wolfe Island, 3-mi. off Kingston mainland.

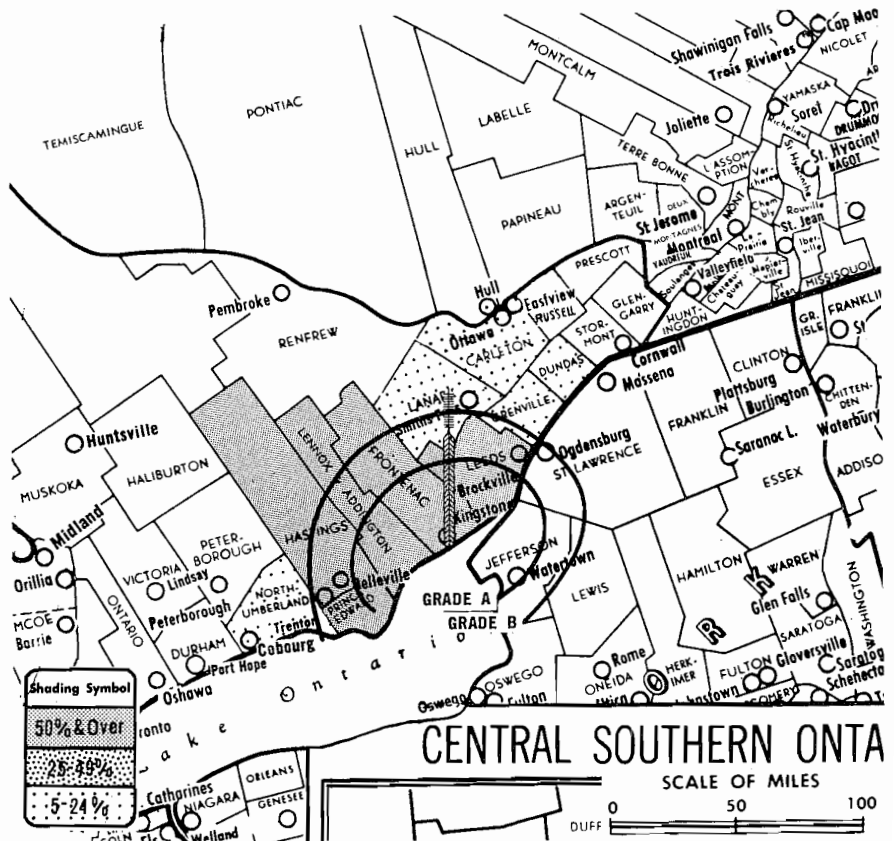
**Color:** Network, film & slide.

**News Wire Service:** Broadcast News.  
**AM Affiliate:** CKWS, 10-kw, 960 kHz (CBC).

**FM Affiliate:** CKWS-FM, 2.7-kw, 96.3 MHz (No. 242), 500-ft. antenna height.

**Facsimile Service:** CBC.

**News Film Service:** CBC.



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CKWS-TV Authorized 1/8/59

## CKWS-TV

**Network Service:** CBC.

**Licensee:** The Frontenac Bcstg. Co. Ltd., 170 Queen St.

**Studio:** 170 Queen St.

**Telephone:** 544-2340.

**Ownership:** W. Rupert Davies estate, 51%; Lord Thomson of Fleet, v.p., 49%. Principals also own CHEX-TV & CHEX, Peterborough, Ont. Davies family publishes *Kingston Whig-Standard*. Lord Thomson owns *Peterborough Examiner*. Lord Thomson is chain newspaper publisher. Note: Sale to Bushnell & Assoc. (CJOH-TV, Ottawa) pends.

**Began Operation:** Dec. 9, 1954.

**Represented (sales) by:** Independent Communications Sales Ltd. (Toronto & Montreal); Radio-Television Reps (Winnipeg & Vancouver); All Canada Radio & Television Ltd. (U.S.).

### Personnel:

A. J. Brooks, *manager*.  
John Carey, *local sales manager*.  
Gord Backus, *chief engineer*.  
Stan Leverre, *program director*.  
Max Jackson, *sports director*.

### DIGEST OF RATE CARD NO. 15 (April 1, 1970)

30 Min. 15 Min. 10 Min. 5 Min. Min. 30 Sec. 20 Sec. 10 Sec.  
Class AA—6-11 p.m., dally.  
.....\* .....\* .....\* .....\* \$100.00 \$70.00 \$70.00 \$40.00

\*Rates on request.

BBM Weekly Circulation	BBM Area No.	Area Description	All Persons
<b>50% &amp; Over</b>	5080	Leeds	49,190
	5109	Kingston U.A.	75,700
	5110	Frontenac	101,590
	5120	Lennox Addington	25,740
	5130	Prince Edward	20,350
	5139	Belleville	33,420
5140	Hastings	92,020	
<b>Between 25-49%</b>	None Between 25-49%		
<b>Between 5-24%</b>	5055	Dundas, Grenville	39,570
	5069	Ottawa Hull M.A.	522,340
	5070	Carleton	434,250
	5090	Lanark	41,120
	5150	Northumberland	46,340
<b>CKWS-TV Total Persons:</b>			<b>850,170</b>
<b>BBM Weekly Circulation (Nov. 1969):</b>			<b>293,871</b>
Metro areas 5069 Ottawa Hull M.A.			

For Canadian CATV, see Services Volume

# Ontario—Kingston-Watertown N.Y.

## WWNY-TV

(Ch. 7)

**Technical Facilities:** Channel No. 7 (174-180 MHz). Authorized power: 191-kw visual, 24-kw aural. Antenna: 720-ft. above av. terrain, 574-ft. above ground, 1696-ft. above sea level.

Latitude 43° 57' 16"  
Longitude 75° 43' 45"

**Transmitter:** Champion Rd.

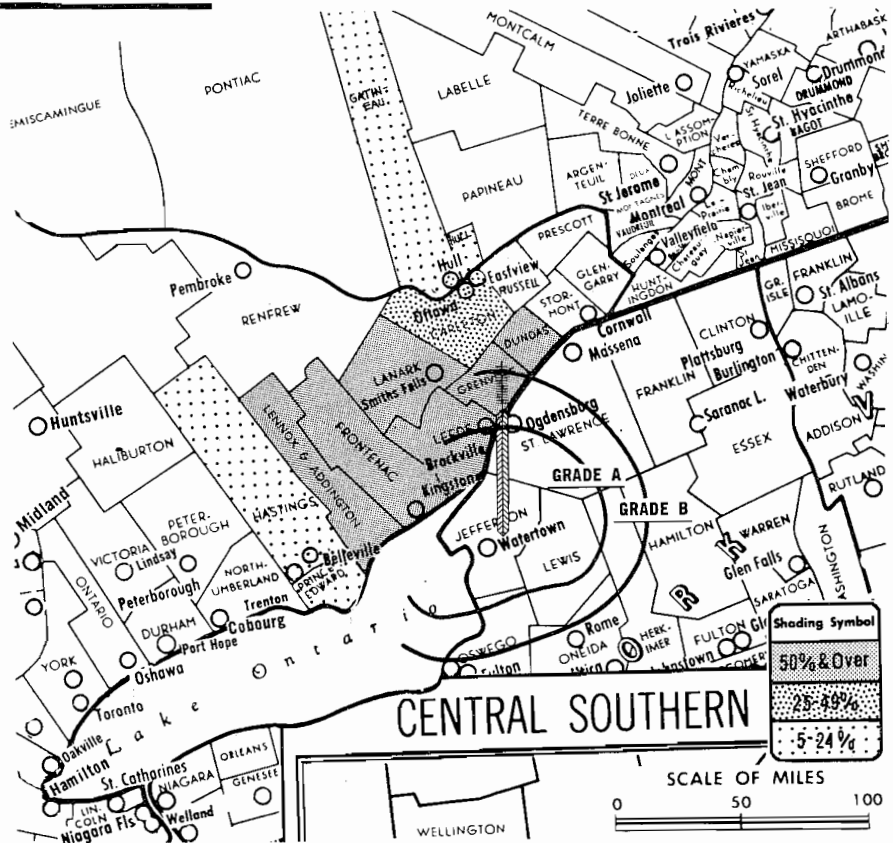
**TV tape:** Recording facilities.

**Color:** Network, live, film, slide & tape.

**News Wire Service:** AP, UPI.

**News Film Service:** CBS.

**AM Affiliate:** WWNY, Watertown, 1-kw, 790 kHz (CBS).



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WWNY-TV Ref: FCC File No. BMPCT-2140 Granted 6/10/54

## WWNY-TV

**Network Service:** ABC, CBS, NBC.

**Licensee:** The Brockway Co., 260 Washington St., Watertown, N.Y.

**Studio:** 120 Arcade St., Watertown, N.Y. (13601).

**Telephone:** Watertown 315-788-3800.

**TXW No.:** 510-257-4650.

**Ownership:** John B. Johnson, pres. & treas., 100%; Catherine C. Johnson, v.p. & secy. Also publishes *Watertown Daily Times* and operates WMSA, Massena, N.Y.

**Began Operation:** Oct. 22, 1954.

**Represented (sales)** by Andy McDermott Radio & TV Sales (Toronto & Montreal); Avery-Knodel Inc. (U.S.).

**Represented (legal)** by Fisher, Wayland, Duvall & Southmayd.

**Represented (engineering)** by George C. Davis Consulting Engineers.

### Personnel:

James W. Higgins, *general manager*.  
Alfred M. Tauroney, *sales manager*.  
David M. Graves, *program manager & film buyer*.  
Glenn H. Hall, *director of operations*.  
Earl R. Kelly, *dir. of public affairs & promotion*.  
Robert Tompkins, *news director*.  
John G. Case, *sports editor*.  
Michael R. Yonkovic, *director of engineering*.  
Donald C. Morehouse, *chief engineer*.

### DIGEST OF RATE CARD NO. 8A (Sept. 1, 1968)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class A—6-11 p.m., Mon.-Fri.; 4-11 p.m., Sat. & Sun.	\$425.00	\$255.00	\$170.00	\$149.00	\$106.00	\$100.00	\$90.00
						\$55.00	

\*Station accepts payment in Canadian funds.

BBM Weekly Circulation	BBM Area No.	Area Description	All Persons
<b>50% &amp; Over</b>	5055	Dundas, Grenville	39,570
	5080	Leeds	49,190
	5090	Lanark	41,120
	5109	Kingston U.A.	75,700
	5110	Frontenac	101,590
	5120	Lennox Addington	25,740
<b>Between 25-49%</b>	5069	Ottawa Hull M.A.	522,340
	5070	Carleton	434,250
<b>Between 5-24%</b>	4680	Hull County	97,010
	4690	Gatineau	52,430
	5130	Prince Edward	20,350
	5139	Bellefleur	33,420
	5140	Hastings	92,020
<b>WWNY-TV Total Persons:</b>			<b>953,270</b>
<b>BBM Weekly Circulation (Nov. 1969):</b>			<b>400,555</b>
Metro areas	5069	Ottawa Hull M.A.	

*Hogan-Feldmann, Inc.*  
MEDIA BROKERS · CONSULTANTS

4404 Riverside Drive, Box 1545

Burbank, California 91505

Area Code 213 849-3201

# Ontario—Kitchener

## CKCO-TV (Ch. 13)

**Technical Facilities:** Channel No. 13 (210-216 MHz). Authorized power: 325-kw visual, 126-kw aural. Antenna: 1015-ft. above av. terrain, 653-ft. above ground, 2093-ft. above sea level.

Latitude 43° 24' 15"  
Longitude 80° 38' 05"

**Transmitter:** Baden Hill, Ont.

**Telephones:** 519-578-1313; Toronto, 416-366-0852; TV Sales, 416-363-9539.

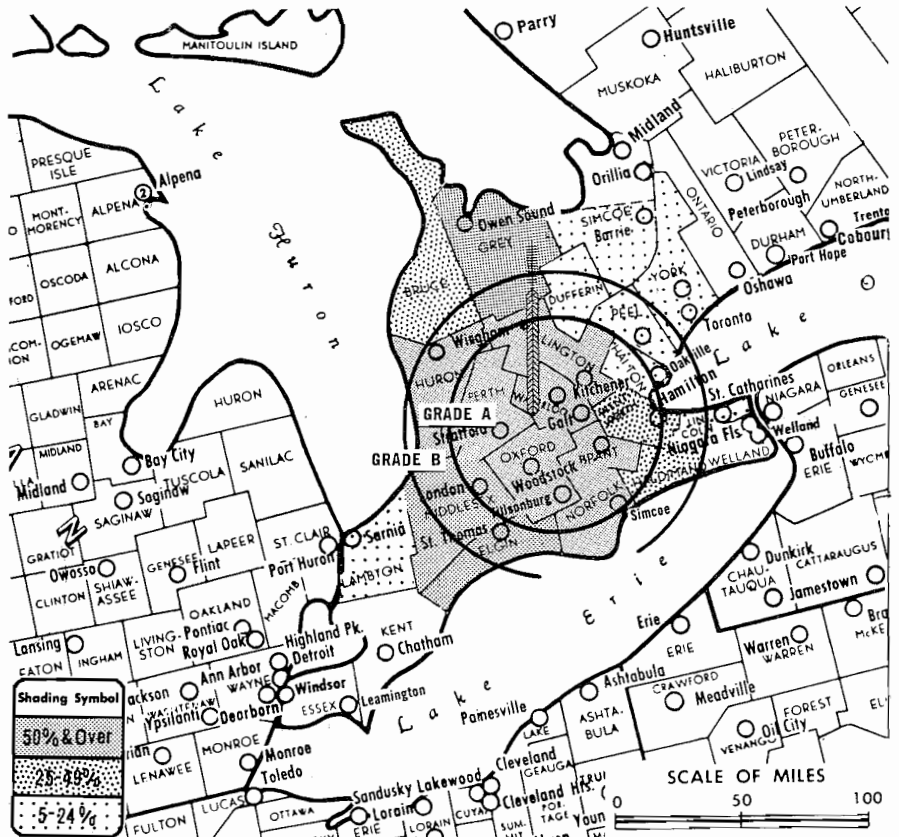
**Telex No.:** 029-5432.

**TV tape:** Recording facilities.

**Color:** Network, live, film, slide & tape.

**News Wire Service:** Canadian Press, Broadcast News.

**Facsimile Service:** Canadian Press.



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CKCO-TV Authorized: 2/20/60

## CKCO-TV

**Network Service:** CTV.

**Licensee:** Central Ontario Television Ltd., 864 King St. W.

**Studio:** 864 King St. W.

**Ownership:** Electrohome Communications Ltd. (100%).

**Began Operation:** March 1, 1954.

**AM Affiliate:** CKKW, 1-kw, 1320 kHz.

**FM Affiliate:** CFCA-FM, 105.3 MHz (No. 287), 100-kw.

**Represented (sales) by:** Hardy Radio & TV Ltd. (Toronto, Montreal, Winnipeg, Vancouver); ABC International TV (New York).

### Personnel:

Carl A. Pollock, *president*.  
W. D. McGregor, *vice-president*.  
R. H. McKeown, *sales manager*.  
Don Willcox, *publicity director*.  
B. W. Lawson, *program manager & film buyer*.  
Paul Turchan, *director of engineering*.

### DIGEST OF RATE CARD NO. 22 (June 1, 1970)

	30 Min.	15 Min.	10 Min.	5 Min.	Min.	30 Sec.	20 Sec.	10 Sec.
Class AA—7-11 p.m., daily.								
.....					\$235.00	\$150.00	\$150.00	\$50.00

BBM Weekly Circulation	BBM Area No.	Area Description	All Persons
50% & Over	5319	Brantford U.A.	64,630
	5320	Brant	93,660
	5330	Norfolk	49,380
	5339	Kitchener M.A.	207,290
	5340	Waterloo County	233,960
	5350	Oxford	77,970
	5359	Guelph M.A.	55,780
	5360	Wellington	99,190
	5369	London M.A.	222,300
	5370	Middlesex	266,760
	5380	Elgin	56,620
	5420	Perth	60,870
5430	Huron	53,780	
5450	Grey	61,610	
Between 25-49%	5269	Hamilton M.A.	478,570
	5280	Wentworth	411,270
	5310	Haldimand	30,660
	5440	Bruce	42,070
Between 5-24%	5199	Toronto M.A.	2,341,050
	5200	York	2,165,380
	5209	Brampton U.A.	64,500
	5210	Peel	216,540
	5235	Simcoe bal., Dufferin	110,280
	5270	Halton	162,540
	5289	St. Catharines U.A.	116,930
	5290	Lincoln	156,640
	5389	Sarnia U.A.	70,630
	5390	Lambton	111,570
<b>CKCO-TV Total Persons:</b>			<b>4,460,750</b>
<b>BBM Weekly Circulation (Nov. 1969):</b>			<b>1,204,147</b>
Metro Areas	5339	Kitchener M.A.	
	5359	Guelph M.A.	
	5369	London M.A.	
	5269	Hamilton M.A.	
	5199	Toronto M.A.	

# Ontario—London

## CFPL-TV

(Ch. 10)

**Technical Facilities:** Channel No. 10 (192-198 MHz). Authorized power: 325-kw visual, 43.2-kw aural. Antenna: 1000-ft. above av. terrain, 980.5-ft. above ground, 1868-ft. above sea level.

Latitude 42° 57' 15"  
Longitude 81° 15' 58"

**Transmitter:** Commissioners Road.

**TV tape:** Recording facilities.

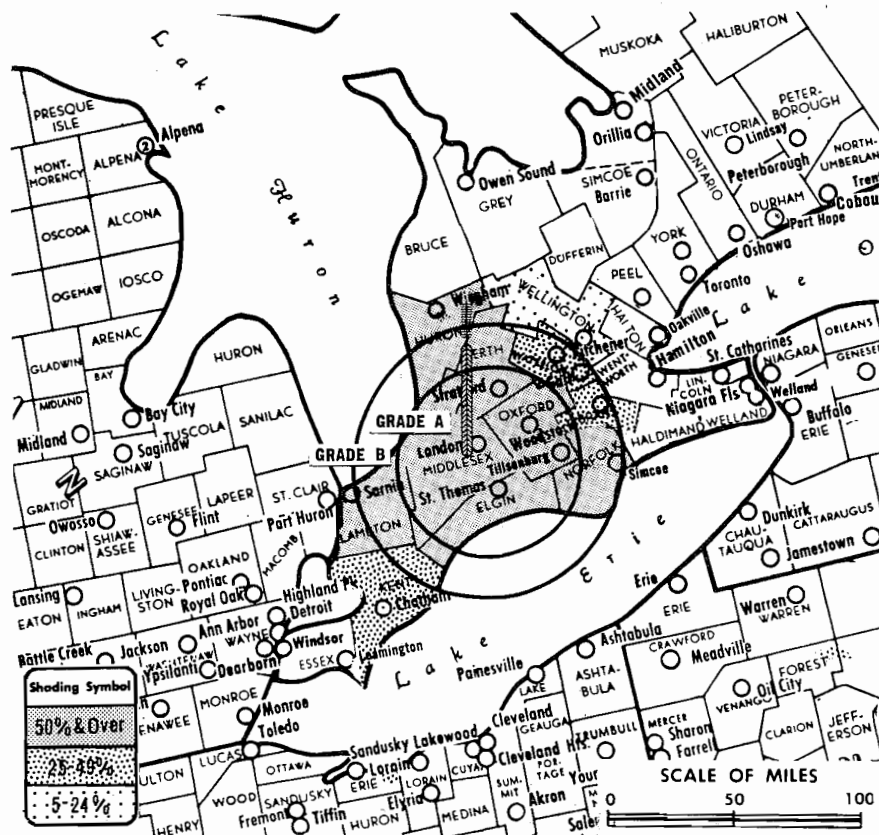
**Color:** Network, live, film, slide & tape.

**News Wire Service:** Broadcast News, Canadian Press.

**News Film Service:** CBC, National Syndicated Services.

**AM Affiliate:** CFPL, 10-kw (5-kw night), 980 kHz (CBC).

**FM Affiliate:** CFPL-FM, 179-kw, 95.9 MHz (No. 240), 870-ft. antenna height.



Data on circulation & persons reprinted by permission of BBM Bureau of Measurement.

CFPL-TV Authorized: 10/17/55

## CFPL-TV

**Network Service:** CBC.

**Licensee:** CFPL Bcstg. Ltd., Box 2880.

**Studio:** Commissioners Road, Box 2880, Terminal 'A', London 12.

**Telephone:** 434-2115. **Telex:** 024-846.

**Ownership:** CFPL Bcstg. Ltd.; W. J. Blackburn, chmn.

**Began Operation:** Nov. 28, 1953.

**Represented (sales) by** All-Canada Radio & Television Ltd.

**Represented (engineering) by** D. E. M. Allen, Winnipeg, Man.

### Personnel:

Murray T. Brown, *president & general manager.*

W. Clifford Wingrove, *station manager.*

Robert V. Elsdon, *sales manager.*

G. Robitaille, *director of engineering.*

James A. Plant, *production manager.*

Ron Laidlaw, *news director.*

H. Warren Blahout, *traffic supervisor.*

Tom Bird, *local sales supervisor.*

W. T. Daley, *creative services manager.*

W. T. Percival, *art supervisor.*

L. J. Shaunessy, *promotion supervisor.*

### DIGEST OF RATE CARD NO. 18—(June 1, 1969)

30 Min.	15 Min.	5 Min.	Min.	30 Sec.	20 Sec.	10 Sec.
\$825.00	\$440.00	\$330.00	\$275.00	\$165.00	\$165.00	\$85.00

Class AA—6-10 p.m., 11-11:30 p.m., Mon.-Thurs.; 6-11:30 p.m., Fri.-Sat.; 5-11:30 p.m., Sun.

BBM Weekly Circulation	BBM Area No.	Area Description	All Persons
<b>50% &amp; Over</b>	5330	Norfolk	49,380
	5350	Oxford	77,970
	5369	London M.A.	222,300
	5370	Middlesex	266,760
	5380	Elgin	56,620
	5389	Sarnia U.A.	70,630
	5390	Lambton	111,570
<b>Between 25-49%</b>	5420	Perth	60,870
	5430	Huron	53,780
	5319	Brantford U.A.	64,630
	5320	Brant	93,660
<b>Between 5-24%</b>	5339	Kitchener M.A.	207,290
	5340	Waterloo County	233,960
	5400	Kent	98,570
	5359	Guelph M.A.	55,780
5360	Wellington	99,190	
5399	Chatham	33,170	

<b>CFPL-TV Total Persons:</b>		1,202,330
<b>BBM Weekly Circulation (Nov. 1969):</b>		769,450
Metro areas	5369 London M.A.	
	5339 Kitchener M.A.	
	5359 Guelph M.A.	

For CBC Network Listing  
See Services Volume



# Ontario-Niagara Falls (Buffalo, N. Y.)

## WBEN-TV

(Ch. 4)

**Technical Facilities:** Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1200-ft. above av. terrain, 1059-ft. above ground, 2700-ft. above sea level.

Latitude 42° 39' 33"  
Longitude 78° 37' 38"

**Transmitter:** Colden, N.Y.

**TV tape:** Recording facilities.

**AM Affiliate:** WBEN, 5-kw, 930 kHz (CBS).

**FM Affiliate:** WBEN-FM, 110-kw, 102.5 MHz (No. 273), 1200-ft. antenna height.

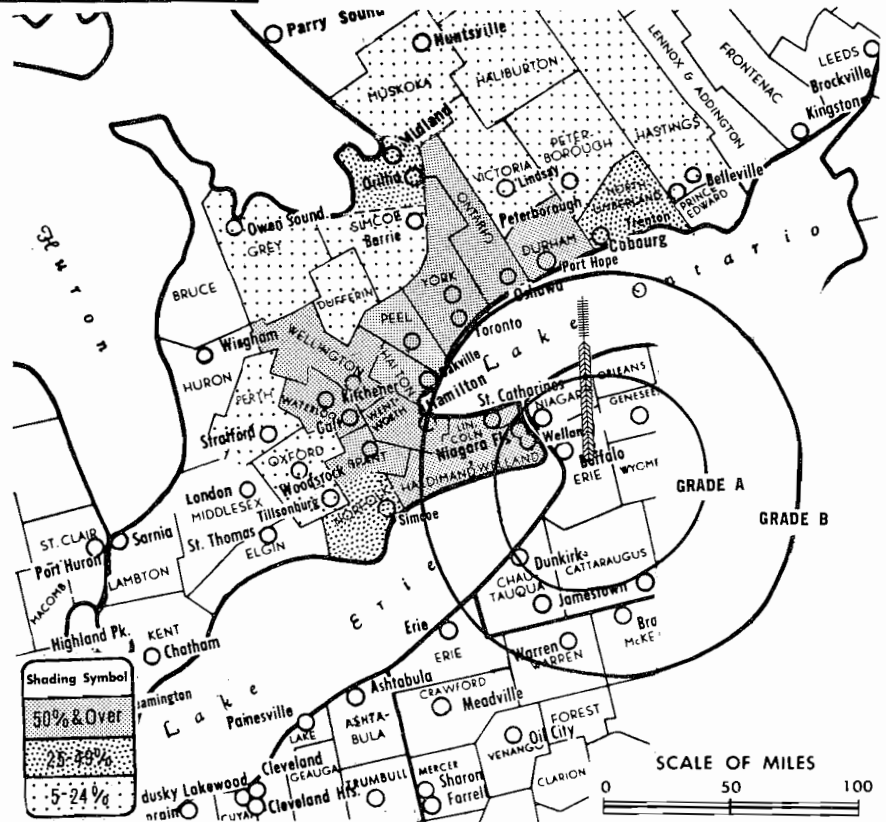
**Color:** Network, live, film, slide & tape.

**News Wire Service:** AP, UPI.

**Facsimile Service:** AP, UPI.

**News Film Service:** CBS.

See also Hamilton, Ont.



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WBEN-TV Ref: FCC File No. BPCT-2075 Granted 2/13/54

## WBEN-TV

**Licensee:** WBEN Inc., 2077 Elmwood Ave., Buffalo, N.Y. (14207).

**Studio:** 2077 Elmwood Ave.

**Telephone:** 716-876-0930. TWX No.: 710-522-1719.

**Ownership:** Same as *Buffalo Evening News*. Mrs. E. H. Butler, pres.

**Began Operation:** May 14, 1948.

**Represented (sales)** by Harrington, Righter & Parsons Inc. (U.S.)  
Stephens & Towndrow Co. Ltd. (Canada).

**Represented (legal)** by Fletcher, Heald, Rowell, Kenehan & Hildreth.

**Represented (engineering)** by A. Earl Cullum Jr. Consulting Engineers.

### Personnel:

Mrs. E. H. Butler, *president*.

Leslie G. Arries, Jr., *vice-president & general manager*.

James H. Righter, *treasurer & secretary*.

George R. Torge, *station manager, WBEN-TV*.

George D. Lilly, *sales manager*.

William Peters, *program director*.

Joseph A. Haefner, *promotion manager*.

Joseph W. Koral, *news director*.

Frank A. Maser, *director of engineering*.

Quintin E. Renner, *film director*.

### DIGEST OF RATE CARD NO. 22 Rev. (Feb. 16, 1970)

Hour	30 Min.	Min.	30 Sec.	20 Sec.	8 Sec.
Class AA—8-11:00 p.m., daily.					
\$1800.00	\$970.00	.....	\$725.00	\$675.00	\$350.00

**NETWORK BASE HOURLY RATE:** \$1800.

See also listing in  
U.S. Directory

BBM Weekly Circulation	BBM Area No.	Area Description	All Persons
<b>50% &amp; Over</b>	5179	Oshawa U.A.	111,300
	5180	Durham	46,800
	5190	Ontario	191,290
	5199	Toronto M.A.	2,341,050
	5200	York	2,165,380
	5209	Brampton U.A.	64,500
	5210	Peel	216,540
	5269	Hamilton M.A.	478,570
	5270	Halton	162,540
	5280	Wentworth	411,270
	5289	St. Catharines U.A.	116,930
	5290	Lincoln	156,840
	5299	Niagara Falls U.A.	62,370
	5300	Welland County	185,050
	5309	Welland U.A.	61,530
	5310	Haldimand	30,660
	5319	Brantford U.A.	64,630
5320	Brant	93,660	
5339	Kitchener M.A.	207,290	
5340	Waterloo County	233,960	
5359	Guelph M.A.	55,780	
5360	Wellington	99,190	
<b>Between 25-49%</b>	5150	Northumberland	46,340
	5221	Simcoe E. Elect. District	59,990
	5330	Norfolk	49,380
<b>Between 5-24%</b>	5139	Belleville	33,420
	5140	Hastings	92,020
	5159	Peterborough U.A.	57,840
	5160	Peterborough County	83,890
	5170	Victoria	30,860
	5235	Simcoe bal., Dufferin	110,280
	5255	Haliburton Muskok	35,260
	5350	Oxford	77,970
	5420	Perth	60,870
	5450	Grey	61,610
5470	Nipissing	73,420	

**WBEN-TV Total Persons:** 4,774,870  
**BBM Weekly Circulation (Nov. 1969):** 2,885,040

Metro areas	5199	Toronto M.A.
	5269	Hamilton M.A.
	5339	Kitchener M.A.
	5359	Guelph M.A.

# Ontario-Niagara Falls (Buffalo, N. Y.)

## WGR-TV

(Ch. 2)

**Technical Facilities:** Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1000-ft. above av. terrain, 958-ft. above ground, 2310-ft. above sea level.

Latitude 42° 43' 06"  
Longitude 78° 33' 48"

**Transmitter:** Warner Hill Rd., South Wales, N.Y.

**TV tape:** Recording facilities.

**Telephone:** 716-881-2222.

**TWX No.:** 710-522-1729.

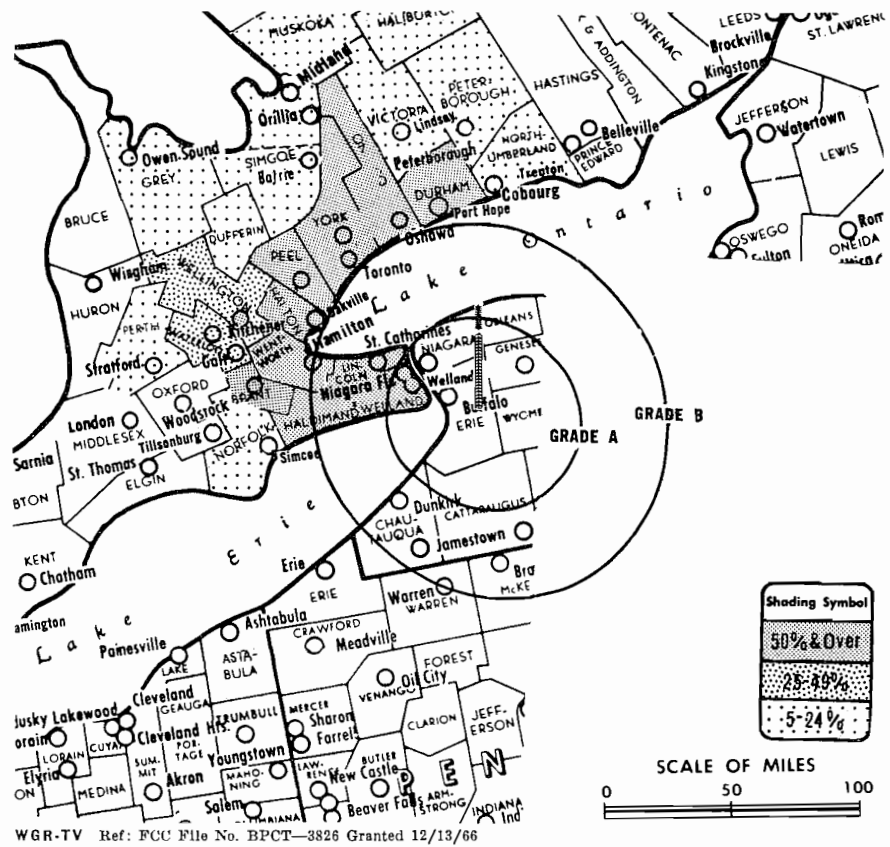
**AM Affiliate:** WGR, 5-kw, 550 kHz (NBC).

**FM Affiliate:** WGR-FM, 12.6 kw, 96.9 MHz (No. 245), 889-ft. antenna height.

**Color:** Network, live, film, slide & tape.

**News Wire Service:** AP.

**Facsimile Service:** AP.



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WGR-TV Ref: FCC File No. BPCT-3826 Granted 12/13/66

## WGR-TV

**Licensee:** Taft Broadcasting Co., 184 Barton St., Buffalo (14213).

**Transmitter:** Warner Hill Rd., South Wales, N.Y.

**Studio:** 184 Barton St.

**Ownership:** See WKRC-TV, Cincinnati, Ohio.

**Began Operation:** August 14, 1954. Sale to Taft by Transcontinent Television Corp. approved Feb. 19, 1964 by FCC (*Television Digest*, Vols. 3:15-16, 31, 4:8).

**Represented (sales)** by The Katz Agency; Andy McDermott (Canada).

**Represented (legal)** by Koteen & Burt.

### Personnel:

Gene D'Angelo, *vice president & general manager.*  
Donald L. Chapin, *vice president, sales.*  
Frank C. Gervan, *sales manager.*  
Donald Anglim, *program manager.*  
Gene R. Kirshenstein, *business manager.*  
Richard Norsworthy, *director of advertising & promotion.*  
Henry Hirsch, *local sales manager.*  
Harold A. Higgins, *manager of engineering.*  
Albert M. Benz, *operations manager.*

### DIGEST OF RATE CARD NO. 15 (June 1, 1967)

Hour	30 Min.	15 Min.	5 Min.	Min. or 30 Sec.	20 Sec.	10 Sec.
Class AA—8-10:30 p.m., daily.						
\$2000.00	\$1200.00	.....*	.....*	\$800.00	\$640.00	\$326.00

\*On request.

**NETWORK BASE HOURLY RATE:** \$1800.

See also Hamilton, Ont.

BBM Weekly Circulation	BBM Area No.	Area Description	All Persons
<b>50% &amp; Over</b>	5179	Oshawa U.A.	111,300
	5180	Durham	48,800
	5190	Ontario	191,290
	5199	Toronto M.A.	2,341,050
	5200	York	2,165,380
	5209	Brampton U.A.	64,500
	5210	Peel	216,540
	5269	Hamilton M.A.	478,570
	5270	Halton	162,540
	5280	Wentworth	411,270
	5289	St. Catharines U.A.	116,930
	5290	Lincoln	156,640
	5299	Niagara Falls U.A.	62,370
	5300	Welland County	185,050
	5309	Welland U.A.	61,530
5310	Haldimand	30,660	
5319	Brantford U.A.	64,630	
5320	Brant	93,660	
5359	Guelp M.A.	55,780	
<b>Between 25-49%</b>	5339	Kitchener M.A.	207,290
	5340	Waterloo County	233,960
	5360	Wellington	99,190
<b>Between 5-24%</b>	5150	Northumberland	46,340
	5160	Peterborough County	83,890
	5170	Victoria	30,860
	5221	Simcoe E. Elect. District	59,990
	5235	Simcoe bal., Dufferin	110,280
	5255	Haliburton Muskok	35,260
	5330	Norfolk	49,380
	5420	Perth	60,870
	5450	Grey	61,610
	5470	Nipissing	73,420
<b>WGR-TV Total Persons:</b>			4,604,880
<b>BBM Weekly Circulation (Nov. 1969):</b>			2,495,093
Metro areas	5199	Toronto M.A.	
	5269	Hamilton M.A.	
	5339	Kitchener M.A.	
	5359	Guelp M.A.	

# Ontario-Niagara Falls (Buffalo, N. Y.)

## WKBW-TV

(Ch. 7)

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 91.2-kw visual, 18.2-kw aural. Antenna: 1420-ft. above av. terrain, 1076-ft. above ground, 2808-ft. above sea level.

Latitude 42° 38' 17"  
Longitude 78° 36' 51"

Transmitter: E. of Center St., Colden, N.Y.

TV tape: Recording facilities.

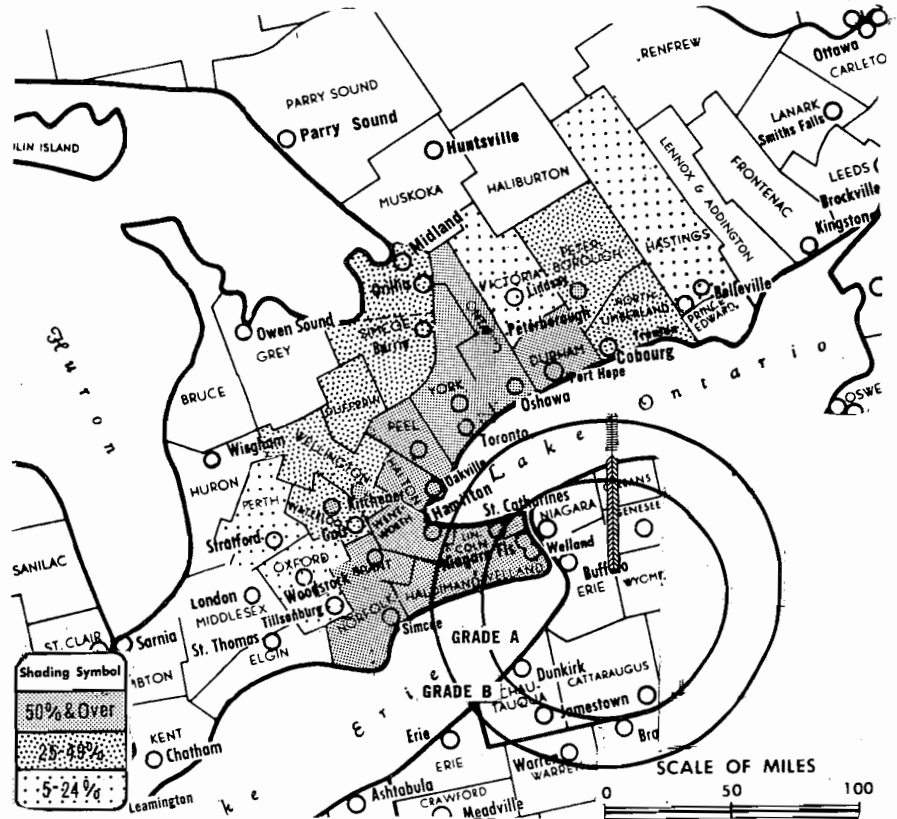
Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.

AM Affiliate: WKBW, 50-kw, 1520 kHz.

Represented (engineering) by Kear & Kennedy.



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WKBW-TV Ref: FCC File No. BPCT-2677 Granted 9/9/59

## WKBW-TV

Licensee: Capital Cities Bcstg. Corp., 24 E. 51st St., New York (10022).

Studio: 1420 Main St. (14209).

Telephone: 716-883-0770.

TWX No.: 710-522-1846.

Ownership: Capital Cities Bcstg. Corp., 100%. (For other interests see W-TEN, Albany, N.Y.).

Began Operation: Nov. 30, 1958.

Represented (sales) by Blair TV (U.S.); Paul Mulvihill Ltd. (Canada).

Represented (legal) by Wilmer, Cutler & Pickering.

### Personnel:

Robert King, *senior vice president, Capital Cities.*  
Lawrence Pollock, *vice president & station manager.*  
Richard Shepard, *general sales manager.*  
Marc Edwards, *local regional sales manager.*  
Donald E. Kline, *program director & film buyer.*  
Harvey Brown, *promotion manager.*  
Robert Niles, *chief engineer.*

### DIGEST OF RATE CARD NO. 17 (Jan. 1, 1970)

Hour	30 Min.	Min.*	30 Sec.	20 Sec.	10 Sec.
Class AA-8-10:30 p.m., daily.					
\$1700.00	\$1000.00	.....	\$775.00	\$650.00	\$350.00

\*On request.

NETWORK BASE HOURLY RATE: \$1900.

See also Hamilton, Ont.

BBM Weekly Circulation	BBM Area No.	Area Description	All Persons
Over 50%	5159	Peterborough U.A.	57,840
	5179	Oshawa U.A.	111,300
	5180	Durham	46,800
	5190	Ontario	191,290
	5199	Toronto M.A.	2,341,050
	5200	York	2,165,380
	5209	Brampton U.A.	64,500
	5210	Peel	216,540
	5269	Hamilton M.A.	478,570
	5270	Halton	162,540
	5280	Wentworth	411,270
	5289	St. Catharines U.A.	116,930
	5290	Lincoln	156,640
	5299	Niagara Falls U.A.	62,370
	5300	Welland County	185,050
	5309	Welland U.A.	61,530
	5310	Haldimand	30,660
5319	Brantford U.A.	64,630	
5320	Brant	93,660	
5330	Norfolk	49,380	
5339	Kitchener M.A.	207,290	
5359	Guelph M.A.	55,780	
Between 25-49%	5150	Northumberland	46,340
	5160	Peterborough County	83,890
	5221	Simcoe E. Elect. District	59,990
	5235	Simcoe bal., Dufferin	110,280
	5340	Waterloo County	233,960
5360	Wellington	99,190	
Between 5-24%	5139	Belleville	33,420
	5140	Hastings	92,020
	5170	Victoria	30,860
	5350	Oxford	77,970
	5420	Perth	60,870
WKBW-TV Total Persons:			4,604,580
BBM Weekly Circulation (Nov. 1969):			2,791,504
Metro Areas	5199	Toronto M.A.	
	5269	Hamilton M.A.	
	5339	Kitchener M.A.	
	5359	Guelph M.A.	

# Ontario—Ottawa

## CBOT

(Ch. 4)

(English Outlet)

**Technical Facilities:** Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 15-kw aural. Antenna: 1310-ft. above av. terrain, 618-ft. above ground, 1768-ft. above sea level.

Latitude 45° 30' 11"  
Longitude 75° 51' 02"

**Transmitter:** Camp Fortune, P.Q.

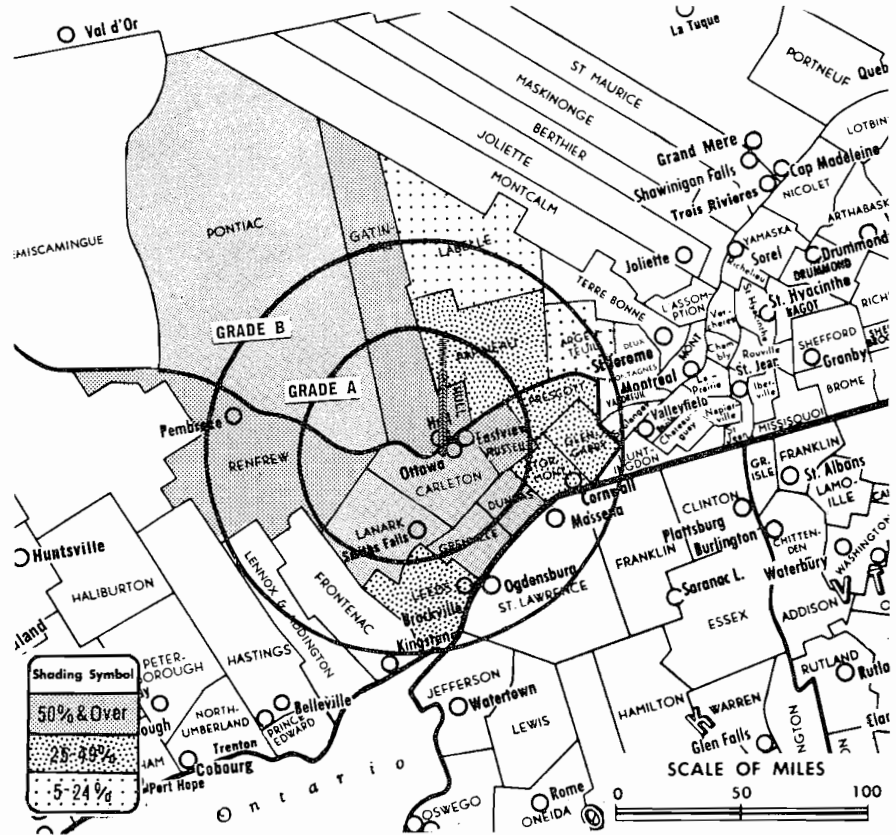
**Color:** Network, live, film, slide & tape.

**TV tape:** Recording facilities.

**News Wire Service:** Canadian Press, BBC, CBS, NBC.

**AM Affiliate:** CBO, 5-kw, 910 kHz (CBC).

**FM Affiliate:** CBO-FM, .38-kw, 103.3 MHz (No. 277), 345-ft. antenna height.



Data on circulation & persons reprinted by permission of BBM Bureau of Measurement.

CBOT Authorized: 4/27/53

## CBOT

**Network Service:** CBC.

**Licensee:** Canadian Broadcasting Corp., 1500 Bronson Ave., Ottawa, Ont.

**Studio:** Lanark Ave.

**Telephone:** 613-725-3511. **Telex:** 013-260.

**Began Operation:** June 2, 1953.

**Represented (sales) by** CBC National Selective Sales.

### Personnel:

- W. T. Armstrong, *director, Ottawa area.*
- J. M. Cleary, *director of operations.*
- Dennis Townsend, *program director.*
- K. P. Brown, *news supervisor.*
- L. M. O'Neill, *area sales manager.*
- J. H. Book, *technical director.*
- P. E. Parent, *area affairs director.*

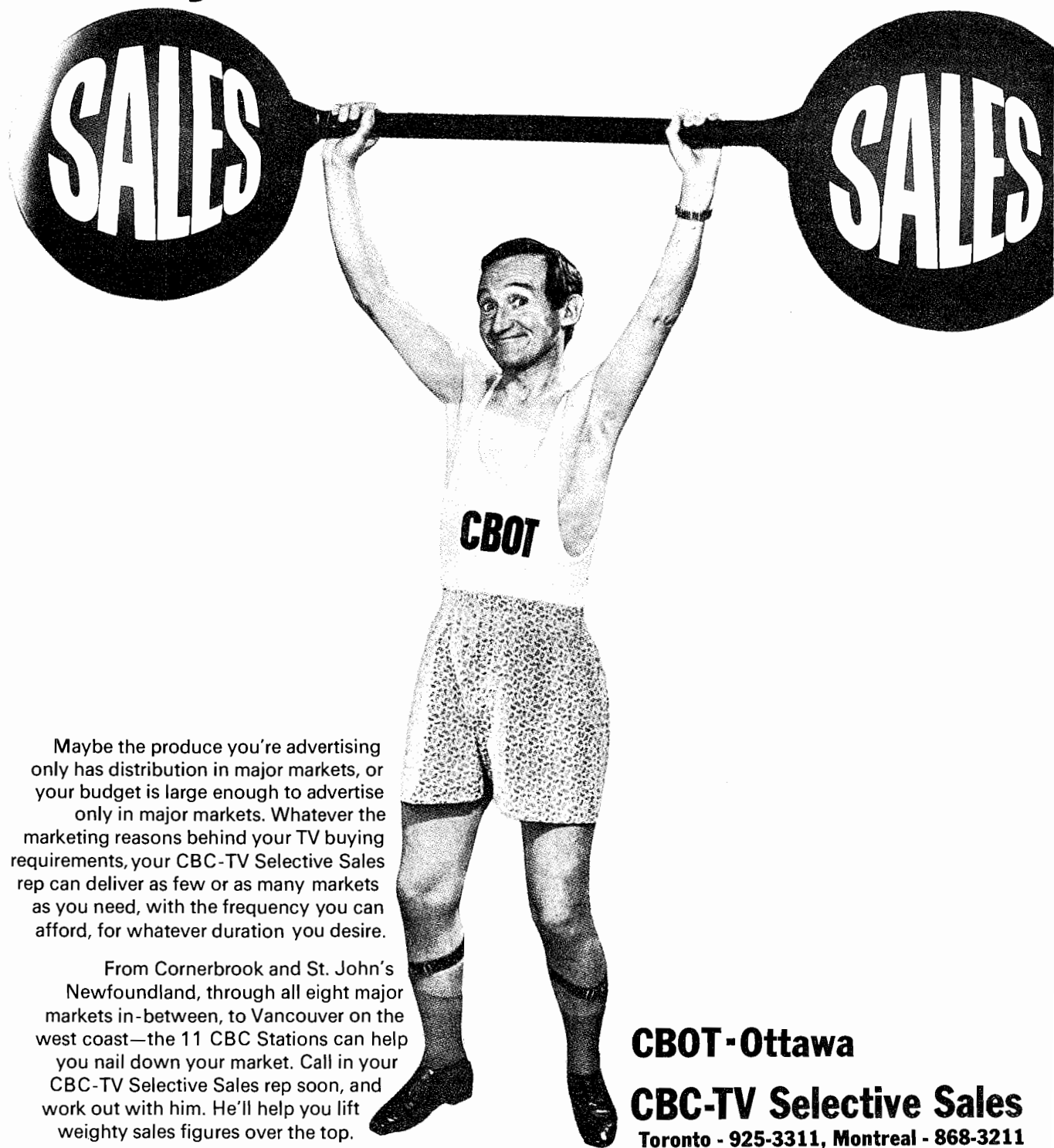
### DIGEST OF RATE CARD NO. 22—(March 1, 1970)

Hour 30 Min. 15 Min. 5 Min. Min. 30 Sec. 20 Sec. 10 Sec.  
Class AA—6-11 p.m., Sun.; 7-11 p.m., Mon.-Sat.  
\$850.00 \$510.00 \$340.00 \$255.00 \$170.00 \$120.00 \$98.00 \$60.00

BBM Weekly Circulation	BBM Area No.	Area Description	All Persons
<b>50% &amp; Over</b>	4680	Hull County	97,010
	4690	Gatineau	52,430
	4740	Pontiac	18,600
	5040	Russell	20,750
	5055	Dundas, Grenville	39,570
	5069	Ottawa Hull M.A.	522,340
	5070	Carleton	434,250
<b>Between 25-49%</b>	5090	Lanark	41,120
	5100	Renfrew	86,480
	4710	Papineau	30,190
	5009	Cornwall City	45,920
<b>Between 5-24%</b>	5010	Stormont	59,070
	5025	Glengarry Prescott	43,380
	5080	Leeds	49,190
	4650	Argenteuil	30,040
	4700	Labelle	29,620
<b>CBOT Total Persons:</b>			<b>1,031,700</b>
<b>BBM Weekly Circulation (Nov. 1969):</b>			<b>707,125</b>
Metro areas 5069 Ottawa Hull M.A.			

For BBM County-by-County Data see Services Volume

# Your CBC-TV Selective Sales rep will show you how to work out your TV buys, so you can put more muscle where you need it.



Maybe the produce you're advertising only has distribution in major markets, or your budget is large enough to advertise only in major markets. Whatever the marketing reasons behind your TV buying requirements, your CBC-TV Selective Sales rep can deliver as few or as many markets as you need, with the frequency you can afford, for whatever duration you desire.

From Cornerbrook and St. John's Newfoundland, through all eight major markets in-between, to Vancouver on the west coast—the 11 CBC Stations can help you nail down your market. Call in your CBC-TV Selective Sales rep soon, and work out with him. He'll help you lift weighty sales figures over the top.

**CBOT-Ottawa**

**CBC-TV Selective Sales**

Toronto - 925-3311, Montreal - 868-3211  
New York - Enterprise 6961 (toll free)

# Ontario—Ottawa

## CBOFT

(Ch. 9)

(French Outlet)

**Technical Facilities:** Channel No. 9 (186-192 MHz). Authorized power: 128-kw average visual, 25.6-kw average aural, 1394-ft. above av. terrain, 702-ft. above ground, 1852-ft. above sea level.

Latitude 45° 30' 11"  
Longitude 75° 51' 02"

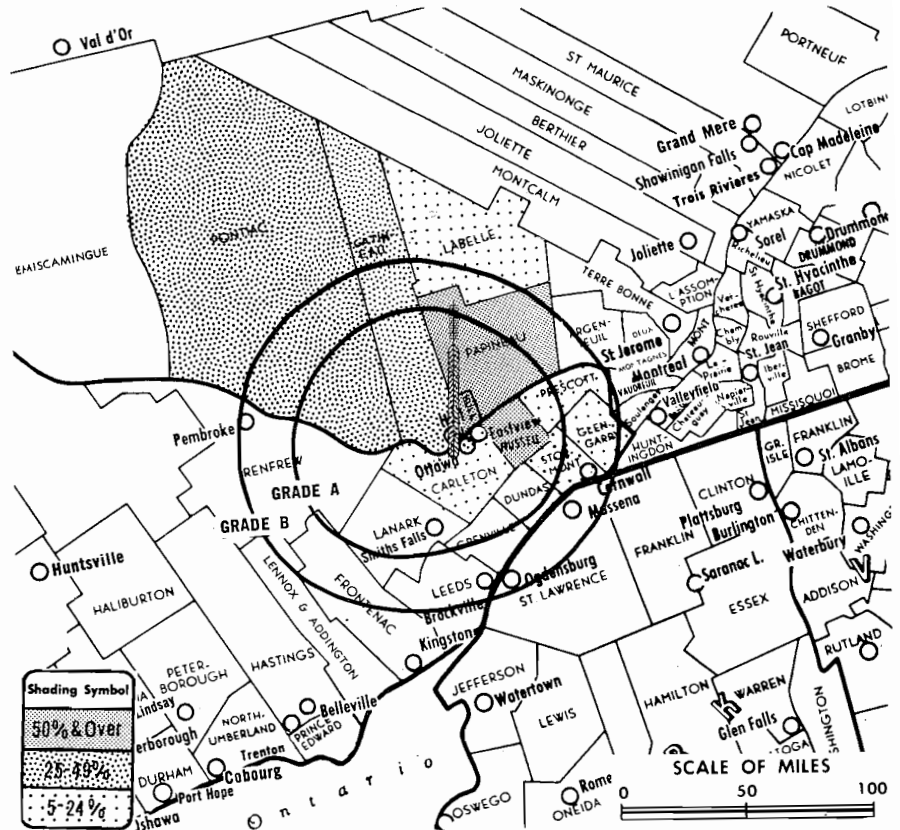
**Transmitter:** Camp Fortune, P.Q.

**Color:** Network, live, film, slide & tape.

**TV tape:** Recording facilities.

**News Wire Service:** BBC, CBS, NBC, Canadian Press.

**AM Affiliate:** CBOF, 10-kw, 1250 KHz, (CBC).



Data on circulation & persons reprinted by permission of BBM Bureau of Measurement.

CBOFT Authorized: 6/24/55

## CBOFT

**Network Service:** CBC.

**Licensee:** Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

**Studio:** Scott St. Telephone: 613-725-3511. Telex: 013-260.

**Began Operation:** June 24, 1955.

**Represented (sales) by:** CBC National Selective sales (Canada); Canadian Standard Broadcast Sales Inc. (U.S.).

### Personnel:

W. T. Armstrong, *director, Ottawa area.*  
L. M. O'Neill, *area sales manager.*  
J. M. Cleary, *operations director.*  
G. Huard, *program director.*  
J. H. Book, *technical director.*  
Ken Brown, *news supervisor.*  
P. E. Parent, *area affairs director.*

### DIGEST OF RATE CARD NO. 17 (March 1, 1970)

Hour	30 Min.	15 Min.	5 Min.	Min.	30 Sec.	20 Sec.	10 Sec.
Class AA—6-10:30 p.m., Sun.; 7-10:30 p.m., Mon.-Sat.	\$400.00	\$240.00	\$160.00	\$120.00	\$80.00	\$64.00	\$56.00
	\$40.00						

BBM Weekly Circulation	BBM Area No.	Area Description	All Persons
<b>50% &amp; Over</b>	4680	Hull County	97,010
	4710	Papineau	30,190
	5040	Russell	20,750
<b>Between 25-49%</b>	4690	Gatineau	52,430
	4740	Pontiac	18,600
	5069	Ottawa Hull M.A.	522,340
<b>Between 5-24%</b>	4700	Labelle	29,620
	5010	Stormont	59,070
	5025	Glengarry Prescott	43,380
	5070	Carleton	434,250
<b>CBOFT Total Persons:</b>			<b>785,300</b>
<b>BBM Weekly Circulation (Nov. 1969):</b>			<b>246,919</b>
<b>Metro Areas 5069 Ottawa Hull M.A.</b>			

For Ontario CATV Systems, see  
Canadian CATV Directory

# Ontario—Ottawa

## CJOH-TV

(Ch. 13)

(Also operates satellite CJSS-TV, Cornwall, Ont.)

**Technical Facilities:** Channel No. 13 (210-216 MHz). Authorized power: 325-kw visual, 65-kw aural. Antenna: Directional, 1225-ft. above av. terrain.

Latitude 45° 30' 11"  
Longitude 75° 51' 02"

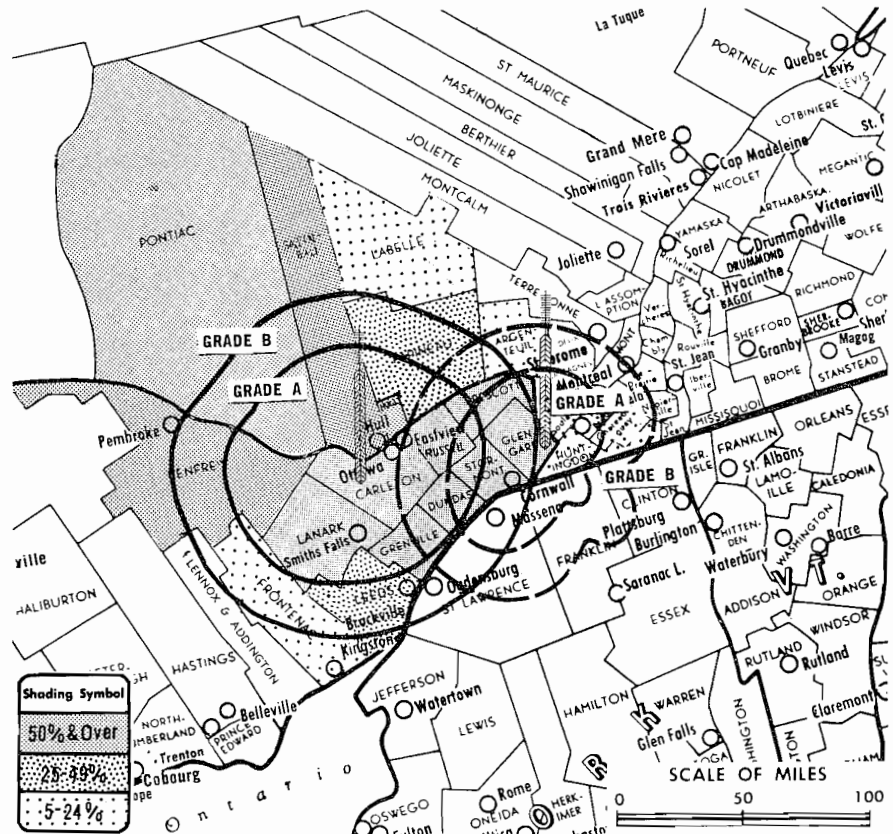
**Transmitter:** Camp Fortune, Que.

**TV tape:** Recording facilities.

**Color:** Network, live, film, slide & tape.

**News Wire Service:** AP, Canadian Press, Broadcast News.

**Facsimile Service:** AP.



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CJOH-TV Authorized: 12/19/80

## CJOH-TV

**Network Service:** CTW.

**Licensee:** Bushnell Communications Ltd., 1500 Merivale Rd., Ottawa.

**Studios:** 1500 Merivale Rd., City View, Ottawa 5.

**Telephone:** 224-1313. **Telex:** 013-294.

**Ownership:** Bushnell Communications Ltd., 1500 Merivale Rd., Ottawa. Also owns satellite CJSS-TV, Cornwall, Ont.

**Began Operation:** March 12, 1961.

**Represented (sales)** by E. S. Sumner Corp. (for U.S.); Independent Communications Sales Ltd. (Toronto, Ottawa & Montreal); Radio-TV Representatives Ltd. (Winnipeg & Vancouver).

### Personnel:

E. L. Bushnell, *chairman of the board.*  
Stuart Griffiths, *president & managing director.*  
Foy Faibish, *executive vice-president.*  
N. R. Brining, *vice president, finance.*  
S. Day, *vice president, engineering.*  
Peter Francis, *program director.*  
J. B. Sutton, *promotion manager.*  
D. W. Cameron, *general sales manager.*  
Harold Mantay, *director of operations.*

### DIGEST OF RATE CARD NO. 13 (April 1, 1970)

30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
.....	.....	.....	\$300.00	\$210.00	\$120.00

BBM Weekly Circulation	BBM Area No.	Area Description	All Persons
<b>50% &amp; Over</b>	4680	Hull County	97,010
	4690	Gatineau	52,430
	4740	Pontiac	18,600
	5009	Cornwall City	45,920
	5010	Stormont	59,070
	5025	Glengarry Prescott	43,380
	5040	Russell	20,750
	5055	Dundas, Grenville	39,570
	5069	Ottawa Hull M.A.	522,340
	5070	Carleton	434,250
5090	Lanark	41,120	
5100	Renfrew	86,480	
<b>Between 25-49%</b>	4710	Papineau	30,190
	5080	Leeds	49,190
<b>Between 5-24%</b>	4469	Valleyfield	34,380
	4535	Chateauguay, Hunt	66,770
	4555	Vaudreuil, Soulanges	46,390
	4650	Argenteuil	30,040
	4700	Labelle	29,620
5110	Frontenac	101,590	

**CJOH-TV Total Persons:** 1,246,450  
**BBM Weekly Circulation (Nov. 1969):** 821,058

Metro areas 5069 Ottawa Hull, M.A.

For Ontario CATV Systems, see Services Volume

# Ontario

## CFCH-TV North Bay

(Ch. 10)

(Repeated by separately-owned satellite rebroadcasting station CFCH-TV-1, Temiscaming, Que.)

Network Service: CBC.

Licensee: Tel-Ad Co. Ltd., Box 1000, North Bay.

Studio & Transmitter: Hwy. 11, 1-mi. S. of Callander, Ont.

Telephone: 752-3000.

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 119-kw visual, 61-kw aural. Antenna: Directional, 420-ft. above av. terrain, 358-ft. above ground, 1206-ft. above sea level, lat. 46° 12' 15", long. 79° 21' 05".

Color: Network.

AM Affiliate: CFCH-TV, 10-kw, 600 kHz (CBC).

Ownership: Tel-Ad Co. Ltd., Mrs. P. A. Campbell, pres.

Began Operation: Dec. 19, 1955.

Represented (sales) by All-Canada Radio & TV (U.S.A.); Independent Communication Sales Ltd. (Canada).

Personnel:

Reg Carne, *manager*.  
Norris Whitfield, *news editor*.  
Sid Tomkins, *program director*.  
Bette Moreton, *promotion director*.  
Larry Cameron, *chief engineer*.  
Merl Craven, *women's director*.

### DIGEST OF RATE CARD NO. 13—(April 1, 1970)

30 Min.	15 Min.	10 Min.	5 Min.	Min.	30 Sec.	20 Sec.	10 Sec.
\$175.00	\$120.00	\$100.00	\$90.00	\$70.00	\$50.00	\$50.00	\$30.00

CFCH-TV Total Persons: 120,320

BBM Weekly Circulation (Nov. 1969): 86,930

## CKVR-TV-1 Parry Sound

(Ch. 11)

(Satellite rebroadcasting station of CKVR-TV, Barrie, Ont.)

Network Service: CBC, same as CKVR-TV, Barrie.

Licensee: Ralph Snelgrove Television Ltd., Box 519, Barrie, Ont.

Transmitter: Belvedere Hill, near Parry Sound.

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 6.7-watts visual, 1.7-watts aural. Antenna: 125-ft. above av. terrain, 75-ft. above ground, 700-ft. above sea level, lat. 45° 20' 35", long. 80° 02' 15".

Began Operation: Dec. 2, 1961.

Rates: This is an automatic repeater of CKVR-TV, Barrie and is included as a bonus with that station.

## CHOV-TV Pembroke

(Ch. 5)

Network Service: CBC.

Licensee: Ottawa Valley Television Co. Ltd., 319 Pembroke St. E., Pembroke, Ont.

Telephone: 735-6811.

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 36-kw visual, 18-kw aural. Antenna: 503-ft. above av. terrain, 580-ft. above ground, 1042-ft. above sea level, lat. 45° 50' 02", long. 77° 09' 50".

Color: Network. News Wire Service: Broadcast News.

Ownership: Ottawa Valley Television Co. Ltd., 100%.

Began Operation: Aug. 19, 1961.

Represented (sales) by Canadian Standard Broadcast Sales Inc. (for U.S.) and Paul Mulvihill (for Canada).

Personnel:

Gordon Archibald, *president & general manager*.  
Brooke Duval, *program & operations manager*.  
Al Gutz, *chief engineer*.

### DIGEST OF RATE CARD NO. 6—(March 1, 1968)

30 Min.	15 Min.	10 Min.	5 Min.	Min.	30 Sec.	20 Sec.	10 Sec.
\$180.00	\$117.00	\$100.00	\$75.00	\$60.00	\$42.00	\$42.00	\$22.00

CHOV-TV Total Persons: 105,080

BBM Weekly Circulation (Nov. 1969): 88,619

## CHEX-TV Peterborough

(Ch. 12)

(Operates satellite rebroadcasting station CHEX-TV-1, Bancroft; CHEX-TV-2, Minden, both Ont.)

Network Service: CBC.

Licensee: Kawartha Broadcasting Co. Ltd., Box 659.

Studio & Transmitter: 1-mi. NE of Peterborough in Douro Twp.

Telephone: 742-0451.

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power in preferred direction: 269-kw visual, 161.5-kw aural. Antenna: 800-ft. above av. terrain, 772-ft. above ground, 1590-ft. above sea level, lat. 44° 19' 45", long. 78° 18' 03".

Color: Network, film, slide.

News Wire Service: Broadcast News, Canadian Press.

News Film Service: CBC.

AM Affiliate: CHEX, 10-kw (5-kw night), 980 kHz (CBC).

Ownership: Kawartha Broadcasting Co. Ltd. Sen. W. Rupert Davies estate, 51%; Lord Thomson of Fleet, v.p., 49%. Frontenac Broadcasting Co. Ltd. operating CKWS-TV & CKWS, Kingston is a sister company. Davies family publishes *Kingston Whig-Standard*. Lord Thomson is a chain newspaper publisher.

Began Operation: March 28, 1955.

Represented (sales) by Independent Communications Sales Ltd.

Personnel:

Wally Rewegan, *manager*.  
Ben Wilke, *chief engineer*.  
Dolores Feeley, *traffic director*.  
Ian McFarlane, *local sales manager*.  
Gord Shale, *program director*.

### DIGEST OF RATE CARD NO. 15 (April 1, 1970)

30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	10 Sec.
.....*	.....*	.....*	.....*	\$90.00	\$60.00	\$30.00

\*Rates on request.

CHEX-TV Total Persons: 2,882,460

BBM Weekly Circulation (Nov. 1969): 353,953

## CBWET Red Lake

(Ch. 10)

(Satellite rebroadcasting station of CBWCT, Fort Frances, Ont.)

Network Service: CBC, same as CBWAT, Kenora.

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: Red Lake.

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 57-kw visual, 285-kw aural. Antenna: Directional, 286-ft. above av. terrain, 211-ft. above ground, 1416-ft. above sea level, lat. 51° 01' 35", long. 93° 49' 44".

Began Operation: July 27, 1964.

Rates: Bonus to CBC English network.

## CJIC-TV Sault Ste. Marie

(Ch. 2)

Network Service: CBC, CBS, NBC, ABC.

Licensee: Hyland Radio-TV Ltd., Box 370, 119 East St.

Studio & Transmitter: 119 East St. Telephone: Algoma 6-7494.

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 28-kw visual, 15-kw aural. Antenna: Directional, minus 19-ft. above av. terrain, 225-ft. above ground, 835-ft. above sea level, lat. 46° 30' 32", long. 84° 19' 36".

Color: Network, live & film.

News Wire Service: Broadcast News.

AM Affiliate: CJIC, 10-kw (2.5-kw night), 1050 kHz (CBC).

Ownership: J. G. Hyland, estate, 100%.

Began Operation: Nov. 28, 1954.

Represented (sales) by All-Canada Radio & Television Ltd.

Personnel:

Mrs. J. G. Hyland, *president*.  
R. H. Ramsay, *manager & national sales manager*.  
Wayne Turner, *retail sales manager*.  
Karl Sepkowski, *news editor*.  
Dave Irwin, *chief engineer*.



**DIGEST OF RATE CARD NO. 13—(June 1, 1970)**

30 Min. 15 Min. 10 Min. 5 Min. Min. 30 Sec. 20 Sec. 10 Sec.  
 Class A—6-11 p.m., Mon.-Sat.; 5-11 p.m., Sun.  
 \$150.00 \$100.00 \$85.00 \$70.00 \$75.00\* \$45.00\* \$45.00\* \$23.00\*

\*Class AA—6-10 p.m., daily.

CJIC-TV Total Persons: 98,230

BBM Weekly Circulation (Nov. 1969): 97,624

**CBWDT-1  
 Sioux Lookout**

(Ch. 12)

(Satellite rebroadcasting station of CBWDT, Dryden, Ont.)

Network Service: CBC, same as CBWAT, Kenora.

Licensee: Canadian Bestg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: Sioux Lookout.

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 0.02-kw visual, 0.01-kw aural. Antenna: 276-ft. above av. terrain, 83-ft. above ground, 1477-ft. above sea level, lat. 50° 05' 25", long. 91° 57' 05".

Began Operation: March 1, 1963.

Rates: Bonus to the CBC English network.

**CBFST  
 Sturgeon Falls**

(Ch. 7)

(Repeated by CBFST-1, Sudbury, Ont.; CBFST-2, Temiscaming, Que.; CBFST-3, Elliot Lake, Ont.)

Network Service: CBC, French Network.

Licensee: Canadian Bestg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: Hwy. 64, Sturgeon Falls.

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 9.75-kw visual, 5.27-kw aural. Antenna: Directional, 617-ft. above av. terrain, 513-ft. above ground, 1363-ft. above sea level, lat. 46° 25' 10", long. 79° 56' 04".

Began Operation: March 4, 1961.

Rates: Bonus to the CBC French network.

CBFST Total Persons: 270,210

BBM Weekly Circulation (Nov. 1969): 59,407

**CBFST-1  
 Sudbury**

(Ch. 13)

(Satellite rebroadcasting station of CBFST, Sturgeon Falls)

Network Service: CBC, French Network.

Licensee: Canadian Bestg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: Sudbury.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 8.6-kw visual, 4.3-kw aural. Antenna: 492-ft. above av. terrain, 265-ft. above ground, 1403-ft. above sea level, lat. 46° 30' 14", long. 80° 58' 04".

Began Operation: July 23, 1962.

Rates: This is an automatic repeater and is included as a bonus to the CBC French network rate.

**CKSO-TV  
 Sudbury**

(Ch. 5)

(Also operates satellite rebroadcasting station CKSO-TV-1, Elliot Lake, Ont.)

Network Service: CBC, CBS, NBC, ABC.

Licensee: Cambrian Broadcasting Ltd., 336 Ash St.

Transmitter: 336 Ash St.

Studio: 336 Ash St., Box 400.

Telephone: 674-0711.

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 30-kw aural. Antenna: 1049-ft. above av. terrain, 1215-ft. above sea level, lat. 46° 30' 02"; long. 81° 01' 16".

Color: Network, film, slide & tape.

News Wire Service: Canadian Press, Broadcast News.

News Film Service: CBC.

TV tape: Recording facilities.

1970-71 Edition

**Ontario**

AM Affiliate: CKSO, 10-kw (5-kw night), 790 kHz (CBC).

FM Affiliate: CKSO-FM, 92.7 MHz (No. 224), 100-kw.

Ownership: Cambrian Broadcasting. Also operates satellite CKSO-TV-1, Elliot Lake, Ont.

Began Operation: Oct. 20, 1953.

Represented (sales) by All-Canada Radio & Television Ltd.

Personnel:

George M. Miller, *chairman*.  
 W. B. Plaunt, *president*.  
 Ralph Connor, *vice president & general manager*.  
 George Lund, *station manager*.

**DIGEST OF RATE CARD NO. 17  
 (Dec. 1, 1969)**

30 Min. 15 Min. 10 Min. 5 Min. Min. 30 Sec. 20 Sec. 10 Sec.  
 Class AA—6:55-11 p.m., Mon.-Sat.; 6-11 p.m., Sun.  
 ..... \$160.00 \$90.00 \$90.00 \$60.00

CKSO-TV Total Persons: 346,770

BBM Weekly Circulation (Nov. 1969): 230,549

**CKPR-TV  
 Thunder Bay**

(Ch. 2)

Network Service: CBC.

Licensee: Thunder Bay Electronics Ltd., 87 N. Hill St.

Studio: 87 N. Hill St.

Telephone: 344-9685.

Transmitter: Mount Baldy, 6-mi. NE of Port Arthur.

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 54.5-kw aural. Antenna: Directional, 1395-ft. above av. terrain, 707-ft. above ground, 2467-ft. above sea level, lat. 48° 31' 30", long. 89° 06' 50".

Color: Network.

News Wire Service: Broadcast News.

Began Operation: Sept. 17, 1954. Call letters changed from CFCJ-TV, Feb. 15, 1962.

Represented (sales) by Canadian Standard Broadcast Sales Inc. (for U.S.), Stovin-Byles Ltd.

Personnel:

H. Fraser Dougall, *president*.  
 Garnet N. Conger, *general manager*.  
 Gerhard Buetow, *director of engineering*.  
 Jack Masters, *commercial manager*.

**DIGEST OF RATE CARD NO. 10  
 (June 1, 1969)**

30 Min. 15 Min. 10 Min. 5 Min. Min. 30 Sec. 10 Sec.  
 Class AA—6-11 p.m., daily.  
 \$198.00 \$132.00 \$116.50 \$99.00 \$80.00 \$52.00 \$30.00

CKPR-TV Total Persons: 167,960

BBM Weekly Circulation (Nov. 1969): 132,592

(Continued on page 994-b)

**MORTON FLOM, P. Eng.  
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 Montreal 268.

# Ontario—Toronto

## CBLT (Ch. 6)

**Technical Facilities:** Channel No. 6 (82-88 MHz). Authorized power: 99.5-kw visual, 9.95-kw aural. Antenna: 402-ft. above av. terrain, 471-ft. above ground, 815-ft. above sea level.

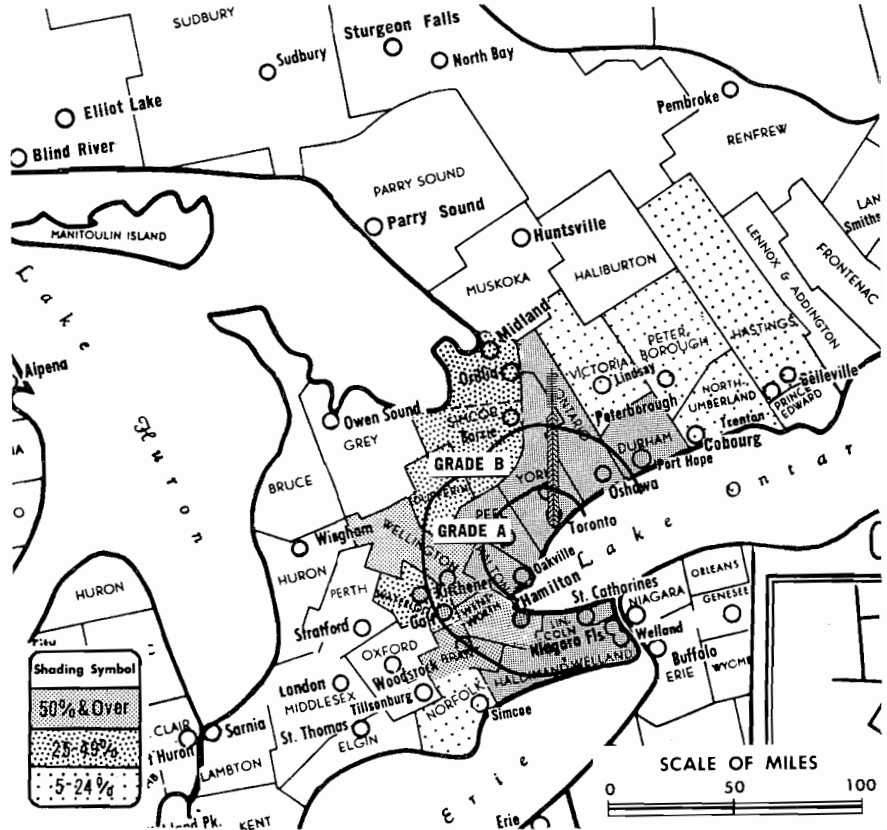
Latitude 43° 39' 48"  
Longitude 79° 22' 42"

**Transmitter:** 354 Jarvis St.

**Color:** Network, live, film, slide & tape.

**TV tape:** Recording facilities.

**News Wire Service:** CBS, NBC, ABC, ITV, BBC, AFP, Reuters.



Data on circulation & persons reprinted by permission of FBM Bureau of Measurement.

CBLT Authorized: 9/8/52

## CBLT

**Network Service:** CBC.

**Licensee:** Canadian Bestg. Corp., 1500 Bronson Ave., Ottawa, Ont.

**Studio:** 354 Jarvis St., Toronto 5.

**Telephone:** 925-3311. **Telex:** 02-2763.

**AM Affiliate:** CBL & CJBC, 50-kw, 740 kHz & 50-kw, 860 kHz (CBC).

**FM Affiliate:** CBC-FM, 11.9-kw, 99.1 MHz (No. 256), 422-ft.

**Began Operation:** Sept. 8, 1952.

**Represented (sales) by:** CBC National Selective Sales.

**Personnel:**

- W. Weston, *station manager.*
- J. Patterson, *director, TV operations & production services.*
- N. Garriock, *director, TV network planning.*
- K. Nash, *director, information programs.*
- J. R. Malloy, *sales director (TV).*

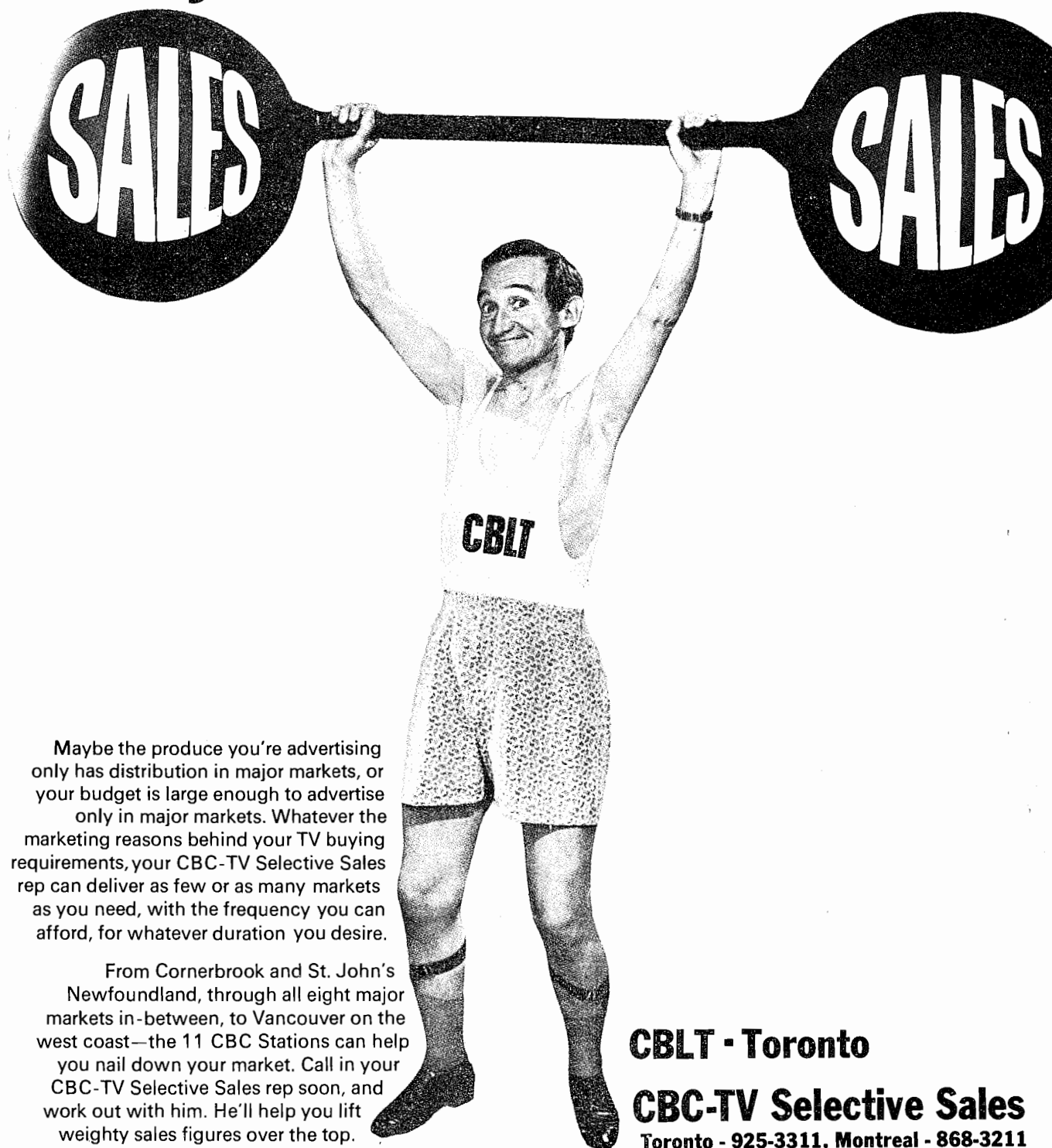
### DIGEST OF RATE CARD NO. 23 (March 1, 1970)

Hour 30 Min. 15 Min. 5 Min. Min. 30 Sec. 20 Sec. 10 Sec.  
Class AA—6-11 p.m., Sun.; 7-11 p.m., Mon.-Sat.  
\$2000.00 \$1200.00 \$800.00 \$600.00 \$475.00 \$356.00 \$327.00 \$190.00

For Index to Contents, see Services Volume

BBM Weekly Circulation	BBM Area No.	Area Description	All Persons
<b>50% &amp; Over</b>	5179	Oshawa U.A.	111,300
	5180	Durham	46,800
	5190	Ontario	191,290
	5199	Toronto M.A.	2,341,050
	5200	York	2,165,380
	5209	Brampton U.A.	64,500
	5210	Peel	216,540
	5269	Hamilton M.A.	478,570
	5270	Halton	162,540
	5280	Wentworth	411,270
	5289	St. Catharines U.A.	116,930
	5290	Lincoln	156,640
	5299	Niagara Falls U.A.	62,370
	5300	Welland County	185,050
	5309	Welland U.A.	61,530
5310	Haldimand	30,660	
5319	Brantford U.A.	64,630	
5320	Brant	93,660	
5339	Kitchener M.A.	207,290	
5359	Guelph M.A.	55,780	
5360	Wellington	99,190	
<b>Between 25-49%</b>	5221	Simcoe E. Elect. District	59,990
	5235	Simcoe bal., Dufferin	110,280
	5340	Waterloo County	233,960
<b>Between 5-24%</b>	5139	Belleville	33,420
	5140	Hastings	92,020
	5150	Northumberland	46,340
	5159	Peterborough U.A.	57,840
	5160	Peterborough County	83,890
	5170	Victoria	30,860
5330	Norfolk	49,380	
<b>CBLT Total Persons:</b>			4,465,740
<b>BBM Weekly Circulation (Nov. 1969):</b>			3,197,647
<b>Metro areas</b>	5199	Toronto M.A.	
	5269	Hamilton M.A.	
	5339	Kitchener M.A.	
	5359	Guelph M.A.	

# Your CBC-TV Selective Sales rep will show you how to work out your TV buys, so you can put more muscle where you need it.



Maybe the produce you're advertising only has distribution in major markets, or your budget is large enough to advertise only in major markets. Whatever the marketing reasons behind your TV buying requirements, your CBC-TV Selective Sales rep can deliver as few or as many markets as you need, with the frequency you can afford, for whatever duration you desire.

From Cornerbrook and St. John's Newfoundland, through all eight major markets in-between, to Vancouver on the west coast—the 11 CBC Stations can help you nail down your market. Call in your CBC-TV Selective Sales rep soon, and work out with him. He'll help you lift weighty sales figures over the top.

**CBLT - Toronto**

**CBC-TV Selective Sales**

Toronto - 925-3311, Montreal - 868-3211  
New York - Enterprise 6961 (toll free)

# Ontario

## CBFOT Timmins

(Ch. 9)  
(French Outlet)

(Also has satellite rebroadcasting station CBFOT-1, Kapuskasing, Ont. which is repeated by CBFOT-2, Hearst, Ont.)

Network Service: CBC French Network.

Licensee: Canadian Bcstg. Corp., Ottawa, Ont.

Transmitter: Schumacher, near Timmins.

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 16-kw visual, 8-kw aural. Antenna: 562-ft. above av. terrain, 525-ft. above ground, 1525-ft. above sea level, lat. 48° 28' 00", long. 81° 17' 50".

Began Operation: Sept. 7, 1964.

Rates: This is an automatic relay for the CBC French network and is included as a bonus to network.

CBFOT Total Persons: 93,730  
BBM Weekly Circulation (Nov. 1969): 18,275

## CFCL-TV Timmins

(Ch. 6)

(Repeated by CFCL-TV-2, Kearns; CFCL-TV-3, Kapuskasing; CFCL-TV-4, Hearst; CFCL-TV-7, Chapleau, all Ont., CFCL-TV-5, Malartic, Que.)

Network Service: CBC.

Licensee: J. Conrad Lavigne Enterprises, P.O. Box 620.

Studio & Transmitter: Mont Sacre Coeur.

Telephone: 264-4211.

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 50-kw aural. Antenna: 557-ft. above av. terrain, 525-ft. above ground, 1592-ft. above sea level, lat. 48° 29' 30", long. 81° 19' 45".

Color: Network, film, slide & tape.

News Wire Service: Canadian Press.

AM Affiliate: CFCL, 10-kw (2.5-kw night), 620 kHz.

Ownership: J. Conrad Lavigne, 100%. Also owns satellites in Kapuskasing, Ont. (Ch. 3); Kearns, Ont. (Ch. 2); Hearst, Ont. (Ch. 4); Chapleau, Ont. (Ch. 7) and Malartic, Que. (Ch. 5).

Began Operation: June 24, 1956.

Represented (sales) by Weed & Co. (U.S.); Paul Mulvihill & Co. Ltd. (Toronto, Montreal); Stephens & Towndrow Ltd. (Vancouver); A. J. Messner & Co. (Winnipeg).

### Personnel:

J. Conrad Lavigne, *president*.  
Rene Barrette, *general manager*.  
Terry Coles, *program director & film buyer*.  
Rudy Fauteux, *director of engineering*.

### DIGEST OF RATE CARD 14 (Jan. 1, 1970)

30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	10 Sec.
\$375.00	\$245.00	\$210.00	\$155.00	\$125.00	\$80.00	\$40.00

Class AA—6:30-11 p.m., daily.

CFCL-TV Total Persons: 308,290  
BBM Weekly Circulation (Nov. 1969): 180,774

For Ontario CATV Systems  
See Services Volume

## CBLAT-3

### Wawa

(Ch. 9)

(Satellite rebroadcasting station of CBLAT-2, White River)

Network Service: CBC.

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: 2.5 mi. NE of Wawa.

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 16-kw visual, 3.2-kw aural. Antenna: 581-ft. above av. terrain, 374-ft. above ground, 1814-ft. above sea level, lat. 48° 01' 13" long. 84° 44' 08".

Began Operation: Dec. 12, 1967.

Rates: Included as a bonus to CBLAT, Geraldton.

## CBLAT-2

### White River

(Ch. 12)

(Satellite rebroadcasting station of CBLAT-1, Manitowadge)

Network Service: CBC.

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: 5 mi. NE of White River.

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 384-watts visual, 77-watts aural. Antenna: 761-ft. above av. terrain, 347.5-ft. above ground, 2311-ft. above sea level, lat. 48° 37' 45", long. 85° 11' 24".

Began Operation: Dec. 1, 1967.

Rates: Included as a bonus to CBLAT, Geraldton.

## CKNX-TV

### Wingham

(Ch. 8)

Network Service: CBC.

Licensee: Radio Station CKNX Ltd., Wingham.

Studio: Carling Terrace. Telephone: 519-357-1310.

Transmitter: 4-mi. S of Walkerton.

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 180-kw visual, 100-kw aural. Antenna: 793-ft. above av. terrain, 650-ft. above ground, 1800-ft. above sea level, lat. 44° 05' 26", long. 81° 12' 26".

Color: Network, film & slide.

News Wire Service: UPI.

AM Affiliate: CKNX, 10-kw (1-kw night), 920 kHz.

Ownership: W. T. Cruickshank, pres., 100%.

Began Operation: Nov. 18, 1955.

Represented (sales) by All-Canada Radio & Television Ltd.

### Personnel:

G. W. Cruickshank, *general manager*.  
Ross Hamilton, *sales manager*.  
George Walling, *program director & film buyer*.  
Les Armstrong, *farm editor*.  
Scott Reid, *chief engineer*.  
Ian MacLaurin, *production supervisor*.  
Kaye Swan, *traffic supervisor*.

### DIGEST OF RATE CARD NO. 12 (June 1, 1970)

30 Min.	15 Min.	10 Min.	5 Min.	Min.	30 Sec.	20 Sec.	10 Sec.
\$250.00	\$175.00	\$150.00	\$125.00	\$90.00*	\$60.00*	\$60.00*	\$30.00*

\*Class AA—7-10 p.m., Mon.-Thurs. & Sat.; 7-11 p.m., Fri.; 6-10 p.m., Sun.

CKNX-TV Total Persons: 377,510  
BBM Weekly Circulation (Nov. 1969): 188,075

# Ontario—Toronto

## CFTO-TV

(Ch. 9)

**Technical Facilities:** Channel No. 9 (186-192 MHz). Authorized power: 325-kw visual, 162-kw aural. Antenna: 925-ft. above av. terrain, 889.5-ft. above ground, 1439.5-ft. above sea level.

Latitude 43° 46' 48"  
Longitude 79° 15' 34"

**Transmitter:** 1550 McCowan Rd., Agincourt.

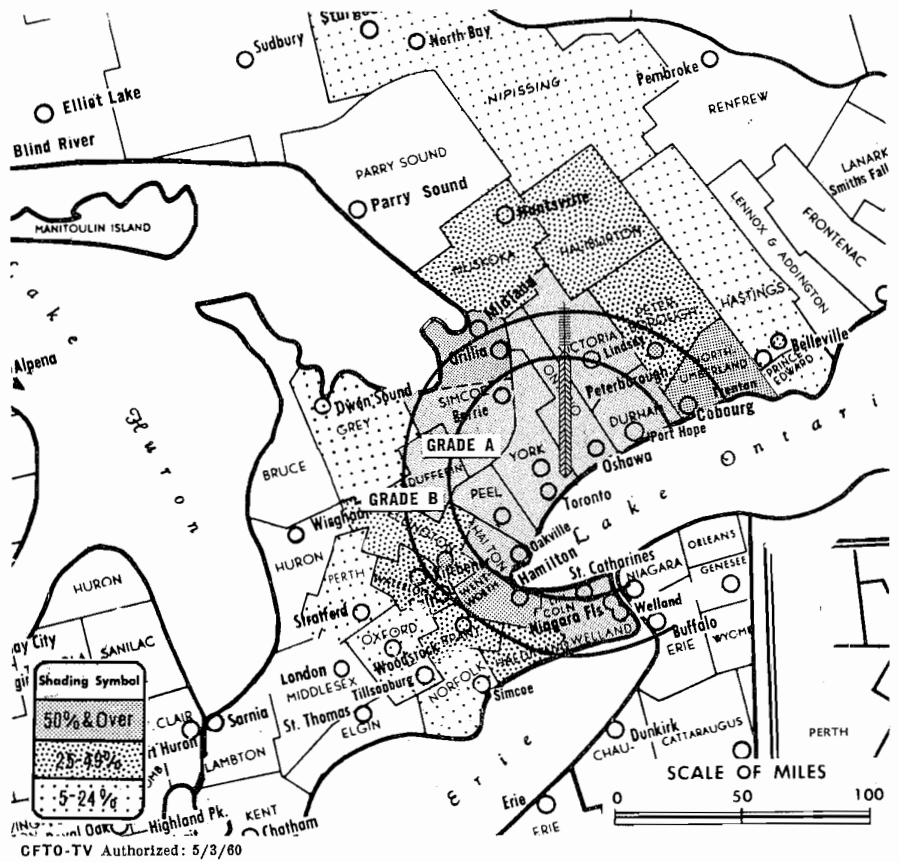
**Color:** Network, live, film, slide & tape.

**TV tape:** Recording facilities.

**News Wire Service:** AP, Broadcast News, Canadian Press.

**Facsimile Service:** Broadcast News, Canadian Press.

**News Film Service:** ABC.



Data on circulation & persons reprinted by permission of BBM Bureau of Measurement.

CFTO-TV Authorized: 5/3/60

## CFTO-TV

**Network Service:** CTW.

**Licensee:** Baton Broadcasting Ltd., Box 9, Toronto 16.

**Studio:** 1550 McCowan Rd., Agincourt.

**Sales Office:** 111 University Ave., Toronto.

**Telephone:** 416-362-2811.

**TWX No.:** 022-674.

**Ownership:** *Toronto Telegram*, 53%; others, 47%. Officers: John Bassett (publisher of the *Telegram*), chairman and pres.; Foster Hewitt, v.p.; Charles Dubin, secy.; Delbert Perigoe, treas.

**Began Operation:** Jan. 1, 1961.

**Represented (sales) by** ABC International Television Inc. (U.S.); CFTO-TV (Toronto, Montreal); Stovin-Byles Ltd. (Winnipeg, Vancouver).

**Personnel:**

- J. Bassett, *chairman and president.*
- E. J. Delaney, *v.p., program & sales.*
- L. Nichols, *v.p., finance & administration.*
- I. Hall, *general sales manager.*
- W. H. Cox, *national sales manager.*
- R. Delisle, *Montreal sales manager.*
- J. Ruttle, *program & promotion manager.*
- Don Davis, *operations manager.*

**DIGEST OF RATE CARD NO. 9**

(Dec. 31, 1969)

30 Min. 15 Min. 10 Min. 5 Min. Min. 30 Sec. 20 Sec. 10 Sec.

Class AA—6:30-11 p.m., daily.

\$1400.00 \$1100.00 \$900.00 \$700.00 \$550.00 \$330.00 \$330.00 .....

For Explanation of BBM Survey Methods

See Front of this Volume

BBM Weekly Circulation	BBM Area No.	Area Description	All Persons
50% & Over	5150	Northumberland	46,340
	5159	Peterborough U.A.	57,840
	5170	Victoria	30,860
	5179	Oshawa U.A.	111,300
	5180	Durham	46,800
	5190	Ontario	191,290
	5199	Toronto M.A.	2,341,050
	5200	York	2,165,380
	5209	Brampton U.A.	64,500
	5210	Peel	216,540
	5221	Simcoe E. Elect. District	59,990
	5235	Simcoe bal., Dufferin	110,280
	5269	Hamilton M.A.	478,570
	5270	Halton	162,540
	5280	Wentworth	411,270
	5289	St. Catharines U.A.	116,930
	5290	Lincoln	156,640
5299	Niagara Falls U.A.	62,370	
5300	Welland County	185,050	
5309	Welland U.A.	61,530	
5359	Guelph M.A.	55,780	
Between 25-49%	5139	Belleville	33,420
	5160	Peterborough County	83,890
	5255	Haliburton Muskok	35,260
	5310	Halldmand	30,660
	5319	Brantford U.A.	64,630
	5320	Brant	93,660
	5339	Kitchener M.A.	207,290
Between 5-24%	5340	Waterloo County	233,960
	5360	Wellington	99,190
	5130	Prince Edward	20,350
	5140	Hastings	92,020
	5330	Norfolk	49,380
	5350	Oxford	77,970
	5420	Perth	60,870
5450	Grey	61,610	
5470	Nipissing	73,420	

**CFTO-TV Total Persons:** 4,759,220  
**BBM Weekly Circulation (Nov. 1969):** 3,363,791

**Metro Areas** 5199 Toronto M.A.  
5269 Hamilton M.A.  
5339 Kitchener M.A.  
5359 Guelph M.A.

# Ontario—Windsor

## CKLW-TV

(Ch. 9)

**Technical Facilities:** Channel No. 9 (186-192 MHz). Authorized power: 325-kw visual, 65-kw aural. Antenna: Directional, 655-ft. above av. terrain, 650-ft. above ground, 1250-ft. above sea level.

Latitude 42° 18' 59"  
Longitude 83° 02' 58"

**Transmitter:** 825 Riverside Drive W., Windsor.

**Studio:** 825 Riverside Drive W., Windsor.

**Color:** Network, live, film, slide & tape.

**TV tape:** Recording facilities.

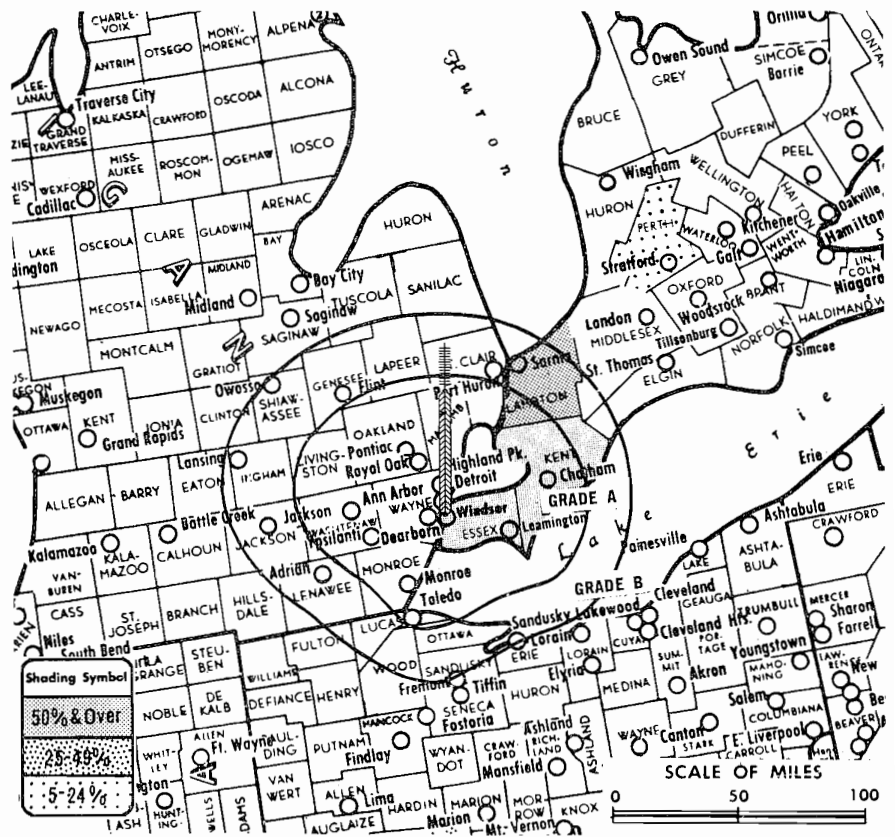
**News Wire Service:** UPI & AP.

**Facsimile Service:** UPI.

**News Film Service:** Broadcast News.

**AM Affiliate:** CKLW, 50-kw, 800 kHz.

**FM Affiliate:** CKLW-FM, 50-kw 93.9 MHz (No. 230), 414-ft. antenna height.



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Predicted contours supplied by station.

## CKLW-TV

**Network Service:** CBC.

**Licensee:** Western Ontario Bcstg. Co. Ltd., 825 Riverside Dr. W. Windsor, Ont.

**Detroit & Business Office:** 1450 Guardian Bldg., Detroit, Mich. (48226).

**Telephones:** 961-7200, Detroit; 254-2831, Windsor.

**Telex No.:** 610-362-0763.

**Ownership:** CKLW-TV officers: S. C. Ritchie, pres.; W. H. Gatfield, treas. Note: Western Ontario Bcstg. Co. Ltd. (RKO Distributing Corp. of Canada, RKO General Inc.) licensee; for other interests see WOR-TV, New York. Sale pends.

**Began Operation:** Sept. 16, 1954.

**Represented (sales) by** RKO General Inc.

**Represented (legal) by** Rogers & Rowland, Toronto, Ont.

**Personnel:**

S. C. Ritchie, *president & general manager*.  
Elmer F. Jaspán, *program & production mgr., TV*.  
Don Cote, *sales manager*.  
Stewart Clark, *engineering director*.

### DIGEST OF RATE CARD NO. 9 (March 1, 1968)

30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	ID	
Class A—5-9:30 p.m., Mon.-Fri.; 5-11 p.m., Sat.; 1-9:30 p.m., Sun.	\$400.00	\$350.00	\$300.00	\$250.00	\$120.00	\$100.00	\$50.00

BBM Weekly Circulation	BBM Area No.	Area Description	All Persons
50% & Over	5389	Sarnia U.A.	70,630
	5390	Lambton	111,570
	5399	Chatham	33,170
	5400	Kent	98,570
	5409	Windsor M.A.	219,340
5410	Essex	290,920	
Between 25-49%	None Between 25-49%		
Between 5-24%	5420	Perth	60,870
CKLW-TV Total Persons:			561,930
BBM Weekly Circulation (Nov. 1969):			384,032
Metro areas 5409 Windsor M.A.			

Also see Station Listing  
Under Detroit, Michigan.

# Ontario-Windsor (Detroit, Mich.)

## WJBK-TV

(Ch. 2)

**Technical Facilities:** Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1000-ft. above av. terrain, 1057-ft. above ground, 1730-ft. above sea level.

Latitude 42° 27' 38"  
Longitude 83° 12' 47"

**Transmitter:** Southfield, Mich.

**TV tape:** Recording facilities.

**AM Affiliate:** WJBK, 10-kw (1-kw night), 1500 kHz.

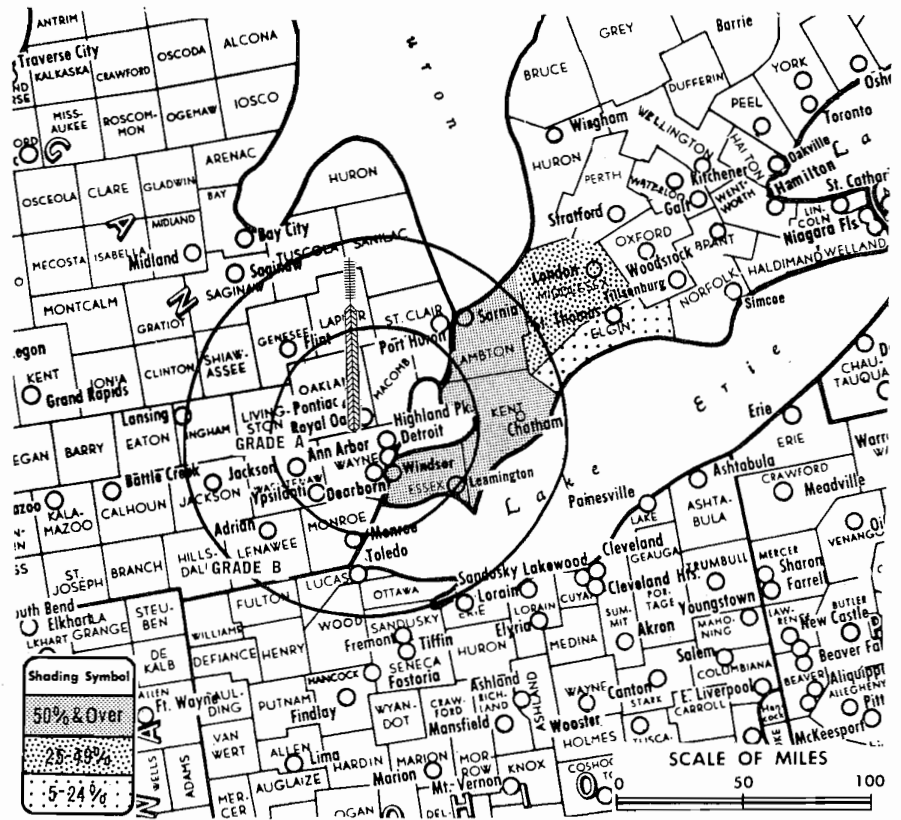
**FM Affiliate:** WJBK-FM, 30-kw, 93.1 MHz (No. 226), 440-ft. antenna height.

**Color:** Network, live, film, slide & tape.

**News Wire Service:** AP, UPI.

**Facsimile Service:** UPI.

**News Film Service:** CBS.



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WJBK-TV Ref. FCC File No. BMPCT-880 Granted 1/2/53

## WJBK-TV

**Licensee:** Storer Broadcasting Co., 7441 Second Blvd., Detroit, Mich. (48202).

**Studio:** 7441 Second Blvd.

**Telephone:** 313-873-7400. TWX No.: 313-222-5414.

**Ownership:** Storer Bcstg. Co., 1177 Kane Concourse, Miami Beach, Fla. For other interests, see listing under Group Ownership.

**Began Operation:** Oct. 24, 1948.

**Represented (sales)** by Storer Television Sales Inc.

**Represented (legal)** by Warren Zwicky.

**Represented (engineering)** by A. Earl Cullum Jr.

**Personnel:**

Lawrence M. Carino, *vice president & general manager.*  
Jay Watson, *station manager.*  
Hap Eaton, *general sales manager.*  
George Crandall, *local sales manager.*  
Todd A. Spoerl, *program manager.*  
Ron David, *promotion manager.*  
Bob McBride, *news director.*  
Marion Stoner, *chief engineer.*

### DIGEST OF RATE CARD NO. 28A

(Jan. 1, 1969)

Hour 30 Min. 15 Min. 5 Min. Min. 20 Sec. 10 Sec.

Class AA—7:30-11 p.m., Sun.-Fri.; 7-11 p.m., Sat.

\$3500.00 \$2300.00 ..... Graded rates apply\*

\*Highest rate—\$1800.

**NETWORK BASE HOURLY RATE:** \$3100.

BBM Weekly Circulation	BBM Area No.	Area Description	All Persons
<b>50% &amp; Over</b>	5389	Sarnia U.A.	70,630
	5390	Lambton	111,570
	5399	Chatham	33,170
	5400	Kent	98,570
	5409	Windsor M.A.	219,340
	5410	Essex	290,920
<b>Between 25-49%</b>	5369	London M.A.	222,300
	5370	Middlesex	266,760
<b>Between 5-24%</b>	5380	Elgin	56,620
<b>WJBK-TV Total Persons:</b>			<b>824,440</b>
<b>BBM Weekly Circulation (Nov. 1969):</b>			<b>493,743</b>
Metro areas	5409	Windsor M.A.	
	5369	London M.A.	

For Group Ownership  
See Services Volume

# Ontario—Windsor (Detroit, Mich.)

## WKBD-TV

(Ch. 50)

**Technical Facilities:** Channel No. 50 (686-692 MHz). Authorized power: 1090-kw max. & 740-kw horizontal visual, 163.5-kw max. & 111-kw horizontal aural. Antenna: 966-ft. above av. terrain, 1049-ft. above ground, 1749-ft. above sea level.

Latitude 42° 29' 01"  
Longitude 83° 18' 44"

**Transmitter:** 26955 West 11 Mile Road, Southfield, Mich.

**TV tape:** Recording facilities.

**Color:** Network, film, slide & tape.

**News Wire Service:** UPI.

**Facsimile Service:** UPI.

**News Film Service:** UPI.



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WKBD-TV Ref: FCC File no. BPCT-3773 Granted 6/23/66

## WKBD-TV

**Network Service:** None, independent.

**Grantee:** Kaiser Broadcasting Corp., Kaiser Center, 300 Lakeside Dr., Oakland, Cal. (94604).

**Studio:** 26955 West 11 Mile Rd., Southfield, Mich. (48076).

**Mailing Address:** Box 359, Southfield, Mich. (48075).

**Telephone:** 313-444-8500.

**Ownership:** Wholly owned subsidiary of Kaiser Industries Corp., Richard C. Block, v.p. & gen. mgr. Kaiser also owns WKBS-TV, Burlington-Philadelphia; WKBG-TV, WCAS (AM), Cambridge & WJIB-FM, Boston (90%); KBSC-TV, Los Angeles-Corona; KBHK-TV, San Francisco and WKBF-TV, Cleveland (50%).

**Began Operation:** Jan. 10, 1965.

**Represented (sales)** by Avco Radio Television Sales Inc.

**Represented (legal)** by Wilmer, Cutler & Pickering.

**Represented (engineering)** by Gautney & Jones.

### Personnel:

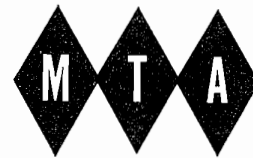
- Richard L. Freeman, v.p. & general manager.
- John Steinwand, program manager.
- Bruce C. Mayer, assistant general manager.
- E. King Patterson, sales manager.
- Alan S. Feuer, local sales manager.
- Matt Quinn, news manager.
- Al Martin, chief engineer.
- Charles W. Stroud, promotion manager.
- Monty Salisbury, operations manager.

### DIGEST OF RATE CARD NO. 3 (Feb. 1, 1968)

Hour	30 Min.	15 Min.	5 Min.	Min. or 20 Sec.	ID
Class A—7:30-11 p.m., daily.					
\$1000.00	\$700.00	\$450.00	Graded rates apply*		

\*Highest rate: \$540.

BBM Weekly Circulation	BBM Area No.	Area Description	All Persons
50% & Over	None	50% & Over	
Between 25-49%	5389	Sarnia U.A.	70,630
	5399	Chatham	33,170
	5409	Windsor M.A.	219,340
	5410	Essex	290,920
Between 5-24%	5390	Lambton	111,570
	5400	Kent	98,570
<b>WKBD-TV Total Persons:</b>			<b>501,060</b>
<b>BBM Weekly Circulation (Nov. 1969):</b>			<b>152,101</b>
Metro areas	5409	Windsor M.A.	



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# Ontario-Windsor (Detroit, Mich.)

## WWJ-TV

(Ch. 4)

**Technical Facilities:** Channel No. 4 (66-72 MHz). Authorized power: 97.7-kw visual, 9.77-kw aural. Antenna: 1010-ft. above av. terrain, 1068-ft. above ground, 1749-ft. above sea level.

Latitude 42° 28' 59"  
Longitude 83° 12' 20"

**Transmitter:** Greenfield & 10½ Mile Rds.

**Studio:** 622 Lafayette Blvd.

**TV tape:** Recording facilities.

**AM Affiliate:** WWJ, 5-kw, 950 kHz (NBC).

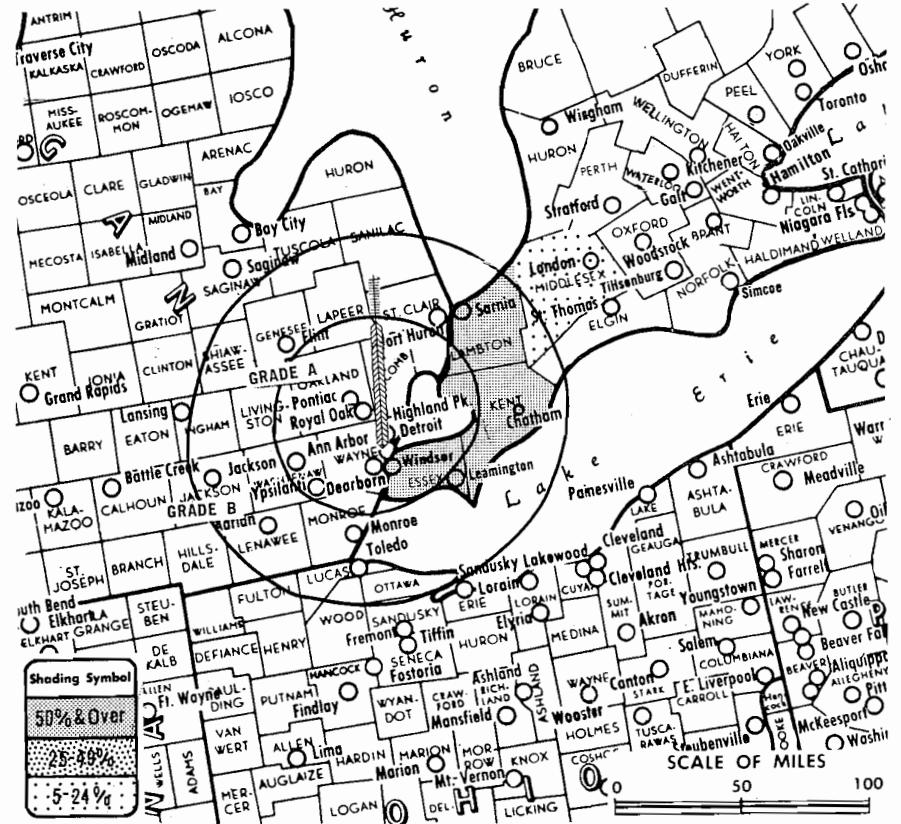
**FM Affiliate:** WWJ-FM, 50-kw, 97.1 MHz (No. 246), 480-ft. antenna height.

**Color:** Network, live, film, slide & tape.

**News Wire Service:** AP, UPI, Western Union Sports.

**Facsimile Service:** UPI.

**News Film Service:** NBC.



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WWJ-TV Ref: FCC Doc. No.—14407 Granted 2/1/54

## WWJ-TV

**Licensee:** Evening News Assn., 622 Lafayette Blvd., Detroit (48231).

**Telephone:** 313-222-2000. TWX No.: 313-222-5004.

**Ownership:** Evening News Assn., publisher of *The Detroit News*; Peter B. Clark, pres.

**Began Operation:** June 3, 1947.

**Represented (sales)** by Peters, Griffin, Woodward Inc.; Andy McDermott (Canada).

**Represented (legal)** by Pierson, Ball & Dowd.

**Represented (engineering)** by David L. Steel Sr.

### Personnel:

- Don F. DeGroot, *general manager.*
- Franklin G. Sisson, *station manager.*
- David F. Strubbe, *sales manager.*
- James C. Dages, *national sales manager.*
- Jack C. Brussel, *sales development manager.*
- Melvin C. Wissman, *program development manager.*
- William R. Williams, *promotion manager.*
- Lawrence M. Clamage, *program & production manager.*
- David J. Kelly, *news director.*
- Paul Williams, *public affairs manager.*
- Donald L. Balcom, *chief engineer.*
- Leonard W. Eden, *development engineer.*

### DIGEST OF RATE CARD NO. 28 (June 15, 1969)

Hour	30 Min.	Min.	20 Sec.	ID
Class AA—8-11 p.m., daily	\$3600.00	\$2200.00		Graded rates apply*
*Highest rate: \$2000.				
<b>NETWORK BASE HOURLY RATE: \$3500.</b>				

BBM Weekly Circulation	BBM Area No.	Area Description	All Persons
<b>50% &amp; Over</b>	5389	Sarnia U.A.	70,630
	5390	Lambton	111,570
	5399	Chatham	33,170
	5400	Kent	98,570
	5409	Windsor M.A.	219,340
5410	Essex	290,920	
<b>Between 25-49%</b>	None Between 25-49%		
<b>Between 5-24%</b>	5369	London M.A.	222,300
	5370	Middlesex	266,760
<b>WWJ-TV Total Persons:</b>			<b>767,820</b>
<b>BBM Weekly Circulation (Nov. 1969):</b>			<b>449,977</b>
Metro areas	5409	Windsor M.A.	
	5369	London M.A.	

For ARB Net Weekly Circulation  
See U.S. Station Directory

# Ontario-Windsor (Detroit, Mich.)

## WXYZ-TV

(Ch. 7)

**Technical Facilities:** Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1000-ft. above av. terrain, 1073-ft. above ground, 1733-ft. above sea level.

Latitude 42° 28' 15"  
Longitude 83° 15' 00"

**Transmitter:** Broadcast House, 20777 W. Ten Mile Rd., Southfield, Mich.

**Studio:** Broadcast House, 20777 W. Ten Mile Rd., Southfield, Mich.

**TV tape:** Recording facilities.

**AM Affiliate:** WXYZ, 5-kw, 1270 kHz (ABC).

**FM Affiliate:** WXYZ-FM, 27.2-kw, 101.1 MHz (No. 266), 880-ft. antenna height.

**Color:** Network, live, film, slide & tape.

**News Wire Service:** AP, UPI.

**Facsimile Service:** UPI.

**News Film Service:** ABC.



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WXYZ-TV Ref: FCC File No. BPCT-2490 Granted 7/10/58

## WXYZ-TV

**Licensee:** WXYZ Inc., Broadcast House, 20777 West Ten Mile Rd., Southfield, Mich. (48075).

**Telephone:** 313-444-1111. **TWX No.:** 313-357-4605.

**Ownership:** American Bcstg. Co., 100%; see WABC-TV, New York. Began Operation: Oct. 9, 1948.

**Represented (sales)** by ABC Television Spot Sales Inc.; Stovin-Byles (Canada).

**Represented (legal)** by McKenna & Wilkinson.

**Represented (engineering)** by Kear & Kennedy.

### Personnel:

- Donald F. Keck, *vice president & general manager.*
- John C. Severino, *general sales manager.*
- Jack B. Allen, *sales manager.*
- Jan Coil, *sales traffic manager.*
- Robert Sutton, *director of advertising & promotion.*
- Ralph Dawson, *commercial tape manager.*
- Peter Kizer, *program manager & film buyer.*
- Earl Moore, *business manager.*
- Charles Kocher, *chief engineer.*
- Frank Benesh, *news director.*
- Barry Galkin, *research director.*
- Lowell Newton, *editorial director.*

### DIGEST OF RATE CARD (Jan. 1, 1968)

Hour	30 Min.	15 Min.	Min.	20 Sec.	10 Sec.
Class AA—7:30-11 p.m., daily.					
\$3500.00	\$2380.00	\$1200.00		Graded rates apply*	

\*Highest rate: \$1200.

**NETWORK BASE HOURLY RATE:** \$3300.

BBM Weekly Circulation	BBM Area No.	Area Description	All Persons
<b>50% &amp; Over</b>	5389	Sarnia U.A.	70,630
	5390	Lambton	111,570
	5399	Chatham	33,170
	5400	Kent	98,570
	5410	Windsor M.A.	219,340
		Essex	290,920
<b>Between 25-49%</b>	5369	London M.A.	222,300
	5370	Middlesex	266,760
<b>Between 5-24%</b>		None Between 5-24%	
<b>WXYZ-TV Total Persons:</b>			<b>767,820</b>
<b>BBM Weekly Circulation (Nov. 1969):</b>			<b>493,004</b>
Metro areas	5409	Windsor M.A.	
	5369	London M.A.	

For ABC Network Listing  
See Services Volume

# Quebec—Chicoutimi

## CJPM-TV

(Ch. 6)

(French Outlet)

**Technical Facilities:** Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 52.5-kw aural. Antenna: 850-ft. above av. terrain, 255-ft. above ground, 805-ft. above sea level.

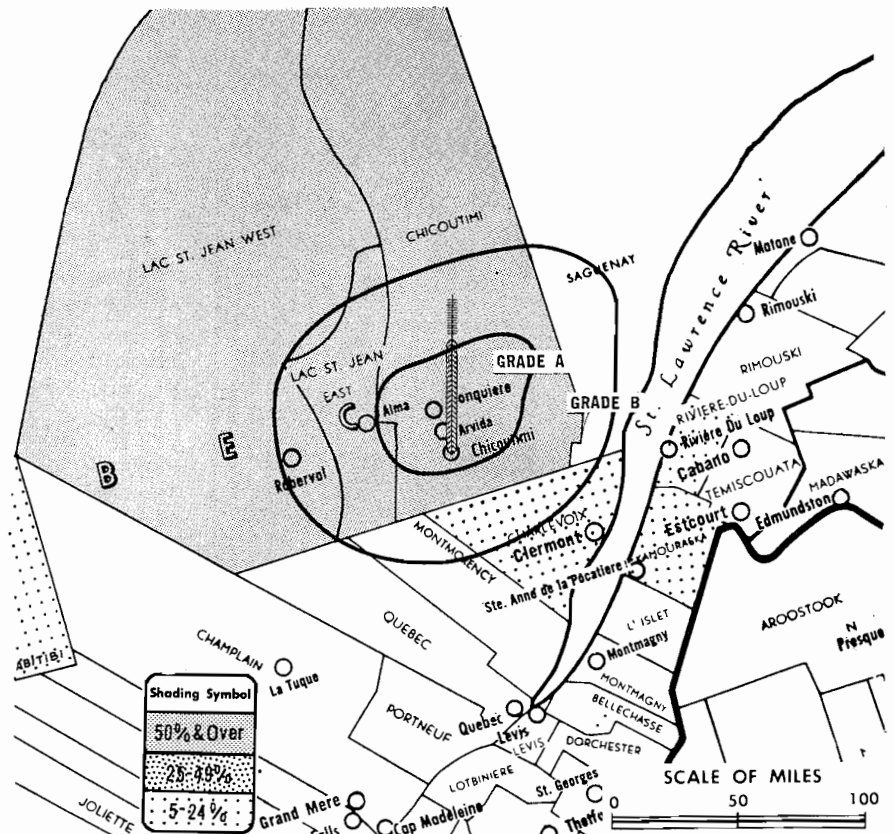
Latitude 48° 24' 27"  
Longitude 71° 05' 08"

**Transmitter:** Mt. Ste. Claire Rd.

**TV tape:** Recording facilities.

**Color:** Network, film, slide & tape.

**News Wire Service:** Broadcast News.



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CJPM-TV Authorized 7/18/62

## CJPM-TV

**Licensee:** CJPM-TV Inc., P.O. Box 600, Chicoutimi.

**Studio:** Mount Ste. Claire Rd., Chicoutimi.

**Telephone:** 549-2576. **Telex:** 011-36132.

**Ownership:** CJPM-TV Inc.

**Began Operation:** April 1, 1963.

**Represented (sales) by:** Forjoe (U.S.); Paul L'Anglais and Associates (Montreal & Toronto); Stovin-Byles (Vancouver & Winnipeg).

**Personnel:**

Paul J. Audette, *general manager*.  
Claude Blain, *asst. general manager (operations)*.  
Roger Hudon, *chief engineer*.

### DIGEST OF RATE CARD NO. 3 (March 1, 1969)

30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	10 Sec.	
Class A—6-11 p.m., daily.	\$210.00	\$150.00	\$120.00	\$102.00	\$85.00*	\$55.00*	\$30.00*

\*Class AA—6:30-10:30 p.m., daily.

BBM Weekly Circulation	BBM Area No.	Area Description	All Persons
<b>50% &amp; Over</b>	4119	Chicoutimi-Jonquiere	105,730
	4120	Chicoutimi County	156,310
	4130	Lac St. Jean East	44,800
	4142	Lac St. Jean W-North	27,560
	4148	Lac St. Jean W-South	29,390
<b>Between 25-49%</b>	None Between 25-49%		
<b>Between 5-24%</b>	4100	Riviere Du Loup	38,990
	4150	Charlevoix	31,590
	4160	Kamouraska	25,380
	4720	Abitibi	114,190
<b>CJPM-TV Total Persons:</b>			<b>468,210</b>
<b>BBM Weekly Circulation (Nov. 1969):</b>			<b>256,249</b>

For CBC Network, see Services Volume

## QUEBEC

### CKRT-TV-1 Baie St. Paul

(Ch. 2)

(Satellite rebroadcasting station of CKRT-TV, Riviere du Loup, Que.)

Network Service: CBC, same as CKRT-TV, Riviere du Loup.

Licensee: CKRT-TV Ltee., 1, rue Frontenac, Riviere-du-Loup.

Transmitter: Baie St. Paul Co., Charlevoix.

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 63-watts visual, 32.5-watts aural. Antenna: 500-ft. above av. terrain, 80-ft. above ground, 480-ft. above sea level, lat. 47° 25' 37", long. 70° 31' 25".

Ownership: See CKRT-TV, Riviere du Loup, Que.

Began Operation: Dec. 1, 1962.

Rates: This is an automatic repeater of CKRT-TV, Riviere du Loup and is included as a bonus with that station.

### CKRT-TV-4 Cabano

(Ch. 5)

(Satellite rebroadcasting station of CKRT-TV, Riviere du Loup, Que.)

Network Service: CBC, same as CKRT-TV, Riviere du Loup.

Licensee: CKRT-TV Ltee., 1 rue Frontenac, Riviere du Loup.

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 13.6-watts visual, 6.7-watts aural. Antenna: 127-ft. above av. terrain, 60-ft. above ground, lat. 47° 40' 54", long. 86° 53' 09".

Began Operation: Dec. 15, 1966.

Rates: This is an automatic repeater of CKRT-TV, Riviere du Loup and is included as a bonus with that station.

### CHAU-TV Carleton

(Ch. 5)

(Bilingual Outlet)

(Repeated by CHAU-TV-1, Ste. Marguerite-Marie, P.Q.; CHAU-TV-2, Kedgwick-St. Quentin, N.B.; CHAU-TV-3, Port Daniel, P.Q.; CHAU-TV-4, Chandler, P.Q.; CHAU-TV-5, Perce, P.Q.; CHAU-TV-6, Gaspé, P.Q.; CHAU-TV-7, Riviere-au-Renard, P.Q.; CHAU-TV-8, Cloridorme, P.Q.; CHAU-TV-9, L'Anse a Valleeau, P.Q.)

Network Service: CBC.

Licensee: Television de la Baie des Chaleurs Inc.

Studio & Transmitter: Carleton, Bonaventure County, P.Q.

Telephone: 418-364-3344.

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 52-kw aural. Antenna: 2012-ft. above av. terrain, 232-ft. above ground, 2162-ft. above sea level.

News Wire Service: Broadcast News.

Ownership: Television de la Baie des Chaleurs Inc.; J. Leo Hachey, pres.

Began Operation: Oct. 17, 1959.

Represented (sales) by Paul L'Anglais Ltd. (Canada); Forjoe-TV (U.S.).

#### Personnel:

Andre Lecomte, *director general*.  
M. Chabot, *assistant director general & manager*.  
Marcel Gingras, *program director*.  
Mrs. Y. Rolling, *traffic manager*.

#### DIGEST OF RATE CARD NO. 4—(Jan. 1, 1970)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AA—6-11 p.m., daily							
.....	\$216.00	\$144.00	\$126.00	\$108.00	\$72.00	\$50.00	\$36.00

CHAU-TV Total Persons: 256,240  
BBM Weekly Circulation (Nov. 1969): 160,809

### CKBL-TV-5 Causapscal

(Ch. 6)

(Satellite rebroadcasting station of CKBL-TV, Matane, P.Q.)

Network Service: CBC, same as CKBL-TV, Matane.

Licensee: La Compagnie de Radiodiffusion de Matane Ltee., 155 St. Sacrement St., Matane.

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: Directional, 45-ft. above ground, 670-ft. above sea level, lat. 48° 20' 53", long. 67° 13' 30".

Began Operation: Sept. 6, 1966.

Rates: This is an automatic repeater of CKBL-TV, Matane and is included as a bonus with that station.

### CHAU-TV-4 Chandler

(Ch. 7)

(Satellite rebroadcasting station of CHAU-TV-5, Perce, P.Q.)

Network Service: CBC, same as CHAU-TV, Carleton, P.Q.

Licensee: Television de la Baie des Chaleurs Inc., Carleton, P.Q.

Transmitter: Chandler, P.Q.

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: 200-ft. above av. terrain, 150-ft. above ground, 255-ft. above sea level, lat. 48° 21' 11", long. 64° 40' 57".

Ownership: See CHAU-TV, Carleton.

Began Operation: Nov., 1963.

Rates: This is an automatic repeater of CHAU-TV-5, Perce, which picks up CHAU-TV, Carleton, and both are included as a bonus with CHAU-TV.

### CKRS-TV-2 Chicoutimi

(Ch. 2)

(Satellite repeater of CKRS-TV, Jonquiere, P.Q.)

Network Service: Same as CKRS-TV, Jonquiere.

Licensee: Radio Saguenay Limitee, 175 Sir Wilfrid Laurier, Jonquiere, Que.

Transmitter: Roussel St., Chicoutimi.

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 40-watts visual, 6-watts aural. Antenna: 60-ft. above av. terrain, 75-ft. above ground, 350-ft. above sea level, lat. 48° 26' 09", long. 71° 02' 34".

Color: Network.

Began Operation: Dec. 28, 1962.

Rates: This is an automatic repeater of CKRS-TV, Jonquiere and is included as a bonus with that station.

### CHAU-TV-8 Cloridorme

(Ch. 6)

(Satellite rebroadcasting station of CHAU-TV-7, Riviere-au-Renard)

Network Service: CBC, same as CHAU-TV, Carleton.

Licensee: Television de la Baie des Chaleurs, Inc.

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: Directional, 634-ft. above av. terrain, 134-ft. above ground, 634-ft. above sea level, lat. 49° 11' 27", long. 64° 53' 34".

Ownership: Television de la Baie des Chaleurs, Inc.

Began Operation: Feb. 8, 1965.

Rates: This is an automatic repeater of CHAU-TV-7, Riviere-au-Renard, which in turn picks up CHAU-TV, Carleton, P.Q. and both are included as a bonus with CHAU-TV.

### CHAU-TV-6 Gaspé

(Ch. 10)

(Satellite rebroadcasting station of CHAU-TV-5, Perce, P.Q.)

Network Service: CBC, same as CHAU-TV, Carleton, P.Q.

Licensee: Television de la Baie des Chaleurs Inc., Carleton, P.Q.

Transmitter: Gaspé, P.Q.

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: 600-ft. above av. terrain, 150-ft. above ground, 600-ft. above sea level, lat. 48° 50' 15", long. 64° 29' 35".

Ownership: See CHAU-TV, Carleton, P.Q.

Began Operation: Oct., 1963.

Rates: This is an automatic repeater of CHAU-TV-5, Perce, which picks up CHAU-TV, Carleton, and both are included as a bonus with CHAU-TV.

(Continued on page 1006-b)

# New York—Plattsburgh

## WPTZ

(Ch. 5)

(Also serves part of Que.)

**Technical Facilities:** Channel No. 5 (76-82 MHz). Authorized power: 25.1-kw visual, 4.3-kw aural. Antenna: 1990-ft. above av. terrain, 977-ft. above ground, 3052-ft. above sea level.

Latitude 44° 34' 26"  
Longitude 73° 40' 29"

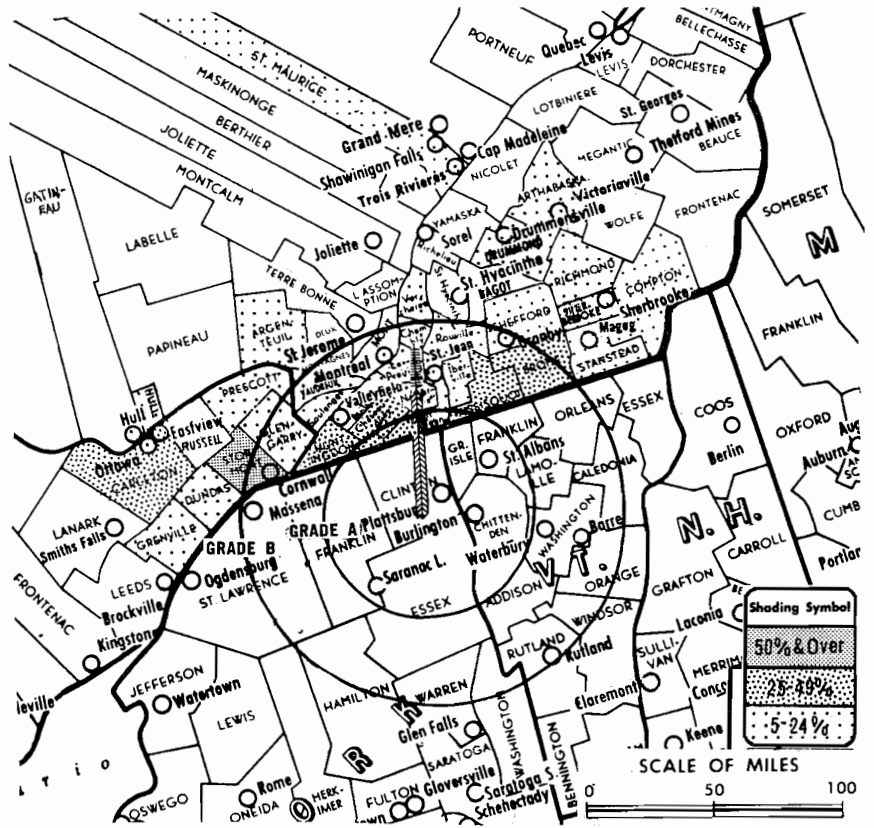
**Transmitter:** Terry Mountain.

**Studio:** 357 Cornelia St., Plattsburgh, N.Y. (12902).

**Telephone:** 518-561-5555.

**Color:** Network, film, slide & tape.

**News Wire Service:** AP.



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WPTZ Ref: FCC File No. BNPCT-2080 Granted 8/26/54

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## WPTZ

**Network Service:** NBC.

**Licensee:** Rollins Telecasting Inc., P.O. Box 647, Atlanta, Ga. (30301).

**Ownership:** Rollins Inc., 100%. Officers & stockholders: O. Wayne Rollins, chairman of the board & pres., 41.5%; Henry B. Tippie, exec. v.p., finance, secy. & treas. Rollins also owns WEAR-TV, Pensacola, Fla.-Mobile, Ala.; WCHS-AM-FM-TV, Charleston, W. Va.; and operates radio stations WAMS, Wilmington, Del.; WRAP, Norfolk, Va.; WNJR, Newark, N.J.; WBEE, Harvey, Ill.; WGEE & FM, Indianapolis; KDAY, Santa Monica, Cal. Rollins is Ch. 61 applicant in Wilmington, Del. and owns Rollins Outdoor Advertising. It owns Orkin Exterminating Co., Dvoskin Inc., Rollins Services, Dettelbach Pesticide Corp., 90% of Dettelbach Chemical Corp., Orkin Acceptance Corp. & Kinro Advertising Co.

**Began Operation:** Dec. 8, 1954. Sale to present owners by Carl F. Stohn group approved March 28, 1956 by FCC (*Television Digest*, Vol. 12:7, 13).

**Represented (sales)** by Blair Television Associates Inc.

**Represented (legal)** by Cohn & Marks.

### Personnel:

O. Wayne Rollins, chairman & president.  
R. Randall Rollins, senior executive vice president.  
James C. Roddey, group vice president, media.  
W. P. Eaton Jr., general manager.  
Arthur Bradley, operations manager.  
Lincoln Dixon, chief engineer.  
Al Smith, director of engineering.

### DIGEST OF RATE CARD NO. 14—(Feb. 1, 1970)

Hour	30 Min.	15 Min.	10 Min.	Min.	20 Sec.	10 Sec.
Class AA—7:30-10:30 p.m., daily.	\$550.00	\$300.00	\$200.00	\$175.00	.....	\$90.00 \$54.00

**NETWORK BASE HOURLY RATE:** \$550.

ARB Data Shown In U.S. Directory

BBM Weekly Circulation	BBM Area No.	Area Description	All Persons
50% & Over	5009	Cornwall City	45,920
	5010	Stormont	59,070
Between 25-49%	4395	Brome, Missisquoi	48,170
	4535	Chateauguay, Hunt	66,770
	5070	Carleton	434,250
Between 5-24%	4280	Arthabasca	50,560
	4330	Compton	20,480
	4340	Stanstead	34,460
	4349	Sherbrooke U.A.	84,000
	4350	Sherbrooke County	99,410
	4359	Granby City	35,110
	4360	Shefford	61,410
	4369	Drummondville U.A.	43,730
	4370	Drummond	64,400
	4380	Richmond	40,590
	4409	St. Jean U.A.	43,800
	4410	Iberville	19,890
	4420	Rouville	30,030
	4430	St. Jean County	42,830
	4469	Valleyfield	34,380
	4470	Beauharnois	52,130
	4479	Montreal M.A.	2,485,400
	4490	Vercheres	32,650
	4500	Chambly	206,570
	4515	Laprairie, Napierville	62,590
	4555	Vaudreuil, Soulanges	46,390
	4570	Montreal Island	1,925,850
4580	Jesus Island	213,140	
4650	Argenteuil	30,040	
4659	Trois Rivieres U.A.	94,640	
4660	St. Maurice	109,200	
4669	Shawinigan U.A.	62,280	
4680	Hull County	97,010	
5025	Glengarry Prescot	43,380	
5055	Dundas, Grenville	39,570	
5069	Ottawa Hull M.A.	522,340	

**WPTZ Total Persons:** 3,932,840  
**BBM Weekly Circulation (Nov. 1969):** 681,065

**Metro Areas** 4479 Montreal M.A.  
5069 Ottawa Hull M.A.

# Vermont—Burlington

## WCAX-TV

(Ch. 3)

(Also serves part of Que.)

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 37.6-kw visual, 7.4-kw aural. Antenna: 2740-ft. above av. terrain, 116-ft. above ground, 4176-ft. above sea level.

Latitude 44° 31' 36"  
Longitude 72° 48' 57"

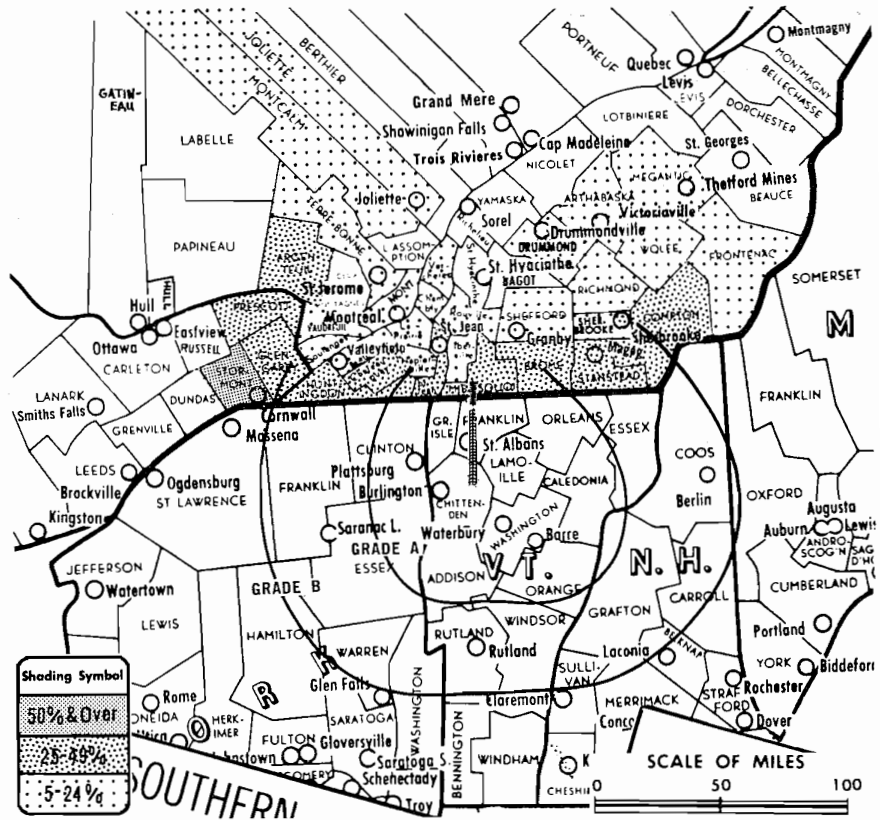
Transmitter: Atop Mt. Mansfield.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.

News Film Service: CBS.



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WCAX-TV Ref: FCC File No. BPCT—3188 Granted 11/20/64

## WCAX-TV

Licensee: Mt. Mansfield Television Inc., 100 Market Square.

Studio: 100 Market Sq. (05401).

Telephone: 802-862-5761 TWX No.: 710-224-1783.

Ownership: S. T. Martin, pres., dir. & gen. mgr., 53.5%; C. P. Hasbrook, 34%; John A. Dobson, 12.5%; A. Pearley Feen, dir., 12.5%; H. Ransom, dir., 12.5%.

Began Operation: Sept. 3, 1954.

Represented (sales) by Avery-Knodel Inc. (U.S.); Radio-Television Representatives Ltd. (Canada).

Represented (legal) by Wilmer, Cutler & Pickering.

Represented (engineering) by Gautney & Jones.

### Personnel:

Stuart T. Martin, *president & general manager.*  
Philip Waterman, *vice-president & gen. sales mgr.*  
Stuart Hall, *vice president & production manager.*  
Richard Gallagher, *news editor.*  
A. S. Rutter, *film manager & buyer.*  
James W. Tierney, *chief engineer.*

### DIGEST OF RATE CARD NO. 10 (June 15, 1965)

Hour	30 Min.	Min.	20 Sec.	ID	
Class A—6:30-10:30 p.m., Mon.-Fri.; 7:30-10:30 p.m., Sat.-Sun.	\$660.00	\$396.00	\$160.00	\$146.00	\$73.00

NETWORK BASE HOURLY RATE: \$650.

For Studio & Mobile Equipment

of U.S. Stations

See Services Volume

BBM Weekly Circulation	BBM Area No.	Area Description	All Persons
<b>50% &amp; Over</b>	5009	Cornwall City	45,920
	5010	Stormont	59,070
<b>Between 25-49%</b>	4330	Compton	20,480
	4340	Stanstead	35,460
	4349	Sherbrooke U.A.	84,000
	4395	Brome, Missisquoi	48,170
	4430	St. Jean County	42,830
	4535	Chateauguay, Hunt	66,770
	4650	Argenteuil	30,040
	5025	Glengarry Prescott	43,380
<b>Between 5-24%</b>	4260	Megantic	56,650
	4280	Arthabasca	50,560
	4315	Frontenac, Wolfe	41,780
	4350	Sherbrooke County	99,410
	4359	Granby City	35,110
	4360	Shefford	61,410
	4370	Drummond	64,400
	4380	Richmond	40,590
	4409	St. Jean U.A.	43,800
	4410	Iberville	19,890
	4420	Rouville	30,030
	4469	Valleyfield	34,380
	4470	Beauharnois	52,130
	4479	Montreal M.A.	2,485,400
	4490	Vercheres	32,650
4500	Chambly	206,570	
4515	Laprairie, Napierville	62,590	
4555	Vaudreuil, Soulanges	46,390	
4570	Montreal Island	1,925,850	
4580	Jesus Island	213,140	
4599	St. Jerome	33,810	
4600	Terebonne	127,250	
4615	Joliette, Montcalm	68,280	
<b>WCAX-TV Total Persons:</b>			<b>3,546,770</b>
<b>BBM Weekly Circulation (Nov. 1969):</b>			<b>614,915</b>
Metro Areas 4479 Montreal M.A.			

# Quebec—Jonquiere

## CKRS-TV

(Ch. 12)

(French Outlet)

(Also operates satellite rebroadcasting stations CKRS-TV-1, Port Alfred; CKRS-TV-2, Chicoutimi; CKRS-TV-3, Roberval, Que.)

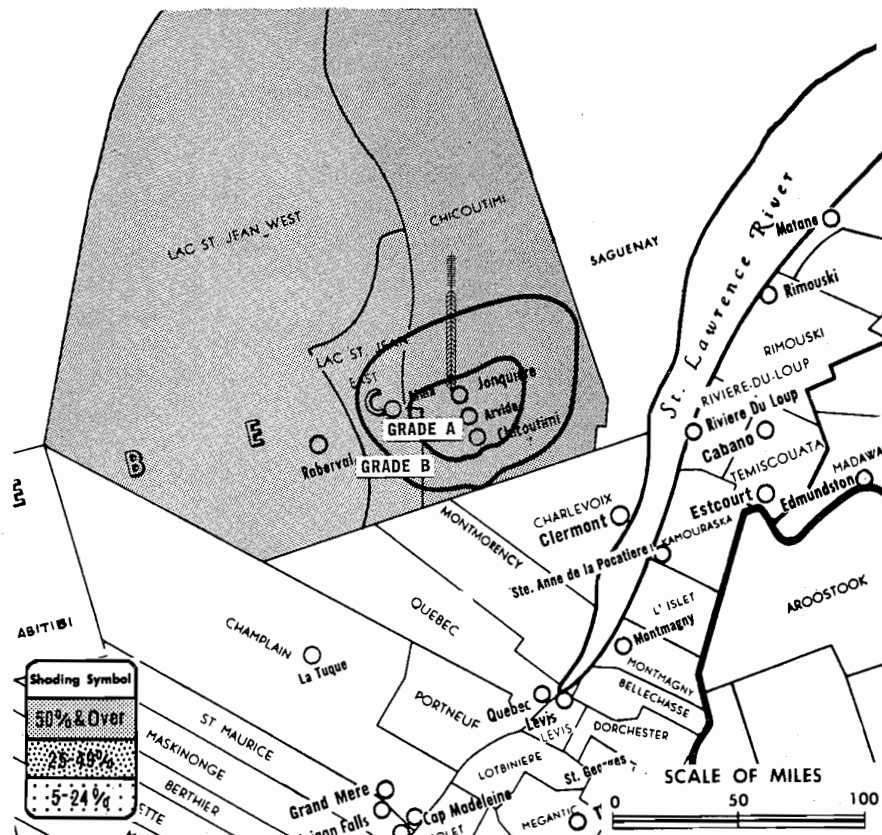
**Technical Facilities:** Channel No. 12 (204-210 MHz). Authorized power: 42-kw visual, 21-kw aural. Antenna: 311.5-ft. above av. terrain, 250-ft. above ground, 775-ft. above sea level.

Latitude 48° 24' 29"  
Longitude 71° 14' 52"

**Transmitter:** 175 Sir Wilfrid Laurier St.

**AM Affiliate:** CKRS, 1-kw, 590 kHz.  
**Color:** Network.

**News Wire Service:** Broadcast News.



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CKRS-TV Authorized 5/11/55

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## CKRS-TV

**Network Service:** CBC.

**Licensee:** Radio Saguenay Limitee, 175 Sir Wilfrid Laurier.

**Studio:** 175 Sir Wilfrid Laurier St., Jonquiere.

**Telephone:** 418-542-4551. **Telex:** 011-36117.

**Ownership:** Radio Saguenay Limitee.

**Began Operation:** Dec. 1, 1955.

**Represented (sales) by:** Hardy Radio & Television Ltd. (Montreal, Toronto, Vancouver, Winnipeg & Quebec); Canadian Standard Broadcast Sales Inc. (U.S.A.).

**Personnel:**

Tom Burham, *general manager*.  
Eugene Michaud, *film buyer*.  
Gerard Lemieux, *station manager*.  
Gilles Dufour, *program director*.  
Achille Soucy, *national sales manager*.

### DIGEST OF RATE CARD NO. 13 (Sept. 1, 1969)

30 Min.	15 Min.	10 Min.	5 Min.	Min.	30 Sec.	20 Sec.	10 Sec.
\$240.00	\$160.00	\$130.00	\$115.00	\$85.00	\$60.00	\$45.00	\$25.00

Class A—6:30-10 p.m., daily.

BBM Weekly Circulation	BBM Area No.	Area Description	All Persons
<b>50% &amp; Over</b>	4119	Chicoutimi Jonquiere	105,730
	4120	Chicoutimi County	156,310
	4130	Lac St. Jean East	44,800
	4142	Lac St. Jean W-North	27,560
	4148	Lac St. Jean W-South	29,390
<b>Between 25-49%</b>	None Between 25-49%		
<b>Between 5-24%</b>	None Between 5-24%		
<b>CKRS-TV Total Persons:</b>			<b>258,060</b>
<b>BBM Weekly Circulation (Nov. 1969):</b>			<b>254,865</b>

For Canadian Population Summary  
see Services Volume

## Quebec

### CFGW-TV-2 Gaspé South (Ch. 8)

(Repeater satellite of CKAM-TV, North Shore, N.B.)

Network Service: CBC.

Transmitter: Mont Blanc Perce, P.Q.

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 1.5-watts visual, 0.8-watts aural. Antenna: Directional 1250-ft. above av. terrain, 25-ft. above ground, 1275-ft. above sea level, lat. 48° 31' 38", long. 64° 14' 40".

Ownership: Gaspé South Telecasting Syndicate; C. Grimson, pres.; also see CFGW-TV-1, Gaspé West.

Began Operation: Oct. 27, 1965.

Rates: This is an automatic repeater of CKAM-TV, North Shore, N.B., which in turn repeats CKCW-TV, Moncton, N.B. and is included as a bonus with CKCW-TV.

### CFGW-TV-1 Gaspé West (Ch. 6)

(Repeater satellite of CFGW-TV-2, Gaspé South, P.Q.)

Network Service: CBC.

Licensee: Gaspé South Telecasting Syndicate, P.O. Box 54, Queen St., Gaspé, Que.

Transmitter: Bechervaise Mtn.

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: 60-ft. above av. terrain, 60-ft. above ground, 1300-ft. above sea level, lat. 48° 51' 08", long. 64° 33' 10".

Ownership: Non-profit organization. C. Grimson, pres.

Began Operation: Dec. 18, 1962.

Rates: This is an automatic repeater of CKAM-TV, North Shore, N.B., a repeater of CKCW-TV, Moncton, N.B. and is included as a bonus with the latter station.

### CKBL-TV-6 Grand Detour (Ch. 6)

(Satellite rebroadcasting station of CKBL-TV, Matane.)

Network Service: CBC (French), same as CKBL-TV, Matane.

Licensee: La Cie de Radiodiffusion de Matane Ltee., 155 St. Sacrement, Matane, Que.

Transmitter: Grand-Detour (Matane.)

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 422-watts visual, 84-watts aural. Antenna: 134-ft. above av. terrain, 64-ft. above ground, 414-ft. above sea level, lat. 48° 49' 34", long. 67° 32' 34".

Began Operation: October 15, 1967.

Rates: This is an automatic repeater of CKBL-TV, Matane and is included as a bonus of that station.

### CKBL-TV-3 Grande Vallée (Ch. 11)

(Repeater satellite of CKBL-TV, Matane, P.Q.)

Network Service: CBC, same as CKBL-TV, Matane.

Licensee: La Cie de Radiodiffusion de Matane Ltee., 155 St. Sacrement St., Matane, Que.

Transmitter: Grande Vallée.

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: Directional, 1100-ft. above av. terrain, 200-ft. above ground, 1200-ft. above sea level, lat. 49° 13' 00", long. 65° 10' 42".

Began Operation: Sept. 28, 1965.

Rates: This is an automatic repeater of CKBL-TV, Matane, and is included as a bonus with that station.

### CBTB-TV Havre St. Pierre (Ch. 12)

Network Service: CBC French Network.

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: Havre St. Pierre.

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 5-watts visual, 0.5-watts aural. Antenna: 15-ft. above av. terrain, 36-ft. above ground, 58-ft. above sea level, lat. 50° 14' 43", long. 63° 35' 41".

Began Operation: Dec. 1967.

Rates: This is an automatic repeater of the CBC network and is included as a bonus to that network.

### CHAU-TV-9 L'Anse a Valleeau (Ch. 7)

(Satellite rebroadcasting station of CHAU-TV-7, Riviere-au-Renard)

Network Service: CBC, same as CHAU-TV, Carleton.

Licensee: Television de la Bale des Chaleurs Inc., c/o CHAU-TV, Carleton.

Transmitter: L'Anse a Valleeau, Gaspé Nord, P. Q.

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: Directional, 455-ft. above av. terrain, 20-ft. above ground, 455-ft. above sea level, lat. 49° 04' 24", long. 64° 32' 19".

Ownership: See CHAU-TV, Carleton.

Began Operation: Dec. 1965.

Rates: This is an automatic repeater of CHAU-TV, Carleton, via CHAU-TV-7, Riviere au Renard, and is included as a bonus with CHAU-TV.

### CBVT-2 La Tuque (Ch. 3)

(Satellite rebroadcasting station of CBVT Quebec, P.Q.)

Network Service: CBC, French network.

Licensee: Canadian Broadcasting Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: La Tuque, P.Q.

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 9.7-kw visual, 1.9-kw aural. Antenna: 357-ft. above av. terrain, lat. 47° 25' 43", long. 72° 46' 09".

Began Operation: August 15, 1969.

Rates: This is an automatic repeater of CBVT Quebec, P.Q. and is included with that station as a bonus with the French network rate.

### CBFCT-1 Magdalen Islands (Ch. 12)

(Satellite rebroadcasting station of CBFCT, Cheticamp, N.S.)

Network Service: CBC French Network, same as CBFCT, Cheticamp, N.S.

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: Magdalen Islands, P. Q.

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 1.48-kw visual, 74-kw aural. Antenna: Directional, 760-ft. above av. terrain, 269-ft. above ground, 812-ft. above sea level, lat. 47° 22' 55", long. 61° 54' 47".

Began Operation: Nov. 9, 1964.

Rates: This is an automatic repeater of CBFCT, Cheticamp, N.S. and is included with that station as a bonus with the French network rate.

### CFCL-TV-5 Malartic (Ch. 5)

(Satellite rebroadcasting station of CFCL-TV-2, Kearns, Ont.)

Network Service: CBC, same as CFCL-TV, Timmins, Ont.

Licensee: J. Conrad Lavigne Enterprises, Box 620, Timmins, Ont

Transmitter: Highway 59.

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 17.1-kw visual, 8.55-kw aural. Antenna: Directional, 545-ft. above av. terrain, 595-ft. above ground, 1715-ft. above sea level, lat. 48° 11' 58", long. 78° 07' 22".

Ownership: See CFCL-TV, Timmins, Ont.

Began Operation: Dec. 15, 1965.

Rates: This is an automatic repeater of CFCL-TV-2, Kearns, Ont., which in turn repeats CFCL-TV, Timmins, Ont. and both are included as a bonus with that station.



## CKHQ-TV-1

### Manicouagan

(Ch. 10)

(Satellite rebroadcasting station of CKBL-TV, Matane, Que.)

Network Service: Same as CKBL-TV, Matane.

Licensee: Club Social du Nord-Est, c/o Hydro-Quebec, 75 Dorchester Blvd. W., Montreal 1, Que.

Transmitter: Mont Cantin, Manicouagan 5, Saguenay County, Que.

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 55-watts visual, 27.4-watts aural. Antenna: 71-ft. above av. terrain, lat. 50° 38' 45", long. 68° 44' 15".

Began Operation: June 15, 1962.

Rates: This is an automatic repeater of CKBL-TV, Matane and is included as a bonus with that station.

## CKRN-TV-4

### Matagami

(Ch. 7)

(Satellite rebroadcasting station of CKRN-TV, Rouyn, Que.)

Licensee: Northern Radio-Radio Nord Inc., Rouyn, Que.

Transmitter: Matagami.

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: Directional, 402-ft. above av. terrain, 400-ft. above ground, 790-ft. above sea level, lat. 49° 43' 45", long. 77° 40' 00".

Color: Network.

Began Operation: Dec. 21, 1964.

Rates: This is an automatic repeater of CKRN-TV, Rouyn, and is included as a bonus with that station.

## CKBL-TV

### Matane

(Ch. 9)

(Repeated by CKBL-TV-1, Mont Climent; CKBL-TV-2, Murdochville; CKBL-TV-3, Grande Vallee; CKBL-TV-4, Mont-Louis; CKBL-TV-5, Causapscal; CKBL-TV-6, Grand Detour; CKHQ-TV-1, Manicouagan; CKHQ-TV-5, Mont Georges, all P.Q.)

Network Service: CBC, French.

Licensee: La Cie de Radiodiffusion de Matane Ltee.

Studio: 155 St. Sacrement St.

Telephone: 562-0291.

Transmitter: Mont Logan.

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 303-kw visual, 182-kw aural. Antenna: 2336-ft. above av. terrain, 149-ft. above ground, 3980-ft. above sea level, lat. 48° 53' 25", long. 66° 38' 25".

AM Affiliate: CKBL, 10-kw, 1250 kHz.

Color: Network.

News Wire Service: Canadian Press Telbec.

Ownership: Rene Lapointe, pres. & principal owner; Octave Lapointe, v.p.; Yvan Fortier, secy. Same owners publish weekly newspaper *La Voix Gaspesienne*.

Began Operation: Aug. 19, 1958.

Represented (sales) by The Devney Organization Inc. (for U.S.); Hardy Radio & Television Ltd. (Montreal, Toronto, Vancouver, Winnipeg & Quebec).

#### Personnel:

Rene Lapointe, *president, general manager & film buyer*.  
Octave Lapointe, *vice president & assistant manager*.  
Yvan Fortier, *technical director*.  
Pierre Vachon, *sales manager*.

#### DIGEST OF RATE CARD NO. 6 (June 1, 1970)

30 Min.	15 Min.	10 Min.	5 Min.	Min.	30 Sec.	20 Sec.	10 Sec.
\$200.00	\$140.00	\$120.00	\$100.00	\$80.00	\$55.00	\$50.00	\$35.00

CKBL-TV Total Persons: 252,670  
BBM Weekly Circulation (Nov. 1969): 144,114

## CKHQ-TV-3

### Micoua

(Ch. 6)

(Satellite rebroadcasting station of CJBR-TV, Rimouski, Que.)

Network Service: CBC, same as CJBR-TV, Rimouski.

## Quebec

Licensee: Club Social du Nord-Est, c/o Hydro-Quebec, 75 Dorchester Blvd. W., Montreal 1, Que.

Transmitter: Micoua, Saguenay County, P.Q.

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: Directional, 470-ft. above av. terrain, 100-ft. above ground, 1600-ft. above sea level, lat. 49° 42' 49", long. 68° 47' 23".

Began Operation: July 28, 1966.

Rates: Included as bonus with CJBR-TV, Rimouski.

## CKBL-TV-1

### Mont Climent

(Ch. 11)

(Satellite rebroadcasting station of CKBL-TV, Matane, P.Q.)

Network Service: Same as CKBL-TV, Matane.

Licensee: La Compagnie de Radiodiffusion de Matane Ltee., 155 St. Sacrement St., Matane.

Transmitter: Mont Climent.

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 343-watts visual, 172-watts aural. Antenna: 732-ft. above av. terrain, 100-ft. above ground, 1650-ft. above sea level, lat. 48° 23' 50", long. 67° 19' 27".

Began Operation: Nov. 1962.

Rates: This is an automatic repeater and is included as a bonus with CKBL-TV, Matane.

## CKHQ-TV-5

### Mont Georges

(Ch. 13)

(Satellite rebroadcasting station of CKHQ-TV-1, Manicouagan)

Network Service: Same as CKBL-TV, Matane.

Licensee: Club Social du Nord-Est, c/o Hydro-Quebec, 75 Dorchester Blvd. W., Montreal 1, Que.

Transmitter: Mont Georges, Manicouagan 5, Saguenay County, Que.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: Directional, 410-ft. above av. terrain, 100-ft. above ground, 2020-ft. above sea level, lat. 50° 38' 30", long. 68° 47' 55".

Began Operation: Oct. 24, 1966.

Rates: Included as a bonus with CKBL-TV, Matane.

## CBFT-2

### Mont Laurier

(Ch. 3)

(Satellite rebroadcasting station of CBFT-1, Mont Tremblant, P.Q.)

Network Service: CBC, French Network.

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: Near Lac Gatineau, 9¼-mi. W of Mont Laurier.

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 5.54-kw visual, 2.8-kw aural. Antenna: 513-ft. above av. terrain, 400-ft. above ground, 1395-ft. above sea level, lat. 46° 33' 37", long. 75° 42' 20".

Began Operation: March 15, 1962.

Rates: Included as bonus with CBFT, Montreal.

## CKBL-TV-4

### Mont-Louis

(Ch. 2)

(Satellite rebroadcasting station of CKBL-TV, Matane, P.Q.)

Network Service: CBC, same as CKBL-TV, Matane.

Licensee: La Compagnie de Radiodiffusion de Matane Ltee., 155 St. Sacrement St., Matane.

Transmitter: Mount-Louis.

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: Directional, 40-ft. above ground, 50-ft. above sea level, lat. 49° 13' 39", long. 65° 44' 03".

Began Operation: Aug. 26, 1966.

Rates: This is an automatic repeater and is included as a bonus with CKBL-TV, Matane.

# Quebec—Montreal

## CBMT (Ch. 6)

(English Outlet)

**Technical Facilities:** Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 15-kw aural. Antenna: 805-ft. above av. terrain, 167-ft. above ground, 744-ft. above sea level.

Latitude 45° 30' 20"  
Longitude 73° 35' 32"

**Transmitter:** Mount Royal.

**Studio:** Radio Canada Bldg., 1425 Dorchester St. W.

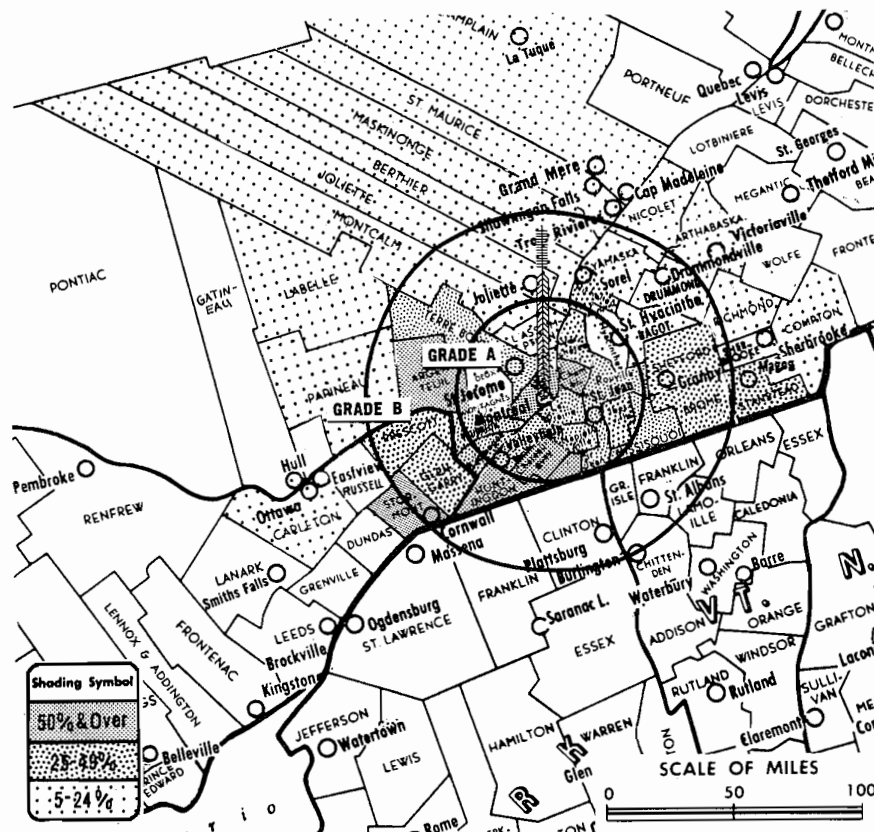
**Telephone:** 514-868-3211. **Telex:** 05-267-668.

**TV tape:** Recording facilities.

**Color:** Network, live, film & tape.

**AM Affiliate:** CBM, 50-kw, 940 kHz (CBC).

**FM Affiliate:** CBM-FM, 24.6-kw, 100.7 MHz (No. 236), 525-ft. antenna height.



Data on circulation & persons reprinted by permission of BBM Bureau of Measurement.

CBMT Authorized: 7/20/80

## CBMT

**Network Service:** CBC.

**Licensee:** Canadian Bestg. Corp., 1500 Bronson Ave., Ottawa, Ont.

**Began Operation:** Jan. 10, 1954.

**Represented (sales) by** CBC National Selective Sales.

**Personnel:**

J. Landry, *director of television.*

Ken Davey, *program director.*

M. Valiquette, *television sales director.*

W. Chevrier, *manager, TV national selective sales.*

### DIGEST OF RATE CARD NO. 21 (March 1, 1970)

Hour 30 Min. 15 Min. 5 Min. Min. 30 Sec. 20 Sec. 10 Sec.  
Class AA—6-11 p.m., Sun.; 7-11 p.m., Mon.-Sat.  
\$1450.00 \$870.00 \$580.00 \$435.00 \$290.00 \$189.00 \$145.00 \$102.00

BBM Weekly Circulation	BBM Area No.	Area Description	All Persons
<b>50% &amp; Over</b>	4500	Chambly	206,570
	4535	Chateauguay, Hunt	66,770
	4570	Montreal Island	1,925,850
	4650	Argenteuil	30,040
	5009	Cornwall City	45,920
	5010	Stormont	59,070
<b>Between 25-49%</b>	4340	Stanstead	36,460
	4359	Granby City	35,110
	4360	Shefford	61,410
	4395	Brome, Missisquoi	48,170
	4409	St. Jean U.A.	43,800
	4410	Iberville	19,890
	4420	Rouville	30,030

BBM Weekly Circulation	BBM Area No.	Area Description	All Persons
<b>Between 25-49%</b>	4430	St. Jean County	42,830
	4440	Richelleu	46,960
	4469	Valleyfield	34,380
	4470	Beauharnois	52,130
	4479	Montreal M.A.	2,485,400
	4490	Vercheres	32,650
	4515	Laprairie, Napierville	62,590
	4555	Vaudreuil, Soulanges	46,390
	4580	Jesus Island	213,140
	4599	St. Jerome	33,810
	4600	Terebonne	127,250
	5025	Glenarry, Prescott	43,380
<b>Between 5-24%</b>	4280	Arthabasca	50,560
	4295	Nicolet, Yamaska	45,620
	4330	Compton	20,480
	4349	Sherbrooke U.A.	84,000
	4350	Sherbrooke County	99,410
	4369	Drummondville U.A.	43,730
	4370	Drummond	64,400
	4380	Richmond	40,590
	4450	St. Hyacinthe	49,370
	4460	Bagot	24,170
	4480	Lassumption	52,430
	4590	Deux Montagnes	41,340
	4615	Joliette, Montcalm	68,280
	4630	Berthier	26,580
	4640	Maskinonge	21,170
	4659	Trois Rivieres U.A.	94,640
	4660	St. Maurice	109,200
	4669	Shawinigan U.A.	62,280
4670	Champlain	109,810	
4700	Labelle	29,620	
4710	Papineau	30,190	
5069	Ottawa Hull M.A.	522,340	
5070	Carleton	434,250	
<b>CBMT Total Persons:</b>			4,469,050
<b>BBM Weekly Circulation (Nov. 1969):</b>			1,630,777
<b>Metro Areas</b>	4479	Montreal M.A.	
	5069	Ottawa Hull M.A.	

# Your CBC-TV Selective Sales rep will show you how to work out your TV buys, so you can put more muscle where you need it.



Maybe the produce you're advertising only has distribution in major markets, or your budget is large enough to advertise only in major markets. Whatever the marketing reasons behind your TV buying requirements, your CBC-TV Selective Sales rep can deliver as few or as many markets as you need, with the frequency you can afford, for whatever duration you desire.

From Cornerbrook and St. John's Newfoundland, through all eight major markets in-between, to Vancouver on the west coast—the 11 CBC Stations can help you nail down your market. Call in your CBC-TV Selective Sales rep soon, and work out with him. He'll help you lift weighty sales figures over the top.

**CBMT - Montreal**

**CBC-TV Selective Sales**

Toronto - 925-3311, Montreal - 868-3211  
New York - Enterprise 6961 (toll free)

# Quebec—Montreal

## CBFT

(Ch. 2)

(French Outlet)

(Operates satellite rebroadcasting stations CBFT-1, Mont Tremblant and CBFT-2, Mont Laurier, both Que.)

**Technical Facilities:** Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 905-ft. above av. terrain, 252-ft. above ground, 996-ft. above sea level.

Latitude 45° 30' 20"  
Longitude 73° 35' 32"

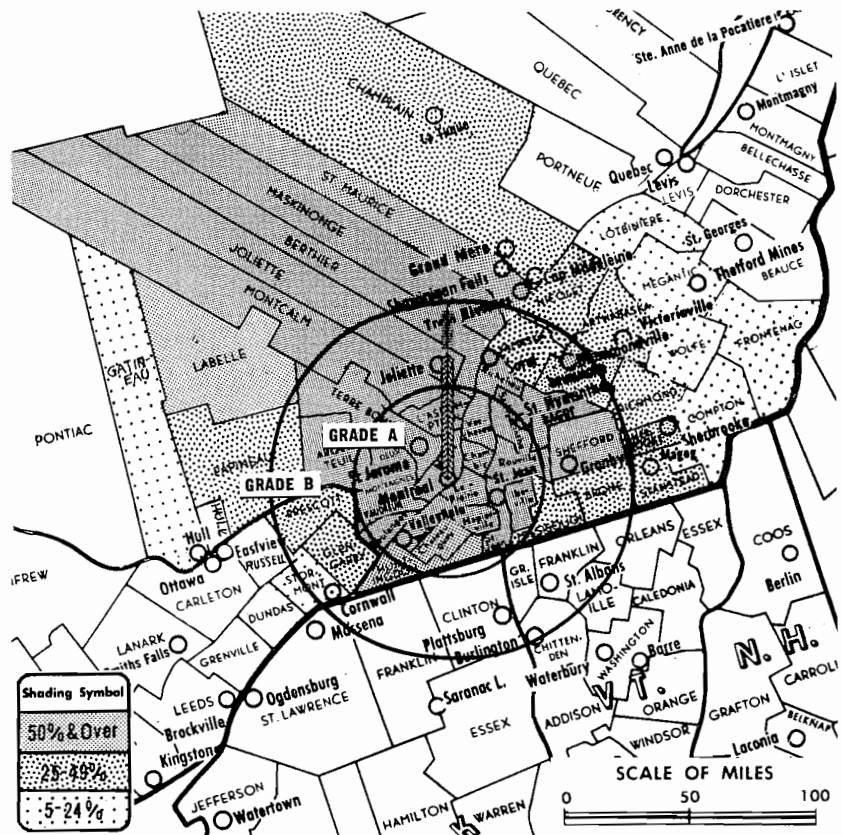
**Transmitter:** Mount Royal Park.

**TV tape:** Recording facilities.

**Color:** Network, live, film & tape.

**AM Affiliate:** CBF, 50-kw, 690 kHz (CBC).

**FM Affiliate:** CBF-FM, 24.6-kw, 95.1 MHz (No. 236), 805-ft. antenna height.



Data on circulation & persons reprinted by permission of BBM Bureau of Measurement.

CBFT Authorized: 7/20/60

## CBFT

**Network Service:** CBC.

**Licensee:** Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

**Studio:** Radio-Canada Bldg., 1425 Dorchester St. W.

**Telephone:** 514-868-3211. **Telex:** 05-267668.

**Began Operation:** Sept. 6, 1952; changed from bilingual to French outlet Jan. 10, 1954 when CBMT began as English language station.

**Represented (sales) by:** CBC National Selective Sales (Canada), Canadian Standard Broadcast Sales Inc. (U.S.).

### Personnel:

J. Landry, *director of television.*  
M. Valliquette, *television sales director.*  
A. Chevalier, *manager, film service.*  
P. Charbonneau, *chief news editor.*  
B. Lafleur, *manager, TV national selective sales.*  
J. M. Dugas, *TV program director.*  
M. Thibault, *director of news & public affairs.*

**DIGEST OF RATE CARD NO. 24**  
(March 1, 1970)

Hour	30 Min.	15 Min.	5 Min.	Min.	30 Sec.	20 Sec.	10 Sec.
Class AA—6-11 p.m., Sun., 7-11 p.m., Mon.-Sat.	\$1900.00	\$1075.00	\$760.00	\$570.00	\$425.00	\$280.00	\$250.00

## La Rue Media Brokers Inc.

### Radio Television CATV

#### Completed Sales

CATV: Sebring, Florida \$600,000

Radio: Minneapolis-St. Paul \$1,000,000

116 Central Park South  
New York, N.Y. 10019

President  
Hugh Ben LaRue

Area Code 212  
265-3430

BBM Weekly Circulation	BBM Area No.	Area Description	All Persons
50% & Over	4359	Granby City	35,110
	4360	Shefford	61,410
	4369	Drummondville U.A.	43,730
	4409	St. Jean U.A.	43,800
	4410	Iberville	19,890
	4420	Rouville	30,030
	4430	St. Jean County	42,830
	4440	Richelleu	46,960
	4450	St. Hyacinthe	49,370
	4460	Bagot	24,170
	4469	Valleyfield	34,380
	4470	Beauharnois	52,130
	4479	Montreal M.A.	2,485,400
	4480	Lassomption	52,430
	4490	Vercheres	32,650
	4500	Chambly	206,570
	4515	Laprairie, Napierville	62,590
	4535	Chateauguay, Hunt	66,770
4555	Vaudreuil, Soulanges	46,390	
4570	Montreal Island	1,925,850	
4580	Jesus Island	213,140	
4590	Deux Montagnes	41,340	
4599	St. Jerome	33,810	
4600	Terebonne	127,250	
4615	Jollette, Montcalm	68,280	
4630	Berthier	26,580	
4640	Maskinonge	21,170	
4650	Argenteuil	30,040	
4659	Trois Rivières U.A.	94,640	
4660	St. Maurice	109,200	
4669	Shawinigan U.A.	62,280	
4700	Labelle	29,620	
Between 25-49%	4280	Arthabasca	50,560
	4295	Nicolet, Yamaska	45,620
	4340	Stanstead	36,460
	4349	Sherbrooke U.A.	84,000
	4350	Sherbrooke County	99,410
	4370	Drummond	64,400
	4380	Richmond	40,590
	4395	Brome, Missisquoi	48,170
Between 5-24%	4670	Champlain	109,810
	4710	Papineau	30,190
	5025	Glengarry Prescott	43,380
	4240	Lotbiniere	27,210
	4260	Megantic	56,650
	4315	Frontenac, Wolfe	41,780
	4330	Compton	20,480
4690	Gatineau	52,430	
5009	Cornwall City	45,920	
5010	Stormont	59,070	
<b>CBFT Total Persons:</b>			4,212,870
<b>BBM Weekly Circulation (Nov. 1969):</b>			2,508,022
<b>Metro Areas</b> 4479 Montreal M.A.			

# Quebec—Montreal

## CFCF-TV

(Ch. 12)

(English Outlet)

**Technical Facilities:** Channel No. 12 (204-210 MHz). Authorized power: 325-kw visual, 160-kw aural. Antenna: 970-ft. above av. terrain, 330-ft. above ground, 1060-ft. above sea level.

Latitude 45° 30' 20"  
Longitude 73° 35' 32"

**Transmitter:** Mt. Royal.

**TV tape:** Recording facilities.

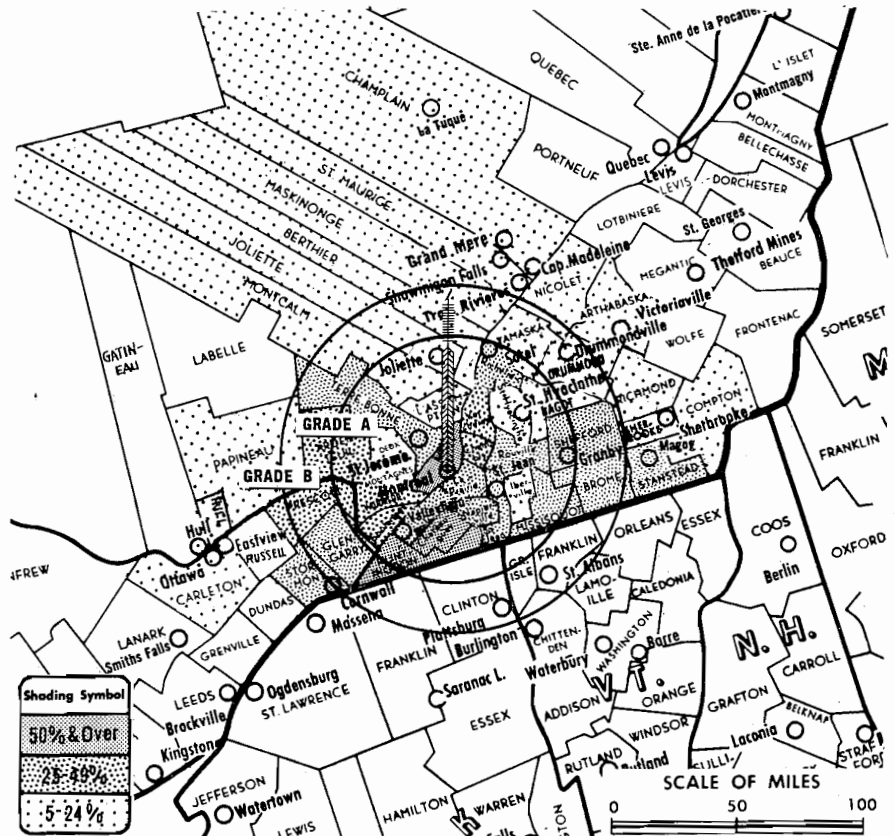
**Color:** Network, live, film, slide & tape.

**News Wire Service:** UPI, Canadian Press, Broadcast News.

**Facsimile Service:** AP.

**AM Affiliate:** CFCF, 0.5-kw, 600 kHz (ABC).

**FM Affiliate:** CFQR-FM, 41.4-kw, 92.5 MHz (No. 223), 970-ft. antenna height.



Data on circulation & persons reprinted by permission of BBM Bureau of Measurement.

CFCF-TV Authorized: 4/22/60

## CFCF-TV

**Network Service:** CTV.

**Licensee:** Canadian Marconi Co., 2442 Trenton Ave., Montreal 304.

**Studio:** 405 Ogilvy Ave., Montreal 303.

**Telephone:** 273-6311. **Twx No.:** 01-2592.

**Ownership:** Canadian Marconi Co., L. M. Daley, pres.

**Began Operation:** Jan. 20, 1961.

**Represented (sales)** by All-Canada Radio & Television Ltd.

**Personnel:**

Don Martz, *vice president, broadcasting division.*  
George Bowden, *operations manager.*  
Joe Thompson, *engineering.*  
S. Reid, *controller.*  
Lee Hambleton, *sales manager.*  
Babs Pitt, *advertising & promotion manager.*  
Bill Callender, *film buyer.*

**DIGEST OF RATE CARD NO. 12—(April 1, 1968)**

30 Min.	20 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AA—7-11 p.m., Mon.-Fri.;	6-11 p.m., Sat. & Sun.						
		\$500.00	\$325.00	\$170.00			

## MORTON FLOM, P. Eng.

*Consulting Engineer*

- CATV Proof of Performance
- Antenna Site/System — Testing, Analysis, Design
- FCC Briefs — CRTC Applications
- Radio Equipment Type Approval
- CSA Applications

*All Services Confidential*

514-484-4883

5814 Hudson Avenue  
Montreal 268.

BBM Weekly Circulation	BBM Area No.	Area Description	All Persons
<b>50% &amp; Over</b>	4479	Montreal M.A.	2,485,400
	4535	Chateauguay, Hunt	66,770
	4570	Montreal Island	1,925,850
	5009	Cornwall City	45,920
<b>Between 25-49%</b>	4340	Stanstead	36,460
	4359	Granby City	35,110
	4360	Shefford	61,410
	4395	Brome, Missisquoi	48,170
	4409	St. Jean U.A.	43,800
	4420	Rouville	30,030
	4430	St. Jean County	42,830
	4440	Richelieu	46,960
	4469	Valleyfield	34,380
	4470	Beauharnois	52,130
	4490	Vercheres	32,650
	4500	Chambly	206,570
	4515	Laprairie, Napierville	62,590
	4555	Vaudreuil, Soulanges	46,390
	4580	Jesus Island	213,140
	4589	St. Jerome	33,810
	4600	Terebonne	127,250
4650	Argenteuil	30,040	
5010	Stormont	59,070	
5025	Glengarry, Prescott	43,380	
<b>Between 5-24%</b>	4280	Arthabasca	50,560
	4295	Nicolet, Yamaska	45,620
	4330	Compton	20,480
	4349	Sherbrooke U.A.	84,000
	4350	Sherbrooke County	99,410
	4369	Drummondville U.A.	43,730
	4370	Drummond	64,400
	4380	Richmond	40,590
	4410	Iberville	19,890
	4450	St. Hyacinthe	49,370
	4460	Bagot	24,170
	4480	Lassomption	52,430
	4590	Deux Montagnes	41,340
	4615	Joliette, Montcalm	68,280
	4630	Berthier	26,580
	4640	Maskinonge	21,170
	4659	Trois Rivières U.A.	94,640
4660	St. Maurice	109,200	
4669	Shawinigan U.A.	62,280	
4670	Champlain	109,810	
4680	Hull County	97,010	
4710	Papineau	30,190	
5069	Ottawa Hull M.A.	522,340	
5070	Carleton	434,250	

**CFCF-TV Total Persons:** 4,536,440  
**BBM Weekly Circulation (Nov. 1969):** 1,721,295  
**Metro Areas:** 4479 Montreal M.A.  
5069 Ottawa Hull M.A.

# Quebec—Montreal

## CFTM-TV

(Ch. 10)

(French Outlet)

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 325-kw visual, 162.5-kw aural. Antenna: 972-ft. above av. terrain, 328-ft. above ground, 1060-ft. above sea level.

Latitude 45° 30' 21"  
Longitude 73° 35' 32"

Transmitter: Mount Royal Park.

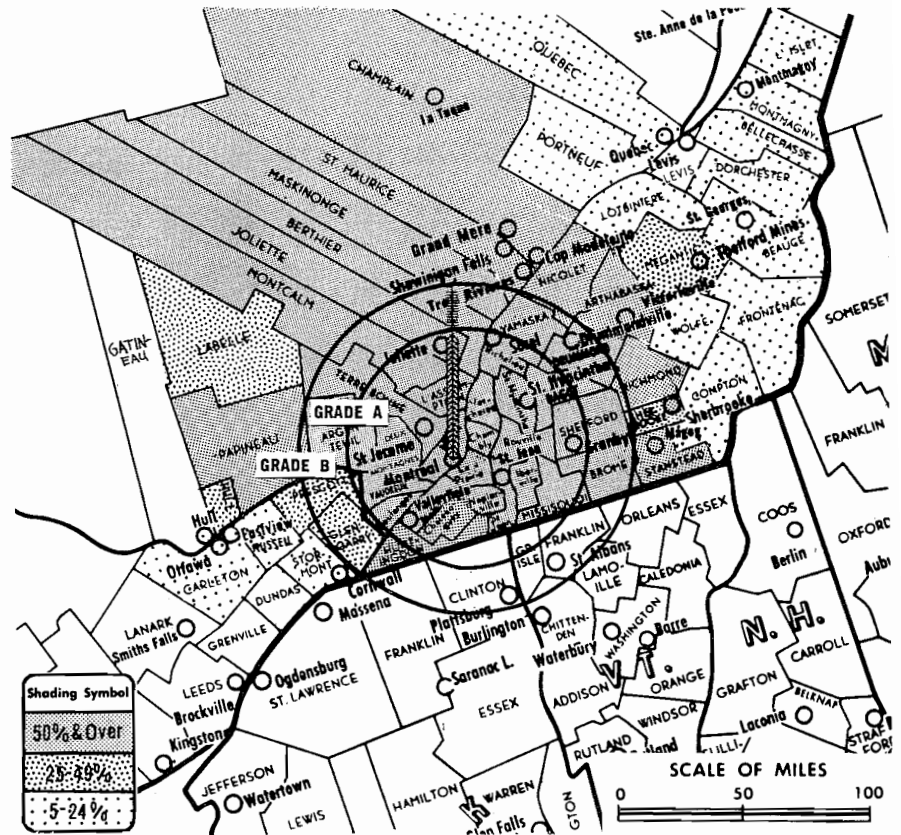
Color: Network, live, film, slide & tape.

TV tape: Recording facilities.

News Wire Service: AP, UPI, France Presse, Canadian Press, Broadcast News.

Facsimile Service: UPI.

News Film Service: UPI.



Data on circulation & persons reprinted by permission of BBM Bureau of Measurement.

CFTM-TV Authorized: 4/26/60

## CFTM-TV

Network Service: None, independent.

Licensee: Tele-Metropole Corp., 1405 Alexandre-DeSeve, Montreal 24, P.Q.

Studio: 1405 Alexandre-DeSeve, Montreal.

Telephone: 526-9251.

Ownership: Paul L'Anglais, chmn.; Roland Giguere, pres. & gen. mgr.

Began Operation: Feb. 19, 1961.

Represented (sales) by ForJoe-TV Inc. (for U.S.); Paul L'Anglais Inc. (Montreal & Toronto); Stovin-Byles (Winnipeg-Vancouver).

Personnel:

Robert L'Herbier, vice president, programs & production.  
Gaston W. Belanger, sales & promotion.  
Robert Trudeau, vice president, administration & finance.  
Jean Faquin, production director.  
Maurice Bastien, film director.  
Maurice Doucet, technical operations director.  
Jean Marlon, public relations.

### DIGEST OF RATE CARD NO. 10 (March 1, 1970)

30 Min.	15 Min.	10 Min.	Min.	30 Sec.	20 Sec.	10 Sec.
Class A—6-11 p.m., daily.						
\$1625.00	\$1000.00	.....	\$750.00*	\$500.00*	\$450.00*	\$375.00*

\*Class AA—7-11 p.m., daily.

BBM Weekly Circulation	BBM Area No.	Area Description	All Persons
<b>50% &amp; Over</b>	4280	Arthabasca	50,560
	4295	Nicolet, Yamaska	45,620
	4340	Stanstead	36,460
	4349	Sherbrooke U.A.	84,000
	4359	Granby City	35,110
	4360	Shefford	61,410
	4369	Drummondville U.A.	43,730
	4370	Drummond	64,400
	4380	Richmond	40,590
	4395	Brome, Missisquoi	48,170
	4409	St. Jean U.A.	43,800
	4410	Iberville	19,890
	4420	Rouville	30,030
	4430	St. Jean County	42,830
	4440	Richelieu	46,960

BBM Weekly Circulation	BBM Area No.	Area Description	All Persons
<b>50% &amp; Over</b>	4450	St. Hyacinthe	49,370
	4460	Bagot	24,170
	4469	Valleyfield	34,380
	4470	Beauharnois	52,130
	4479	Montreal M.A.	2,485,400
	4480	Lassomption	52,430
	4490	Vercheres	32,650
	4500	Chambly	206,570
	4515	Laprairie, Napierville	62,590
	4535	Chateauguay, Hunt	66,770
	4555	Vaudreuil, Soulanges	46,390
	4570	Montreal Island	1,925,850
	4580	Jesus Island	213,140
	4590	Deux Montagnes	41,340
	4599	St. Jerome	33,810
	4600	Terebonne	127,250
4615	Joliette, Montcalm	68,280	
4630	Berthier	26,580	
4640	Maskinonge	21,170	
4650	Argenteuil	30,040	
4659	Trois Rivieres U.A.	94,640	
4660	St. Maurice	109,200	
4669	Shawinigan U.A.	62,280	
4670	Champlain	109,810	
4710	Papineau	30,190	
<b>Between 25-49%</b>	4260	Megantic	56,650
	4350	Sherbrooke County	99,410
	4680	Hull County	97,010
	4700	Labelle	29,620
	5025	Glengarry, Prescott	43,380
<b>Between 5-24%</b>	4170	Lislet	23,230
	4180	Montmagny	26,640
	4199	Quebec M.A.	430,370
	4200	Quebec County	397,590
	4220	Bellechasse	22,100
	4230	Dorchester	32,790
	4240	Lotbiniere	27,210
	4250	Portneuf	51,430
	4270	Beauce	65,200
	4315	Frontenac, Wolfe	41,780
	4330	Compton	20,480
	5009	Cornwall City	45,920
	5010	Stormont	59,070
5040	Russell	20,750	
5069	Ottawa Hull M.A.	522,340	
5070	Carleton	434,250	
<b>CFTM-TV Total Persons:</b>			<b>5,331,430</b>
<b>BBM Weekly Circulation (Nov. 1969):</b>			<b>2,849,075</b>
<b>Metro Areas</b>	4479	Montreal M.A.	
	4199	Quebec	
	5069	Ottawa Hull M.A.	

**CBFT-1**  
**Mont Tremblant**

(Ch. 11)

(Satellite rebroadcasting station of CBFT, Montreal, Que.)

Network Service: CBC, French Network.

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: Top of Mont Tremblant.

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: .6-kw visual, .3-kw aural. Antenna: 1779-ft. above av. terrain, 97-ft. above ground, 3047-ft. above sea level, lat. 46° 13' 10", long. 74° 33' 11".

Began Operation: Feb. 15, 1962.

Rates: This is an automatic repeater of CBFT, Montreal and is included as a bonus with that station.

**CKBL-TV-2**  
**Murdochville**

(Ch. 6)

(Satellite rebroadcasting station of CKBL-TV, Matane, Que.)

Network Service: CBC, same as CKBL-TV, Matane.

Licensee: La Cie de Radiodiffusion de Matane Ltee., 155 St. Sacrement, Matane, Que.

Transmitter: Needle Mountain, Murdochville.

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: 1150-ft. above av. terrain, 25-ft. above ground, 2850-ft. above sea level, 48° 56' 48", long. 65° 31' 00".

Began Operation: Oct. 1, 1963.

Rates: This is an automatic repeater of CKBL-TV, Matane, and is included as a bonus with that station.

**CKMU-TV-1**  
**Murdochville**

(Ch. 3)

(Satellite rebroadcasting station of CKAM-TV, North Shore, N.B.)

Network Service: CBC, same as CKAM-TV & parent CKCW-TV, Moncton, N.B.

Licensee: Murdochville Television Inc.

Transmitter: Needle Mt., near Murdochville.

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: Directional, 20-ft. above ground, 2870-ft. above sea level, lat. 48° 57' 50", long. 65° 30' 50".

Ownership: M. E. Taschereau, pres.; R. B. Bechervaise, secy.-treas.

Began Operation: June 17, 1965.

Rates: This is an automatic repeater of CKAM-TV, North Shore, N.B., which in turn repeats CKCW-TV, Moncton, and is included as a bonus with CKCW-TV.

**CKHQ-TV-2**  
**Outardes 4**

(Ch. 12)

(Satellite rebroadcasting station of CJBR-TV, Rimouski, Que.)

Network Service: CBC, same as CJBR-TV, Rimouski.

Licensee: Club Social du Nord-Est, c/o Hydro-Quebec, 75 Dorchester Blvd. W., Montreal 1, Que.

Transmitter: Outardes 4, Saguenay County, P.Q.

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: Directional, 175-ft. above av. terrain, 140-ft. above ground, 1380-ft. above sea level, lat. 49° 42' 00", long. 68° 53' 36".

Began Operation: Jan. 12, 1966.

Rates: This is an automatic repeater of CJBR-TV, Rimouski and is included as a bonus with that station.

For Canadian Population Estimates  
See Services Volume

**Quebec**

**CKHQ-TV-4**  
**Outardes 3**

(Ch. 7)

(Satellite rebroadcasting station of CJBR-TV, Rimouski, Que.)

Network Service: CBC, same as CJBR-TV, Rimouski, Que.

Licensee: Club Social du Nord-Est, c/o Hydro-Quebec, 75 Dorchester Blvd. W., Montreal 1, Que.

Transmitter: Outardes 3, Saguenay County, Que.

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: Directional, 160-ft. above av. terrain, 80-ft. above ground, 1280-ft. above sea level, lat. 49° 33' 08", long. 68° 44' 02".

Began Operation: July 28, 1966.

Rates: This is an automatic repeater of CJBR-TV, Rimouski and is included as a bonus with that station.

**CHAU-TV-5**

**Perce**

(Ch. 2)

(Satellite rebroadcasting station of CHAU-TV, Carleton, Que.)

Network Service: CBC, same as CHAU-TV, Carleton, P.Q.

Licensee: Television de la Baie des Chaleurs Inc., Carleton, P.Q.

Transmitter: Perce, P.Q.

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 465-watts visual, 233-watts aural. Antenna: 1385-ft. above av. terrain, 150-ft. above ground, 1385-ft. above sea level, lat. 48° 31' 38", long. 64° 14' 40".

Ownership: See CHAU-TV, Carleton, P.Q.

Began Operation: Oct., 1963.

Rates: This is an automatic repeater of CHAU-TV, Carleton, and is included as a bonus with that station.

**CKRS-TV-1**

**Port Alfred**

(Ch. 9)

(Satellite rebroadcasting station of CKRS-TV, Jonquiere, Que.)

Network Service: CBC, same as CKRS-TV, Jonquiere.

Licensee: Radio Saguenay Ltee., same as CKRS-TV.

Transmitter: Grande Baie Blvd., Grande Baie, Que.

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 19-watts visual, 2.85-watts aural. Antenna: 61-ft. above av. terrain, lat. 48° 19' 20", long. 70° 49' 48".

Color: Network.

Began Operation: Nov., 1963.

Represented (sales) by Canadian Standard Broadcast Sales Inc. (for U.S.), Hardy Radio & Television Ltd. (Toronto, Montreal, Quebec, Winnipeg & Vancouver).

Rates: This is an automatic repeater of CKRS-TV, Jonquiere and is included as a bonus with that station.

**CHAU-TV-3**

**Port Daniel**

(Ch. 10)

(Satellite rebroadcasting station of CHAU-TV, Carleton, Que.)

Network Service: CBC, same as CHAU-TV, Carleton.

Licensee: Television de la Baie des Chaleurs Inc., Carleton, P.Q.

Transmitter: Port Daniel, P.Q.

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: 502-ft. above av. terrain, 102-ft. above ground, 502-ft. above sea level, lat. 48° 08' 25", long. 64° 59' 05".

Ownership: See CHAU-TV, Carleton.

Began Operation: Nov., 1963.

Rates: This is an automatic repeater of CHAU-TV, Carleton, and is included as a bonus with that station.

(Continued on page 1017-b)

# Quebec—Quebec City

## CBVT

(Ch. 11)

(French Outlet)

(Operates satellite rebroadcasting stations CBVT-1, St. Georges de Beauce & CBVT-2, La Tuque, Que.)

**Technical Facilities:** Channel No. 11 (198-204 MHz). Authorized power: 173-kw visual, 34.6-kw aural. Antenna: 649-ft. above av. terrain, 525-ft. above ground, 950-ft. above sea level.

Latitude 46° 52' 45"  
Longitude 71° 03' 18"

Transmitter: Isle of Orleans.

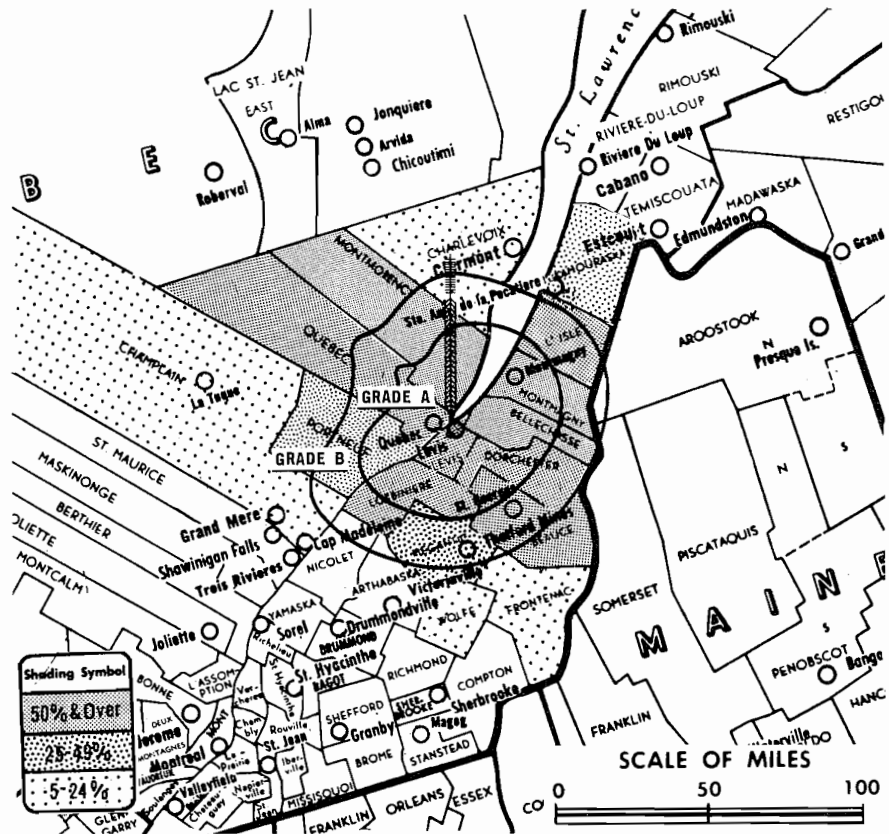
Studio: 2505 Laurier Blvd., Quebec 10, P.Q., P.O. Box 400, Upper Town.

Telephone: 418-656-9440. Telex: 011-286.

Color: Network, film, slide & tape.

TV tape: Recording facilities.

AM Affiliate: CBV, 5-kw, 910 kHz (CBC).



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CBVT Authorized 1/22/62

## CBVT

Network Service: CBC.

Licensee: Canadian Bestg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Began Operation: Sept. 7, 1964.

Represented (sales) by CBC National Selective Sales (Canada); Canadian Standard Broadcast Sales Inc. (U.S.).

Personnel:

Rene Dussault, *manager, CBC Quebec City.*  
E. Morin, *director, TV services.*  
Bertrand Messely, *sales manager.*  
L. Fortin, *station manager.*  
L. Tardivel, *supervisor of information services.*  
F. Provencher, *program director.*  
G. Pecteau, *editor in charge.*

DIGEST OF RATE CARD NO. 7—(March 1, 1970)

Hour	30 Min.	15 Min.	5 Min.	Min.	30 Sec.	20 Sec.	10 Sec.
Class AA—7-10:30 p.m., daily.	\$860.00	\$516.00	\$344.00	\$258.00	\$215.00	\$160.00	\$130.00
	\$76.00						

BBM Weekly Circulation	BBM Area No.	Area Description	All Persons
<b>50% &amp; Over</b>	4170	Lislet	23,230
	4180	Montmagny	26,640
	4190	Montmorency	25,370
	4199	Quebec M.A.	430,370
	4200	Quebec County	397,590
	4210	Levis County	61,480
	4220	Bellechasse	22,100
<b>Between 25-49%</b>	4230	Dorchester	32,790
	4240	Lotbiniere	27,210
	4270	Beauce	65,200
<b>Between 5-24%</b>	4160	Kamouraska	25,380
	4250	Portneuf	51,430
	4260	Megantic	56,650
<b>Between 5-24%</b>	4150	Charlevoix	31,590
	4315	Frontenac, Wolfe	41,780
	4670	Champlain	109,810
<b>CBVT Total Persons:</b>			998,250
<b>BBM Weekly Circulation (Nov. 1969):</b>			616,848
<b>Metro Areas 4199 Quebec M.A.</b>			



# Quebec—Quebec City

## CFCM-TV

(Ch. 4)

(French Outlet)

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 15-kw aural. Antenna: 460-ft. above av. terrain, 672-ft. above sea level.

Latitude 46° 47' 04"  
Longitude 71° 15' 54"

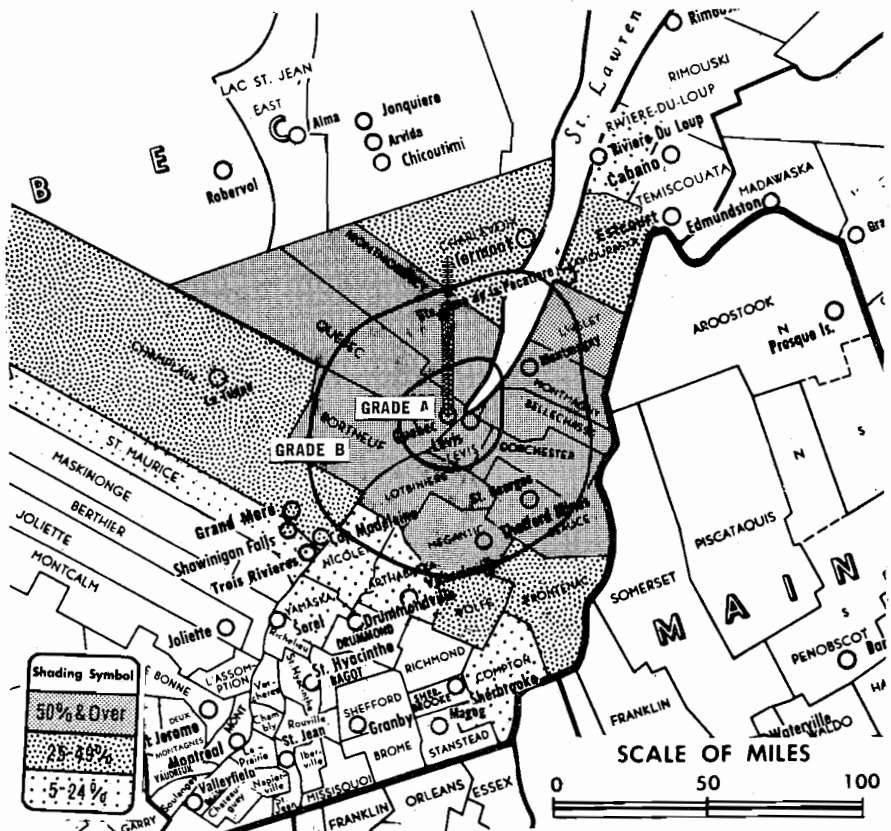
Transmitter: 1000 Myrand Ave., Ste.-Foy, Quebec.

Color: Network, live, film, slide & tape.

TV tape: Recording facilities.

News Wire Service: Canadian Press, Broadcast News, Telbec.

Facsimile Service: AP.



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CFCM-TV Authorized

## CFCM-TV

Licensee: Television de Quebec (Canada) Limitee, 1000 Myrand St., Ste. Foy.

Studio: 1000 Myrand St., P.O. Box 2026, Quebec 2.

Telephone: 683-4985. Telex: 011-234.

Ownership: Famous Players Canadian Corp., 50%; CHRC, 20%; CKCV, 20%; J. A. Pouliot, 5% and Mont St. Jean Investment, 5%. Famous Players also owns 48% of CKCO-TV, Kitchener, Ont. Television de Quebec also owns English language outlet CKMI-TV, Quebec City (Ch. 5). Famous Players also is acquiring a minority interest in CHAN-TV, Vancouver, B.C. For CATV interests of Famous Players, see Canadian CATV Group Ownership.

Began Operation: July 17, 1954.

Represented (sales) by Hardy Radio & TV Ltd.; Paul L'Anglais Inc.; ForJoe-TV Inc. (U.S.).

### Personnel:

Gaston Pratte, *president*.  
Jean A. Pouliot, *managing director*.  
A. P. Fitzgibbons, *dir. of operations & national sales manager*.  
Paul Chamberland, *director of programs*.  
J. L. Rochon, *comptroller & director of personnel*.  
Gerard Fortin, *director of engineering*.  
Jean L. Crevier, *publicity, promotion & public relations director*.  
France Fortin, *public affairs director*.  
Louis Langlois, *news chief*.

For Canadian CATV Group Ownership  
See Services Volume

### DIGEST OF RATE CARD NO. 17

(June 1, 1970)

30 Min. 15 Min. 10 Min. 5 Min. Min. 30 Sec. 20 Sec. 10 Sec.  
Class A—5:30-10:30 p.m., Mon.-Fri.; 6-10:30 p.m., Sat. & Sun.

\$850.00 \$580.00 .....\* .....\* \$330.00 \$220.00 \$220.00 \$110.00

\*Rates on request.

BBM Weekly Circulation	BBM Area No.	Area Description	All Persons
50% & Over	4170	Lislet	23,230
	4180	Montmagny	26,640
	4190	Montmorency	25,370
	4199	Quebec M.A.	430,370
	4200	Quebec County	397,590
	4210	Levis County	61,480
	4220	Bellechasse	22,100
	4230	Dorchester	32,790
	4240	Lotbiniere	27,210
	4250	Portneuf	51,430
4260	Megantic	56,650	
4270	Beauce	65,200	
Between 25-49%	4150	Charlevoix	31,590
	4160	Kamouraska	25,380
	4315	Frontenac, Wolfe	41,780
	4669	Shawinigan, U.A.	62,280
Between 5-24%	4670	Champlain	109,810
	4100	Riviere Du Loup	38,990
	4280	Arthabasca	50,560
	4295	Nicolet, Yamaska	45,620
	4330	Compton	20,480
4659	Trois Rivieres U.A.	94,640	
4660	St. Maurice	109,200	

CFCM-TV Total Persons: 1,263,100  
BBM Weekly Circulation (Nov. 1969): 836,038

Metro Areas 4199 Quebec M.A.

# Quebec—Sherbrooke

## CHLT-TV

(Ch. 7)

(French Outlet)

**Technical Facilities:** Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 186-kw aural. Antenna: 1840-ft. above av. terrain, 150-ft. above ground, 2796-ft. above sea level.

Latitude 45° 18' 43"  
Longitude 72° 14' 32"

**Transmitter:** Mont-Orford Provincial Park.

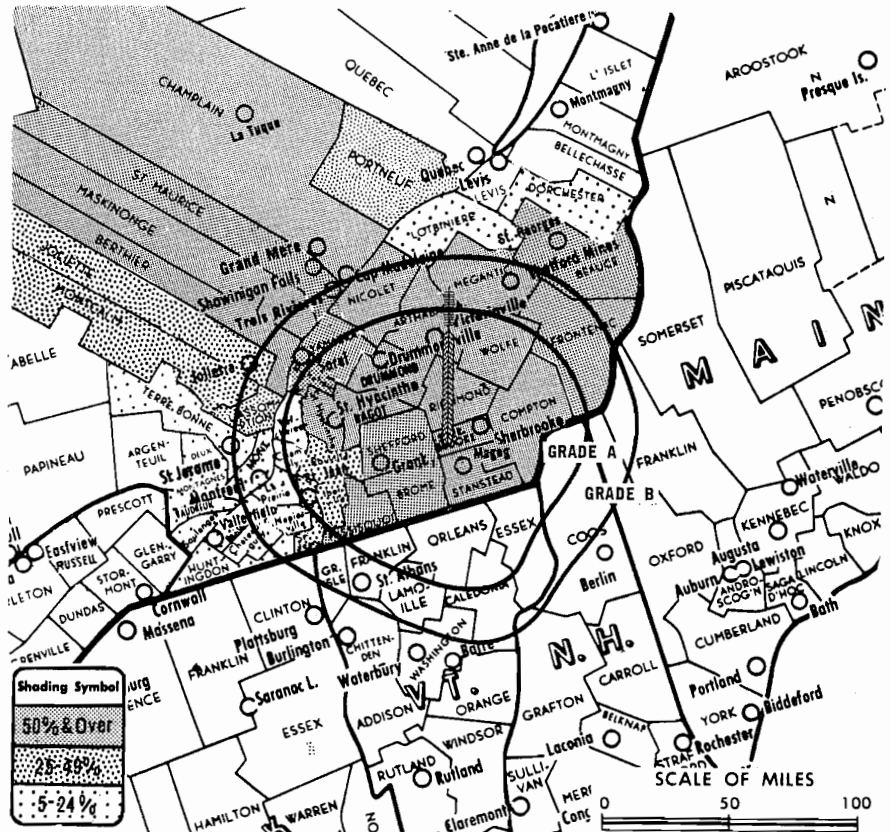
**AM Affiliate:** CHLT, 10-kw, 630 kHz (CBC).

**FM Affiliate:** CHLT-FM, 62-kw, 102.7 MHz (No. 274).

**Color:** Network, live, film, slide & tape.

**TV tape:** Recording facilities.

**News Wire Service:** Broadcast News, Canadian Press.



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CHLT-TV Authorized 8/28/56

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## CHLT-TV

**Network Service:** CBC.

**Licensee:** Radio-Television Sherbrooke (1967) Inc., 3330 King St. W., Sherbrooke.

**Studio:** 3330 King West.

**Telephone:** 569-9331.

**Ownership:** Radio-Television Sherbrooke (1967) Inc.; J. L. Gauthier, pres.

**Began Operation:** Aug. 12, 1956.

**Represented (sales) by:** NTV Marketing.

### Personnel:

Jean-Louis Gauthier, *president & general manager.*  
Marcel Rheault, *operations manager.*  
Fernand Corbell, *commercial manager.*  
Robert Thiebault, *chief engineer.*

### DIGEST OF RATE CARD NO. 17—(March 1, 1970)

30 Min. 15 Min. 10 Min. 5 Min. Min. 30 Sec. 20 Sec. 10 Sec.  
Class AA—6-11 p.m., dally.  
\$800.00 ..... \$240.00 \$160.00 \$180.00 \$100.00

BBM Weekly Circulation	BBM Area No.	Area Description	All Persons
<b>50% &amp; Over</b>	4260	Megantic	56,650
	4270	Beauce	65,200
	4280	Arthabasca	50,560
	4295	Nicolet, Yamaska	45,620
	4315	Frontenac, Wolfe	41,780
	4330	Compton	20,480
	4340	Stanstead	36,460
	4349	Sherbrooke U.A.	84,000
	4350	Sherbrooke County	99,410
	4359	Granby City	35,110
	4360	Shefford	61,410
	4369	Drummondville U.A.	43,730
	4370	Drummond	64,400
	4380	Richmond	40,590
	4395	Brome, Missisquoi	48,170
	4440	Richelieu	46,960
	4450	St. Hyacinthe	49,370
4460	Bagot	24,170	
4630	Berthier	26,580	
4640	Maskinonge	21,170	
4659	Trois Rivieres U.A.	94,640	
4660	St. Maurice	109,200	
4669	Shawinigan U.A.	62,280	
4670	Champlain	109,810	
<b>Between 25-49%</b>	4250	Portneuf	51,430
	4409	St. Jean U.A.	43,800
	4410	Iberville	19,890
	4420	Rouville	30,030
	4430	St. Jean County	42,830
	4480	Lassomption	52,430
4615	Joliette, Montcalm	68,280	
<b>Between 5-24%</b>	4230	Dorchester	32,790
	4240	Lobiniere	27,210
	4469	Valleyfield	34,380
	4470	Beauharnois	52,130
	4479	Montreal M.A.	2,485,400
	4490	Vercheres	32,650
	4500	Chambly	206,570
	4515	Laprairie, Napierville	62,590
	4535	Chateauguay, Hunt	66,770
	4555	Vaudreuil, Soulanges	46,390
	4570	Montreal Island	1,925,850
4580	Jesus Island	213,140	
4590	Deux Montagnes	41,340	
4599	St. Jerome	331,810	
4600	Terebonne	127,250	
<b>CHLT-TV Total Persons:</b>			<b>4,117,560</b>
<b>BBM Weekly Circulation (Nov. 1969):</b>			<b>1,020,066</b>
<b>Metro Areas 4479 Montreal M.A.</b>			

*Hogan-Feldmann, Inc.*  
MEDIA BROKERS · CONSULTANTS  
4404 Riverside Drive, Box 1545  
Burbank, California 91505  
Area Code 213 849-3201

## CKMI-TV Quebec City

(Ch. 5)

(English Outlet)

Network Service: CBC, also CBS, NBC, ABC thru CBC.

Licensee: Television de Quebec (Canada) Limitee, 1000 Myrand St., P.O. Box 2026, Quebec 2, P.Q.

Studio: 1000 Myrand St., Ste. Foy.

Transmitter: 1000 Myrand St., Ste. Foy.

Telephone: 683-4985. Telex: 011-234.

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 13.85-kw visual, 6.77-kw aural. Antenna: 460-ft. above av. terrain, 379-ft. above ground, 672-ft. above sea level, using same facilities as CFCM-TV.

Color: Network, live, film, slide & tape.

News Wire Service: Canadian Press, Broadcast News.

News Film Service: CBC.

TV tape: Recording facilities.

Ownership: Same as CFCM-TV, Quebec City.

Began Operation: March 17, 1957.

Represented (sales) by Forjoe-TV Inc. (U.S.); Hardy Radio & Television (Montreal, Toronto, Vancouver & Winnipeg).

Personnel:

Gaston Pratte, *president*.

Jean A. Pouliot, *general manager*.

A. P. Fitzgibbons, *director of operations & general sales manager*.

Jean Crevier, *director of publicity, public relations & promotion*.

George Lovett, *program manager*.

Gerard Fortin, *director of engineering*.

### DIGEST OF RATE CARD NO. 10—(June 1, 1970)

30 Min.	15 Min.	10 Min.	5 Min.	Min.	30 Sec.	20 Sec.	10 Sec.	
Class A—6:30-11 p.m., Sun.-Fri.; 6-11 p.m., Sat.	\$140.00	\$93.00	\$67.00	\$60.00	\$40.00	\$32.00	\$28.00	\$20.00

CKMI-TV Total Persons: 766,460

BBM Weekly Circulation (Nov. 1969): 193,460

## CJBR-TV Rimouski

(Ch. 3)

(Also operates satellite rebroadcasting station CJBR-TV-1, Edmundston, N.B. and is repeated by CKHQ-TV-2, Outardes, 4; CKHQ-TV-3, Micoua; CKHQ-TV-4, Outardes 3, all Que.)

Network Service: CBC.

Licensee: Lower St. Lawrence Radio Inc., 273 St. Jean-Baptiste St. W.

Studio: 273 St. Jean-Baptiste St. W. Telephone: 723-2217.

Transmitter: Bic Hill.

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 56.9-kw aural. Antenna: 1165-ft. above av. terrain, 179-ft. above ground, 1316-ft. above sea level, lat. 48° 19' 40", long. 68° 50' 09".

Color: Network, tape.

News Wire Service: Broadcast News.

AM Affiliate: CJBR, 10-kw, 900 kHz (CBC).

FM Affiliate: CJBR-FM, 20-kw, 101.5 MHz (No. 268), 1335-ft. antenna height.

Ownership: Lower St. Lawrence Radio Inc.; Jacques Brillant, pres.

Began Operation: Nov. 21, 1954.

Represented (sales) by All-Canada Radio & Television Ltd. (for U.S.) & Stovin-Byles Ltd.; Paul L'Anglais Inc. (Toronto & Montreal); Forjoe Inc. (New York).

Personnel:

Andre Lecomte, *station manager & vice president*.

Francois Raymond, *program director & film buyer*.

### DIGEST OF RATE CARD NO. 11—(April 1, 1968)

30 Min.	15 Min.	5 Min.	Min.	30 Sec.	20 Sec.	10 Sec.
Class AA—6-10 p.m., daily.	\$250.00	\$170.00	\$120.00	\$95.00	\$75.00	\$40.00

CJBR-TV Total Persons: 385,420

BBM Weekly Circulation (Nov. 1969): 176,590

## Quebec

## CHAU-TV-7 Riviere-au-Renard

(Ch. 7)

(Satellite rebroadcasting station of CHAU-TV-5, Perce, P.Q.)

Network Service: CBC, same as CHAU-TV, Carleton, Que.

Licensee: Television de la Baie des Chaleurs Inc., Carleton, Que.

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 97.5-watts visual, 48.8-watts aural. Antenna: Directional, 707-ft. above ground, lat. 48° 59' 52", long. 64° 25' 55".

Ownership: See CHAU-TV, Carleton, Que.

Began Operation: Jan. 9, 1961.

Rates: This is an automatic repeater of CHAU-TV-5, Perce, which picks up CHAU-TV, Carleton, and both are included as a bonus with CHAU-TV.

## CKRT-TV Riviere du Loup

(Ch. 7)

(Also operates satellite rebroadcasting stations CKRT-TV-1, Baie St. Paul; CKRT-TV-2, Ste. Rose du Degele; CKRT-TV-3, St. Patrick; CKRT-TV-4, Cabano; CKRT-TV-5, St. Urbain, all Que.)

Network Service: CBC.

Licensee: CKRT-TV Ltee., 1 rue Frontenac, Riviere du Loup.

Transmitter: Montagne Bleue, Pelletier Station, Cte. Kamouraska.

Studio: 1 Frontenac St., Riviere du Loup, Que.

Telephone: 418-862-6003. Telex: 011-3115.

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 49-kw visual, 24.5-kw aural. Antenna: 1156-ft. above av. terrain, 235-ft. above ground, 2150-ft. above sea level, lat. 47° 35' 03", long. 69° 22' 10".

Color: Network.

TV tape: Recording facilities.

Ownership: Luc Simard, pres. & gen. mgr., 38.5%; Gerard Simon, v.p. & treas., 40%; Gerard Simon Inc., 5%; Radio CJFP Ltee. & Lucette B. Simard, 3.3% each; 18 others, none with as much as 3%.

Began Operation: Jan. 14, 1962.

Represented (sales) by Hardy Radio & Television Ltd., (Montreal & Toronto & Winnipeg); Devney Organization (U.S.).

Personnel:

Luc Simard, *president & general manager*.

Vincent Gagnon, *sales manager*.

Gerard Simon, *vice president & treasurer*.

Germain Gelinas, *technical director*.

### DIGEST OF RATE CARD NO. 8

(June 1, 1970)

30 Min.	15 Min.	10 Min.	5 Min.	Min.	30 Sec.	20 Sec.	10 Sec.
Class AA—7-10 p.m., daily.	\$160.00	\$110.00	\$95.00	\$80.00	\$60.00	\$45.00	\$25.00

CKRT-TV Total Persons: 246,870

BBM Weekly Circulation (Nov. 1969): 118,113

## CKRS-TV-3 Roberval

(Ch. 8)

(Repeater satellite of CKRS-TV, Jonquiere, Que.)

Network Service: Same as CKRS-TV, Jonquiere.

Licensee: Radio Saguenay Ltee., 175 Sir Wilfrid Laurier, Jonquiere.

Transmitter: Lac Bouchette Road, Chambord.

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 4.12-kw visual, 2.06-kw aural. Antenna: 532-ft. above av. terrain, 300-ft. above ground, 1226-ft. above sea level, lat. 48° 24' 00", long. 72° 05' 14".

Color: Network.

Began Operation: Jan. 8, 1963.

Represented (sales) by Hardy Radio & Television Ltd. (Montreal, Quebec, Vancouver, Toronto & Winnipeg); Canadian Standard Broadcast Sales Inc. (U.S.A.).

Rates: This is an automatic repeater of CKRS-TV, Jonquiere and is included as a bonus with that station.

## Quebec

### CKRN-TV Rouyn-Noranda

(Ch. 4)

(French Outlet)

(Also operates satellite rebroadcasting stations CKRN-TV-1, Senneterre; CKRN-TV-2, Val D'Or; CKRN-TV-3, Ville Marie; CKRN-TV-4, Matagami, all Que.)

Network Service: CBC.

Licensee: Northern Radio-Radio Nord Inc., P.O. Box 70, 68 Gamble St. W., Rouyn, Que.

Studio & Transmitter: Noranda, Que.

Business Office: 68 Gamble St. W., Rouyn, Que.

Telephone: 762-0741. Telex: 011-77526.

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 115-kw visual, 57.5-kw aural. Antenna: 902-ft. above av. terrain, 725-ft. above ground, 1926-ft. above sea level, lat. 48° 15' 35", long. 79° 02' 37".

Color: Network, tape.

News Wire Service: Broadcast News.

AM Affiliate: CKRN, 1-kw, 1400 kHz (CBC).

Ownership: Controlled by David A. Gourd, pres. and J. J. Gourd chairman. Also operate radio stations CKVD, Val d'Or, Que.; CHAD, Amos, Que.; CKLS, La Sarre, Que.

Began Operation: Dec. 25, 1957.

Represented (sales) by Weed & Co. (for U.S.); Hardy Radio & TV Ltd. (Vancouver, Montreal & Toronto).

Personnel:

David A. Gourd, *president & general manager.*

Roger Houle, *news & sports director.*

Brigitte Guimont, *assistant station manager.*

D. Krumbacher, *chief technician.*

#### DIGEST OF RATE CARD NO. 7—(June 1, 1969)

30 Min.	15 Min.	10 Min.	5 Min.	Min.	30 Sec.	20 Sec.	10 Sec.
Class A—6:30-11 p.m., daily.							
\$240.00	\$160.00	\$130.00	\$115.00	\$85.00	\$60.00	\$45.00	\$25.00

CKRN-TV Total Persons: 308,290

BBM Weekly Circulation (Nov. 1969): 171,025

### CBVT-1 St. Georges de Beauce

(Ch. 2)

(Satellite rebroadcasting station of CBVT, Quebec, P.Q.)

Network Service: CBC French Network, same as CBVT, Quebec.

Licensee: Canadian Bestg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: St. George de Beauce.

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 5-watts pedestal power visual, 2-watts aural. Antenna: Directional, 332-ft. above av. terrain, 100-ft. above ground, 1150-ft. above sea level, lat. 46° 08' 34", long. 70° 37' 34".

Began Operation: July 31, 1967.

Rates: Included as bonus with CBVT, Quebec.

### CHAU-TV-1 Ste. Marguerite-Marie

(Ch. 2)

(Satellite rebroadcasting station of CHAU-TV, Carleton, Que.)

Network Service: CBC.

Licensee: Television de la Baie des Chaleurs Inc.

Transmitter: Ste. Marguerite-Marie.

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 219-watts visual, 109-watts aural. Antenna: 700-ft. above av. terrain, 185-ft. above ground, 1860-ft. above sea level, lat. 48° 18' 40", long. 67° 05' 06".

Began Operation: August, 1963.

Rates: Included as bonus with CHAU-TV, Carleton.

### CKRT-TV-3 St. Patrice (Riviere du Loup)

(Ch. 13)

(Satellite rebroadcasting station of CKRT-TV, Riviere du Loup, Que.)

Network Service: CBC, same as CKRT-TV, Riviere du Loup.

Licensee: CKRT-TV Ltee., 1 rue Frontenac, Riviere-du-Loup.

Transmitter: La Pointe, St. Patrice, Riviere du Loup.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 63-watts visual, 32.5-watts aural. Antenna: 37-ft. above av. terrain, 80-ft. above ground, 130-ft. above sea level, lat. 47° 25' 65", long. 70° 51' 25".

Began Operation: Dec. 10, 1964.

Rates: Bonus with CKRT-TV, Riviere du Loup.

### CKRT-TV-2 Ste. Rose du Degele

(Ch. 2)

(Satellite rebroadcasting station of CKRT-TV, Riviere du Loup, Que.)

Network Service: Same as CKRT-TV, Riviere du Loup, P.Q.

Licensee: CKRT-TV Ltee., 1 rue Frontenac, Riviere-du-Loup.

Transmitter: Route 10, Ste. Rose du Degells, Cte. Temiscouata.

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 63-watts visual, 32.5-watts aural. Antenna: 134-ft. above av. terrain, 80-ft. above ground, 600-ft. above sea level, lat. 47° 33' 15", long. 68° 39' 14".

Began Operation: July 1, 1964.

Rates: Bonus with CKRT-TV, Riviere du Loup.

### CKRT-TV-5 St. Urbain

(Ch. 5)

(Satellite rebroadcasting station of CKRT-TV Riviere du Loup, P.Q.)

Network Service: CBC, same as CKRT-TV Riviere du Loup.

Licensee: CKRT-TV Ltee., 1 Rue Frontenac, Riviere du Loup.

Transmitter: St. Urbain, P.Q.

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 41.8-watts visual, 8.4-watts aural. Antenna: 1,000-ft. above sea level, lat. 47° 33' 02", long. 70° 33' 46".

Began Operation: May 13, 1969.

Rates: This is an automatic repeater of CKRT-TV Riviere du Loup, P.Q. and is included as a bonus with that station.

### CFKL-TV Schefferville

(Ch. 11)

Network Service: CBC, fed directly from studio of CJCL-TV, Labrador City, Nfld.

Licensee: Iron Ore Co. of Canada Aviation Ltd., Suite 1150, 1245 Sherbrooke St. W., Montreal, Que.

Transmitter: 1-mi. W of town.

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 426-kw visual, 213-kw aural. Antenna: Directional, 404-ft. above av. terrain, 60-ft. above ground, 2150-ft. above sea level, lat. 54° 48' 00", long. 66° 51' 10".

Began Operation: August 22, 1965.

Personnel:

A. K. Hansen, *technical director.*

Rates: See CJCL-TV, Labrador City.

### CKRN-TV-1 Senneterre

(Ch. 7)

(Satellite rebroadcasting station of CKRN-TV, Rouyn-Noranda, Que.)

Network Service: CBC, same as CKRN-TV, Rouyn-Noranda.

Licensee: Northern Radio-Radio Nord Inc., 70 Gamble St. W., Rouyn, Que.

Transmitter: Senneterre, Que.

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: 200-ft. above av. terrain, 200-ft. above ground, 1200-ft. above sea level, lat. 48° 24' 40", long. 77° 16' 22".

Color: Network.

Began Operation: Sept. 2, 1962.

Rates: Bonus with CKRN-TV, Rouyn-Noranda.

**CBFST-2  
Temiscaming**

(Ch. 12)

(Satellite rebroadcasting station of CBFST, Sturgeon Falls, Ont.)

Network Service: CBC French Network.

Licensee: Canadian Bestg. Corp., 1500 Bronson Ave., Ottawa, Ont.  
Transmitter: Thorne, Ont.

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 7.08-kw visual, 3.54-kw aural. Antenna: 860-ft. above av. terrain, 554-ft. above ground, 1854-ft. above sea level, lat. 46° 38' 28", long. 79° 04' 24".

Began Operation: March 15, 1963.

Rates: Bonus with CBFST, Sturgeon Falls.

**CFCH-TV-1  
Temiscaming**

(Ch. 3)

(Satellite rebroadcasting station of CFCH-TV, North Bay, Ont.)

Network Service: Same as CFCH-TV, North Bay.

Licensee: Chamber of Commerce, Town of Temiscaming, Que.

Transmitter: Temiscaming, Que.

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: 460-ft. above av. terrain, 110-ft. above ground, 1060-ft. above sea level, lat. 46° 43' 37" long. 79° 05' 54".

Began Operation: Sept. 19, 1962.

Rates: Bonus with CFCH-TV, North Bay.

**CKTM-TV  
Trois-Rivieres**

(Ch. 13)

(French Outlet)

Network Service: CBC, French.

Licensee: Television St. Maurice Inc., Box 277.

Studio & Transmitter: Mont-Carmel, Que.

Telephone: 819-375-7311.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 325-kw visual, 65-kw aural. Antenna: 1323-ft. above av. terrain, 1085-ft. above ground, 1660-ft. above sea level, lat. 46° 29' 27", long. 72° 39' 00".

Color: Network. TV tape: Recording facilities.

News Wire Service: Broadcast News.

Ownership: Television St. Maurice Inc.; Henri Audet, pres. & gen. mgr., Allan Rogerson, v.p.; Guy Labelle, secy.

Began Operation: April 15, 1958.

Represented (sales) by Paul L'Anglais Inc. & Stovin-Byles Ltd. (Canada); Forjoe-TV Inc. & All Canada Radio-TV Ltd. (U.S.).

**Personnel:**

Henri Audet, *president & general manager.*  
Robert Bonneau, *station manager & chief engineer.*  
Jean Brousseau, *production manager.*  
Gilles Dussault, *sales manager.*  
Albert Aubichon, *film buyer.*

**DIGEST OF RATE CARD NO. 8—(March 1, 1970)**

30 Min.	15 Min.	10 Min.	5 Min.	Min.	30 Sec.	20 Sec.	10 Sec.
Class AA—6-11 p.m., daily.							
\$330.00	\$220.00	\$192.00	\$165.00	\$120.00	\$90.00	\$80.00	\$50.00

CKTM-TV Total Persons: 855,030  
BBM Weekly Circulation (Nov. 1969): 361,743

**CKRN-TV-2  
Val d'Or**

(Ch. 8)

(Satellite rebroadcasting station of CKRN-TV, Rouyn, Que.)

Licensee: Northern Radio-Radio Nord Inc., Rouyn, Que.

Transmitter: Val d'Or.

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: Directional, 203-ft. above av. terrain, 200-ft. above ground, 1050-ft. above sea level, lat. 48° 07' 49", long. 77° 46' 00".

Color: Network.

Began Operation: Dec. 21, 1964.

Rates: Bonus with CKRN-TV, Rouyn.

**Quebec-Saskatchewan**

**CKRN-TV-3  
Ville-Marie**

(Ch. 6)

(Satellite rebroadcasting station of CKRN-TV, Rouyn, Que.)

Network Service: Same as CKRN-TV, Rouyn, Que.

Licensee: Northern Radio-Radio Nord Inc., Rouyn, Que.

Transmitter: Ville-Marie.

Technical Facilities: Channel No. 6 (174-180 MHz). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: Directional, 280-ft. above av. terrain, 200-ft. above ground, 750-ft. above sea level, lat. 47° 21' 05", long. 79° 27' 12".

Color: Network.

Began Operation: Dec. 21, 1964.

Rates: This is an automatic repeater of CKRN-TV, Rouyn, and is included as a bonus with that station.

**SASKATCHEWAN**

**CKBI-TV-1  
Alticane**

(Ch. 10)

(Satellite rebroadcasting station of CKBI-TV, Prince Albert, Sask.)

Network Service: CBC, same as CKBI-TV, Prince Albert.

Licensee: Central Broadcasting Co. Ltd., 10th St. W, Prince Albert

Transmitter: Alticane.

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 670-watts visual, 335-watts aural. Antenna: 603-ft. above av. terrain, 175-ft. above ground, 2675-ft. above sea level, lat. 52° 52' 00", long. 107° 40' 00".

Ownership: See CKBI-TV, Prince Albert, Sask.

Began Operation: Feb. 10, 1961.

Rates: This is an automatic repeater of CKBI-TV, Prince Albert and is included as a bonus with that station.

**CKBI-TV-5  
Big River**

(Ch. 9)

(Satellite rebroadcasting station of CKBI-TV, Prince Albert, Sask.)

Network Service: CBC, same as CKBI-TV, Prince Albert, Sask.

Transmitter: Big River, Sask.

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: 150-ft. above av. terrain, 150-ft. above ground, 1700-ft. above sea level, lat. 53° 50' 00", long. 107° 02' 00".

Began Operation: Dec. 15, 1966.

Rates: This is an automatic repeater of CKBI-TV, Prince Albert, Sask., and is included as a bonus of that station.

**CFSS-TV  
Carlyle Lake**

(Ch. 7)

(Satellite rebroadcasting station of CKOS-TV, Yorkton, Sask.)

Network Service: CBC, same as CKOS-TV, Yorkton.

Licensee: Yorkton Television Co. Ltd., 95 E. Broadway, Yorkton.

Transmitter: 7.5-mi. N of Carlyle, Sask.

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 32-kw visual, 17-kw aural. Antenna: 891-ft. above av. terrain, 921-ft. above ground, 3416-ft. above sea level, lat. 49° 44' 22", long. 102° 16' 38". Note: Has approval for boost to 92-kw visual, 50-kw aural.

Color: Network, live, film, slide & tape.

Began Operation: Sept., 1961.

Rates: This is an automatic repeater of CKOS-TV, Yorkton and is included as a bonus with that station.

(Continued on page 1021-b)

# Saskatchewan—Moose Jaw

## CBKMT

(Ch. 4)

(Also operates satellite rebroadcasting station, CBKRT, Sask.)

**Technical Facilities:** Channel No. 4 (66-72 MHz). Authorized power: 48-kw visual, 25-kw aural. Antenna: 793-ft. above av. terrain, 580-ft. above ground, 2980-ft. above sea level.

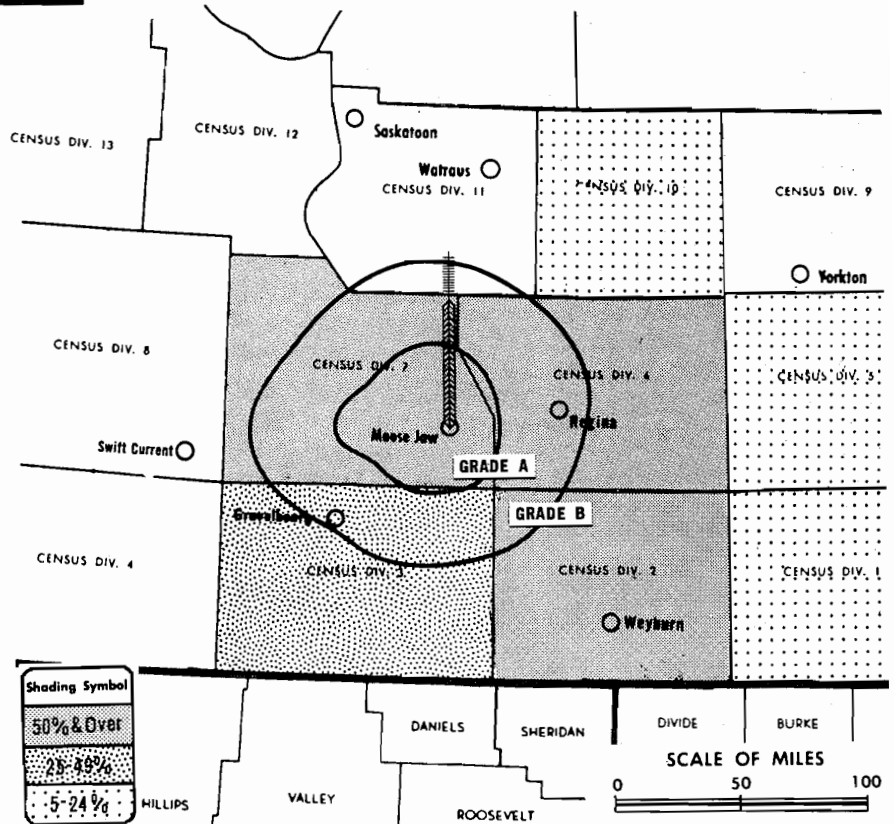
Latitude 50° 23' 25"  
Longitude 105° 55' 38"

**Transmitter:** Caron, Sask.

**Studio:** 127 Main St. N, Moose Jaw, Sask.

**Color:** Network.

**News Wire Service:** Broadcast News, Canadian Press.



CBKMT Authorized: 8/15/58

## CBKMT

**Network Service:** CBC.

**Licensee:** Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.  
**Telephone:** 306-693-4683. **Telex:** 031-2190.

**Began Operation:** July 7, 1959. Purchased by CBC from CHAB Ltd., Sept. 13, 1969.

**Represented (sales)** by CBC National Selective TV Sales.

**Personnel:**

A. E. Parr, *station manager.*  
C. Oliver, *news supervisor.*  
W. Hudema, *sales representative.*  
G. Goudie, *technical director.*  
F. Sidwell, *operations manager.*  
A. Small, *information services representative.*

**Rates:** See CBKRT, Regina, Sask.

For BBM Bureau of Measurement Data,  
see CBKRT, Regina, Sask.



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## CKCK-TV-1

### Colgate

(Ch. 12)

(Satellite rebroadcasting station of CKCK-TV, Regina, Sask.)

Network Service: CTV, same as CKCK-TV, Regina.

Licensee: Transcanada Communications Ltd., Box 2000, Regina, Sask.

Transmitter: Near Colgate, Sask.

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 15.1-kw visual, 7.5-kw aural. Antenna: 532-ft. above av. terrain, 572-ft. above ground, 2506-ft. above sea level, lat. 49° 26' 16", long. 103° 47' 53".

Began Operation: Nov. 30, 1962.

Rates: This is an automatic repeater of CKCK-TV, Regina and is included as a bonus with that station.

## CJFB-TV-1

### Eastend

(Ch. 2)

(Satellite rebroadcasting station of CJFB-TV, Swift Current, Sask.)

Network Service: Same as CJFB-TV, Swift Current.

Licensee: Swift Current Telecasting Co. Ltd., North Hill, Swift Current, Sask.

Transmitter: Eastend.

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: 564-ft. above av. terrain, 90-ft. above ground, 3541-ft. above sea level, lat. 49° 30' 00", long. 108° 51' 27".

Began Operation: July 31, 1961.

Rates: This is an automatic repeater of CJFB-TV, Swift Current and is included as a bonus with that station.

## CKBI-TV-3

### Greenwater Lake

(Ch. 4)

(Satellite rebroadcasting station of CKBI-TV, Prince Albert, Sask.)

Network Service: CBC, same as CKBI-TV, Prince Albert.

Licensee: Central Broadcasting Co. Ltd., 10th St. W, Prince Albert.

Transmitter: Greenwater Lake.

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 3-kw visual, 1.6-kw aural. Antenna: 701-ft. above av. terrain, 531-ft. above ground, 2556-ft. above sea level, lat. 52° 28' 03", long. 103° 30' 15".

Ownership: See CKBI-TV, Prince Albert, Sask.

Began Operation: May 31, 1962.

Rates: This is an automatic repeater of CKBI-TV, Prince Albert and is included as a bonus with that station.

## CKSA-TV

### Lloydminster

(See Lloydminster, Alta.)

## CHAT-TV-2

### Maple Creek

(Ch. 10)

(Satellite rebroadcasting station of CHAT-TV-1, Pivot, Alta.)

Network Service: CBC, same as CHAT-TV.

Licensee: Monarch Bcstg. Co. Ltd., 520 First St., Medicine Hat.

Transmitter: Maple Creek, Sask.

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 45-watts visual, 4.5-watts aural. Antenna: 150-ft. above av. terrain, 60-ft. above ground, 2500-ft. above sea level, lat. 49° 52' 46", long. 109° 29' 10".

Began Operation: Oct. 7, 1969.

Rates: This is an automatic repeater of CHAT-TV, Medicine Hat, Alta. via CHAT-TV-1, Pivot, Alta. and is included as a bonus with that station.

## Saskatchewan

## CKMJ-TV

### Marquis (Moose Jaw)

(Ch. 7)

(Satellite rebroadcasting station of CKCK-TV, Regina, Sask.)

Network Service: CTV, same as CKCK-TV.

Licensee: Transcanada Communications Ltd., Box 2000, Regina, Sask.

Transmitter: Marquis.

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 55.4-kw visual, 27.7-kw aural. Antenna: Directional, 768-ft. above av. terrain, 810-ft. above ground, 2727-ft. above sea level, lat. 50° 38' 43", long. 105° 46' 06".

Color: Network, film, & slide.

Began Operation: Sept. 18, 1964.

Represented (sales) by All-Canada Radio & Television Ltd.

Rates: This is an automatic repeater of CKCK-TV, Regina and is included as a bonus with that station.

## CKSA-TV-1

### Meadow Lake

(Ch. 12)

(Satellite rebroadcasting station of CKSA-TV, Lloydminster, Alta.)

Network Service: CBC, same as CKSA-TV, Lloydminster, Alta.

Licensee: CKSA-TV Ltd., 5026 50th St., Lloydminster, Alta.

Transmitter: 1-mi. SW of Meadow Lake.

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: 250-ft. above av. terrain, 200-ft. above ground, lat. 54° 07' 15", long. 108° 07' 56".

Began Operation: Aug. 17, 1965.

Rates: This is an automatic repeater of CKSA-TV, Lloydminster, Alta. and is included as a bonus with that station.

## CKBI-TV-4

### Nipawin

(Ch. 2)

(Satellite rebroadcasting station of CKBI-TV, Prince Albert, Sask.)

Network Service: CBC, same as CKBI-TV, Prince Albert.

Licensee: Central Broadcasting Co. Ltd., 10th St. W, Prince Albert.

Transmitter: Nipawin.

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 54-watts visual, 27-watts aural. Antenna: 175-ft. above av. terrain, 150-ft. above ground, 1375-ft. above sea level, lat. 53° 20' 10", long. 104° 05' 00".

Ownership: See CKBI-TV, Prince Albert, Sask.

Began Operation: Dec. 1, 1961.

Rates: This is an automatic repeater of CKBI-TV, Prince Albert and is included as a bonus with that station.

## CKBI-TV-2

### North Battleford

(Ch. 7)

(Satellite rebroadcasting station of CKBI-TV-1, Alticane, Sask.)

Network Service: CBC, same as CKBI-TV, Prince Albert.

Licensee: Central Broadcasting Co. Ltd., 10th St. W, Prince Albert.

Transmitter: North Battleford.

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 570-watts visual, 285-watts aural. Antenna: 461-ft. above av. terrain, 409-ft. above ground, 2184-ft. above sea level, lat. 52° 49' 44", long. 108° 19' 47".

Ownership: See CKBI-TV, Prince Albert, Sask.

Began Operation: Feb. 10, 1961.

Rates: This is an automatic repeater of CKBI-TV, Prince Albert and is included as a bonus with that station.

# Saskatchewan—Regina

## CBKRT

(Ch. 9)

(Satellite of CBKMT, Moose Jaw, Sask.)

**Technical Facilities:** Channel No. 9 (186-192 MHz). Authorized power: 140-kw visual, 75-kw aural. Antenna: 680-ft. above av. terrain, 736-ft. above ground, 1956-ft. above sea level.

Latitude 50° 28' 58"  
Longitude 104° 30' 20"

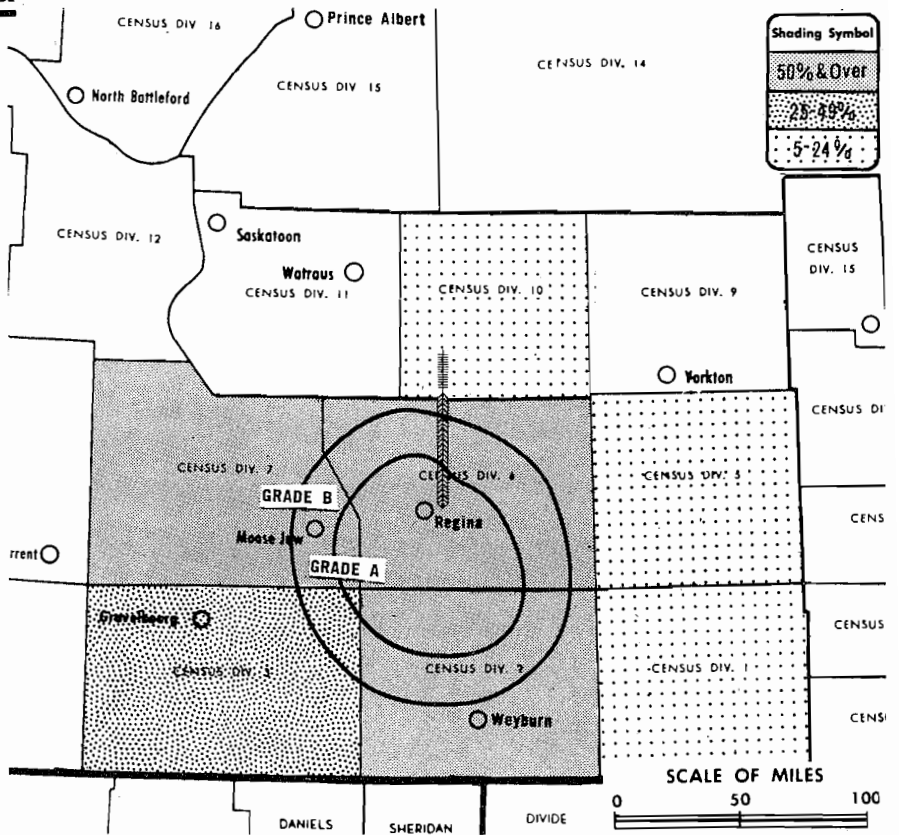
**Transmitter:** 2-mi. NE of Regina.

**Studio:** 127 Main North, Moose Jaw.

**Color:** Network.

**News Wire Service:** Canadian Press, Broadcast News.

**AM Affiliate:** CBK, 50-kw, 540-KHz (CBC).



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CBKRT Authorized: 9/17/62

## CBKRT

**Network Service:** CBC.

**Licensee:** Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

**Regina Address:** 1840 McIntyre St.

**Telephone:** 306-523-6641. **Telex:** 031-2289.

**Ownership:** CBC.

**Began Operation:** Dec. 21, 1962. Purchased by CBC from CHAB Ltd., Sept. 13, 1969.

**Personnel:** See CBKMT, Moose Jaw.

### DIGEST OF RATE CARD NO. 2—(March 1, 1970)

Hour 30 Min. 15 Min. 5 Min. Min. 30 Sec. 20 Sec. 10 Sec.

Class AA—7-11 p.m., daily.

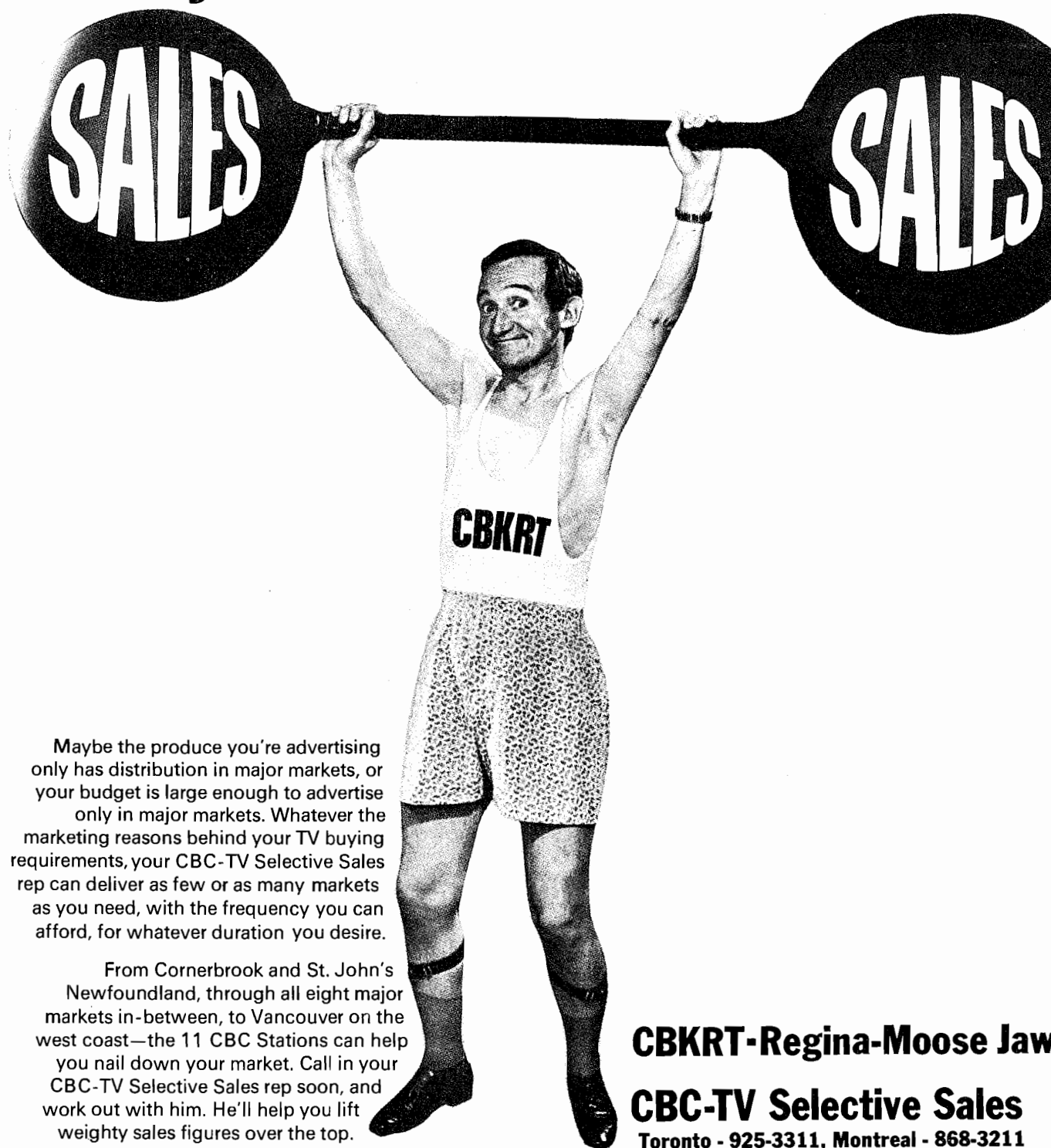
\$625.00 \$375.00 \$250.00 \$188.00 \$125.00 \$82.00 \$63.00 \$44.00

Rates include CBKMT, Moose Jaw.

BBM Weekly Circulation	BBM Area No.	Area Description	All Persons
<b>50% &amp; Over</b>	7020	Census Division 2	30,500
	7069	Regina M.A.	132,070
	7070	Census Division 6	168,920
	7079	Moose Jaw City	30,790
	7080	Census Division 7	54,980
<b>Between 25-49%</b>	7030	Census Division 3	24,510
<b>Between 5-24%</b>	7010	Census Division 1	37,630
	7060	Census Division 5	47,870
	7100	Census Division 10	30,970
<b>CBKRT Total Persons:</b>			395,380
<b>BBM Weekly Circulation (Nov. 1969):</b>			227,575
<b>Metro Areas</b>	7069	Regina M.A.	



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# Saskatchewan—Regina

## CKCK-TV

(Ch. 2)

(Also operates satellite rebroadcasting stations CKCK-TV-1, Colgate; and CKCK-TV-2, Willow Bunch, CKMJ-TV, Marquis-Moose Jaw, Sask.)

**Technical Facilities:** Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 53.5-kw aural. Antenna: 588-ft. above av. terrain, 670-ft. above ground, 2534-ft. above sea level.

Latitude 50° 26' 52"  
Longitude 104° 30' 00"

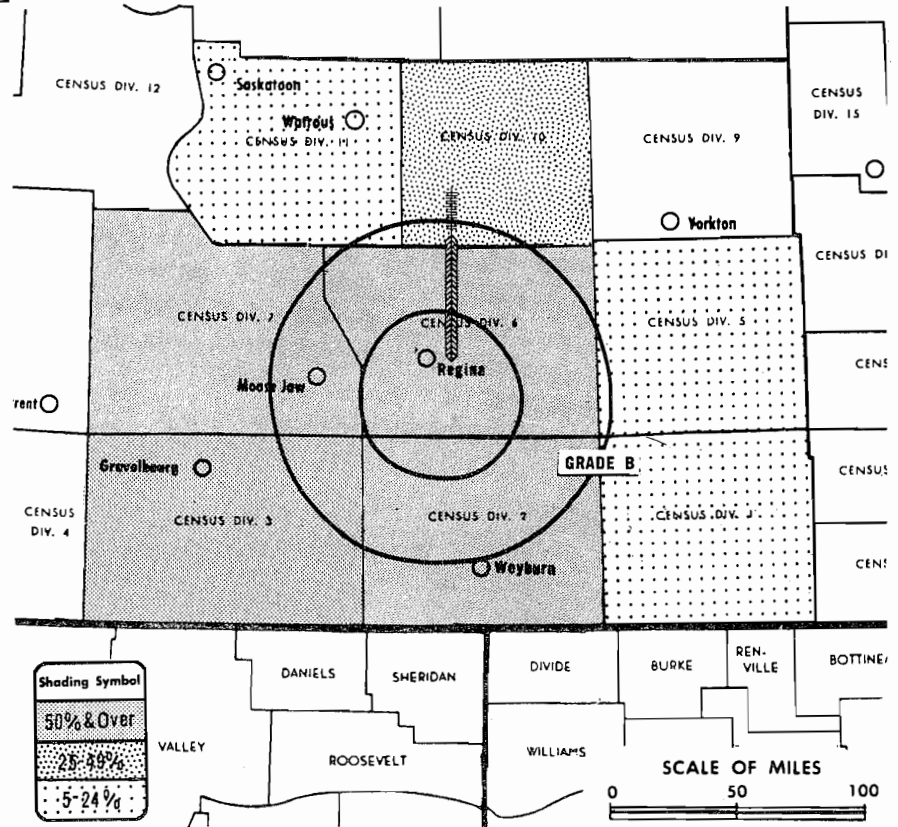
**Transmitter:** Hwy. No. 1, 3-mi. E of city.

**Color:** Network, film & slide.

**News Film Service:** CTV.

**TV tape:** Recording facilities.

**AM Affiliate:** CKCK, 5-kw, 620 kHz.



Data on circulation & persons reprinted by permission of BBM Bureau of Measurement.

CKCK-TV Authorized: 4/20/56

## CKCK-TV

**Network Service:** CTV.

**Licensor:** Transcanada Communications Ltd., Box 2000.

**Studio:** Hwy. No. 1, 3 mi. E of city.

**Telephone:** 306-523-6671. **Telex:** 031-2433.

**Ownership:** Transcanada also operates CKCK, Regina; CKOC, Hamilton & CKRC, Winnipeg; Clifford Sifton, chmn. Sifton newspapers publish *Regina Leader-Post*, *Saskatoon Star-Phoenix*.

**Began Operation:** July 27, 1954.

**Represented (sales)** by All-Canada Radio & Television Ltd.

**Represented (engineering)** by Keith McKinnon.

**Personnel:**

Clifford Sifton, *chairman*.  
Michael Sifton, *president*.  
H. A. Crittenden, *vice president & managing director*.  
James K. Struthers, *general manager*.  
Ed Sjostrand, *general sales manager*.  
Lloyd Westmoreland, *assistant manager & film buyer*.  
Doug Lee, *operations manager*.  
Mel Friesen, *production manager*.  
Gayle Robinson, *retail sales manager*.  
John Wells, *sports director*.  
Grant Kennedy, *news manager*.  
Lorne McBride, *technical director*.

### DIGEST OF RATE CARD NO. 20 (April 1, 1970)

30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AA—6-11 p.m., daily.						
Program rates on request				\$160.00	\$105.00	\$55.00

BBM Weekly Circulation	BBM Area No.	Area Description	All Persons
<b>50% &amp; Over</b>	7020	Census Division 2	30,500
	7030	Census Division 3	24,510
	7069	Regina M.A.	132,070
	7070	Census Division 6	168,920
	7079	Moose Jaw City	30,790
	7080	Census Division 7	54,980
<b>Between 25-49%</b>	7100	Census Division 10	30,970
<b>Between 5-24%</b>	7010	Census Division 1	37,630
	7060	Census Division 5	47,870
	7110	Census Division 11	147,940

CKCK-TV Total Persons: 543,320  
BBM Weekly Circulation (Nov. 1969): 294,122

Metro Areas 7069 Regina M.A.

For Index to Contents

See Services Volume

## CKBI-TV Prince Albert

(Ch. 5)

(Also operates satellite rebroadcasting stations CKBI-TV-1, Altincane, CKBI-TV-2, North Battleford, CKBI-TV-3, Greenwater Lake, CKBI-TV-4, Nipawin, CKBI-TV-5, Big River, all Sask.)

Network Service: CBC.

Licensee: Central Broadcasting Co. Ltd., 10th St. West.

Studio: 10th St. West.

Transmitter: Red Deer Hill.

Telephone: 763-7421. Telex No.: 034-2932.

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 61-kw visual (100-kw directional), 12.2-kw aural. Antenna: 1494-ft. above av. terrain, 584-ft. above ground, 2334-ft. above sea level, lat. 53° 03' 27", long. 105° 50' 32".

Color: Network.

News Wire Service: Broadcast News.

AM Affiliate: CKBI, 10-kw, 900 kHz.

Ownership: E. A. Rawlinson, pres.-gen. mgr. & F. F. Rawlinson, 50% each.

Began Operation: Jan. 27, 1958.

Represented (sales) by All-Canada Radio & Television Ltd.

Personnel:

E. A. Rawlinson, *president & general manager.*  
Ian Robertson, *sales manager.*  
J. J. Cannon, *program manager & film buyer.*  
Tom Van Nes, *chief engineer.*

### DIGEST OF RATE CARD NO. 10 (June 1, 1969)

30 Min.	15 Min.	10 Min.	5 Min.	Min.	30 Sec.	20 Sec.	10 Sec.
\$260.00	\$190.00	\$165.00	\$110.00	\$95.00	\$60.00	\$60.00	\$25.00

CKBI-TV Total Persons: 219,200

BBM Weekly Circulation (Nov. 1969): 133,208

## CJFB-TV-3 Riverhurst

(Ch. 10)

(Satellite rebroadcasting station of CJFB-TV, Swift Current, Sask.)

Network Service: CBC, same as CJFB-TV, Swift Current.

Licensee: Swift Current Telecasting Co. Ltd., North Hill, Swift Current.

Transmitter: Riverhurst, Sask.

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 710-watts visual, 355-watts aural. Antenna: 793-ft. above av. terrain, 432-ft. above ground, 2957-ft. above sea level, lat. 50° 44' 25", long. 106° 54' 34".

Began Operation: Oct. 14, 1964.

Rates: This is an automatic repeater of CJFB-TV, Swift Current and is included as a bonus with that station.

## CFQC-TV Saskatoon

(Ch. 8)

(Operates satellite rebroadcasting station CFQC-TV-1, Stranraer, Sask.)

Network Service: CBC, NBC, ABC, CBS.

Licensee: A. A. Murphy & Sons Ltd., 216 1st Ave. N.

Studio: 216 1st Ave., N.

Transmitter: 14-mi. ENE of Saskatoon.

Telephone: 306-242-8611. Telex: 034-2228.

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 325-kw visual, 180-kw aural. Antenna: 866-ft. above av. terrain, 650-ft. above ground, 2585-ft. above sea level, lat. 52° 11' 30", long. 106° 23' 01".

TV tape: Recording facilities.

Color: Network, film, slide & tape.

News Wire Service: Broadcast News.

News Film Service: CBC, NBC.

AM Affiliate: CFQC, 5-kw, 600 kHz (CBC).

Began Operation: Dec. 5, 1954.

Represented (sales) by Canadian Standard Broadcast Sales Inc. (for U.S.); Harlan G. Oakes & Associates (West Coast); Radio-Television Representatives Ltd. (Canada).

## Saskatchewan

Personnel:

W. A. Murphy, *president.*  
G. Blair Nelson, *vice president & managing director.*  
Vernon Dallin, *assistant general manager*  
Don Brinton, *station manager.*  
Ken Hutson, *sales manager.*  
Jean Korchin, *program director.*  
Bill Amos, *promotion manager.*  
Ted Eadinger, *production manager*  
Verna Fowler, *traffic manager.*  
Les Edwards, *news service director.*  
Lyn Hoskins, *director of engineering.*

### DIGEST OF RATE CARD NO. 17—(June 1, 1970)

30 Min.	15 Min.	5 Min.	Min.	30 Sec.	20 Sec.	8 Sec.
\$450.00	.....	.....	\$150.00	\$100.00	\$100.00	\$75.00

CFQC-TV Total Persons: 452,790

BBM Weekly Circulation (Nov. 1969): 261,032

## CBCP-TV-1 Shaunavon

(Ch. 7)

(Satellite rebroadcasting station of CJFB-TV, Swift Current, Sask.)

Network Service: CBC.

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: Shaunavon, Sask.

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 1486-watts visual, 149-watts aural. Antenna: 560-ft. above av. terrain, 418-ft. above ground, 3793-ft. above sea level, lat. 49° 28' 05", long. 108° 26' 04".

Began Operation: Dec. 20, 1968.

Rates: This is an automatic repeater of CJFB-TV, Swift Current and is included as a bonus with that station.

## CFQC-TV-1 Stranraer

(Ch. 3)

(Satellite rebroadcasting station of CFQC-TV, Saskatoon, Sask.)

Network Service: CBC, same as CFQC-TV.

Licensee: A. A. Murphy & Sons Ltd., Saskatoon, Sask.

Transmitter: Stranraer, Sask.

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 10.3-kw visual, 5.4-kw aural. Antenna: 930-ft. above av. terrain, 565-ft. above ground, 3,135-ft. above sea level, lat. 51° 40' 55", long. 108° 30' 15".

Color: Network, film, slide & tape.

Began Operation: April 4, 1962.

Represented (sales) by Canadian Standard Broadcast Sales Inc. (for U.S.); Radio-Television Representatives Ltd.

Rates: This is an automatic repeater of CFQC-TV, Saskatoon and is included as a bonus with that station.

## MORTON FLOM, P. Eng.

*Consulting Engineer*

- CATV Proof of Performance
- Antenna Site/System — Testing, Analysis, Design
- FCC Briefs — CRTC Applications
- Radio Equipment Type Approval
- CSA Applications

*All Services Confidential*

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5814 Hudson Avenue  
Montreal 268.

## Sask.-Yukon Territory

### CJFB-TV Swift Current

(Ch. 5)

(Repeated by CJFB-TV-1, Eastend; CJFB-TV-2, Val Marie; CJFB-TV-3, Riverhurst; CBCP-TV-1, Shaunavon, all Sask.)

Network Service: CBC.

Licensee: Swift Current Telecasting Co. Ltd., North Hill.

Studio & Transmitter: North Hill, Swift Current.

Telephone: 773-7266.

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 13.6-kw visual, 6.65-kw aural. Antenna: 511-ft. above av. terrain, 365-ft. above ground, 3049-ft. above sea level, lat. 50° 20' 20", long. 107° 47' 17".

Color: Network & tape.

News Wire Service: Broadcast News, Canadian Press.

Ownership: Wm. D. Forst, pres. & principal owner.

Began Operation: Dec. 23, 1957.

Represented (sales) by ForJoe-TV Inc. (for U.S.); Radio-Television Representatives Ltd.

#### Personnel:

William D. Forst, *president, gen. mgr. & technical director.*  
Walter S. Buffam, *sales manager.*  
Julie Forst, *program director & film buyer.*  
Jerome Rissing, *chief engineer.*

#### DIGEST OF RATE CARD NO. 6—(March 1, 1968)

30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AA—6-11 p.m., daily.						
\$165.00	\$110.00	\$90.00	\$65.00	\$55.00	\$45.00	\$30.00

CJFB-TV Total Persons: 135,810

BBM Weekly Circulation (Nov. 1969): 56,909

### CBTA-TV-1 Uranium City

(Ch. 8)

Network Service: CBC.

Licensee: Canadian Bcastg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: Uranium City, Sask.

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 28-watts visual, 2.8-watts aural. Antenna: 286-ft. above av. terrain, 75-ft. above ground, 1304-ft. above sea level, lat. 59° 34' 42", long. 108° 35' 41".

Began Operation: Oct. 27, 1968.

Rates: This is an automatic repeater and is included with the CBC network as a bonus.

### CJFB-TV-2 Val Marie

(Ch. 2)

(Satellite rebroadcasting station of CJFB-TV, Swift Current, Sask.)

Network Service: Same as CJFB-TV, Swift Current.

Licensee: Swift Current Telecasting Co. Ltd., North Hill, Swift Current, Sask.

Transmitter: Val Marie.

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: 413-ft. above av. terrain, 165-ft. above ground, 3209-ft. above sea level, lat. 49° 10' 45", long. 107° 52' 00".

Began Operation: Aug. 18, 1961.

Rates: This is an automatic repeater of CJFB-TV, Swift Current and is included as a bonus with that station.

### CKCK-TV-2 Willow Bunch

(Ch. 6)

(Satellite rebroadcasting station of CKCK-TV, Regina, Sask.)

Network Service: CTV, same as CKCK-TV, Regina.

Licensee: Transcanada Communications Ltd., Box 2000, Regina.

Transmitter: Two-mi. S of Willow Bunch.

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 9-kw visual, 4.5-kw aural. Antenna: 864-ft. above av. terrain, 677-ft. above ground, 3527-ft. above sea level, lat. 49° 20' 58", long. 105° 38' 08".

Began Operation: May 15, 1963.

Rates: Bonus with CKCK-TV, Regina.

### CHSS-TV Wynyard

(Ch. 6)

(Satellite rebroadcasting station of CKOS-TV, Yorkton, Sask.)

Network Service: CBC, same as CKOS-TV, Yorkton.

Licensee: Yorkton Television Co. Ltd., 95 E. Broadway, Yorkton.

Transmitter: 6-mi. SW of Wynyard.

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 11-kw visual, 1.8-kw aural. Antenna: 614-ft. above av. terrain, 623-ft. above ground, 2839-ft. above sea level, lat. 51° 42' 30", long. 104° 17' 55".

Color: Network, live, film, slide & tape.

Ownership: See CKOS-TV, Yorkton.

Began Operation: Jan., 1962.

Rates: Bonus with CKOS-TV, Yorkton.

### CKOS-TV Yorkton

(Ch. 3)

(Also operates satellite rebroadcasting stations CKSS-TV, Dauphin, Man.; CFSS-TV, Carlyle Lake, Sask.; CHSS-TV, Wynyard, Sask.)

Network Service: CBC.

Licensee: Yorkton Television Co. Ltd., 95 E. Broadway.

Studios: 95 E. Broadway; Yorkton, Sask.

Transmitter: 12 mi. W. of Yorkton.

Telephone: 783-3688. Telex: 034-21512.

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 15-kw visual, 2.6-kw aural. Antenna: 534-ft. above av. terrain, 554-ft. above ground, 2275-ft. above sea level, lat. 51° 12' 20", long. 102° 43' 55".

Color: Network, live, film, slide & tape.

TV tape: Recording facilities.

News Wire Service: Broadcast News.

Ownership: Ronald L. Skinner, pres. & gen. mgr.; George S. Skinner, v.p. & asst. gen. mgr.; Skinner Holdings Ltd.

Began Operation: June 19, 1958.

Represented (sales) by Stovin-Byles Television Ltd. (for Canada); ABC International Television Inc. (for U.S.).

#### Personnel:

R. L. Skinner, *president & general manager.*  
George Skinner, *vice president & assistant general manager.*  
J. V. (Corky) Birt, *sales manager.*  
Ludwig Hocevar, *technical director.*  
Wilbur A. Westby, *program supervisor.*

#### DIGEST OF RATE CARD NO. 13—(Jan. 1, 1970)

30 Min.	15 Min.	5 Min.	Min.	30 Sec.	20 Sec.	10 Sec.
Class AA—6-11 p.m., daily.						
.....*	.....*	.....*	\$135.00	\$90.00	\$90.00	\$65.00

\* Program rates available on request.

CKOS-TV Total Persons: 435,600

BBM Weekly Circulation (Nov. 1969): 251,640

## YUKON TERRITORY

### CBTE-TV-2 Clinton Creek

(Ch. 8)

Network Service: CBC.

Licensee: Canadian Broadcasting Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: Clinton Creek, Y.T.

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 4.1-watts visual, .41-watts aural. Antenna: 648-ft. above av. terrain, 100-ft. above ground, 1275-ft. above sea level, lat. 64° 24' 07", long. 140° 36' 50".

Began Operation: July 28, 1969.

Rates: Bonus to CBC Network.

### CBTE-TV-3 Dawson

(Ch. 7)

Network Service: CBC.

Licensee: Canadian Broadcasting Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: Dawson, Y.T.

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 4.1-watts visual, .41-watts aural. Antenna: 870-ft. above av. terrain, 100-ft. above ground, 1154-ft. above sea level, lat. 64° 03' 35", long. 139° 25' 36".

Began Operation: August 8, 1964.

Rates: This is an automatic repeater and is included as a bonus to the CBC network rate.

### CBTE-TV-5

**Elsa**  
Ch. 9

Network Service: CBC.

Licensee: Canadian Broadcasting Corporation, 1500 Bronson Ave., Ottawa, Ontario.

Transmitter: Elsa, Y.T.

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 5-watts visual, 2.5-watts aural. Antenna: minus 413-ft. above av. terrain, 105-ft. above ground, 2788-ft. above sea level, lat. 63° 54' 40", long. 135° 29' 15".

Began Operation: November 27, 1969.

Rates: This is an automatic repeater and is included as a bonus to the CBC network rate.

### CBTE-TV-1

**Watson Lake**  
(Ch. 8)

Network Service: CBC.

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: Watson Lake.

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 35-watts visual, 3.5-watts aural. Antenna: 29-ft. above av. terrain, 100-ft. above ground, 2400-ft. above sea level, lat. 60° 03' 52", long. 128° 42' 52".

Began Operation: Feb. 19, 1969.

Rates: This is an automatic repeater and included with the CBC network as a bonus.

### CFWH-TV

**Whitehorse**  
(Ch. 6)

Network Service: CBC.

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: 7-mi. ESE of Whitehorse.

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 300-watts visual, 30-watts aural. Antenna: 1248-ft. above av. terrain, 100-ft. above ground, 4340-ft. above sea level, lat. 60° 39' 35", long. 134° 52' 56".

Began Operation: Nov. 26, 1968.

Rates: This is an automatic repeater and included with the CBC network as a bonus.

## La Rue Media Brokers Inc.

Radio Television CATV

### Completed Sales

Radio: Cumberland, Maryland \$250,000

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President  
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Area Code 212  
265-3430

## Channel Frequencies

As Used in International TV Station Directory

### Western European Standards

Channel	Vision Carrier (mc)	Sound Carrier (mc) <sup>1</sup>
E-2	48.25	53.75
E-2A	49.75	55.75
E-3	55.25	60.75
E-4	62.25	67.75
E-5	175.25	180.75
E-6	182.25	187.25
E-7	189.25	194.75
E-8	196.25	201.75
E-9	203.25	208.75
E-10	210.25	215.75
E-11	217.25	222.75
E-12	224.25	229.75
E-21	471.25	476.75
E-22	479.25	484.75
E-23	487.25	492.75
E-24	495.25	500.75
E-25	503.25	508.75
E-26	511.25	516.75
E-27	519.25	524.75
E-28	527.25	532.75
E-29	535.25	540.75
E-30	543.25	548.75
E-31	551.25	556.75
E-32	559.25	564.75
E-33	567.25	572.75
E-34	575.25	580.75
E-35	583.25	588.75
E-36	591.25	596.75
E-37	599.25	604.75
E-38	607.25	612.75
E-39	615.25	620.75
E-40	623.25	628.75
E-41	631.25	636.75
E-42	639.25	644.75
E-43	647.25	652.75
E-44	655.25	660.75
E-45	663.25	668.75
E-46	671.25	676.75
E-47	679.25	684.75
E-48	687.25	692.75
E-49	695.25	700.75
E-50	703.25	708.75
E-51	711.25	716.75
E-52	719.25	724.75
E-53	727.25	732.75
E-54	735.25	740.75
E-55	743.25	748.75
E-56	751.25	756.75
E-57	759.25	764.75
E-58	767.25	772.75
E-59	775.25	780.75
E-60	783.25	788.75
E-61	791.25	796.75
E-62	799.25	804.75
E-63	807.25	812.75
E-64	815.25	820.75
E-65	823.25	828.75
E-66	831.25	836.75
E-67	839.25	844.75
E-68	847.25	852.75

### French Standards

F-2	52.40	41.25
F-4	65.55	54.40
F-5	164.00	175.15
F-6	173.40	162.25
F-7	177.15	188.30
F-8A	185.25	174.10
F-8	186.55	175.40
F-9	190.30	201.45
F-10	199.70	188.55
F-11	203.45	214.60
F-12	212.85	201.70

### French Overseas Territories

F-4	175.25	181.75
F-5	183.25	189.75
F-6	191.25	197.75
F-7	199.25	205.75
F-8	207.25	213.75
F-9	215.25	221.75

### Italian Channels

Channel	Vision Carrier (mc)	Sound Carrier (mc)
A	53.75	59.25
B	62.25	67.75
C	82.25	87.75
D	175.25	180.75
E	183.75	189.25
F	192.25	197.75
G	201.25	206.75
H	210.25	215.75
H-1	217.25	222.75

### Eastern European Standards<sup>2</sup>

R-1	49.75	56.25
R-2	59.25	65.75
R-3	77.25	83.75
R-4	85.25	91.75
R-5	93.25	99.75
R-6	175.25	181.75
R-7	183.25	189.75
R-8	191.25	197.75
R-9	199.25	205.75
R-10	207.25	213.75
R-11	215.25	221.75
R-12	223.25	229.75

### British Standards

B-1	45.00	41.50
B-2	51.75	48.25
B-3	56.75	53.25
B-4	61.75	58.25
B-5	66.75	63.25
B-6	179.75	176.25
B-7	184.75	181.25
B-8	189.75	186.25
B-9	194.75	191.25
B-10	199.75	196.25
B-11	204.75	201.25
B-12	209.75	206.25
B-13	214.75	211.25
B-14	219.75	216.25

### Japanese Channels

J-1	91.25	95.75
J-2	97.25	101.75
J-3	103.25	107.75
J-4	171.25	175.75
J-5	177.25	181.75
J-6	183.25	187.75
J-7	189.25	193.75
J-8	193.25	197.75
J-9	199.25	203.75
J-10	205.25	209.75
J-11	211.25	215.75
J-12	217.25	221.75
J-45	663.25	667.75
J-46	669.25	673.75
J-47	675.25	679.75
J-48	681.25	685.75
J-49	687.25	691.75
J-50	693.25	697.75
J-51	699.25	703.75
J-52	705.25	709.75
J-53	711.25	715.75
J-54	717.25	721.75
J-55	723.25	727.75
J-56	729.25	733.75
J-57	735.25	739.75
J-58	741.25	745.75
J-59	747.25	751.75
J-60	753.25	757.75
J-61	759.25	763.75
J-62	765.25	769.75

<sup>1</sup> For channels E-21 through E-68, sound frequency is for systems G & H. For system I, image/sound separation, 6 mc; systems K & L, 6.5 mc.

<sup>2</sup> OIRT channels use Roman numerals, as OIRT-I, but this book uses R-1 instead because it is more consistent with other channel designations.

For Principal Television Systems of the World

See page 1065-b

# International Directory of TV Stations and Sets

Based on Best Available Information from U.S. & Foreign Govt. Agencies and from Equipment Manufacturers and Other Trade Sources

Including Stations on Air, Under Construction, Planned and Operating Experimentally and Estimates of Sets-in-Use as of Jan. 1, 1970

For U.S. American Forces Stations, see Separate Listing.

For World TV Stations & Sets, see page 1069-b.

For Characteristics of World Television Systems, see page 1065-b.

For Channel Frequencies, see page 1027-b.

Locations of Operating Stations Indicated by **BOLD-FACE CAPITALS**, Stations Not Yet on Air by **LIGHT FACE**

## Aden

(See People's Republic of Southern Yemen)

## Afars & Isis

(625-line standards, System D)

**DJIBOUTI**—Office de Radiodiffusion Television Francaise (ORTF), Box 97, Djibouti. Tel. 177. Ch. 5, Transmitter 50 watts. Started April 1967. Jean Franco, chief of service.

## Albania

625-line standards, System D)  
Sets in use: 2,500

**TIRANA**—Radiodiffusion et Television Albanaise, Rue Conference de Peza 3, Tirana, Albania. Ch. R-2 (experimental station reportedly operating 3 days per week). Transmitter 50 watts. Personnel: Th. Nano, director general; Dhori Nini, chief of foreign relations section.

## Algeria

(819-line & 625-line standards, Systems E & B)  
Sets in use: 150,000

Radiodiffusion-Television Algerienne (Govt., non-commercial), 21 Blvd. des Martyrs, Algiers, Algeria. Tel. 60-23-00. French, Kabyle & Arabic language. Personnel: Mohamed Rezzoug, director general; Rachid Mohammed, secretary general; Abderrahmane Laghouati, director of technical services; M. Zitouni, director of television; A. Benhedouga & M. Boureggha, directors of radio.

**ALGIERS** (Cap Matifou)—Ch. F-11. ERP 20 kw (directional). Started Dec. 1956.

**CHREA** (Pic Abdelkader)—Ch. F-6 (Repeats Ch. F-11, Algiers). ERP 5 kw. Started Jan. 1960.

**CONSTANTINE** (Bellevue)—Ch. F-7. ERP 200 watts (directional). Started Oct. 1960.

**ORAN** (Perret)—Ch. F-8A. ERP 200 watts. Started Dec. 1958.

**TESSALA** (Camp Romain)—Ch. F-12 (Repeats Ch. F-8A, Oran). ERP 100 watts. Started July 1959.

**CONSTANTINE** (Kef-El-Akhal)—Ch. E-7 (625-line standards). ERP 100 kw. Started May 1968.

## Antigua

(525-line standards, System M)  
Sets in use: 4,500

**ST. JOHN'S**—ZAL-TV, Leeward Islands Television Services Ltd. (LITS), Scott's Hill, P.O. Box 159, St. John's, Antigua, W. I. Tel. St. John's 821. Ch. 10 (V-193.25, A-197.75), transmitter 10 kw. Started June 1965. Hours of operation: Daily 4:30-11 p.m. Low-power repeaters: Ch. 7, Montserrat; Ch. 8, St. Maarten.

Ownership: Rediffusion (West Indies) Ltd. div. of Rediffusion of England; Bermuda Broadcasting Co. Ltd.; CBS; Nouvelle Richards & Assoc. (local business group); Govt. of Antigua. Personnel: Vernon Michael, acting manager & film buyer. Represented in U.S. by Intercontinental Services Ltd., New York; in Canada by Stovin-Byles Ltd., Toronto; in U.K. by Overseas Rediffusion Ltd., London. Rates (Jan. 1965): Spot 60 sec. AA, 17.00; 8 sec., 8.00; program 1 hr., 85.00; 5 min., 20.00 (W. I. Dollar).

## Argentina

(625-line standards, U.S. channeling, System N)  
Sets in use: 3,000,000

**BAHIA BLANCA**—LU81-TV, Blandengues 225, Bahia Blanca, Provincia de Buenos Aires. Ch. 9 (V-175.25, A-179.75), ERP 40 kw. Originates local programs. Playback facilities.

**BAHIA BLANCA**—LU80-TV, Sarmlento 54/64, Bahia Blanca, Provincia de Buenos Aires. Ch. 9 (V-175.25, A-191.75), ERP 30 kw. Three 100 watt repeaters under construction. Originates local programs. Playback facilities. Mrs. Diana de Massot, gen. mgr.; A. Marra, mgr.; H. Beistegui, tech. mgr.

**BUENOS AIRES**—LS82-TV, Primera Televisora Argentina (Govt.) Av. Leandro N. Alem 735, Capital Federal. Transmitter: Av. 9 de Julio 1925. Ch. 7 (V-175.25, A-179.25), transmitter 5 kw, ERP 43 kw. TV tape recording facilities. Started Nov. 1951.

**BUENOS AIRES**—LS83-TV, Canal 9 Libertad, Castex 3345, Capital Federal. Transmitter plant: Av. 9 de Julio 1925. Ch. 9 (V-187.25, A-191.75), transmitter 11 kw, ERP 80 kw. TV tape recording facilities. Started June 1960. Personnel: Alejandro Romay, director general; D. Perez, tech. mgr.

**BUENOS AIRES**—LS84-TV, Teleonce Dicon S.A., Pavon 2444, Capital Federal. Transmitter plant: Av. Leandro N. Alem 719. Ch. 11 (V-199.25, A-203.75), transmitter 10 kw, ERP 140 kw. TV tape recording facilities. Started July 1961. Personnel: Pedro Simonsini, director general; Juan C. Sanchez, manager; Carlos A. Fernandez, technical manager.

**BUENOS AIRES**—LS85-TV, Rio de la Plata TV S.A., Cochabamba 1153, Capital Federal. Transmitter plant: Av. Leandro N. Alem 719. Ch. 13 (V-211.25, A-215.75), transmitter 10 kw, ERP 120 kw. TV tape recording facilities. Started Oct. 1960. Personnel: Alfredo Choppitea, pres.; Gustavo Ribero, general manager; Jorge Alcaraz, sales manager; Francisco Gavilanes, technical manager.

**COMODORO RIVADAVIA**—LU83-TV, Rawson 1459, Comodoro Rivadavia, Chubut. Ch. 9 (V-187.25, A-191.75), ERP 20 kw. 3 VHF 10 watt translators in operation. Salmeron P. Fernandez, pres.; E. Calvo, tech. dir.

**CORDOBA**—LV80-TV, Universidad Nacional de Cordoba, Rivera Indarte 170, Cordoba. Transmitter plant: Rivera Indarte & Av. Colon. Ch. 10 (V-193.25, A-197.75), transmitter 5 kw, ERP 100 kw. TV tape recording facilities. Educational & commercial (Govt.). Started March 1962. Personnel: Hector Blesio, technical director.

**CORDOBA**—LV81-TV, Telecor S.A., Fader 111, Cerro de las Rosas. Ch. 12 (V-205.25, A-209.75), transmitter 5 kw, ERP 45 kw. 2 VHF 100 watt & one VHF 400 watt translators in operation. TV tape recording facilities. Started April 1960. Personnel: Marcos Pena, director; A. Blaess, tech. dir.

**CORDOBA**—LV85-TV, Dicor S.A., Rosario de Santa Fe 65, Cordoba. Ch. 8 (V-181.25, A-185.75), transmitter 5 kw, ERP 45 kw. TV tape recording facilities. Started Nov. 1969. Personnel: Gustavo Gomez-Molina, gen. mgr.

**CORRIENTES**—LT80-TV, Calle Canal 13, No. 13, Corrientes. Ch. 13 (V-211.25, A-215.75), transmitter 500 watts, ERP 5.5 kw. TV tape recording facilities. Felix Gomez, gen. mgr.

**LA PLATA**—LS86-TV, Calle 36 No. 382, La Plata, Provincia de Buenos Aires. Ch. 2 (V-55.25, A-59.75), ERP 100 kw. 2 VHF 100 watt & 1 UHF 100 watt translators in operation. TV tape recording facilities. Mauricio Dolberg, gen. mgr.

**MAR DEL PLATA**—LU82-TV, Independencia 1163, Mar del Plata, Provincia de Buenos Aires. Ch. 10 (V-193.25, A-197.75), transmitter 5 kw, ERP 80 kw. TV tape recording facilities. Vicente Chas Madariaga, gen. mgr.

**MAR DEL PLATA**—LU86-TV, Difusora Marplatense S.A., Avenida Pedro Luro 2907, Mar del Plata. Ch. 8 (V-181.25, A-185.75), transmitter 5 kw, ERP 40 kw. TV tape recording facilities. Started Dec. 1960. Personnel: E. Ugarte, gen. dir.; A. Suarez, tech. dir.

**MENDOZA**—LV89-TV, Difusora Mendoza S.A., Garibaldi 70, Mendoza. Ch. 7 (V-175.25, A-179.75), transmitter 2 kw, ERP 20 kw. 2 VHF 10 watt translators in operation. TV tape recording facilities. Started Feb. 1961. Personnel: Salvador Castro, gen. dir.; H. Martinez, tech. mgr.

**MENDOZA**—LV83-TV, San Martin 1027, Mendoza. Ch. 9 (V-187.25, A-191.75), transmitter 5 kw, ERP 72 kw. 2 VHF 10 watt translators in operation. TV tape recording facilities. Fernando Alvarez Herrero, gen. mgr.

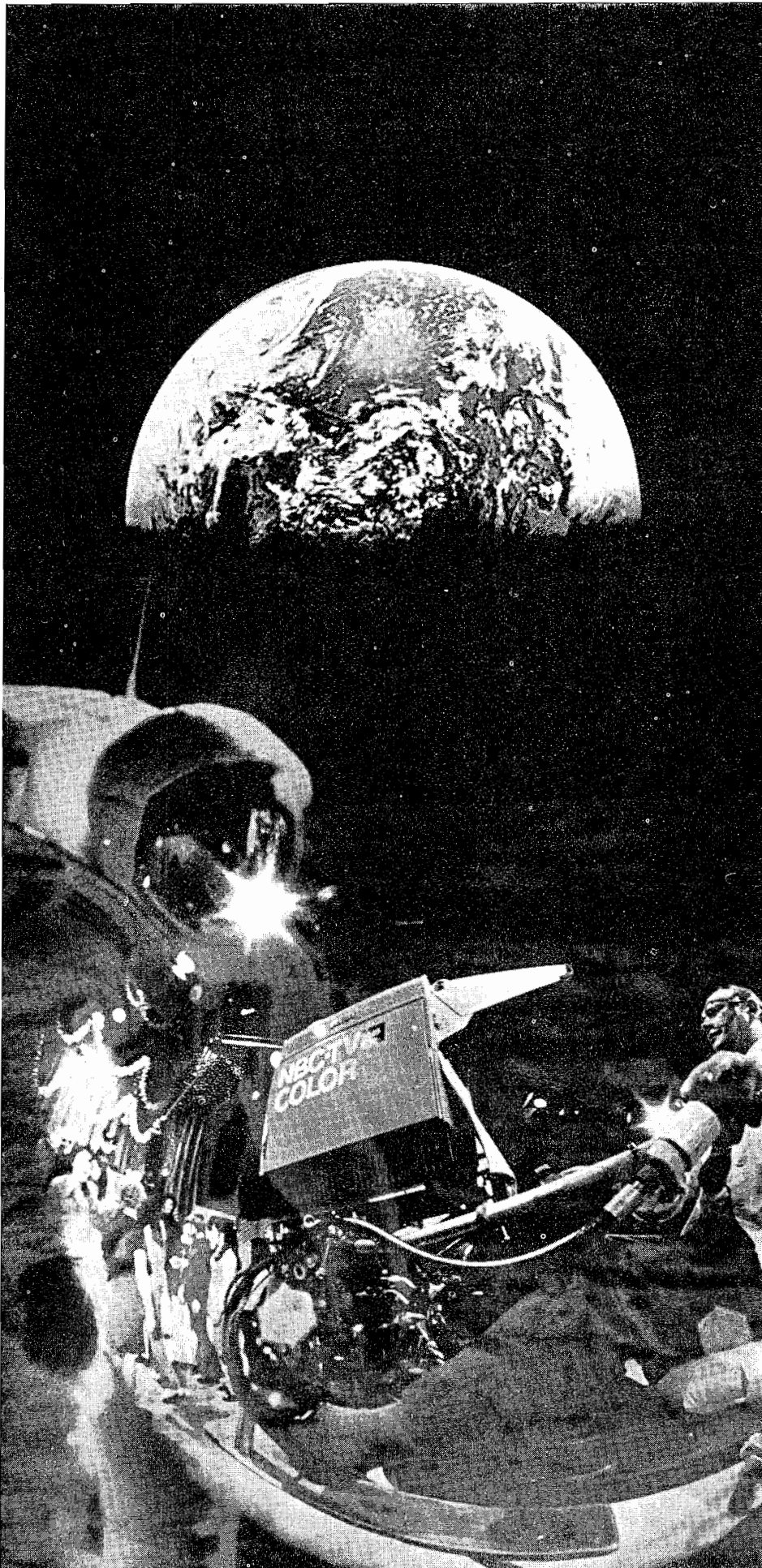
**NEUQUEN**—LU84-TV, Avda. Argentina 1700, Neuquen. Ch. 7 (V-175.25, A-179.75), ERP 20 kw. Rodolfo S. Rivavitz, gen. mgr.; Perez Borruat, tech. dir.

**RESISTENCIA**—LT81-TV, Avenida Alvear 50, Resistencia, Provincia del Chaco. Ch. 9 (V-187.25, A-191.75), transmitter 500 watts, ERP 3.5 kw. J. Loetscher, gen. mgr.; F. Ordiz, tech. dir.

**RIO GALLEGOS**—LU85-TV, Rio Gallegos, Provincia Santa Cruz (Govt.). Ch. 9 (V-187.25, A-191.75), transmitter 400 watts, ERP 2.5 kw.

**RIO GRANDE**—LU87-TV, Rio Grande, Gobernacion de la Tierra del Fuego (Govt.). Ch. 13 (V-21.25, A-215.75), ERP 2.5 kw. Godofredo J. Videla, gen. mgr.

(Continued on page 1030-b)



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# International TV Directory

## ARGENTINA—(Continued)

**ROSARIO**—LT83-TV, San Lorenzo 2243, Rosario, Provincia de Santa Fe, Ch. 3 (V-61.25, A-65.75), transmitter 10 kw, ERP 51 kw. TV tape recording facilities. Alberto Gollan, gen. mgr.; J. Vidal, tech. dir.

**ROSARIO**—LT84-TV, Avenida Belgrano 1055, Rosario, Provincia de Santa Fe, Ch. 5 (V-77.25, A-81.75), ERP 70 kw. TV tape recording facilities.

Personnel: Aurelio Compaired, pres.; W. Splandore, tech. mgr.

**SALTA**—LW82-TV, Espana 465, Salta, Ch. 11 (V-199.25, A-203.75), transmitter 2 kw, ERP 12 kw. TV tape playback facilities. Marcelo Cornejo Isamendi, gen. mgr.

**SAN JUAN**—LV82-TV, Rivadavia 22 Este, San Juan, Ch. 8 (V-181.25, A-185.75), ERP 16 kw. TV tape playback facilities. Jorge Enrique Estornell, director general.

**SAN MIGUEL DE TUCUMAN**—LW83-TV, Avenida 9 de Julio 629, San Miguel de Tucuman, Ch. 10 (V-193.25, A-197.75), ERP 5 kw. Natalio Ollobre, gen. mgr.

**SAN RAFAEL**—LV84-TV, Luzuriaga 360, San Rafael, Provincia de Mendoza, Ch. 6 (V-83.25, A-87.75), ERP 300 watts. Andres Espasandin, gen. mgr.

**SAN SALVADOR DE JUJUY**—LW80-TV, Radio Vision Jujuy S.A., 19 de Abril 749, San Salvador de Jujuy, Ch. 7 (V-175.25, A-179.75), transmitter 2 kw, ERP 12 kw. 1 VHF 400 watt transmitter in operation.

Personnel: Angel Marcini, pres.; E. Perez Paz, mgr.; S. Grinman, sales mgr.

**SANTE FE**—LT82-TV, Boulevard Galvez 840, Santa Fe, Ch. 13 (V-211.25, A-215.75), transmitter 5 kw, ERP 80 kw. 3 VHF 100 watt translators & 1 UHF 100 watt translator under construction. TV tape recording facilities.

Personnel: M. Bobbio, gen. mgr.; E. Trovero, tech. dir.

**SANTIAGO DEL ESTERO**—LW81-TV, Pellegrini 345, Santiago de Estero, Ch. 7 (V-175.25, A-179.75), transmitter 500 watts, ERP 3 kw. Antonio Castiglioni, gen. mgr.

**USHUAIA**—LU87-TV, Ushuaia, Gobernacion de la Tierra del Fuego (Govt.), Ch. 11 (V-199.25, A-203.75), ERP 2.5 kw. Santiago Nicolas Pereda, gen. mgr.

**Planned:** 10 Govt. owned TV stations, not before the end of 1970; 15 translators, before the end of 1970.

## Australia

(Modified 625-line standards, System B)

Sets in use: 2,950,000

Color: PAL System, date undetermined, govt. to give 18 months notice.

Australian Broadcasting Commission (Govt., non-commercial), 145 Elizabeth St. (P.O. Box 487), Sydney, N.S.W. 2001, Australia. Tel. 31-0211. Operates from 39 stations in major centers, with others planned (See below). T.S. Duckmanton, general manager; Dr. C. W. Semmler, deputy general manager; W. S. Hamilton, asst. gen. mgr.; N. Hutchison, controller of programs; K. N. Middleton, controller of tech. services; D. Miley, Federal dir. of radio programs; K. Watts, Federal dir. of television programs; D. Stone, supervisor, program sales & procurement. Hours of operation: 9:15 a.m.-11 p.m. (average).

Federation of Australian Commercial Television Stations, Suite 404, Caltex House, Sydney, is an association of the independent commercial telecasters in Australia. A. S. Cowan, general manager; A. B. Simpson, executive assistant.

Base Rates—Typical metropolitan station: Peak 60 sec. 480, 10 sec., 150; low 60 sec. 75, 10 sec. 25. Peak hour 1750; low 520. Typical station in large provincial city: Peak 60 sec. 80, 10 sec. 32; low 60 sec. 44, 10 sec. 15. Peak hour 375; low 150.

Typical station in small provincial city: Peak 60 sec. 40, 10 sec. 13; low 60 sec. 30, 10 sec. 10 (Australian Dollars).

Hours of operation—Typical metropolitan station: 9 a.m.-midnight.

Typical station in large provincial city: Noon-11:15 p.m. Typical station in small provincial city: 5:30-10 p.m.

U.S. Representatives: D. L. Taffner Ltd., 39 W. 55th St., New York N.Y. (10019). Represents Independent Television Service (Ch. 10, Sydney & Adelaide, Ch. 0, Brisbane & Melbourne). C. Michelson Inc., 45 W. 45th St., New York, N.Y. (10036). Represents National Television Network (Ch. 9, Sydney, Melbourne, Brisbane & Adelaide), Amalgamated TV Service Australia, Room 405, 1501 Broadway, New York, N.Y. (10036). Represents Australian Television Network (Ch. 7, Sydney, Melbourne, Brisbane & Adelaide).

**ADELAIDE**—ABS, Australian Broadcasting Commission (Govt., non-commercial), Hindmarsh Sq., P.O. Box 1419H, Adelaide, S.A. 5001. Tel. 23-2272. Ch. A-2 (V-64.26, A-69.76). Transmitter 20 kw, ERP 100 kw. Originates local programs. TV tape recording facilities. Started March 11, 1960.

**ADELAIDE**—ADS, TV Broadcasters Ltd. (commercial), 125 Strangways Ter., North Adelaide, So. Australia 5006. Tel. 671591. Ch. A-7 (V-182.26, A-187.76). Transmitter twin 5 kw in parallel, ERP 100 kw. TV tape recording facilities. Started Oct. 24, 1959.

Personnel: J. Fowler, gen. mgr.; G. Edwards, sales mgr.; N. Sawyer, chief engineer; L. Taylor, program mgr.; B. Hall, news editor. Affiliated with Australian Television Network.

**ADELAIDE**—NWS, Southern TV Corp. Ltd. (commercial), 202-208 Tynte St., North Adelaide, So. Australia 5006. Tel. 672332. Ch. A-9 (V-196.26, A-201.76). Transmitter twin 5 kw in parallel, ERP 100 kw. TV tape recording facilities. Started Sept. 5, 1959.

Personnel: W. Davies, managing dir.; J. Styles, sales mgr.; J. Batchelor, chief engineer; R. Heading, program mgr.; P. Middleton, news editor. Affiliated with National Television Network.

**ADELAIDE**—SAS, South Australian Telecasters Ltd., 45-49 Park Terrace, Gilberton, So. Australia 5081. Tel. 65 6991. Ch. A-10 (V-209.25, A-214.75). ERP 100 kw. TV tape recorder facilities. Started July 26, 1965. Affiliated with Independent Television System.

Personnel: D. Hall, gen. mgr.; J. Wilson, sales mgr.; J. Trost, program mgr.; D. Caddy, chief engineer; P. Cox, news editor.

**BALLARAT**—ABRV, Australian Broadcasting Commission (Govt., non-commercial), Ch. A-3 (V-86.238, A-91.738). Transmitter twin 10 kw in parallel, ERP 100 kw. Started May 20, 1963.

**BALLARAT**—BTV, Ballarat and Western Victoria Television Ltd. (commercial), Walker St., Ballarat, Victoria 3350. Tel. 21 666. Ch. A-6 (V-175.248, A-180.748). Transmitter 10 kw, ERP 100 kw. TV tape recorder facilities. Started April 27, 1962.

Personnel: B. F. Jackson, gen. mgr.; B. G. Robertson, chief engineer.

**BEGA-COOMA**—ABS, Australian Broadcasting Commission (Govt., non-commercial), Ch. A-8 (V-189.24, A-194.74). Transmitter 5 kw in parallel, ERP 100 kw. Started June 29, 1966.

**BENDIGO**—ABEV, Australian Broadcasting Commission (Govt., non-commercial), Ch. A-1 (V-57.26, A-62.76). Transmitter twin 10 kw in parallel, ERP 100 kw. Started April 29, 1963.

**BENDIGO**—BCV, Bendigo and Central Victoria Telecasters Ltd. (Commercial), Television Centre, Bendigo, Victoria 2640. Tel. 3 0584. Ch. A-8 (V-189.25, A-194.75). Transmitter 10 kw, ERP 100 kw. TV tape recorder facilities. Started Dec. 23, 1961.

Personnel: F. A. McManus, gen. mgr.; J. Dear, acting mgr.

**BRISBANE**—ABQ, Australian Broadcasting Commission (Govt., non-commercial), 612 Coronation Dr., Toowong, Box 293 E. Brisbane, Qld. 4001. Tel. 73161. Ch. A-2 (V-64.24, A-69.74). Transmitter 20 kw, ERP 100 kw. TV tape recording facilities. Originates local programs. Started Nov. 2, 1959.

**BRISBANE**—BTQ, Brisbane TV Ltd. (commercial), Sir Samuel Griffiths Drive, Mt. Coot-tha, Brisbane, Queensland 4000. Tel. 36 0111. Ch. A-7 (V-182.25, A-187.75). Transmitter twin 5 kw in parallel, ERP 100 kw. TV tape recorder facilities. Started Nov. 1, 1959.

Personnel: E. F. Allen, gen. mgr.; M. A. Norris, asst. gen. mgr.; G. Everingham, chief engineer; B. Rhys-Jones, program mgr.; J. Swift, news editor. Affiliated with Australian Television Network.

**BRISBANE**—QTQ, Queensland TV Ltd. (commercial), Sir Samuel Griffiths Drive, Mt. Coot-tha, Queensland 4000. Tel. 36 2233. Ch. A-9 (V-196.25, A-201.75). Transmitter 10 kw, ERP 100 kw. TV tape recording facilities. Started Aug. 16, 1959.

Personnel: J. W. McKay, gen. mgr.; R. Stevens, sales mgr.; P. J. Marlan, chief engineer; N. Pascoe, program mgr.; K. De Latour, news editor. Affiliated with National Television Network.

**BRISBANE**—TVQ, Universal Telecasters Queensland Ltd., Sir Samuel Griffiths Drive, Mt. Coot-tha, Queensland 4000. Tel. 36 0366. Ch. A-0 (V-46.25, A-51.75). ERP 100 kw. TV tape recorder facilities. Started July 1, 1965.

Personnel: R. Archer, gen. mgr.; T. Garry, sales mgr.; C. Stevenson, chief engineer; R. Pennell, program mgr.; D. Jull, news editor. Affiliated with Independent Television System.

**BROKEN HILL**—ABL, Australian Broadcasting Commission (Govt., non-commercial), Ch. A-2 (V-64.25, A-69.75). Transmitter twin 1 kw in parallel, ERP 5 kw. Started Dec. 14, 1965.

**BROKEN HILL**—BKN, Broken Hill Television Ltd. (commercial), 235 Argent St., Broken Hill 2880, N.S.W. Tel. 6013. Ch. A-6. Started Aug. 9, 1968.

Personnel: M. Hennessy, mgr.

**BUNBURY**—ABSW, Australian Broadcasting Commission (Govt., non-commercial), Ch. A-5 (V-102.25, A-107.75). Transmitter twin 10 kw in parallel, ERP 100 kw. Started May 10, 1965.

**BUNBURY**—BTW, South Western Telecasters Ltd. (commercial), P.O. Box 112, Bunbury, W. A. 6230. Tel. 2173. Ch. A-3 (V-86.24, A-91.74). ERP 50 kw. Started March 10, 1967.

Personnel: B. Hopwood, mgr.; B. Dargie, program mgr.; R. Cox, film supervisor; A. Stewart, chief engineer.

Low power repeater GSW, Albany, Ch. A-9. Started Aug. 23, 1968.

**CAIRNS**—ABNQ, Australian Broadcasting Commission (Govt., non-commercial), Ch. A-9 (V-196.24, A-201.74). Transmitter 5 kw, ERP 5 kw. Started July 25, 1966.

**CAIRNS**—FNQ, Far Northern Television Ltd., P. O. Box 596, Cairns, Queensland 4870. Tel. 512322. Ch. A-10 (V-209.25, A-214.75). Temporary transmitter. TV tape recording facilities. Started Sept. 7, 1968.

Personnel: W. Webb, managing dir.; N.S. Judd, chief engineer.

**CANBERRA**—ABC, Australian Broadcasting Commission (Govt., non-commercial), Ch. A-3 (V-86.24, A-91.74). Transmitter twin 10 kw in parallel, ERP 100 kw. Originates local programs. TV tape recording facilities. Started Dec. 18, 1962.

**CANBERRA**—CTC, Canberra Television Ltd. (commercial), P.O. Box 633, Canberra, A.C.T. 2601, N.S.W. Tel. 40 255. Ch. A-7 (V-182.258, A-187.758). Transmitter 13.5 kw, ERP 100 kw. TV tape recorder facilities. Started June 2, 1962.

Personnel: G. K. Barlin, gen. mgr.; W. Rayner, asst. mgr. & sales mgr.; J. D. Stewart, chief engineer.

**CENTRAL AGRICULTURAL AREA**—ABCW, Australian Broadcasting Commission (Govt., non-commercial), Ch. A-4 (V-95.26, A-100.76). Transmitter twin 10 kw in parallel, ERP 100 kw. Started March 28, 1966.



**CENTRAL TABLELANDS (Orange)**—ABCN, Australian Broadcasting Commission (Government, non-commercial), Ch. A-1 (V-57-258, A-62.758). Transmitter twin 10 kw in parallel, ERP 100 kw. Started March 31, 1964.

**CENTRAL TABLELANDS (Orange)**—CBN, Country Television Services Ltd. (commercial), P.O. Box 465, Orange 2800, N.S.W. Tel. 62 2288. Ch. A-8 (V-189.258, A-194.758). Transmitter 10 kw, ERP 100 kw. TV tape recorder facilities. Started March 17, 1962. Low power repeater CWN, Dubbo, Ch. 6. Started Dec. 1, 1965. Personnel: A. Ridley, gen. mgr.; E. C. Crouch, chief engineer.

**CENTRAL WESTERN SLOPES**—ABQN, Australian Broadcasting Commission (Govt., non-commercial), Ch. A-5 (V-102.24, A-107.74). Transmitter twin 10 kw in parallel, ERP 100 kw. Started Sept. 12, 1966.

**COFFS HARBOUR**—See Grafton-Kempsey.

**DARLING DOWNS**—ABDQ, Australian Broadcasting Commission (Govt., non-commercial), Ch. A-3 (V-86.252, A-91.752). Transmitter twin 10 kw in parallel, ERP 100 kw. Started Dec. 16, 1963.

**DARLING DOWNS**—DDQ, Darling Downs TV Ltd. (commercial), P.O. Box 670, Toowoomba, Queensland 4350. Tel. 2 2288. Ch. A-10 (V-209.26, A-214.76). Transmitter 10 kw, ERP 100 kw. Low power repeater SDQ, Ch. A-4, South Downs. Started July 13, 1962. Personnel: S. J. Fitzpatrick, gen. mgr.; F. Balfour, chief engineer.

**GERALDTON**—ABGW, Australian Broadcasting Commission (Govt., non-commercial), Ch. A-6 (V-175.25, A-180.75), ERP 6 kw. Started Dec. 8, 1969.

**GOULBURN VALLEY (Shepparton)**—GMV, Goulburn-Murray Television Ltd. (commercial), P.O. Box 666, Shepparton, Victoria 3630. Tel. 215666. Ch. A-6 (V-175.256, A-180.756). Transmitter 10 kw, ERP 100 kw. TV tape recorder facilities. Started Dec. 23, 1961. Personnel: P. Twomey, principal exec. officer.

**GOULBURN VALLEY (Shepparton)**—ABGV, Australian Broadcasting Commission (Govt., non-commercial), Ch. A-3 (V-86.23, A-91.73). Transmitter twin 10 kw in parallel, ERP 100 kw. Started Nov. 28, 1963.

**GRAFTON-KEMPSEY**—ABDN, Australian Broadcasting Commission (Govt., non-commercial), Ch. A-2 (V-64.26, A-69.76). Transmitter twin 10 kw in parallel, ERP 100 kw. Started June 28, 1965.

**GRAFTON-KEMPSEY (Mt. Moombil)**—NRN, Northern Rivers Television Ltd. (commercial), P.O. Box 400, Coffs Harbour 2450, N.S.W. Tel. 1201. Ch. A-11 (V-209.24, A-214.74), ERP 100 kw. Started Jan. 23, 1965. Low power repeater ECN, Ch. A-8, Taree. Started March 1, 1969. Personnel: J. McKenzie, mgr.; B. J. Beasley, chief engineer.

**HOBART**—ABT, Australian Broadcasting Commission (Govt., non-commercial), 26 Elizabeth St., Box 205B G.P.O., Hobart, Tasmania 7001. Tel. 27821. Ch. A-2 (V-64.24, A-69.74). Transmitter 20 kw, ERP 100 kw. Originates local programs. TV tape recording facilities. Started June 4, 1960.

**HOBART**—TVT, Tasmania TV Ltd. (commercial), G.P.O. Box 1209M, Hobart, Tasmania 7001. Tel. 8 0341. Ch. A-6 (V-175.25, A-180.75). Transmitter 5 kw, ERP 100 kw. TV tape recorder facilities. Started May 23, 1960. Personnel: E. G. McRae, managing dir.; R. Vertigan, station mgr.; P. Hutchins, sales mgr.; G. Bell, chief engineer; D. Carter, program mgr.

**ILLAWARRA (Wollongong)**—ABWN, Australian Broadcasting Commission (Govt., non-commercial), Ch. A-5A (V-138.25, A-143.75). Transmitter twin 6 kw in parallel, ERP 100 kw. Started Oct. 28, 1963.

**ILLAWARRA (Wollongong)**—WIN, Television Wollongong Transmissions Ltd. (commercial), Ft. Drummond, Mt. St. Thomas, Wollongong 2500, N.S.W. Tel. 2 6444. Ch. A-4 (V-95.25, A-100.75). Transmitter 10 kw, ERP 100 kw. TV tape recording facilities. Started March 18, 1962. Personnel: W. Lean, gen. mgr.; R. Lester, sales mgr.; K. Roberts, chief engineer. Affiliated with National Television Network.

**KALGOORLIE**—ABKW, Australian Broadcasting Commission (Govt., non-commercial), Ch. A-6 (V-175.25, A-180.75), ERP 4 kw. Started Jan. 1970.

**LATROBE VALLEY (Traralgon)**—ABLW, Australian Broadcasting Commission (Govt., non-commercial), Ch. A-4 (V-95.24, A-100.74). Transmitter twin 10 kw in parallel, ERP 100 kw. Started Sept. 30, 1963.

**LATROBE VALLEY (Traralgon)**—GLV, V.B.N. Ltd. (Commercial), P.O. Box 20, Traralgon, Victoria 3844. Tel. 7 1366. Ch. A-10 (V-209.25, A-214.75). Transmitter 10 kw, ERP 100 kw. TV tape recorder facilities. Started December 9, 1961. Personnel: D. W. Smith, gen. mgr.; H. Lyon, sales mgr.; H. Akkerman, chief engineer.

**MACKAY**—ABMQ, Australian Broadcasting Commission (Govt., non-commercial), Ch. A-4 (V-95.25, A-100.75). Transmitter twin 10 kw in parallel, ERP 100 kw. Started Dec. 21, 1967.

**MACKAY**—MVQ, Mackay Television Development Pty. Ltd. (commercial), P.O. Box 496, Mackay, Queensland 4740. Tel. 6333. Ch. A-6. Personnel: M. Low, managing dir.

**MANNING RIVER**—ABTN, Australian Broadcasting Commission (Govt., non-commercial), Ch. A-1 (V-57.25, A-62.75). Transmitter twin 10 kw in parallel, ERP 100 kw. Started April 29, 1966.

**MELBOURNE**—ABV, Australian Broadcasting Commission (Govt., non-commercial), 529 Lonsdale St., Box 1686 G.P.O., Melbourne 3001. Tel. 67-6911. Ch. A-2 (V-64.25, A-69.75). Transmitter 18 kw, ERP 100 kw. Originates local programs. TV tape recording facilities. Started Nov. 18, 1956.

**MELBOURNE**—ATV, Austarama Television Pty. Ltd. (commercial), P.O. Box 42, Nunawading 3131, Victoria. Tel. 232 6211. Ch. A-0 (V-46.26, A-51.76). ERP 100 kw. TV tape recording facilities. Started Aug. 1, 1964.

Personnel: M. J. Ryan, gen. mgr.; C. Radley, sales mgr.; G. Davey, chief engineer; N. Carlyon, program mgr.; I. McFarling, news editor. Affiliated with Independent Television System.

**MELBOURNE**—GTV, General Television Corp. Pty. Ltd. (commercial), Television City, 22-46, Bendigo St., Richmond 3121, Victoria. Tel. 42 0201. Ch. A-9 (V-196.25, A-201.75). Transmitter 9 kw, ERP 100 kw. TV tape recording facilities. Started Jan. 19, 1957. Personnel: C. Packer, managing dir.; R. Biddle, station mgr.; L. Hill, sales mgr.; T. O'Donohue, chief engineer; I. Holmes, program mgr.; P. Maund, news director. Affiliated with National Television Network.

**MELBOURNE**—HSV, Herald-Sun Television Pty. Ltd. (commercial), G.P.O. Box 215D, Melbourne 3001, Victoria. Tel. 69 0771. Ch. A-7 (V-182.25, A-187.75). Transmitter 10 kw, ERP 100 kw. TV tape recording facilities. Started Nov. 4, 1956. Personnel: K. S. Cairns, mgr.; W. Powers, sales manager; J. H. Fisher, chief engineer; M. Albiston, asst. chief engineer; M. Brayshaw, program mgr.; J. Maher, news editor. Affiliated with Australian Television Network.

**MILDURA**—ABMV, Australian Broadcasting Commission (Govt., non-commercial), Ch. A-4 (V-95.27, A-100.77). Transmitter twin 10-kw in parallel, ERP 100 kw. Started Nov. 22, 1965.

**MILDURA**—STV, Sunraysia Television Ltd. (commercial), 18 Deakin Ave., Mildura, Victoria 3500. Tel. 30204. Ch. A-8 (V-189.27, A-194.77). ERP 5 kw. Started Nov. 27, 1965. Personnel: C. Lanyon, managing dir.; D. Carsin, chief engineer.

**MT. GAMBIER**—SES, South East Telecasters Ltd. (commercial), John Watson Drive, Mt. Gambier, So. Australia 5290. Tel. 2 4117. Ch. A-8 (V-189.25, A-194.75). ERP 50 kw. Started March 25, 1966. Personnel: J. Lewis, gen. mgr. & chief engineer.

**MURRAY VALLEY**—ABSV, Australian Broadcasting Commission (Govt., non-commercial), Ch. A-2 (V-64.26, A-69.76). Transmitter twin 10 kw in parallel, ERP 100 kw. Started July 30, 1965.

**MURRUMBIDGEE AREA (Griffith)**—MTN, Murrumbidgee Television Ltd. (commercial), Remembrance Drive, Griffith 2680, N.S.W. Tel. 1756. Ch. A-9 (V-196.24, A-201.74). ERP 10 kw. TV tape recorder facilities. Started Dec. 15, 1965. Personnel: W. Gamble, gen. mgr.; C. Lock, chief engineer.

**MURRUMBIDGEE IRRIGATION AREA**—ABGN, Australian Broadcasting Commission (Govt., non-commercial), Ch. A-7 (V-182.24, A-187.74). Transmitter twin 5 kw in parallel, ERP 100 kw. Started July 25, 1966.

**NEWCASTLE-HUNTER RIVER**—ABHN, Australian Broadcasting Commission (Govt., non-commercial), Ch. A-5 (V-102.258, A-107.758). Transmitter twin 10 kw in parallel, ERP 100 kw. Started June 5, 1963.

**NEWCASTLE-HUNTER RIVER**—NBN, Newcastle Broadcasting and Television Corporation Ltd. (commercial), P.O. Box 555, Newcastle 2300, N.S.W. Tel. 2 0321. Ch. A-3 (V-86.25, A-91.75). Transmitter 10 kw, ERP 100 kw. TV tape recorder facilities. Started March 4, 1962. Personnel: L. Richardson, chief exec.; K. W. Stone, station mgr.; K. W. Brown, sales mgr.; H. J. McPhee, chief engineer. Affiliated with National Television Network.

**NORTH EASTERN TASMANIA (Launceston)**—ABNT, Australian Broadcasting Commission (Govt., non-commercial), Ch. A-3 (V-86.20, A-91.70). Transmitter twin 10 kw in parallel, ERP 100 kw. Started July 29, 1963.

**NORTH EASTERN TASMANIA (Launceston)**—TNT, Northern Television Ltd. (commercial), P.O. Box 873, Launceston, Tasmania. Tel. 44 2551. Ch. A-9 (V-196.238, A-201.738). Transmitter 10 kw, ERP 100 kw. TV tape recorder facilities. Started May 26, 1962. Personnel: A. E. Evans, managing dir.; T. Freeman, station mgr.; K. Briggs, chief engineer.

**PERTH**—ABW, Australian Broadcasting Commission (Govt., non-commercial), 187-193 Adelaide Terrace, Box 190D G.P.O., Perth 6001. Tel. 23-0241. Ch. A-2 (V-64.25, A-69.75). Transmitter 20 kw, ERP 100 kw. Originates local programs. TV tape recording facilities. Started May 7, 1960.

**PERTH**—TVW, TVW Ltd. (commercial), Osborne Park Road, Tuart Hill, Western Australia 6060. Tel. 49 1422. Ch. A-7 (V-182.25, A-187.75). Transmitter 10 kw, ERP 100 kw. TV tape recording facilities. Started Oct. 16, 1959. Personnel: J. W. Cruthers, managing dir.; B. Treasure, gen. mgr.; S. Fildes, sales mgr.; J. R. Quicke, chief engineer; D. Farrell, news editor.

**PERTH**—STW, Swan Television Ltd. (commercial), Hayes Ave., Tuart Hill, Western Australia 6060. Tel. 49 1911. Ch. A-9 (V-196.25, A-201.75). ERP 100 kw. TV tape recorder facilities. Started June 12, 1965. Personnel: R. J. Mercer, gen. mgr.; P. Conroy, station coordinator; J. Foote, local sales mgr.; T. Provan, chief engineer; T. Warne, program mgr.; G. Leeds, news editor.

**PORT PIRIE**—GTS, Spencer Gulf Telecasters Ltd. (commercial), P.O. Box 380, Port Pirie, So. Australia 5540. Ch. A-4 (V-95.25, A-100.75), ERP 50 kw. Started March 1, 1968. Personnel: B. Radford, mgr.; E. Downing, chief engineer.

**RICHMOND-TWEED HEADS (Lismore)**—ABRN, Australian Broadcasting Commission (Govt., non-commercial), Ch. A-6 (V-175.26, A-180.76). Transmitter twin 5 kw in parallel, ERP 100 kw. Started April 20, 1964.

**RICHMOND-TWEED HEADS (Lismore)**—RTN, Richmond-Tweed TV Ltd. (commercial), 11 Molesworth St., Lismore 2480, N.S.W. Tel. 2351. Ch. A-8 (V-189.25, A-194.75). Transmitter twin 10 kw, ERP 100 kw. TV tape recorder facilities. Started May 12, 1962. Personnel: L. T. Warrick, managing dir.; H. G. Green, chief engineer.

(Continued on next page)

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## AUSTRALIA—(Continued)

**ROCKHAMPTON—ABRQ**, Australian Broadcasting Commission (Govt., non-commercial), Ch. A-3 (V-86.26, A-91.76). Transmitter twin 10 kw in parallel, ERP 100 kw. Originates local programs. TV tape recording facilities. Started Dec. 21, 1963.

**ROCKHAMPTON—RTQ**, Rockhampton Television Ltd. (commercial), P.O. Box 568, Rockhampton, Queensland 4700. Tel. 84877. Ch. A-7 (V-182.26, A-187.76). Transmitter 10 kw, ERP 100 kw. Started Sept. 7, 1963.

Personnel: B. Saunders, manager; C. Amore, chief engineer.

**SOUTH EAST SOUTH AUSTRALIA—ABGS**, Australian Broadcasting Commission (Govt., non-commercial), Ch. A-1 (V-57.25, A-62.75). Transmitter twin 10 kw in parallel, ERP 100 kw. Started Dec. 3, 1965.

**SOUTHERN AGRICULTURAL AREA—ABAW**, Australian Broadcasting Commission (Govt., non-commercial), Ch. A-2 (V-64.24, A-69.74). Transmitter twin 10 kw in parallel, ERP 100 kw. Started June 6, 1966.

**SOUTHERN DOWNS—ABSQ**, Australian Broadcasting Commission (Govt., non-commercial), Ch. A-1 (V-57.26, A-62.76). Transmitter twin 10 kw in parallel, ERP 100 kw. Started July 4, 1966.

**SOUTH WESTERN SLOPES AND EASTERN RIVERINA—ABMN**, Australian Broadcasting Commission (Govt., non-commercial), Ch. A-0 (V-46.24, A-51.74). Transmitter twin 10 kw in parallel, ERP 100 kw. Started April 30, 1965.

**SOUTH WESTERN SLOPES & EASTERN RIVERINA (Wagga Wagga)—RVN**, Riverina Television Ltd. (commercial), P.O. Box 69, Wagga Wagga 2650, N.S.W. Tel. 2088. Ch. A-2 (V-64.25, A-69.75). Transmitter twin 10 kw in parallel, ERP 100 kw. TV tape recorder facilities. Started June 19, 1964.

Personnel: W. P. Marsden, gen. mgr.; S. W. McDonald, chief engineer.

**SPENCER GULF NORTH—ABNS**, Australian Broadcasting Commission (Govt., non-commercial), Ch. A-1 (V-57.25, A-62.75). Transmitter twin 10 kw in parallel, ERP 100 kw. Started April 10, 1965.

**SYDNEY—ABN**, Australian Broadcasting Commission (Govt., non-commercial), 145 Elizabeth St., Box 487 G.P.O., Sydney 2001. Tel. 31-0211. Ch. A-2 (V-64.25, A-69.75). Transmitter 18 kw, ERP 100 kw. Originates local programs. TV tape recording facilities. Started Nov. 5, 1956.

**SYDNEY—ATN**, Amalgamated Television Services Pty. Ltd. (commercial), Television Centre, Epping 2121, N.S.W. Tel. 85 0111. Ch. A-7 (V-182.25, A-187.75). Transmitter 9 kw, ERP 100 kw. TV tape recorder facilities. Started Dec. 2, 1956.

Personnel: J.H. Oswin, gen. mgr.; H. Hughes, sales mgr.; M. Stevenson, chief engineer; M. Callaghan, program mgr.; R. Johnson, news editor. Affiliated with Australian Television Network.

**SYDNEY—TCN**, Television Corp. Ltd. (commercial), Artarmon Rd., Willoughby 2068, N.S.W. Tel. 43 0444. Ch. A-9 (V-196.25, A-201.75). Transmitter 10 kw, ERP 100 kw. TV tape recorder facilities. Started Sept. 16, 1956.

Personnel: A. Baz, gen. mgr.; W. Barker, sales mgr.; L. R. Free, chief engineer; R. Haynes, program mgr.; M. Ramsden, news editor. Affiliated with National Television Network.

**SYDNEY—TEN**, United Telecasters Sydney Ltd. (commercial), Epping & Pittwater Rds., North Ryde 2113, N.S.W. Tel. 88 5555. Ch. A-10 (V-209.25, A-214.75). Transmitter twin 5 kw in parallel, ERP 100 kw. TV tape recorder facilities. Started April 5, 1965.

Personnel: L. Peard, gen. mgr.; I. Kennon, sales mgr.; R. Thyer, chief engineer; K. Hardy, asst. chief engineer; R. Lord, program mgr.; B. Smart, news editor. Affiliated with Independent Television System.

**TOWNSVILLE—ABTQ**, Australian Broadcasting Commission (Govt., non-commercial), Ch. A-3 (V-87.27, A-92.77). Transmitter twin 10 kw in parallel, ERP 100 kw. Originates local programs. TV tape recording facilities. Started Sept. 21, 1964.

**TOWNSVILLE—TNQ**, Telecasters North Queensland Ltd. (commercial), P.O. Box 1016, Townsville, Queensland 4810. Tel. 71 6161. Ch. A-7 (V-182.25, A-187.75). Transmitter 10 kw, ERP 100 kw. Started Nov. 1, 1962.

Personnel: J. F. Gleason, managing dir.; K. R. Christensen, gen. mgr.; R. McRae Barton, chief engineer.

**UPPER MURRAY—ABAV**, Australian Broadcasting Commission (Govt., non-commercial), Ch. A-1 (V-57.25, A-62.75). Transmitter twin 10 kw in parallel, ERP 100 kw. Started Dec. 15, 1964.

**UPPER MURRAY—AMV**, Albury Upper Murray Television Ltd. (commercial), TV Centre, Union Road, Albury 2640, Victoria. Tel. 2 1494. Ch. A-4 (V-95.26, A-100.76). Transmitter twin 10 kw in parallel, ERP 100 kw. TV tape recorder facilities. Started Sept. 7, 1964.

Personnel: A. Kidd, gen. mgr.; T. R. Jones, chief engineer.

**UPPER NAMOI—ABUN**, Australian Broadcasting Commission (Govt., non-commercial), Ch. A-7 (V-182.24, A-187.74). Transmitter twin 5 kw in parallel, ERP 100 kw. Started Sept. 27, 1965.

**UPPER NAMOI (Tamworth)—NEN**, Television New England Ltd. P.O. Box 317, Tamworth 2340 N.S.W. Tel. 5 8253. Ch. A-9 (V-196.24, A-201.215). ERP 100 kw. TV tape recorder facilities. Started April 10, 1965.

Personnel: M. Moroney, managing dir.; K. Smith, mgr.; O. Bartle, chief engineer.

**WAGGA WAGGA**—See South Western Slopes & Eastern Riverina.

**WIDE BAY—ABWQ**, Australian Broadcasting Commission (Govt., non-commercial), Ch. A-6 (V-175.24, A-180.74). Transmitter twin 10 kw in parallel, ERP 100 kw. Started Oct. 8, 1965.

**WIDE BAY—WBQ**, Wide Bay Burnett Television Ltd., P.O. Box 30, Maryborough, Queensland 4650. Tel. 2528. Ch. A-8 (V-189.24, A-194.74). Transmitter twin 5 kw in parallel, ERP 100 kw. Started April 10, 1965.

Personnel: F. T. Yates, gen. mgr.; B. Hunter, chief engineer.

**WOLLONGONG**—See Illawarra.

Low power repeaters (Govt.): 28 in operation, 12 planned.

CATV Systems: Govt. licensed, 5 in operation with 209 subscribers, 1 planned.

Planned:

**CENTRAL EAST (SOUTH AUSTRALIA)—ABRS**, Australian Broadcasting Commission (Govt., non-commercial), Ch. A-3 (V-86.25, A-91.75), ERP 100 kw. To start Dec. 1970.

**DARWIN—ABD**, Australian Broadcasting Commission (Govt., non-commercial), Ch. A-6 (V-175.25, A-180.75). ERP 10 kw. Will originate local programs, have TV tape recording facilities.

**MOUNT ISA—ABIQ**, Australian Broadcasting Commission (Govt., non-commercial), Ch. A-6 (V-175.25, A-180.75), ERP 0.5 kw. To start Feb. 1971.

## Austria

(625-line standards, Systems B&G)

Color: PAL System

Sets in use: 1,130,000 black & white; 4,500 color

**Oesterreichischer Rundfunk GmbH** (Govt., commercial), Argentinierstrasse 30a, 1041 Vienna, Postfach 700. Tel. 65 66 61.

Personnel: Gerd Bacher, director general; Hellmut Lenhardt, sales manager; Helmut Zilk, program manager; Hans Trilety, film buyer; Walter Skala, production manager; Georg Skalar, chief engineer; Alfons Dalma, chief editor; Heribert Steinbauer, gen. secy.

Hours of operation: Program 1, 6:30-11 p.m., daily; 11 a.m.-1:30 p.m., Wed. & Fri. Program 2, 7-10 p.m. daily.

TV tape recording facilities. Color telecasting began Jan. 1969, PAL system.

Rates (Peak, Jan. 1, 1969): 20 Sec., 36,000; Sec., 1,800 (Schillings).

**AM SEE 2**—Ch. E-59 (V-775.25, A-780.75). ERP 1.5 kw. Started Dec. 1966.

**DUNSERBERG 1**—Ch. E-9. ERP 3 kw. Started Sept. 1968.

**GAISBERG (Salzburg)**—Ch. E-8 (V-196.25, A-201.75). ERP 100 kw. Started Aug. 1955.

**GAISBERG 2**—Ch. E-32 (V-559.25, A-564.75). ERP 800 kw. Started Nov. 1966.

**HAUSER KAIBLING**—Ch. E-11 (V-217.25, A-222.75). ERP 10 kw. Started Dec. 1961.

**HEUBERG 2**—Ch. E-52 ERP 3 kw. (V-719.25, A-724.75). Started Oct. 1965.

**HIMMELHOF 2 (Vienna)**—Ch. E-41 (V-631.25, A-636.75). ERP 1.5 kw. Started July 1964.

**HUHNERSBERG**—Ch. E-32 (V-559.25, A-564.75). ERP 1 kw. Started Dec. 1966.

**JAUERLING 1 (St. Poelten)**—Ch. E-2 (V-49.75, A-55.25). ERP 60 kw. Started Oct. 1958.

**JAUERLING 2**—Ch. E-21 (V-471.25, A-476.75). ERP 800 kw. Started Feb. 1965.

**KAHLENBERG 1 (Vienna)**—Ch. E-5 (V-175.25, A-180.75). ERP 60 kw. Started Aug. 1955.

**KAHLENBERG 2**—Ch. E-24 (V-495.25, A-500.75). ERP 400 kw. Started April 1958, increased power Feb. 1963.

**KANITZER HOHE**—Ch. E-27 (V-519.25, A-524.75). ERP 1 kw. Started Dec. 1967.

**KATRIN 1**—Ch. E-5. ERP 800 watts. Started Nov. 1966.

**LICHTENBERG 1 (Linz)**—Ch. E-6 (V-182.25, A-187.75). ERP 100 kw. Started Nov. 1960.

**LICHTENBERG 2 (Linz)**—Ch. E-43 (V-647.25, A-652.75). ERP 800 kw. Started Dec. 1964.

**MUGEL (Bruck/Mur)**—Ch. E-9 (V-203.25, A-208.75). ERP 20 kw. Started Nov. 1961.

**PATSCHEKOFEL 1 (Innsbruck)**—Ch. E-4 (V-62.25, A-67.75). ERP 60 kw. Started Dec. 1958.

**PFAENDER (Bregenz)**—Ch. E-5 (V-175.25, A-180.75). ERP 80 kw. Started March 1959.

**PYRAMIDENKOGEL (Kaernten)**—Ch. E-10 (V-210.25, A-215.75). ERP 30 kw. Dec. 1957.

**SCHOECKL 1 (Graz)**—Ch. E-7 (V-189.25, A-194.75). ERP 100 kw. Started Aug. 1955.

**SCHOECKL 2**—Ch. E-23. ERP 800 kw. Started Nov. 1967.

**SONNENDSTEIN**—Ch. E-10 (V-210.25, A-215.75). ERP 5 kw. Started May 1957.

**WACHBERG 1**—Ch. E-7. ERP 5 kw. Started Aug. 1968.

**WACHBERG 2**—Ch. E-58. ERP 100 kw. Started Aug. 1968.

Low-power satellites: 68 in operation, 18 planned.

Planned:

**BREITENSTEIN 2**—Ch. E-37. ERP 2 kw.

**DOBRATSCH 1**—Ch. E-10. ERP 200 kw.

**DOBRATSCH 2**—Ch. E-24. ERP 2,000 kw.

**DUENSERBERG 2**—Ch. E-33. ERP 30 kw.

**GOLDECK 2**—Ch. E-54. ERP 30 kw.

HIRSCHENSTEIN 1—Ch. E-6. ERP 3 kw.  
 HIRSCHENSTEIN 2—Ch. E-43. ERP 50 kw.  
 KATRIN 2—Ch. E-22. ERP 20 kw.  
 KITZBUEHELER HORN 1—Ch. E-5. ERP 3 kw.  
 KITZBUEHELER HORN 2—Ch. E-24. ERP 50 kw.  
 KORALPE 2—Ch. E-28. ERP 20 kw.  
 MUGEL 2—Ch. E-41. ERP 200 kw.  
 PATSCHERKOFEL 2—Ch. E-23. ERP 800 kw.  
 PFAENDER 2—Ch. E-24. ERP 600 kw.  
 SONNWENDSTEIN 2—Ch. E-22. ERP 100 kw.  
 ZINKENKOGEL 2—Ch. E-50. ERP 1 kw.  
 ZUGSPITZE 1—Ch. E-49. ERP 2 kw.

## Bahamas

(525-line standards)

### Planned:

FREEPORT—Ch. 8.  
 NASSAU—Ch. 13.

## Barbados

(625-line standards, System N)

Sets in use: 16,000

BRIDGETOWN—CBC-TV, Caribbean Broadcasting Corp., P.O. Box 780, Bridgetown, Barbados, W.I. Tel. 92041; 92046. Cable CABROCO. Ch. 3 (V-61.25, A-65.75), transmitter 5 kw, ERP 60 kw. TV tape recording facilities. Started Dec. 1964. Hours of operation: 6 hours daily. Personnel: Keith Hunte, chairman of the board; Ian W. V. Gale, general manager; Oriol Gill, sales manager; J. A. Cummings, asst. head of programs; G. G. Taylor, chief engineer. Rates: On application.

Represented by Television International Enterprises (Sales) Ltd., New York & London; Byles, Gibb & Associates Ltd., Toronto.

## Belgium

(625-line standards, Systems B&G)

Sets in use: 1,875,000

Belgische Radio en Televisie (B.R.T.) and Radiodiffusion Television Belge (R.T.B.), Eugeen Playgeplein 18, Brussels 5, Belgium. Tel. 49 60 50. Govt., non-commercial. TV tape recorder facilities. B.R.T. personnel: Paul Vandebussche, director general; Bert Janssens, program director (film buyer). R.T.B. personnel: Robert Wangermee, director general; Louis-Philippe Kamman, program director (film buyer). Personnel of Technical Service common to B.R.T. & R.T.B.: Gaston De Lafonteyne, director general; Eugene Dekeyser, chief engineer.

### MAIN STATIONS

(625-line standards, System B)

AALTER-RUISELEDE—B.R.T., Ch. E-2 (Dutch-language). Transmitter 20 kw, ERP 100 kw. Started May 1958.  
 ANLIER—R.T.B., Ch. E-11 (French-language). Transmitter 2.5 kw, ERP 10 kw. Started May 1961.  
 BRUSSELS—Also see Wavre.  
 FROIDMONT—R.T.B., Ch. E-57 (French-language). Transmitter 2 kw, ERP 20 kw. Started March 1969.  
 GENK—B.R.T., Ch. E-44 (Dutch-language). Transmitter 20 kw, ERP 200 kw. Started Feb. 1969.  
 LIEGE—R.T.B., Ch. E-3 (French-language). Transmitter 20 kw, ERP 100 kw. Started Nov. 1954.  
 OOSTVLETEREN—B.R.T., Ch. E-49 (Dutch-language). Transmitter 2 kw, ERP 20 kw. Started Feb. 1969.  
 RIVIERE—R.T.B., Ch. E-52 (French-language). Transmitter 10 kw, ERP 200 kw. Started Feb. 1969.  
 WAVRE (Brussels)—R.T.B., Ch. E-8 (French-language). Transmitter 20 kw, ERP 100 kw. Started Oct. 1953.  
 WAVRE (Brussels)—B.R.T., Ch. E-10 (Dutch-language). Transmitter 20 kw, ERP 100 kw. Started Oct. 1953.

(System G)

### Planned (1970):

EGEM—B.R.T., Ch. E-43 (Dutch-language). ERP 1000 kw.  
 SCHOTEN—B.R.T., Ch. E-62 (Dutch-language). ERP 200 kw.  
 WAVRE-OVERIJSE—R.T.B., Ch. E-28 (French-language). ERP 1000 kw.  
 WAVRE-OVERIJSE—B.R.T., Ch. E-25 (Dutch-language). ERP 1000 kw.  
 LIEGE—R.T.B., Ch. E-42 (French-language). ERP 1000 kw.  
 ANDERLUES—R.T.B., Ch. E-61 (French-language). ERP 200 kw.

### REPEATER STATIONS

ANSEREMME—R.T.B., Ch. E-5 (French-language). ERP 10 watts. Started June 1961.  
 ANTWERP—B.R.T., Ch. E-2 (Dutch-language). ERP 100 watts. Started Nov. 1954.  
 BOUILLON—R.T.B., Ch. E-9 (French-language). ERP 10 watts. Started Feb. 1961.  
 BRUSSELS—B.R.T., Ch. E-11 (Dutch-language). ERP 5 watts. Started June 1960.

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BRUSSELS—R.T.B., Ch. E-7 (French language). ERP 5 watts. Started June 1960.  
 COMINES—R.T.B., Ch. E-4 (French-language). ERP 10 watts. Started Mar. 1964.  
 COUVIN—R.T.B., Ch. E-4 (French-language). ERP 10 watts. Started Jan. 1963.  
 HASTIERE—R.T.B., Ch. E-4 (French-language). ERP 10 watts. Started Mar. 1964.  
 HOUFFALIZE—R.T.B., Ch. E-5 (French-language). ERP 10 watts. Started July 1964.  
 STAVELOT—R.T.B., Ch. E-5 (French-language). ERP 10 watts. Started Feb. 1962.

## Bermuda

(525-line standards, System M)

Sets in use: 18,000

PROSPECT, DEVONSHIRE—ZBM-TV, Bermuda Radio & Television Co. Ltd., Fort Hill Road, Prospect, Devonshire (Mailing address: P.O. Box 452, Hamilton), Bermuda. Tel. 2-1122. Ch. 10 (V-193.25, A-197.75), transmitter 2 kw, ERP 18 kw. TV tape recorder facilities. Started Jan. 1958. Hours of operation: Daily 3 p.m.-midnight. Ownership: Bermuda Broadcasting Co. Ltd. & Bermuda Press Ltd. Programming affiliates: CBS, NBC, Rediffusion. Personnel: Walter Staskow, managing dir.; Quenton Edness, gen. mgr.; Jim Woolridge, sales mgr.; Sue Wallin, program coordinator; Jim Sayer, production mgr.; Bryan Lodge, chief engineer; Doreen McCallum & Shirley Edress, traffic. Represented in U.S. by Intercontinental Services Ltd., New York; in Canada by Group One; in U.K. by Rediffusion International Ltd., London. Rates (Card No. 4, July 1968): Spot 60 sec., \$25; 8 sec., \$10; program 1 hr., \$100; 5 min., \$25 (U.S. dollars).

DEVONSHIRE—ZFB-TV, Capital Broadcasting Co. Ltd. (commercial), "By the Sea," North Shore, Devonshire (Mailing address: P.O. Box 652, Hamilton), Bermuda. Ch. 8 (V-181.25, A-185.75). Transmitter 5 kw, ERP 32.5 kw. TV tape recording facilities. Started Aug. 1965. Hours of operation: 2:30-12:00, Mon.-Fri.; 9:00-12:00 & 3:30-12:00, Sat.; 3:30-11:30, Sun. Ownership: Capital Broadcasting Co. Ltd. & Thomson Television International Ltd. Affiliated with ABC.

Personnel: M. E. Sheppard, managing dir. & film buyer; Everard Davis, gen. mgr. & sales mgr. Represented by ABC International Sales, New York; Richard Job Ltd., London; Radio TV Repts, Canada.

Rates (March 1968): Spot 60 sec., 25; 8 sec., 10; program 1 hr., 100; 5 min., 25 (U.S. Dollars).

## Bolivia

(625-line standards, System N)

Sets in use: 7,500

LA PAZ—Television Boliviana, S.A. (Govt., commercial). Ch. 7. ERP 5 kw. Hector Valdivia R., national director of telecommunications.

## Brazil

(525-line standards, System M)

Color: PAL System

Sets in use: 6,500,000

All stations commercial except Govt.-owned outlets.

APUCARANA, PR—TV Tibagi, Ch. 11. Televisao Tibagi S.A. Started July 7, 1969.  
 BAURU, SP—TV Bauru, Ch. 2. ERP 3 kw. Org. O. Globo. Started 1960.  
 BELEM, PA—TV Marajoara, Ch. 2. ERP 5 kw. Diarios Emissoras Associados. Started Sept. 30, 1961.  
 BELEM, PA—TV Guajara, Ch. 4. ERP 2 kw. Lopo de Castro. Started March 27, 1966.  
 BELO HORIZONTE, MG—TV Itacolomi, Ch. 4. ERP 15 kw. Diarios Emissoras Associados. Started Nov. 1955.  
 BELO HORIZONTE, MG—TV Alterosa, Ch. 2. ERP 5 kw. Diarios Emissoras Associados. Started June 15, 1963.  
 BELO HORIZONTE, MG—TV Belo Horizonte, Ch. 12. ERP 5 kw. Org. o. Globo. Started Dec. 12, 1961.  
 BELO HORIZONTE, MG—TV Vila Rica, R. Fernandes Tourinho 818, Belo Horizonte, Minas Gerais. Ch. 7. ERP 32 kw. Org. das Folhas. TV tape recorder facilities. Started Oct. 10, 1960. Personnel: Lycio Cadar, gen. mgr.; Edson Leite, film buyer; Alberto Maluf, chief engineer.  
 BRASILIA, DF—TV Nacional (govt.), Ch. 3. ERP 2 kw. Empresas Incorporadas ao Patrimonio da Uniao. Started April 21, 1960.  
 BRASILIA, DF—TV Alvorada, Ch. 8. ERP 5 kw. Emissoras Unidas. Started April 1960.  
 BRASILIA, DF—TV Brasilia, Ch. 6. ERP 10 kw. Diarios Emissoras Associados. Started April 1960.  
 CAMPINA GRANDE, PB—TV Borborema, Ch. 9. ERP 1 kw. Diarios Emissoras Associados. Started 1963.  
 CAMPO GRANDE, MT—TV Morena, Ch. 6. ERP 2 kw, Org. Zahran. Started 1966.  
 CAXIAS DO SUL, RS—TV Caxias, Ch. 8. Radio e TV Caxias Ltd. Started Feb. 21, 1969.  
 CURITIBA, PR—TV Iguacu, Ch. 4. ERP 5 kw. Paulo Pimental. Started Dec. 1967.

(Continued on next page)

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## BRAZIL—(Continued)

- CURITIBA, PR**—TV Parana, Ch. 6. ERP 4 kw. Diarios Emissoras Associados. Started 1960.
- CURITIBA, PR**—TV Paranaense, Ch. 12. ERP 4 kw. Nagib Chede. Started Oct. 10, 1960.
- FORTALEZA, CE**—TV Ceara, Radio Cluge, Ch. 2. ERP 3 kw. Diarios Emissoras Associados. Started Nov. 1960.
- GOIANIA, GO**—TV Goiania, Ch. 4. ERP 2 kw. Diarios Emissoras Associados. Started 1960.
- GOIANIA, GO**—TV Anhangura, Ch. 2. ERP 2 kw. Org. Jayme Camara. Started Jan. 11, 1965.
- JUIZ DE FORA, MG**—TV Industrial, Ch. 10. ERP 10 kw. Org. Sergio Mendes. Started 1965.
- LONDRINA, PR**—TV Coroados, Ch. 3. ERP 2 kw. Org. Stresser. Started 1962.
- PORTO ALEGRE, RS**—TV Piratini, Ch. 5. ERP 25 kw. Diarios Emissoras Associados. Started March 3, 1956.
- PORTO ALEGRE, RS**—TV Gaucha, Caixa Postal 1164, Porto Alegre, Ch. 12. ERP 40 kw. 14 low-power satellites. Org. das Folhas. TV tape recorder facilities. Started Dec. 1962. Personnel: Jayme Sirotsky, gen. mgr.; Edson Leite, film buyer; Alberto Maluf, chief engineer.
- PORTO ALEGRE, RS**—TV Dif. Portoalegrense, Ch. 10. Difusora Portoalegrense. Started Oct. 10, 1969.
- RECIFE, PE**—TV Jornal do Comercio, Ch. 2. ERP 25 kw. Org. Pessoa de Queiroz. Started June 17, 1960.
- RECIFE, PE**—TV Radio Clube, Ch. 6. ERP 25 kw. Diarios Emissoras Associados. Started June 4, 1960.
- RECIFE, PE**—TV Universitaria, Ch. 11 (educational). Universidade Fed. de Pernambuco. Started Aug. 1968.
- RIO DE JANEIRO, GB**—TV Excelsior, R. Visconde do Piraja, 595, Rio de Janeiro. Grupo Simonsen, Ch. 2. ERP 100 kw. TV tape recording facilities. Started Sept. 1963. Personnel: Newton Leitao, gen. mgr.; Edson Leite, film buyer; Alberto Maluf, chief engineer.
- RIO DE JANEIRO, GB**—TV Globo, Rua Irineu Marintio 35. Ch. 4. ERP 25 kw. Org. O Globo. Started April 26, 1965.
- RIO DE JANEIRO, GB**—TV Tupi, Ch. 6. ERP 25 kw. Diarios Emissoras Associados. Started Jan. 1951. (Directional satellite on Ch. 33).
- RIO DE JANEIRO, GB**—TV Continental, Ch. 9. ERP 10 kw. Grupo Abdon Torres. Started June 30, 1959.
- RIO DE JANEIRO, GB**—TV Rio, Ch. 13. ERP 25 kw. Emissoras Unidas. Started June 29, 1954.
- SALVADOR, BA**—TV Itapuan, Ch. 5, ERP 5 kw. Diarios Emissoras Associados. Started Nov. 18, 1960.
- SANTA MARIA, RS**—TV Imembui, Ch. 12. Radio Imembui S.A. Started Dec. 13, 1969.
- SAO LUIZ, MA**—TV Difusora, Ch. 4. ERP 6 kw. Org. Bacelar. Started 1965.
- SAO PAULO, SP**—TV Cultura (educational). Fundacao Padre Anchieta, Centro Paulista de Radio e TV Educativa, Rua Carlos Spera, 179, C.P. 11.544, Sao Paulo. Ch. 2, ERP 282 kw. TV tape recording facilities. Started June 15, 1969. Hours of operation: 7-11 p.m., daily. Personnel: Jose Bonifacio Coutinjo Nogueira, pres.; Olavo Egydio Setubal, v.p.; Onadyr Marcondes, financial director; Sergio Sobral de Oliveira, administrative mgr.; Claudio Cezar Guimarães Petraglia, cultural mgr.; Carlos Pereira de Campos Vergeurs, artistic mgr.; Antonio Augusto Soares Amora, education mgr.; Miguel Cipolla Jr., engineering mgr.
- SAO PAULO, SP**—TV Tupi, Ch. 4. ERP 25 kw. Diarios Emissoras Associados. Started Sept. 18, 1950. (Directional satellites on Ch. 16, 23 & 31)
- SAO PAULO, SP**—TV Paulista, Ch. 5. ERP 25 kw. Org. O Globo. Started March 1953. (Directional satellites on Ch. 19, 28 & 29)
- SAO PAULO, SP**—TV Record, Ch. 7. ERP 25 kw. Emissoras Unidas. Started Sept. 1953. (Directional satellites on Ch. 17, 22 & 25)
- SAO PAULO, SP**—TV Excelsior, Rua Nestor Pestana 196, Sao Paulo. Tel. 35-2926. Ch. 9. ERP 60 kw; 25 low-power satellites. TV tape recording facilities. Started July 1960. Network central office, Excelsior group (Grupo das Folhas). Rate card available from ABC International Television, New York. Personnel: Octavio Frias de Oliveira, dir. gen.; Carlos Caldeira Filho, gen. mgr.; Calazans Fernandes, sales mgr.; Edson Leite, program & production mgr. & film buyer; Alberto Maluf, chief engineer. Hours of operation 11:30-02:00. Rates (Nov. 1968): Peak sec., 50.00; low sec., 6.50 (Cruzeiro).
- SAO PAULO, SP**—TV Bandeirantes, Ch. 13. ERP 25 kw. Org. Joao Saad. Started March 5, 1967.
- UBERLANDIA, MG**—TV Triangulo, Rua Buriti Alegre 1069, Uberlandia. Minas Gerais. Org. das Folhas. Ch. 8. ERP 20 kw. 5 low-powered satellites. TV tape recorder facilities. Started 1966. Personnel: Edson Nunes Garcia, gen. mgr.; Alberto Ponce Camargo, sales mgr.; Alberto Maluf, chief engineer.
- VITORIA, ES**—TV Vitoria, Ch. 4. ERP 2 kw. Diarios Emissoras Associados. Started 1961.

### Under construction & planned:

- BLUMENAU, SC**—TV Coligadas, Ch. 3. TV Coligadas de S.C. SA.
- CACHOEIRA DO SUL, RS**—TV Princesa, Ch. 9. TV Princesa de Cachoeira Ltda.

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- CORUMBA, MT**—TV Cidade Branca, Ch. 5. TV Cidade Branca Ltda.
- CUIABA, MT**—TV Centro America, Ch. 4. TV Centro America Ltda.
- ERECHIM, RS**—TV Erechim, Ch. 2. TV Erechim Ltda.
- FLORIANOPOLIS, SC**—TV Cultura, Ch. 6. Radio e TV Cultura Ltda.
- FORTALEZA, CE**—TV Verdes Mares, Ch. 10. Grupo Queiroz.
- FORTALEZA, CE**—TV Educativa, Ch. 4 (educational). Sec. Educacao do Estado.
- GOIANIA, GO**—TV Cerne, Ch. 13 (govt.). Governo Estado de Goias.
- GOIANIA, GO**—TV Universitaria, Ch. 11 (educational). Universidade Fed. de Goias.
- MANAUS, AM**—TV Ajuricaba, Ch. 38. Soc. TV Ajuricabna Ltda.
- MANAUS, AM**—TV Educativa, Ch. 7 (educational). Sec. Educacao do Estado.
- PELOTAS, RS**—TV Tuiuti, Ch. 4. Televisao Tuiuti Ltda.
- PONTA GROSSA, PR**—TV Esplandda, Ch. 7. Org. Wallace Pina.
- PORTO ALEGRE, RS**—TV Guaiba, Ch. 2. Emp. Caldas Junior.
- PORTO ALEGRE, RS**—TV Educativa, Ch. 7 (educational). Sec. Educacao do Estado.
- SALVADOR, BA**—TV Educativa, Ch. 7 (educational). Grupo Pessoa de Queiroz.
- SANTA MARIA, RS**—TV Universitaria, Ch. 8 (educational). Universidade Fed. Santa Maria.
- SAO JOSE RIO PRETO, SP**—TV Rio Preto, Ch. 8. Radio e TV Rio Preto Ltda.
- SAO PAULO, SP**—TV Gazeta, Ch. 11. Fundacao Casper Libero.
- UBERABA, MG**—TV Uberaba, Ch. 4. Radio e TV Uberaba Ltda.

## Bulgaria

(625-line standards, System D)  
Sets in use: 190,000

- SOFIA**—Bogharskole Televideni, Todor Strashimirov 2, Sofia. Tel. 4-63-21. Cable: TV Bulgar. Telex: 581. (Govt., non-commercial), Ch. R-7. Transmitter 10 kw, ERP 30 kw. Started Nov. 7, 1959. Hours of operation: Weekdays except Tues., 16:00-20:30; Sun., 15:00-20:30. Personnel: V. Baev, dir. gen.; L. Bozhev, tech. dir.; C. Emanuilov, head of foreign relations dept.
- RUSSE**—Bogharskole Televideni, Ch. R-1. ERP 5 kw.
- VARNA**—Bogharskole Televidenie, Ch. R-1. ERP 5 kw.
- PLOVDIV**—Bogharskole Televidenie, Ch. R-2. Experimental.

Relay stations—18 in operation.

## Cambodia

(525-line standards, System M)  
Sets in use: 18,000

- PHNOM PENH**—Ch. 8. Radio Cambodge Television, 28 Ave. Preah Mohaksatryany Kossomak, Phnom Penh (Govt.). Transmitter 5 kw, ERP 40 kw (radius of 100 km). Started in Jan. 1962.
- BOKOR**—Ch. 11. Transmitter 100 watts, ERP 800 watts (radius of 100 km), repeats Phnom Penh.

## Canada

(525-line standards, System M)

Color: NTCS System  
Sets in use: 6,400,000 black & white; 740,000 color  
(For stations, see Canadian Station Directory)

## Canary Islands

(See Spain)

## Chile

(525-line standards, System M)  
Sets in use: 400,000

- SANTIAGO**—TV 13, Universidad Catolica (Commercial), Catholic University of Chile, Lira St. 44, Box 14600, Santiago, Chile. Tel. 380342, 380431, 380476. Ch. 13 (V-211.25, A-215.75). ERP 8 kw. TV tape recorder facilities. Started Oct. 1958. Personnel: Eleodoro Rodriguez Matte, director-manager; Pedro Caraball, technical manager; Alfredo Escobar, production manager; Gaston Soulette, artistic director; Alfredo Abba, sales manager; Omar Sabst, administrative manager.
- SANTIAGO**—Universidad de Chile, (Commercial) Ines Matte Urrejola 0825, Cassilla 12985, Santiago. Tel. 34045. Ch. 9 (V-187.25, A-191.75). Transmitter 5 kw. ERP 60 kw. TV tape recording facilities. Started Nov. 1960. Hours of operation: Mon.-Fri., 17-23:30; Sat. & Sun., 14-24. Personnel: Osvaldo Sepulveda, director general; Mario Planet, director, Channel 9; Sergio Escobar, manager; Hugo Barra, chief engineer. Rates: Programs, approx. 10 per min.; spots, approx. 90 each (U.S. dollars).
- VALPARAISO**—Catholic University, Ch. 8 (Repeats Ch. 13, Santiago). ERP 1 kw.

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## Peoples Republic of China

[Recent information not available]

(625-line standards, System D)

Sets in use: 300,000

All stations are owned by the Government.

**CANTON**—Visual carrier 57.75 mc; aural, 64.25. ERP 1 kw. Started Dec. 1958.  
**CHANGCHUN**—Visual carrier 57.75 mc; aural 64.25 mc. ERP 1 kw. Started tests Jan. 1960.  
**HARBIN**—Ch. R-1. 500 watts.  
**PEKING**—Transmitter 1 kw, ERP 5 kw. Visual carrier 57.75 mc; aural, 64.25 mc. Started May 1958.  
**PEKING**—Ch. R-3. Started May 1958.  
**SHANGHAI**—Ch. R-5. ERP 0.5 kw. Started Oct. 1958.  
**SHENYANG (Mukden)**—Ch. R-5. Started 1960.  
**SIAN**—Ch. R-1.  
**TIENTSIN**—Ch. R-5.

### RELAY STATIONS

**CHANGLI**—Ch. R-1, repeating Peking.  
**SOOCHOW**—Visual 57.75 mc; aural 64.25 mc, repeats Shanghai.  
**TANGSHAN**—Ch. R-4, repeating Peking.  
**WUSIH**—Visual 57.75 mc; aural 64.25 mc, repeats Shanghai.

### EXPERIMENTAL STATIONS

**ANSHAN**—Visual carrier 57.75 mc; aural 64.25 mc.  
**CHANGSHA**—Visual 57.75 mc; aural 64.25 mc.  
**CHENG TU**—Visual 57.75 mc; aural 64.25 mc.  
**CHIAMSU**—Ch. R-1.  
**FOOCHOW**—Ch. R-5.  
**FUSHUN**—Ch. R-1.  
**HEKANG**—Ch. R-4.  
**HOFEI**—Ch. R-4.  
**KIRIN**—Ch. R-1.  
**KWEIYANG**—Ch. R-5.  
**LANCHOW**—Ch. R-1.  
**NANKING**—Ch. R-1.  
**TAIYUAN**—Ch. R-1.  
**TSINAN**—Ch. R-3.  
**TSINGTAO**  
**TSITSIHAR**—Visual carrier 57.75 mc; aural 64.25 mc.  
**WUHAN**—Ch. R-5.

## China (Nationalist)

(See Taiwan)

## Colombia

(525-line standards, System M)

Sets in use: 600,000

Instituto Nacional de Radio y Television Inravisión (Govt., commercial & educational). Centro Administrativo Nacional. Via del Aeropuerto Eldorado, Bogota. Tel. 44-60-20. All programs originate in Bogota studios, all other stations are repeaters, all use HJRN-TV call letters. TV tape recorder facilities, Bogota studio. Hours of operation: Educational, 14:00-17:00 and 20:00-22:00; commercial, 24:00-06:00 (GMT).  
Personnel: Dr. Luis E. Fonseca, director general; Gregorio Rodriguez C., general manager; Abraham Zalzman, program manager; Fernando Alford, production manager; Jorge E. Nassar S., technical director; Pilar Santamaria de Reyes, educational TV manager.

### STATIONS

**BOGOTA (Ato Magdalena)**—Ch. 7. Transmitter 10 kw, ERP 600 kw. Started 1954.  
**BOGOTA (Ato Magdalena)**—Ch. 9. Transmitter 1 kw, ERP 200 kw. Started Feb. 1965.  
**BOYACA (La Rusia)**—Ch. 10. Transmitter 1 kw, ERP 80 kw (directional). Started 1956.  
**EL CARMEN DE BOLIVAR**—Ch. 9. Transmitter 1 kw, ERP 180 kw. Started May 1965.  
**LAS JURISDICCIONES**—Ch. 6. Transmitter 10 kw, ERP 600 kw. Started May 1965.  
**MADRONO**—Ch. 9. Transmitter 1 kw, ERP 180 kw (directional). Started 1955.  
**MANIZALES (Paramo del Ruiz)**—Ch. 12. Transmitter 1 kw, ERP 10 kw. Started 1955.  
**MEDELLIN**—Ch. 3. Transmitter 10 kw, ERP 1000 kw. Started Sept. 1967.  
**MONTERIA**—Ch. 7. Transmitter 1 kw, ERP 100 kw. Started Jan. 1964.  
**NEIVA**—Ch. 12. Transmitter 1 kw, ERP 100 kw (directional). Started Nov. 1965.

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**PAN DE AZUCAR**—Ch. 7. Transmitter 10 kw, ERP 600 kw (directional). Started July 1957.  
**PASTO**—Ch. 8. Transmitter 1 kw, ERP 80 kw. Started Dec. 1966.  
**POPAYAN (Munchique)**—Ch. 10. Transmitter 1 kw, ERP 100 kw. Started Nov. 1965.  
**SANTA MARTA**—Ch. 2. Transmitter 10 kw, ERP 1000 kw (directional). Started Jan. 1963.

### TRANSLATORS

**CHIQUINQUIRA**—Ch. 13. ERP 150 watts (directional). Started 1969.  
**GARZON**—Ch. 8. ERP 700 watts (directional). Started 1969.  
**MALAGA**—Ch. 10. ERP 700 watts (directional). Started 1969.  
**OCANA**—Ch. 8. ERP 70 watts (directional). Started 1969.  
**OHARALA**—Ch. 8. ERP 70 watts (directional). Started 1969.  
**PAMPLONA**—Ch. 8. ERP 50 watts (directional). Started 1968.  
**PAZ DEL RIO**—Ch. 7. ERP 150 watts (directional). Started 1957.  
**PITALITO**—Ch. 9. ERP 50 watts (directional). Started 1969.  
**SAN GIL**—Ch. 9 ERP 50 watts (directional). Started 1968.  
**UBATE**—Ch. 11. ERP 50 watts (directional). Started 1968.  
**ZIPAQUIRA (Tibito)**—Ch. 10. ERP 700 watts (directional). Started 1969.  
**Planned:**  
**CARTAGENA**—Ch. 11. Transmitter 1 kw, ERP 100 kw. To start 1970.  
**RIOHACHA**—Ch. 12. Transmitter 1 kw, ERP 180 kw. To start 1970.  
**VILLAVICENCIO**—Ch. 2. Transmitter 10 kw, ERP 600 kw. To start 1971.  
Lower power repeaters: 35 planned.

## Republic of the Congo

625-line standards, System D)

Sets in use: 1,500

**BRAZZAVILLE**—Radiodiffusion-Television Congolaise (Govt., commercial), P.O. Box 2241, Brazzaville. ERP 2 kw. Started experimental operation Aug. 1963.

Personnel: Bikouta-Menga Guy, director general; Claude Andre Bimbakila, program manager; Ngoma-Mby, director of television; Nanga Nanga, film buyer; Matoko Patrice, production manager; Luc Malonga, chief engineer.

## Democratic Republic of the Congo

(625-line standards, System B)

Sets in use: 6,500

**KINSHASA (formerly Leopoldville)**—R.D.T.N.C. Radio Television Nationale Congolaise (Govt.-limited commercial). Started Nov. 1966. Hours of operation: Daily, 19:00-22:00. M. Dongo, director general. Planned: 6 low power repeaters.

## Costa Rica

(525-line standards, System M)

Sets in use: 100,000

**SAN JOSE**—Telecentro Canal 6, Corporacion Costarricense de Television, P.O. Box 2860, San Jose. Tel. 3789. Ch. 6. Transmitter 500 watts, ERP 12 kw. TV tape recorder facilities. Started Sept. 1965. Personnel: Mario Sotela, pres., sales manager & film buyer; Carlos Alfaro, general manager & program manager; Alvaro Mora, chief engineer.

**SAN JOSE**—TI-TVCR, Televisora de Costa Rica S.A. (Commercial), Calle 12 & Avenida 20, San Jose, Costa Rica. P.O. Box 3876. Tel. 22-22-33. Ch. 7. Transmitter 5 kw, ERP 76.6 kw. TV tape recorder facilities. Hours of operation: Daily 11:30 a.m.-11:00 p.m. Started May 1960. Repeaters on Ch. 1 (Buena Vista), Ch. 12 (Zarcelero), Ch. 5 (Turrialba Vulcano) & Ch. 5 (Golfito).

Ownership: American Broadcasting Co., 35%; Rene Picado Sucs., 65%. Executives: Olga de Picado, pres.; Augusto Carballo C., treas.; Donald W. Coyle, secy.

Personnel: Augusto Carballo C., gen. mgr.; Miguel Castro, sales mgr.; Rodrigo Sanchez, programming; Gerardo Guzman, chief engineer.

Represented in U.S. by ABC International TV Inc., New York, from whom rate card is available. Affiliated with Central American Network.

**SAN JOSE**—TI-TT, Radio Television Tic-Tac Ltda. (commercial). P.O. Box 4666. Tel. 22-33-34. Ch. 4. Transmitter 3 kw, ERP 78 kw. Low-powered repeater, Ch. 9. Started Feb. 1962. TV tape recording facilities. Hours of operation: Daily, 3-11 p.m.

Personnel: Arnoldo Vargas Vargas, owner, president and chief engineer; Manuel Vallespi P., administrative manager; Jorge A. Tinoco P., sales manager.

Rates: 60 sec., 130; 5 sec., 52.00; 56 min., 575; 15 min., 230 (Colons).

**Planned:**

**SAN JOSE**—Ch. 13, 10 watts, to repeat Ch. 6.

(Continued on next page)

# International TV Directory

## Cuba

[No recent information available from Cuba]

(525-line standards, System M)

Sets in use: 555,000

Note: Havana stations CMAB-TV & CMBF-TV are operated as one network by the government and are feeding their former satellites the same programs. CMQ-TV is operated as a second network and also feeds its former satellites with government programs. Commercial operations of all stations have been taken over by the govt.

**HAVANA—CMAB-TV**, Television Revolucion (formerly Telemundo), Ch. 2. Ambar Motors Bldg.; P & 23rd Sts., Vedado. Telephone: UO-9421. Transmitter 10 kw, ERP 110 kw. Also operates 6 satellites and plans 7th in Pinar del Rio.

**HAVANA—CMBF-TV** Cadena Nacional, S. A. Ch. 4. Address: Mazon y San Miguel. Telephone: UO 9366. Transmitter 10 kw, ERP 100 kw. Also operates 6 satellites.

**HAVANA—CMQ-TV**, Circuito CMQ, Ch. 6 (CMQ-TV & radio networks). Address: Radiocentro. Telephone: 3-9911. Transmitter 10 kw, ERP 100 kw. Operates 7-station network.

**HAVANA—CMTV**, Ch. 10. Address: Ambar Motors Bldg., P & 23rd Sts., Vedado. Transmitter 5 kw, ERP 25 kw.

**HAVANA—CMBA-TV**, Radio Universal, S.A., Ch. 7. Radiocentro. Telephone: F-9911. Transmitter 10 kw, ERP 51 kw.

**HAVANA—CMBJ-TV**, TV de la Libertad, Ch. 12. Hotel Hamilton, Havana. Transmitter 10 kw, ERP 115 kw.

**CAMAGUEY—CMJL-TV**, Circuito CMQ, Ch. 6. Transmitter 10 kw, ERP 55.8 kw. (See CMQ-TV, Havana).

**CAMAGUEY—CMFE-TV**, Telemundo, Ch. 9. Transmitter 5 kw, ERP 32 kw. (Satellite of CMAB-TV, Havana).

**CAMAGUEY—CMJ-TV**, CMBF-TV Cadena Nacional, Ch. 4. Transmitter 5 kw, ERP 25 kw. (Satellite of CMBF-TV, Havana)

**CAMAGUEY—CMFG-TV**, Television Camaguey, S.A., Ch. 11. Started summer of 1959.

**CIEGO DE AVILA—CMFD-TV**, Circuito CMQ, Ch. 7. Transmitter: 1 kw, ERP 18.2 kw. (See CMQ-TV, Havana)

**HOLGUIN—CMKJ-TV**, Circuito CMQ, Ch. 3. Transmitter 5 kw, ERP 27.5 kw. (See CMQ-TV, Havana)

**HOLGUIN—CMLD-TV**, CMBF-TV Cadena Nacional, Ch. 8. Transmitter 5 kw. (Satellite of CAB-TV, Havana)

**JATIBONICA—CMFF-TV**, Telemundo, Ch. 12. ERP 32 kw. (See CMAB-TV, Havana)

**MATANZAS—CMG-TV**, CMBF Cadena Nacional, Ch. 13. Transmitter 5 kw, ERP 28 kw. (Satellite of CMAB-TV, Havana)

**MATANZAS—CMGQ-TV**, Circuito CMQ, Ch. 9. Transmitter 5 kw, ERP 28 kw. (Satellite of CMBF-TV, Havana)

**MATANZAS—CMGH-TV**, Telemundo, Ch. 11. Transmitter 5 kw, ERP 32 kw. (Satellite of CMAB-TV, Havana)

**SANTA CLARA—CMHQ-TV**, Circuito CMQ, Ch. 5. Transmitter 5 kw, ERP 25.6 kw. (See CMQ-TV, Havana)

**SANTA CLARA—CMH-TV**, CMBF-TV Cadena Nacional, Ch. 3. Transmitter 5 kw, ERP 30.9 kw. (Satellite of CMBF-TV, Havana)

**SANTA CLARA—CMRA-TV**, Telemundo, Ch. 8. Transmitter 5 kw, ERP 32 kw. (Satellite of CMAB-TV, Havana)

**SANTIAGO DE CUBA—CMKU-TV**, Circuito CMQ, Ch. 2. Transmitter 5 kw, ERP 13.7 kw. (See CMQ-TV, Havana)

**SANTIAGO DE CUBA—CMLC-TV**, Telemundo, Ch. 7. Transmitter 5 kw, ERP 32 kw. (Satellite of CMAB-TV, Havana)

**SANTIAGO DE CUBA—CMLB-TV**, Cadena Nacional, Ch. 5. Transmitter 5 kw, ERP 14.3 kw. (Satellite of CMBF-TV, Havana)

**VICTORIA DE LAS TUNAS—CMLQ-TV**, Circuito CMQ, Ch. 70 translator. ERP 14.4 kw. (See CMQ-TV, Havana)

**VICTORIA DE LAS TUNAS—Ch. 73** translator. 10 watts. (See CMBF-TV, Havana)

## Curacao

(See Netherlands Antilles)

## Cyprus

(625-line standards, System B)

Sets in use: 38,000

Cyprus Broadcasting Corp. (Govt., commercial), P.O. Box. 1824, Nicosia, Cyprus. Tel. 22231. Telex 2333. All stations carry same program. TV tape recorder facilities. Hours of operation: Entertainment, daily (winter) 1800-2200; (summer) 1930-2230. Educational, daily, except Sun. & school holidays 1000-1200 during academic year.

Personnel: A. N. Christofides, director-general; I. Hadjioussif, deputy director-general; D. Kyprianou, sales manager; G. Mitsides, program mgr. & film buyer; P. T. Astreos, chief engineer.

**MOUNT OLYMPUS—Ch. E-6** (V-182.25, A-187.75). Transmitter 10 kw, ERP 40 kw. Started on experimental basis Dec. 1964, official operation began 1966.

**SINA OROS—Ch. E-8** (V-196.25, A-201.75). Transmitter 10 kw, ERP 40 kw. Started on experimental basis Dec. 1964, official operation began 1966.

Planned: Four low-powered repeaters.

## Czechoslovakia

(625-line standards, System D)

Sets in use: 2,870,000

Ceskoslovenska Televize (Govt., limited commercial), M. Gorkeho Nam. 29, Praha 1. Cable Address: Televize Praha. Telex: Prague 0400. Tel.: 221247.

Personnel: Jan Zelenka, director general; Premysl Kocel, deputy director general, artistic programs; Vladimir Solecky, deputy general director, political news service.

**BANSKA BYSTRICA—Ch. R-7**. ERP 100 kw.

**CENTRAL BOHEMIA—Ch. R-1**. ERP 150 kw. Started 1963.

**EAST BOHEMIA—Ch. R-6**. ERP 100 kw. Started May 1959.

**NORTH BOHEMIA—Ch. R-12**. ERP 80 kw. Started June 1960.

**SOUTH BOHEMIA—Ch. R-2**. ERP 100 kw. Started April 1959.

**WEST BOHEMIA—Ch. R-10**. ERP 100 kw. Started Sept. 1960.

**BRUNTAL—Ch. R-7**. ERP 100 watts.

**CERNA HORA—Ch. R-11**. ERP 100 watts. Started 1963.

**JACHYMOV—Ch. R-7**. ERP 800 watts.

**JAVORICE—Ch. R-11**. ERP 100 watts. Started 1963.

**JESTED—Ch. R-8**. ERP 100 watts. Started 1963.

**JIHLAVA—Ch. R-11**. ERP 100 watts. Started 1961.

**KLINOVEC (Karlov Vary)—Ch. R-7**. ERP 1 kw. Started 1957.

**KRALOVA HOLA—Ch. R-5**. ERP 5 kw. Started 1964.

**LIBEREC—Ch. R-8**. ERP 900 watts.

**CENTRAL MORAVIA—Ch. R-9**. ERP 100 kw. Started March 1958.

**MODRY KAMEN—Ch. R-12**. ERP 500 watts. Started 1964.

**NOVE MESTO—Ch. R-12**. ERP 1 kw. Started 1961.

**OSTRAVA—Ch. R-1**. ERP 100 kw. Started Dec. 1955.

**PARDUBICE—Ch. R-6**. ERP 100 kw.

**PLZEN—Ch. R-10**. ERP 100 kw.

**PRAGUE—Ch. R-7**. ERP 12 kw. Started Jan. 1964.

**CENTRAL SLOVAKIA—Ch. R-7**. ERP 100 kw. Started Oct. 1960.

**EAST SLOVAKIA—Ch. R-6**. ERP 100 kw. Started Feb. 1961.

**WEST SLOVAKIA (Bratislava)—Ch. R-2**. ERP 150 kw. Started Nov. 1956.

**TRUTNOV—Ch. R-11**. ERP 1 kw. Started 1958.

**USTI N. LABEM—Ch. R-12**. ERP 100 kw.

**ZILINA—Ch. R-11**. ERP 1 kw. Started 1963.

Satellites: 300 in operation, 180 planned.

Planned:

**DOMAZLICE—Ch. R-12**.

**SUSICE—Ch. R-9**.

**KLATOVY—Ch. R-6**.

**JESENIK—Ch. R-4**.

## Denmark

(625-line standards, System B)

Color: PAL System

Sets in use: 1,250,000 black & white; 5,300 color

All stations operated by Danish State Radio, Television Service, Radiohuset, Rosenorns Alle 22, Copenhagen V (Govt., non-commercial). Tel. 350-647. Main studios in Copenhagen, where all programs originate, have TV tape recorder facilities.

Hours of operation: 5-6 hours daily.

Personnel: Hans Solvhøj, director general; Laurits Bindsløv, director of TV programs.

U.S. Representative: Redaktor Claus Toksvig.

U.S. Office: Danish Broadcasting Corporation, Room 362, United Nations, New York, N.Y. (10017).

**AALBORG—Ch. E-5**. Transmitter 2.1 kw, ERP 50 kw (directional). Started May 1958.

**AARHUS—Ch. E-8**. Transmitter 2.5 kw, ERP 10 kw. Started May 1956.

**BORNHOLM—Ch. E-5**. Transmitter 1.5 kw, ERP 10 kw. Started July 1960.

**COPENHAGEN—Ch. E-4**. Transmitter 5 kw, ERP 10 kw. Started May 1955.

**COPENHAGEN—Ch. E-31**. Transmitter 10 kw, ERP 16-160 kw. Started April 1968. Used only for measuring. Does not transmit programs.

**ESBJERG—Ch. E-9** (satellite of Sonderjylland). ERP 89 watts (directional). Started March 1967.

**FREDERICIA—Ch. E-11** (satellite of Fyn). Transmitter 5 watts, ERP 50 watts (directional). Started Dec. 1969.

**FREDERIKSHAVN—Ch. E-8** (satellite of Aalborg). Transmitter 2x5 watts, ERP 100 watts (directional). Started Sept. 1960.

**FYN (Odense)—Ch. E-3**. Transmitter 5 kw, ERP 10 kw. Started Dec. 1955.

**GRENAA—Ch. E-11** (satellite of Aarhus). Transmitter 10 watts, ERP 100 watts (directional). Started Feb. 1969.

**HIRTSHALS—Ch. E-11** (satellite of Aalborg). Transmitter 10 watts, ERP 60 watts (directional). Started Feb. 1969.

**HOBRO—Ch. E-7** (satellite of Aalborg). ERP 15 watts (directional). Started Jan. 1964.

**HORSENS**—Ch. E-6 (satellite of Aarhus). ERP 30 watts (directional). Started Jan. 1964.

**KOLDING**—Ch. E-9 (satellite of Sonderjylland). Transmitter 5 watts, ERP 80 watts (directional). Started Sept. 1958.

**KOLLUND**—Ch. E-9 (satellite of Sonderjylland). ERP 60 watts (directional). Started March 1964.

**MIDDELFART**—Ch. E-5 (satellite of Fyn). Transmitter 1 watt, ERP 6 watts (directional). Started Oct. 1969.

**RANDERS**—Ch. E-6 (satellite of Aarhus). ERP 9 watts (directional). Started Dec. 1963.

**RINGKOBING**—Ch. E-6 (satellite of Vestjylland). Transmitter 5 watts, ERP 50 watts (directional). Started Dec. 1969.

**SILKEBORG**—Ch. E-6 (satellite of Aarhus). ERP 105 watts (directional). Started Oct. 1965.

**SKAGEN**—Ch. E-11 (satellite of Aalborg). ERP 52 watts (directional). Started Sept. 1963.

**SONDERJYLLAND (Rangstrup)**—Ch. E-7. Transmitter 3.5 kw, ERP 60 kw (directional). Started April 1957.

**SVENDBORG**—Ch. E-9 (satellite of Fyn). Transmitter 5 watts, ERP 25 watts (directional). Started Oct. 1969.

**SYDSJAE LLAND (Naestved)**—Ch. E-6. Transmitter 4 kw, ERP 60 kw (directional). Started Oct. 1959.

**VARDE**—Ch. E-11 (satellite of Sonderjylland). Transmitter 5 watts, ERP 50 watts (directional). Started Sept. 1969.

**VEJLE**—Ch. E-5 (satellite of Aarhus). Transmitter 2x5 watts, ERP 30 watts (directional). Started April 1960.

**VESTJYLLAND (Holstebro)**—Ch. E-10. Transmitter 4 kw, ERP 60 kw (directional). Started May 1958.

Planned:

**NYKOBING-SJAE LLAND**—Ch. E-5 (satellite of Copenhagen). Transmitter 5 watts, ERP 30 watts (directional). To start Spring 1970.

**SYDVESTJYLLAND**—Ch. E-5 (satellite of Vestjylland). Transmitter 2 x 500 watts, ERP 5 kw (directional). To start Fall 1970.

**SAEBY**—Ch. E-7 (satellite of Aalborg). Transmitter 5 watts, ERP 12 watts (directional). To start Spring 1970.

**SONDERBORG**—Ch. E-10 (satellite of Sonderjylland). Transmitter 5 watts, ERP 50 watts (directional). To start Spring 1970.

**THISTED**—Ch. E-8 (satellite of Vestjylland). Transmitter 50 watts, ERP 50 watts (directional). To start Spring 1970.

Low power repeaters: 17 in operation, 4 planned for 1970.

## Dominican Republic

(525-line standards, System M)  
Sets in use: 77,000

**ALTO DE BANDERA**—Radio Television Dominicana (Govt., commercial). Ch. 9. Transmitter 500 watts Repeater. Started Aug. 1, 1952.

**SANTO DOMINGO—HIN-TV, Rahintel TV (commercial), P.O. Box 1220, Calle Besq. Ave. Independencia, Santo Domingo. Tel. 3-1025. Radio HIN Corp., Pedro P. Bonilla, pres. Ch. 7. Transmitter 1 kw, ERP 35 kw. Started Feb. 1, 1959. TV tape recording facilities.**

Hours of operation: Daily, 11:30 a.m.-2:30 p.m. and 5-11 p.m.  
Rates: 60 sec., 40; 30 sec., 25; 1 hr., 240; 30 min. 160 (Dominican peso).

Personnel: Pedro P. Bonnilla, gen. mgr.; Enrique Moll T., sales mgr.; Vinicio Lambert, program mgr.; Juan Salazar, chief engineer; R. R. Frias, production mgr.

U.S. Representative: ABC International Television Inc.

**SANTO DOMINGO—HISD-TV, Radio Television Dominicana, Av. Dr. Tejada Florentino No. 8, Santo Domingo (Govt., commercial). Ch. 4. Transmitter 5 kw, ERP 16 kw. TV tape recording facilities. Started Aug. 1952. Remon Lorenzo Perello, director general. Hours of operation: Noon-11 p.m.**

**EL CERRO—HIN-TV, Rahintel TV. Ch. 11. Transmitter 500 watts, ERP 1.5 kw. Started Feb. 1966.**

**NAVISA—HIN-TV, Rahintel TV. Ch. 70. Transmitter, 1 kw, ERP 3 kw. Started Feb. 1966.**

**SANTIAGO—HIN-TV, Rahintel TV, Ch. 7. Transmitter 500 watts, ERP 5 kw. Started Feb. 1966.**

Planned: Low-powered repeaters at Puerto Plata, La Romana, San Juan de la Maguana.

## Ecuador

Sets in use: 65,000  
(525-line standards, System M)

**AMBATO**—Telesistema del Ecuador (Commercial). Ch. 3. See HCPTVE, Guayaquil. Transmitter 750 watts. Hours of operation: 6-11 p.m. Started Nov. 12, 1968.

**CUENCA**—Telesistema del Ecuador (Commercial). Ch. 3. See HCPTVE, Guayaquil. Started Aug. 15, 1967. Hours of operation: Daily 6-11 p.m.

**GUAYAQUIL—HCPTVE, Primera Television Ecuatoriana (Commercial), P.O. Box 5902. Ch. 4. Transmitter 2 kw, ERP 12 kw. TV tape recording facilities. Started May 1960. Hours of operation: Daily 12:00 noon-1:00 a.m.**

Personnel: Presley Norton, pres.; Richard E. Drummy, v.p. & gen. mgr.; Modesto Luque, station mgr.; Galo Rivadeneira, chief engineer.

Represented in U.S. by ABC International TV Inc., New York.

**GUAYAQUIL—HCTV, Telesistema del Ecuador (Commercial), P.O. Box 5902, Guayaquil. Ch. 6. Transmitter 600 watts, ERP 2 kw. TV tape recorder facilities. Hours of operation: Daily, 6:30-10:10 p.m. Personnel: See HCPTVE, Guayaquil. Represented in U.S. by ABC International TV Inc., New York.**

**GUAYAQUIL—HC-TEN2, Corporacion Ecuatoriana de Television S.A. (Commercial), Aguirre 730. Tel. 22-524. Studios: Cerro del Carmen. (Affiliated with WCKT, Ch. 7, Miami, Fla.) Ch. 2 Transmitter 1 kw, ERP 6 kw.**

Hours of operation: Daily, noon-11 p.m. Started May 1967.  
Personnel: Xavier Alvarado Roca, president.

**LOJA—Telesistema del Ecuador (Commercial). Ch. 4. See HCPTVE, Guayaquil. Transmitter 750 watts. Started Nov. 18, 1969.**

**MANTA—Telesistema del Ecuador (Commercial). Ch. 4. See HCPTVE, Guayaquil. Transmitter 750 watts. Started July 20, 1968.**

**QUITO—HCJB-TV, La Ventana de los Andes (Non-commercial), World Radio Missionary Fellowship, P.O. Box 691, Quito. Tel. 241-560. Ch. 4. Transmitter 1 kw, ERP 8 kw. Started May 1959. Low-power repeater Ch. 5, Ambato, started May 1968.**

Hours of operation: Daily, 6:15-10:45 p.m.  
Personnel: Robert B. Clark, director.

**QUITO—HCPTVE, Primera Television Ecuatoriana (Commercial). Address & personnel same as HCPTVE Guayaquil. Ch. 6. Transmitter 600 watts, ERP 2 kw. TV tape recording facilities. Started May 1964. Hours of operation: Daily 5:30-11:30 p.m.**

Represented in U.S. by ABC International TV Inc., New York.

**QUITO—Telesistema del Ecuador (Commercial). Ch. 2. See HCPTVE, Guayaquil.**

## Egypt

(See United Arab Republic)

## El Salvador

(525-line standards, System M)  
Sets in use: 75,000

**Teleradio Centroamericana (TELECENTRO), Ave. Olimpica y Doble Via a Santa. Tecla (P.O. Box 720), San Salvador (commercial). Tel. 23-1015; 23-1205.**

Personnel: Roberto Daglio, president; Alberto Vilar, general manager; Marina Palomo, sales manager; A. Vesquez, program manager & film buyer; Rudolf H. Rahn, director of engineering.

Represented in U.S. by ABC International Television Inc., New York. Rates (Sept. 1964), YSEB-TV & YSDR-TV: Spot 60 sec., 19.00; 10 sec., 6.00; program ½ hr., 550.00; ¼ hr., 350.00. YSU-TV: Spot 60 sec., 55.00; 10 sec., 28.00; program 1 hr., 2,600.00; ¼ hr., 780.00 (El Salvador Colon).

**SAN SALVADOR—YSEB-TV, Ch. 6. Transmitter 500 watts, ERP 9.5 kw. TV tape recording facilities. Started Nov. 1956.**

**SAN SALVADOR—YSDR-TV, Ch. 8. Transmitter 5 kw, ERP 20 kw. Started Mar. 1959 as satellite of YSEB-TV, began separate programming Jan. 1966.**

**SAN SALVADOR—Canal 4 TV, Ch. 4. Transmitter 10 kw, ERP 77 kw. Started Dec. 1958.**

Low power repeater near Tegucigalpa, Honduras permits retransmission by HRTG-TV there. TV tape recording facilities. Personnel: Roberto Flores, general manager; Ronald Calvo, assistant to mgr.; Marina de Martinez, sales mgr.

**SAN SALVADOR—YSR-TV, Circuito YSR, Doble Via a Santa Tecla, Kilometro 5, Col. Roma. Ch. 2. Transmitter 25 kw.**

Personnel: Boris Eserski, pres.; Gerardo Ramos, sales mgr.

Planned: ITV system.

## Equatorial Guinea

(625-line standards, System B)  
Sets in use: 500

**SANTA ISABEL (Fernando Poo)—Started July 1968.**

## Ethiopia

(625-line standards, System B)  
Sets in use: 6,500

**ADDIS ABABA—Ethiopian Television Service (Govt., commercial), Imperial Ethiopian Government, Ministry of Information, P.O. Box 1020, Addis Ababa. Tel. 16701-16705. Ch. 7 (V-187.25, A-194.75), transmitter 500 watts. Started Nov. 1964. Hours of operation: Daily, 8:00-10:30 p.m.; 9:00-12:00 (educational service).**

Personnel: Ato Negusse Haptewold, asst. minister of broadcasting; Ato Samuel Ferenji, director general, general manager; Ato Kassaye Demena, production manager & film buyer; Wolzerit Kondjit Mekonnen, sales manager; B. J. Roche, chief engineer.

Represented internationally by Television International Enterprises (Sales) Ltd., London. Rates (Dec. 1966): Spot 60 sec., 75.00; 15 sec., 37.50 (Ethiopian Dollar).

(Continued on next page)

For Characteristics of Television Systems

See page 1065-b

# International TV Directory

## Finland

(625-line standards, System B)

Color: PAL System

Sets in use: 985,000

Finnish Broadcasting Co. Ltd. (Oy. Yleisradio Ab.), Kesakatu 2, Helsinki 26, P.O. Box 25095, Helsinki 25. Tel. 441141. (Govt.) TV Program 1 address: Pasila, Tel. 418811. TV program 2 address: Tampere, Hameenkatu 22 C. Tel. Tampere 30330. TV tape recorder facilities.

Hours of operation: Program 1—Daily 9:15-10:30 & 17:00-22:30 or 23:00 except Sat. 15:00-16:20 & 16:30-00:30. Program 2—Daily 19:00-22:30 except Sat. 15:00-16:20 & 19:00-21:30. Color: Experimental transmission.

Personnel: Erkki Raatikainen, director general; L. H. Vennola, administrative dir. & deputy dir. gen.; Pekka Silvola, program dir.; Aarne Paananen, dir. of finance; Paavo Velander, acting dir. of engineering; Eino S. Repo, dir., radio; Pertti Paloheimo, dir., TV 1; Hanno Leminen, dir., TV 2; Christoffer Schildt, dir., Swedish programs; Matti Anderzen, asst. administrative dir.; R. Koski, asst. dir., staff administration; Mauno Tamminen, asst. dir., finance.

Oy. Mainos-TV-Reklam Ab, Helsinki 101, Pasila (private commercial firm) hires studio space, technical facilities and program time from Finnish Broadcasting Co. for commercial programs and announcements. These are transmitted on Program 1 before & after Finnish Broadcasting Co.'s own program, and in Program 2 daily between program items plus 1 weekly program with commercial breaks. Pentti Hanski, managing director; Leo Meller, program director; Sulo Varto, marketing director.

Rates (1968): MTV 1 average—min., 7 050; 7 sec., 1 580. MTV 2—min., 2 450; 7 sec., 550 (Markka).

### TV PROGRAM 1

**EURAJOKI**—Finnish Broadcasting Co. Ch. E-11. ERP 20 kw. Started Dec. 1964.

**HAAPAMA**KI—Finnish Broadcasting Co. Ch. E-7. ERP 5 watts. Started Oct. 1964.

**HANKO**—Finnish Broadcasting Co. Ch. E-11. ERP 8 watts. Started Sept. 1961.

**HELSINKI**—Finnish Broadcasting Co. Ch. E-6. ERP 10 kw. Started Nov. 1956.

**HELSINKI**—Finnish Broadcasting Co. Ch. E-24. ERP 25 kw. Started Feb. 1963.

**IISALMI**—Finnish Broadcasting Co. Ch. E-5. ERP 200 watts. Started Aug. 1963.

**JOENSUU**—Finnish Broadcasting Co. Ch. E-11. ERP 1 watt. Started Nov. 1962.

**JOUTSENO**—Finnish Broadcasting Co. Ch. E-10. ERP 10 kw. Started April 1962.

**JYVASKYLA**—Finnish Broadcasting Co. Ch. E-11. ERP 10 kw. Started Dec. 1961.

**KAJAANI**—Finnish Broadcasting Co. Ch. E-4. ERP 15 kw. Started Dec. 1963.

**KANKAANPAA**—Finnish Broadcasting Co. Ch. E-10. ERP 5 watts. Started June 1967.

**KARKKILA**—Finnish Broadcasting Co. Ch. E-7. ERP 5 watts. Started Dec. 1962.

**KAUNISPAA**—Finnish Broadcasting Co. Ch. E-10. ERP 500 watts directional. Started Oct. 1967.

**KERIMAKI**—Finnish Broadcasting Co. Ch. E-9. ERP 10 kw. Started Dec. 1963.

**KOKKOLA**—Finnish Broadcasting Co. Ch. E-7. ERP 100 watts. Started Dec. 1962.

**KOLI**—Finnish Broadcasting Co. Ch. E-8. ERP 20 kw. Started Sept. 1962. Increased power Nov. 1967.

**KUHMO**—Finnish Broadcasting Co. Ch. E-6. ERP 5 watts. Started Feb. 1965.

**KUOPIO**—Finnish Broadcasting Co. Ch. E-7. ERP 45 kw. Started Dec. 1961.

**LAHTI**—Finnish Broadcasting Co. Ch. E-9. ERP 80 kw. Started March 1958. Increased power Feb. 1967.

**LAPUA**—Finnish Broadcasting Co. Ch. E-5. ERP 80 kw. Started Nov. 1961.

**LOHJA**—Finnish Broadcasting Co. Ch. E-11. ERP 5 watts. Started Aug. 1960.

**MANTTA**—Finnish Broadcasting Co. Ch. E-7. ERP 5 watts. Started Aug. 1964.

**MIKKELI**—Finnish Broadcasting Co. Ch. E-6. ERP 10 kw. Started Jan. 1961. Increased power Oct. 1963.

**OULU**—Finnish Broadcasting Co. Ch. E-7. ERP 60 kw. Started Dec. 1962.

**PIETARSAARI**—Finnish Broadcasting Co. Ch. E-8. ERP 5 watts. Started Dec. 1965.

**PIHTIPUDAS**—Finnish Broadcasting Co. Ch. E-10. ERP 5 kw. Started Oct. 1964. Increased power Dec. 1966.

**PIRTTIKOSKI**—Finnish Broadcasting Co. Ch. E-7. ERP 5 watts. Started Oct. 1967.

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**PORVOO**—Finnish Broadcasting Co. Ch. E-11. ERP 2 watts. Started Oct. 1962.

**PYHATUNTURI**—Finnish Broadcasting Co. Ch. E-5. ERP 60 kw. Started Nov. 1966.

**PYHAVUORI**—Finnish Broadcasting Co. Ch. E-6. ERP 20 kw. Started Nov. 1965.

**RAAHE**—Finnish Broadcasting Co. Ch. E-10. ERP 5 watts. Started Dec. 1965.

**RIIHIMAKI**—Finnish Broadcasting Co. Ch. E-11. ERP 5 watts. Started Sept. 1959.

**ROVANIEMI**—Finnish Broadcasting Co. Ch. E-9. ERP 700 watts. Started May 1964.

**RUKA**—Finnish Broadcasting Co. Ch. E-4. ERP 100 watts. Started April 1966.

**RUOTSINPYHTAA**—Finnish Broadcasting Co. Ch. E-11. ERP 5 watts. Started Oct. 1964.

**SAARIJARVI**—Finnish Broadcasting Co. Ch. E-7. ERP 5 watts. Started Aug. 1964.

**SIPPOLA**—Finnish Broadcasting Co. Ch. E-5. ERP 20 kw. Started March 1966.

**SUOMUSSALMI**—Finnish Broadcasting Co. Ch. E-5. ERP 5 watts. Started July 1966.

**TAIVALKOSKI**—Finnish Broadcasting Co. Ch. E-2. ERP 15 kw. Started Dec. 1964.

**TAMMISAARI**—Finnish Broadcasting Co. Ch. E-5. ERP 150 watts. Started Dec. 1960.

**TAMMELA**—Finnish Broadcasting Co. Ch. E-10. ERP 8 kw. Started April 1959.

**TAMPERE**—Finnish Broadcasting Co. Ch. E-8. ERP 80 kw. Started 1958. Increased power Dec. 1960.

**TERVOLA**—Finnish Broadcasting Co. Ch. E-3. ERP 20 kw. Started May 1964.

**TURKU**—Finnish Broadcasting Co. Ch. E-7. ERP 60 kw. Started Nov. 1958. Increased power Nov. 1965.

**VAASA**—Finnish Broadcasting Co. Ch. E-11. ERP 100 watts. Started Dec. 1964.

**VIITASAARI**—Finnish Broadcasting Co. Ch. E-8. ERP 5 watts. Started Oct. 1964.

**YLITORNIO**—Finnish Broadcasting Co. Ch. E-6. ERP 20 watts. Started April 1965.

**YLIVIESKA**—Finnish Broadcasting Co. Ch. E-9. ERP 60 kw. Started Nov. 1962.

Planned or under construction:

**YLLAS**—Finnish Broadcasting Co. Ch. E-11. ERP 60 kw.

### TV PROGRAM 2

**HAMEENLINNA**—Finnish Broadcasting Co. Ch. E-5. ERP 10 watts. Started June 1967.

**HELSINKI**—Finnish Broadcasting Co. Ch. E-8. ERP 10 kw. Started 1954. Increased power Jan. 1963.

**LAHTI**—Finnish Broadcasting Co. Ch. E-40. ERP 1 kw. Started Jan. 1966.

**TAMPERE**—Finnish Broadcasting Co. Ch. E-2. ERP 10 kw. Started 1957 on Ch. E-10. Changed channel, increased power March 1963.

**TURKU**—Finnish Broadcasting Co. Ch. E-9. ERP 10 kw. Started 1956 on Ch. E-5. Restarted on Ch. E-9 with increased power

## France

(625- & 819-line standards, Systems E & L)

Color: SECAM System

Sets in use: 9,500,000 black & white; 80,000 color

Office of Radiodiffusion Television Francaise, ORTF, (Govt., commercial), 116 Avenue du President-Kennedy, Paris 16e. Tel.: 224-22-22. Telex: 20-00-2. Television head office: 15 rue Cognacq-Jay, Paris 7.

Personnel: Pierre de Leusse, president; J. J. de Bresson, director general; R. Poussard, assistant director general; A. Dangeard, secretary general; C. Mercier, dir. of equipment; A. Francois, dir., television; R. Dhordain, dir., radio; M. Caze, asst. dir., dept. of legal affairs; M. Robida, dir., international affairs, television. U.S. Representative: Jacques Sallebert, 1290 Ave. of the Americas, New York, N.Y. (10019). Tel. 581-1771.

ORTF also operates stations in the following French departments and overseas territories: Guadeloupe, French Guiana, Martinique, Reunion, New Caledonia, French Polynesia, St. Pierre and Miquelon and the Comores Islands.

### FIRST NETWORK

(819-line standards, System E)

**AJACCIO (Coti Chiavari)**—Ch. F-4. Transmitter 500 watts, ERP 10 kw. Started Dec. 1958.

**AMIENS (Bouigny)**—Ch. F-11. Transmitter 20 kw, ERP 200 kw. Started Dec. 1959.

**ANTISANTI**—Ch. F-6. Transmitter 500 watts, ERP 5 kw. Started June 1966.

**AURILLAC (La Bastide)**—Ch. F-11. Transmitter 500 watts, ERP 5 kw. Started Dec. 1959.

**BASTIA (Serra di Pigno)**—Ch. F-2. Transmitter 3 kw, ERP 10 kw. Started July 1960.

**BESANCON (Lomont)**—Ch. F-4. Transmitter 3 kw, ERP 30 kw. Started Dec. 1960.

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**BORDEAUX (Bouliac)**—Ch. F-10. Transmitter 10 kw, ERP 50 kw. Started Dec. 1957.

**BOURGES (Neuvy-2-Clochers)**—Ch. F-9. Transmitter 20 kw, ERP 200 kw. Started May 1956.

**BREST (Roc Tredudon)**—Ch. F-8. Transmitter 10 kw, ERP 150 kw. Started July 1961.

**CAEN (Mont-Pincon)**—Ch. F-2. Transmitter 20 kw, ERP 50 kw. Started July 1956.

**CANNES**—Ch. F-6. ERP 10 kw.

**CARCASSONNE (Pic-de-Nore)**—Ch. F-4. Transmitter 20 kw, ERP 100 kw. Started July 1961.

**CHERBOURG (Digosville)**—Ch. F-12. Transmitter 500 watts, ERP 16 kw. Started Jan. 1965.

**CLERMONT-FERRAND (Puy-de-Dome)**—Ch. F-6. Transmitter 10 kw, ERP 150 kw. Started Dec. 1957.

**DIJON (Nuits-St. Georges)**—Ch. F-10. Transmitter 3 kw, ERP 12 kw. Started April 1958. Increased power Dec. 1966.

**GEX (Mont Rond)**—Ch. F-7. Transmitter 3 kw, ERP 25 kw. Started May 1960.

**GRENOBLE (Chamrousse)**—Ch. F-10. Transmitter 50 watts, ERP 700 watts. Started Nov. 1955.

**HYERES (Cap Benat)**—Ch. F-4. Transmitter 250 watts. Started May 1966.

**LE HAVRE (Harfleur)**—Ch. F-7. Transmitter 500 watts, ERP 1.25 kw. Started Aug. 1958.

**LE MANS (Mayet)**—Ch. F-12. Transmitter 10 kw, ERP 100 kw. Started Dec. 1959.

**LILLE (Bouigny)**—Ch. F-8A. Transmitter 20 kw, ERP 200 kw. Started Dec. 1959.

**LIMOGES (Les Cars)**—Ch. F-2. Transmitter 20 kw, ERP 200 kw. Started as 3 watt repeater Aug. 1958. Began full power operation Sept. 1959.

**LYON (Mont Pilat)**—Ch. F-12. Transmitter 20 kw, ERP 200 kw. Started Oct. 1954.

**MARSEILLE (Grande Etoile)**—Ch. F-8. Transmitter 20 kw, ERP 200 kw. Started Dec. 1959.

**METZ (Luttange)**—Ch. F-6. Transmitter 20 kw, ERP 200 kw. Started July 1956.

**MEZIERES (Sury)**—Ch. F-8A. Transmitter 500 watts, ERP 5 kw. Started March 1965.

**MONTPELLIER (Blanquette)**—Ch. F-6. Transmitter 50 watts, ERP 150 watts. Started April 1965.

**MULHOUSE (Belvedere)**—Ch. F-8. Transmitter 20 kw, ERP 200 kw. Started Jan. 1956.

**NANCY (Malzeville)**—Ch. F-7. Transmitter 50 watts, ERP 100 watts. Started May 1955.

**NANTES (Hte-Goulaine)**—Ch. F-4. Transmitter 20 kw (April 1960), ERP 300 kw. Started April 1957 with 500 watts ERP.

**NIORT (Maisonais)**—Ch. F-7. Transmitter 20 kw, ERP 300 kw. Started Oct. 1960.

**PARIS (Eiffel Tower)**—Ch. F-8A. Transmitter 20 kw, ERP 180 kw. Started Nov. 1949.

**PERPIGNAN (Pic de Neoulous)**—Ch. F-12. Transmitter 50 watts. Started Aug. 1960.

**REIMS (Hautvillers)**—Ch. F-5. Transmitter 10 kw, ERP 50 kw. Started Dec. 1958.

**RENNES (Saint-Pern)**—Ch. F-5. Transmitter 20 kw, ERP 450 kw. Started April 1957 with 50 watts. Switched to full power in Aug. 1959.

**ROUEN (Les Essarts)**—Ch. F-10. Transmitter 10 kw, ERP 50 kw. Started Feb. 1956.

**SAINTE-RAPHAEL (Pic de l'Ours)**—Ch. F-6. Transmitter 3 kw, ERP 10 kw. Started Aug. 1956.

**STRASBOURG (Nordheim)**—Ch. F-5. Transmitter 3 kw, ERP 20 kw. Started June 1965.

**TOULON (Cap Sicie)**—Ch. F-11. Transmitter 50 watts, ERP 500 watts. Started Feb. 1965.

**TOULOUSE (Pechbonnieu)**—Ch. F-10. Transmitter 50 watts, ERP 500 watts. Started Oct. 1959.

**TOULOUSE (Pic du Midi)**—Ch. F-5. Transmitter 2 kw, ERP 100 kw. Started Dec. 1957.

**TROYES (Les Riceys)**—Ch. F-2. Transmitter 20 kw, ERP 250 kw. Started Dec. 1960.

**VANNES**—Ch. F-12. Transmitter 500 watts, ERP 10 kw. Started April 1960.

Low-powered satellites: 693 in operation.

## SECOND NETWORK

Began telecasting in color Oct. 1967.  
(625-line standards, System L)

**AJACCIO (Coti Chiavari)**—Ch. E-21. Transmitter 10 kw, ERP 100 kw. Started May 1967.

**ANTISANTI**—Ch. E-61. Transmitter 2 kw, ERP 40 kw. Started July 1967.

**AURILLAC (La Bastide)**—Ch. E-65. Transmitter 20 kw. Started Jan. 1967.

**BASTIA (Serra di Pigno)**—Ch. E-47. Transmitter 20 kw. Started July 1966.

**BAYONNE (La Rhune)**—Ch. E-58. Transmitter 50 kw. Started June 1966.

**BESANCON (Lomont)**—Ch. E-41. Transmitter 10 kw, ERP 100 kw. Started Aug. 1967.

**BORDEAUX (Bouliac)**—Ch. E-57. Transmitter 50 kw, ERP 1000 kw. Started Dec. 1965.

**BOULOGNE**—Ch. E-34. Transmitter 2 kw, ERP 100 kw. Started Sept. 1966.

**BOURGES (Neuvy)**—Ch. E-26. Transmitter 50 kw, ERP 1000 kw. Started June 1967.

**BREST (Roc Tredudon)**—Ch. E-21. Transmitter 50 kw. Started at 1/4 power Feb. 1966.

**CAEN (Mont-Pincon)**—Ch. E-25. Transmitter 50 kw, ERP 1000 kw. Started Dec. 1964.

**CARCASSONNE (Pic de Nore)**—Ch. E-58. Transmitter 50 kw. Started Nov. 1966.

**CHAMBERY (Mt. du Chat)**—Ch. E-26. Transmitter 10 kw. Started Dec. 1966.

**CHAMONIX**—Ch. E-28. ERP 50 kw.

**CHERBOURG (Digosville)**—Ch. E-59. Transmitter 2 kw, ERP 100 kw. Started March 1967.

**CLERMONT FERRAND (Puy de Dome)**—Ch. E-28. Transmitter 20 kw, ERP 1000 kw. Started Dec. 1964.

**DIJON (Nuits St. Georges)**—Ch. E-62. Transmitter 20 kw, ERP 500 kw. Started Dec. 1966.

**EPINAL (Bois de la Vierge)**—Ch. E-60. Transmitter 2 kw, ERP 40 kw. Started Dec. 1966.

**GEX (Mt. Rond)**—Ch. E-21. Transmitter 20 kw, ERP 1000 kw. Started Oct. 1966.

**GRENOBLE (Chamrousse)**—Ch. E-50. Transmitter 2 kw, ERP 50 kw. Started Oct. 1965.

**HYERES (Cap Benat)**—Ch. E-59. Transmitter 2 kw, ERP 35 kw. Started May 1965.

**LE HAVRE (Harfleur)**—Ch. E-43. Transmitter 10 kw, ERP 100 kw. Started Sept. 1965.

**LE MANS (Mayet)**—Ch. E-27. Transmitter 50 kw, ERP 1000 kw. Started July 1967.

**LILLE (Bouigny)**—Ch. E-27. Transmitter 50 kw, ERP 1,000 kw. Started May 1964.

**LIMOGES (Les Cars)**—Ch. E-50. Transmitter 50 kw, ERP 1000 kw. Started Aug. 1965.

**LONGWY (Bois du Chat)**—Ch. E-44. Transmitter 2 kw. Started Nov. 1966.

**LYON (Fourviere)**—Ch. E-58. Transmitter 2 kw, ERP 10 kw. Started April 1964.

**LYON (Mont Pilat)**—Ch. E-40. Transmitter 50 kw, ERP 1000 kw. Started Sept. 1964.

**MARSEILLE (Grand Etoile)**—Ch. E-23. Transmitter 50 kw, ERP 1000 kw. Started June 1964.

**METZ (Luttange)**—Ch. E-34. Transmitter 50 kw, ERP 1000 kw. Started May 1965.

**MEZIERES (Sury)**—Ch. E-23. Transmitter 20 kw, ERP 500 kw. Started March 1966.

**MULHOUSE (Belvedere)**—Ch. E-21. Transmitter 50 kw, ERP 1000 kw. Started Oct. 1965.

**NANCY (Malzeville)**—Ch. E-29. Transmitter 20 kw, ERP 500 kw. Started Jan. 1966.

**NANTES (Haute Goulaine)**—Ch. E-29. Transmitter 50 kw, ERP 1000 kw. Started Sept. 1965.

**NICE (Mont Alban)**—Ch. E-58. Transmitter 450 watts, ERP 10 kw. Started April 1965.

**NIORT (Maisonaise)**—Ch. E-22. Transmitter 50 kw, ERP 1000 kw. Started Dec. 1966.

**PARIS (Eiffel Tower)**—Ch. E-22. Transmitter 20 kw, ERP 100 kw. Started experimental service Sept. 1963 full service April 1964.

**PERPIGNAN (Neoulous)**—Ch. E-25. Transmitter 450 watts, ERP 10 kw. Started Aug. 1965.

**REIMS (Haut Villers)**—Ch. E-46. Transmitter 50 kw, ERP 1000 kw. Started Jan. 1966.

**RENNES (St. Pern)**—Ch. E-45. Transmitter 50 kw, ERP 1000 kw. Started June 1966.

**ROUEN (Les Essarts)**—Ch. E-33. Transmitter 20 kw, ERP 500 kw. Started March 1965. Increased power July 1967.

**SAINTE-ETIENNE**—Ch. E-30. Transmitter 450 watts, ERP 10 kw. Started Dec. 1964.

**SAINTE RAPHAEL (Pic de l'Ours)**—Ch. E-28. Transmitter 20 kw, ERP 500 kw. Started Jan. 1965.

**SENS (Grisy les Nobles)**—Ch. E-63. Transmitter 4 kw, ERP 80 kw. Started Aug. 1967.

**STRASBOURG (Nordheim)**—Ch. E-56. Transmitter 50 kw, ERP 1000 kw. Started June 1965.

**TOULON (Cap Sicie)**—Ch. E-48. Transmitter 2 kw, ERP 40 kw. Started Feb. 1965.

**TOULOUSE (Pechbonnieu)**—Ch. E-39. Transmitter 450 watts, ERP 10 kw. Started July 1965.

(Continued on next page)

# International TV Directory

## FRANCE—(Continued)

**TOULOUSE** (Pic du Midi)—Ch. E-21. Transmitter 10 kw, ERP 100 kw. Started April 1965.

**TROYES** (Les Riceys)—Ch. E-24. Transmitter 50 kw, ERP 1000 kw. Started Aug. 1965.

**VANNES**—Ch. E-56. Transmitter 20 kw, ERP 500 kw. Started May 1967.

Low-powered satellites: 23 in operation.

## French Guiana

(625-line standards, System D)

Sets in use: 2,500

**CAYENNE**—Office de Radiodiffusion Television Francaise (ORTF), Box 336, Cayenne. Tel. 355. (Govt., non-commercial). Personnel: Fernand Jacquemart, regional delegate of ORTF. Planned: Transmitter 50 watts.

## French Polynesia

(625-line standards, System D)

Sets in use: 3,500

**PAPEETE**—Office de Radiodiffusion Television Francaise (ORTF), 410 rue Dumont d'Urville, Box 125, Papeete, Tahiti. Tel. 243. (Govt., non-commercial). Michel Espinasse, chief of service. 3 channels, (V-207.25, A-213.75); (V-191.25, A-197.75); (V-175.25, A-181.75); transmitters 50 watts. Started Oct. 1965. Planned: 2 low-powered repeaters.

## French Somaliland

(See Afars & Isis)

## Gabon

(625-line standards, System D)

Sets in use: 2,400

Radio Television Gabonaise (Govt., educational); R.T.G., BP 150, Libreville. Tel. 33-25; 33-68.

Personnel: Paul Kounda Kiki, director general; Jacques Adiahenot, departmental manager; Louis Mebale, program manager; Joseph Lomembe, editor; Roger Chagnon, chief engineer.

**LIBREVILLE**—Ch. E-3. Transmitter 50 watts. Started May 1963. TV tape recorder facilities. Hours of operation: Daily, Wed.-Sun., 7:45-10:30 p.m.

**PORT-GENTIL**—Ch. E-10. Transmitter 50 watts. Started Nov. 1965. TV tape recorder facilities. Repeats Ch. E-3, Libreville.

## German Democratic Republic

[East Germany]

(625-line standards, System B)

Color: SECAM III System.

Sets in use: 5,300,000 black & white; 10,000 color

Deutscher Fernsehfunk (Govt., non-commercial, 1199 Berlin-Adlershof, Rudower Chaussee 3. Tel. 63260. TV tape recording facilities.

Personnel: Heinz Adameck, chairman of State Committee for Television; Wolfgang Kleinert & Dr. Dieter Glatzer, deputy chairmen; Dieter Schmotz, program director; Dr. Kurt Ottersberg, director of international relations; Guenther Pilz, director of international programming (import & export).

Hours of operation: 9:30-12:00 & 15:30-23:00, Mon.-Fri.; 8:00-23:30, Sat.-Sun., Program I. 18:45-22:15, daily, Program II.

**BERLIN** (Koenigswald)—Ch. E-5. Transmitter 10 kw, ERP 100 kw. Started Dec. 1952.

**BERLIN**—Ch. E-27, ERP 500 kw. Program II.

**BROCKEN** (Harz Mt.)—Ch. E-6. Transmitter 10 kw, ERP 100 kw. Started Feb. 1956.

**COTTBUS**—Ch. E-4. ERP 6 kw. Started Dec. 1958.

**DEQUEDE**—Ch. E-31, ERP 500 kw. Program II.

**DRESDEN**—Ch. E-10. ERP 100 kw. Started June 1954.

**DRESDEN**—Ch. E-29. Program II.

**HELPTERBERG**—Ch. E-3. ERP 30 kw. Started April 1957.

**INSELSBERG**—Ch. E-5. Transmitter 10 kw, ERP 100 kw. Started Feb. 1956.

**KARL-MARX-STADT**—Ch. E-8. ERP 100 kw.

**LEIPZIG**—Ch. E-9. Transmitter 10 kw, ERP 100 kw. Started in 1955.

**LOEBAU**—Ch. E-27.

**MARLOW**—Ch. E-8. Transmitter 10 kw, ERP 100 kw. Started Sept. 1956.

**SCHWERIN**—Ch. E-29.

**SCHWERIN**—Ch. E-29. Program II.

## Federal Republic of Germany

[West Germany]

(625-line standards, Systems B & G)

Color: PAL System

Sets in use: 15,500,000 black & white; 850,000 color

"First Program" Deutsches Fernsehen is operated by 9 independent regional broadcasting systems (non-commercial), operating as so-called "institutions under public law." Deutsches Fernsehen broadcasts a common program throughout Germany, coordinated by the "Programmdirektion Deutsches Fernsehen" of the ARD (Arbeitsgemeinschaft der Oeffentlich-rechtlichen Rundfunkanstalten der Bundesrepublik Deutschland), Leopoldstrasse 10, 8 Munich 23. Tel. 38061.

Personnel: Lothar Hartmann, program director; Dr. Arnold, deputy director; D. Gutt, coordinator, politics & information; Dr. R. Dill, international contacts; O. Meitzner, press relations. Hours of operation: Mon.-Fri., 16:40-23:00; Sat. 13:55-23:00; Sun., 11-23:00. Began telecasting in color Aug. 1967, PAL system.

"Second Program" Zweites Deutsches Fernsehen is federally-owned (commercial) network (see last entry below).

## BAYERISCHER RUNDFUNK

Bayerischer Rundfunk, Rundfunkplatz 1, 8 Munich 2. Tel. 59001. Telex: 05 23428. TV tape recorder facilities. Also operates "Third Program" (educational). Began color telecasting Aug. 1967.

Personnel: Christian Wallenreiter, Intendant; Dr. Clemens Muenster, dir. of TV I; Dr. Helmut Oeller, dir. of educational program; Hans Spies, dir. of administration; Dr. Ferdinand Daser, technical dir.; Walter v. Cube, program dir.

**BROTJACKRIEGEL**—Ch. E-7. ERP 100 kw. Started Dec. 1960.

**BUETTELBERG** (Frankenhoehe)—Ch. E-55. ERP 400 kw. Started March 1969.

**DILLBERG** (Oberpfalz)—Ch. E-6. ERP 100 kw. Started March 1956.

**GRUENTEN** (Allgaeu)—Ch. E-2. ERP 100 kw. Started Nov. 1956.

**HOHENPEISSENBERG** (Oberbayern)—Ch. E-25. ERP 10 kw. Started Aug. 1959.

**HOHER BOGEN**—Ch. E-55. ERP 200 kw. Started Dec. 1961.

**HUEHNERBERG** (Harburg)—Ch. E-60. ERP 400 kw. Started Dec. 1965.

**KREUZBERG** (Rhoen)—Ch. E-3. ERP 100 kw. Started Jan. 1956.

**OCHSENKOPF** (Fichtelgeb)—Ch. E-4. ERP 100 kw. Started June 1956.

**WENDELSTEIN** (Oberbayern)—Ch. E-10. ERP 100 kw. Started Nov. 1954.

**WUERZBURG** (Frankenwarte)—Ch. E-10. ERP 5 kw. Started Dec. 1955.

Satellite stations: 70 in operation, 50 planned.

## HESSISCHER RUNDFUNK

Hessischer Rundfunk, Bertramstrasse 8, 6 Frankfurt/Main 1. Postfach (P.O. Box) 3294. Tel. 59051. Telex 04 11127, 04 11583. TV tape recording facilities. Also operates "Third Program" (educational). Hours of operation: Regional programming approx. 18:00-20:00, weekdays.

Rates (Jan. 1970, peak): 60 sec., 4750; 15 sec., 1662.50 (Deutsche Marks).

Personnel: Werner Hess, director general; Hans Weber, gen. mgr.; Hans Otto Gruenefeldt, program director; Dr. Franz Misere, technical director.

Represented in U.S. by Gerd Ruge & Klaus Bolling, 3132 M St. NW, Washington, D.C. (20007).

**BIEDENKOPF**—Ch. E-2. Transmitter 2 kw, ERP 30 kw. Started Nov. 1957.

**FELDBERG** (Taunus)—Ch. E-8. Transmitter 10 kw, ERP 100 kw. Started May 1953.

**FULDA**—Ch. E-47. Transmitter 10 kw, ERP 10 kw. Started April 1967.

**HARDBERG**—Ch. E-5. Transmitter 600 watts, ERP 5 kw. Started March 1956.

**HOHER MEISSNER**—Ch. E-7. Transmitter 10 kw, ERP 100 kw. Started July 1955.

**RIMBERG**—Ch. E-57. Transmitter 20 kw, ERP 400 kw. Started March 1964

Satellite stations: 68 in operation; 2 under construction; 30 planned.

## Third Program

**ANGELBURG**—Ch. E-52. ERP 500 kw.

**GR. FELDBERG**—Ch. E-54. ERP 500 kw.

**HOHER MEISSNER**—Ch. E-55. ERP 500 kw.

**HOHES LOHR**—Ch. E-45. ERP 50 kw.

**KASSEL**—Ch. E-42. ERP 200 kw.

**KREHBERG**—Ch. E-43. ERP 100 kw.

**RHOEN**—Ch. E-37. ERP 500 kw.

**RIMBERG**—Ch. E-39. ERP 400 kw.

Low power repeaters: 16 in operation.

## NORDDEUTSCHER RUNDFUNK

Norddeutscher Rundfunk, Rothenbaumchaussee 132, Hamburg 13. Tel. 441931. TV tape recording facilities. Began color telecasting Aug. 1967.

Personnel: Gerhard Schroder, director general; Ludwig Frhr. v. Hammerstein, deputy director general; Dietrich Schwarzkopf, program dir.; television; Franz Reinholz, program dir., radio, Dr. Hans Rindfleisch, tech. dir.; Heinz-Gunter Sass, production mgr.; Hans Brecht, film buyer; Dr. Eckart Haas, sales.

**AURICH**—Ch. E-53. ERP 230 kw. Started May 1961.  
**BUNGSBERG**—Ch. E-50. ERP 260 kw. Started Dec. 1960.  
**DANNENBERG**—Ch. E-43. ERP 250 kw. Started May 1961.  
**FLensburg**—Ch. E-4. ERP 50 kw. Started Dec. 1957.  
**HAMBURG**—Ch. E-9. ERP 100 kw. Started Dec. 1952.  
**HANNOVER**—Ch. E-8. ERP 5 kw. Started Dec. 1952.  
**HARZ-WEST**—Ch. E-10. ERP 100 kw. Started Sept. 1954.  
**HEIDE**—Ch. E-10. ERP 25 kw. Started Dec. 1959.  
**KIEL**—Ch. E-5. ERP 12 kw. Started Aug. 1957.  
**LINGEN**—Ch. E-41. ERP 400 kw. Started Jan. 1959.  
**OSNABRUCK**—Ch. E-50. ERP 250 kw. Started Dec. 1962.  
**STADTHAGEN**—Ch. E-47. ERP 1.6 kw. Started Nov. 1964.  
**STEINKIMMEN**—Ch. E-2. ERP 100 kw. Started Aug. 1956.  
**STEINKIMMEN**—Ch. E-55. ERP 400 kw. Started June 1962.  
Satellite stations: 63 in operation.

## RADIO BREMEN

Radio Bremen, Heinrich-Hertz-Strasse 13, 28 Bremen 17. Tel. 45881. TV tape recording facilities. Began color telecasting Aug. 1967.

Personnel: Hans Abich, director general; Dr. Heimdahl Segger, sales mgr.; Hans-Heinrich Isenbart, film buyer; Wilhelm G. Busch, production mgr.; Heinz F. G. Heyer, technical dir.

Hours of operation: Daily, 6:00-24:00.

Rates: Advertising sold by Norddeutscher Rundfunk.

**BREMEN**—Ch. E-22. Transmitter 10 kw, ERP 100 kw. Started April 1959.

**BREMERHAVEN**—Ch. E-5 (satellite). Transmitter 0.4 kw, ERP 0.45 kw. Started April 1959.

## SAARLAENDISCHER RUNDFUNK

Saarlaendischer Rundfunk, Schloss Halberg, 66 Saarbruecken. Postfach 1050. Tel. 6021. Telex: Sarbk 4/428977. TV tape recording facilities.

Personnel: Dr. Franz Mai, director general; Hermann Fuenfsgeld, deputy director general & general manager; Karl-Heinz Reintgen, director of information & actualities for radio & television programs; Dr. Wilhelm Zilius, dir., radio programs; Karl Schnellting, dir. of television programs; Werner Glesner, technical dir.; Dietrich von Boecklin, legal advisor.

Hours of operation: Daily, 16:30-23:30. Began color telecasting Aug. 1967.

Rates: 60 Sec., 2,700; 15 Sec., 950 (Deutsche Marks).

**GOETTELBORNER HOEHE**—Ch. E-2. ERP 100 kw. Started Oct. 1959.

Satellite stations: 16 in operation.

## SENDER FREIES BERLIN

Sender Freies Berlin, Masurenalle 8/14, 1000 Berlin 19. Tel. (0311-) 3081. TV tape recording facilities. Began color telecasting Aug. 1967, PAL system.

Personnel: Franz Barsig, director general; Eberhard Schuetz, program director; Udo Blaesser, technical director.

Hours of operation: Daily, 10:00-13:30; 16:40-23:00.

Rates (Jan. 1970): 60 sec., 4200; 15 sec., 1360 (Deutsche Marks).

**BERLIN**—Ch. E-7. Transmitter 10 kw, ERP 100 kw. Started Nov. 1951; increased power & antenna height July 1963. First program.

**BERLIN**—Ch. E-39. ERP 500 kw. Third program.

Planned: 1 low power repeater.

## SUEDDEUTSCHER RUNDFUNK

Sueddeutscher Rundfunk, Neckarstrasse 145, 7000 Stuttgart 1, Postfach 837. Tel. 0711/20701. TV tape recording facilities. Began color telecasting Aug. 1967.

Personnel: Dr. Hans Bausch, director general; Friedrich Mueller, sales mgr.; Horst Jaedicke, program mgr.; Herbert Rebhuhn, film buyer; Hans Ulrich Reichert, production mgr.; Dr. Helmut Rupp, chief engineer; Heinz Rudolf Fritsche, press section.

Hours of operation: Mon.-Fri., 7; Sat., 10; Sun., 12 hrs.

Rates (Jan. 1969, Peak): 60 Sec., 7,900; 10 Sec., 2,900 (Deutsche Marks).

**AALEN**—Ch. E-8. ERP 50 kw. Started April 1958.

**HEIDELBERG**—Ch. E-50. ERP 500 kw. Started April 1962.

**HEIDELBERG-KOENIGSTUHL**—Ch. E-7. ERP 100 kw. Started Aug. 1960.

**PFORZHEIM**—Ch. E-21. ERP 100 kw. Started July 1966.

**STUTTGART (Hoher Bopser)**—Ch. E-11. ERP 100 kw. Started Nov. 1954.

**WALDENBURG**—Ch. E-9. ERP 100 kw. Started July 1959.

Satellite stations: 42 in operation, 2 under construction, 20 planned.

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### SUEDWESTFUNK

Suedwestfunk, Hans-Bredow-Strasse, 757 Baden-Baden, Postfach 820. Tel. 2761. TV tape recording facilities.

Personnel: Helmut Hammerschmidt, director general; Guenter Gaus, program director; Dr. Walter Knoepfel, technical director; Fritz Aeckerle, director of administration.

Hours of operation: 16:40-23:00, Mon.-Fri.; 14:55-24:00, Sat.; 11:00-23:00, Sun. approx.

Rates (1969): 60 Sec., 7,900; 15 Sec., 2,900 (Deutsche Marks).

**DONNERSBERG**—Ch. E-10. ERP 100 kw. Started April 1962.

**EIFEL**—Ch. E-23. ERP 20 kw. Started June 1959.

**FELDBERG-SCHWARZWALD**—Ch. E-8. ERP 100 kw. Started Dec. 1955.

**GRUENTEN**—Ch. E-43. ERP 500 kw. Started Dec. 1964.

**HAARDTKOPF**—Ch. E-25. ERP 200 kw. Started Oct. 1958.

**HORNISGRINDE**—Ch. E-9. ERP 100 kw. Started Oct. 1954.

**KOBLENZ**—Ch. E-6. ERP 50 kw. Started Dec. 1954.

**MARIENBERG (Westerwald)**—Ch. E-47. ERP 50 kw. Started Dec. 1962.

**RAICHBERG**—Ch. E-4. ERP 40 kw. Started Dec. 1954.

**SAARBURG**—Ch. E-31. ERP 20 kw. Started Dec. 1961.

**WEINBIET**—Ch. E-6. ERP 30 kw. Started June 1953.

Satellite stations: 198 in operation.

### WESTDEUTSCHER RUNDFUNK

Westdeutscher Rundfunk, Wallrafplatz 5, Cologne 1. Postfach 1850. Tel. 2201. TV tape recording facilities.

Personnel: Klaus von Bismarck, general manager; Dr. Hans-Joachim Lange, TV director First Program; Werner Hoefler, TV director Third Program (educational); Walter Werner, technical director; Horst A. C. Krieger, chief TV engineer; Dr. Hans Brack, sales manager.

Began color telecasting Aug. 1967. PAL system.

Rates (Jan. 1969): 60 Sec., 24,200; 15 Sec., 8,500 (Deutsche Marks).

Hours of operation (First Program): 16:40-23:30, Mon.-Fri.; 13:55-23:50, Sat.; 11:00-24:00, Sun. Third Program: 29 hrs., evenings, Mon.-Fri.; 6 hrs. each, Sat.-Sun.

### First Program

**AACHEN-STOLBERG**—Ch. E-24. ERP 200 kw. Started Oct. 1961.

**KLEVE**—Ch. E-46. ERP 100 kw. Started March 1962 on Ch. E-58, changed channel Oct. 1964.

**KOLN**—Ch. E-11. ERP 10 kw. Started Dec. 1952.

**LANGENBERG**—Ch. E-9. ERP 100 kw. Started June 1954.

**MUNSTER-BAUMBERGE**—Ch. E-32. ERP 500 kw. Started Nov. 1959.

**NORDHELLE**—Ch. E-30. ERP 240 kw. Started Dec. 1964.

**TEUTOBURGER WALD**—Ch. E-11. ERP 100 kw. Started April 1955.

Satellite stations: 190 in operation.

### Third Program

**AACHEN**—Ch. E-58. ERP 450 kw.

**BIELEFELD**—Ch. E-46. ERP 450 kw.

**BONN**—Ch. E-49. ERP 85 kw.

**DORTMUND**—Ch. E-53. ERP 470 kw.

**DUSSELDORF**—Ch. E-55. ERP 450 kw.

**EGGEBIRGE**—Ch. E-48. ERP 250 kw.

**HOCHSAUERLAND**—Ch. E-40. ERP 250 kw.

**LUEDENSCHIED**—Ch. E-60. ERP 250 kw.

**MINDEN**—Ch. E-57. ERP 200 kw.

**MONSCHAU**—Ch. E-50. ERP 280 kw.

**MUNSTER**—Ch. E-45. ERP 250 kw.

**WESEL**—Ch. E-48. ERP 475 kw.

**WUPPERTAL**—Ch. E-42. ERP 85 kw.

### ZWEITES DEUTSCHES FERNSEHEN

Zweites Deutsches Fernsehen, Grosse Bleiche, 65 Mainz, Postfach 4040. Tel. 131. Telex: 04 187661. TV tape recorder facilities.

Hours of operation: Weekdays, approx. 17:30-23:00; Sat. 13:45-1:00; Sun., 10:30-23:00.

Personnel: Prof. Dr. Karl Holzamer, director general; Joseph Viehoever, program director; Wolf Dietrich, information director; Rudolf Kaiser, technical director; Dr. Franz Huch, director of administration; Hans Kimmel, director of foreign relations; Hans Blank, film buyer. Chief correspondent: Hans Herbert Westermann, 2914 M St., N.W., Washington, D.C. 20007. Tel. 333-3909.

(All programs are broadcast simultaneously on the stations listed below and originated at the main studios in Mainz.)

**AACHEN**—Ch. E-37. ERP 500 kw. Started Dec. 1960.

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## FEDERAL REPUBLIC OF GERMANY—(Continued)

AHRWEILER—Ch. E-33. ERP 250 kw. Started Jan. 1965.  
AMBERG—Ch. E-37. ERP 500 kw. Started April 1965.  
ANGELBURG—Ch. E-24. ERP 500 kw. Started Jan. 1969.  
AUGSBURG—Ch. E-23. ERP 500 kw. Started Dec. 1960.  
BADEN-BADEN—Ch. E-31. ERP 330 kw. Started June 1962.  
BAD REICHENHALL—Ch. E-42. ERP 500 kw. Started Dec. 1969.  
BAMBERG—Ch. E-24. ERP 100 kw. Started July 1963.  
BAYREUTH—Ch. E-30. ERP 100 kw. Started Sept. 1963.  
BERLIN-WEST—Ch. E-33. ERP 500 kw. Started April 1960.  
BIELEFELD—Ch. E-33. ERP 500 kw. Started Dec. 1960.  
BONN—Ch. E 26. ERP 100 kw. Started Dec. 1960.  
BOPPARD—Ch. E-28. ERP 250 kw. Started April 1965.  
BRANDENKOPF—Ch. E-28. ERP 50 kw. Started May 1965.  
BREMEN—Ch. E-32. ERP 500 kw. Started Nov. 1960.  
CLOPPENBURG—Ch. E-37. ERP 500 kw. Started Nov. 1969.  
COBURG—Ch. E-22. ERP 250 kw. Started May 1963.  
CUXHAVEN—Ch. E-24. ERP 330 kw. Started Oct. 1960.  
DEGGENDORF—Ch. E-33. ERP 500 kw. Started Dec. 1963.  
DONAUESCHINGEN—Ch. E-22. ERP 100 kw. Started July 1963.  
DONNERSBERG—Ch. E-37. ERP 330 kw. Started March 1963.  
DORTMUND—Ch. E-25. ERP 500 kw. Started July 1960.  
DUESSELDORF—Ch. E-29. ERP 500 kw. Started Dec. 1960.  
EBERBACH—Ch. E-30. ERP 250 kw. Started May 1968.  
EGGEGBIRGE—Ch. E-31. ERP 250 kw. Started June 1968.  
EIDERSTEDT—Ch. E-31. ERP 500 kw. Started Sept. 1962.  
EUTIN—Ch. E-21. ERP 500 kw. Started June 1961.  
FLENSBURG—Ch. E-39. ERP 500 kw. Started Dec. 1962.  
FREIBURG—Ch. E-33. ERP 500 kw. Started May 1961.  
GOETTINGEN—Ch. E-21. ERP 500 kw. Started Feb. 1964.  
GR. FELDBERG—Ch. E-34. ERP 500 kw. Started Oct. 1960.  
GRUENTEN—Ch. E-28. ERP 500 kw. Started Dec. 1964.  
HAARDTKOPF—Ch. E-35. ERP 400 kw. Started Dec. 1961.  
HAMBURG—Ch. E-30. ERP 500 kw. Started Jan. 1961.  
HANNOVER—Ch. E-24. ERP 500 kw. Started Dec. 1960.  
HEIDELBERG—Ch. E-27. ERP 500 kw. Started Dec. 1960.  
HESELBERG—Ch. E-32. ERP 250 kw. Started April 1965.  
HEUBACH—Ch. E-29. ERP 250 kw. Started May 1966.  
HOCHRHEIN—Ch. E-39. ERP 300 kw. Started Sept. 1966.  
HOCHSAUERLAND—Ch. E-27. ERP 250 kw. Started March 1968.  
HOEHBECK—Ch. E-21. ERP 500 kw. Started Oct. 1964.  
HOF—Ch. E-23. ERP 300 kw. Started May 1961.  
HOHENPEISSENBERG—Ch. E-22. ERP 15 kw. Started June 1967.  
HOHER BOGEN—Ch. E-28. ERP 330 kw. Started Nov. 1965.  
HOHER MEISSNER—Ch. E-32. ERP 500 kw. Started March 1967.  
HOHES LOHR—Ch. E-22. ERP 100 kw. Started Jan. 1966.  
KAISERSLAUTERN—Ch. E-22. ERP 25 kw. Started Dec. 1961.  
KASSEL—Ch. E-35. ERP 200 kw. Started Feb. 1961.  
KIEL—Ch. E-35. ERP 250 kw. Started Nov. 1960.  
KOBLENZ—Ch. E-31. ERP 100 kw. Started March 1962.  
KREHBERG—Ch. E-33. ERP 100 kw. Started Dec. 1967.  
LANDSHUT—Ch. E-39. ERP 50 kw. Started May 1963.  
LANGENBURG—Ch. E-28. ERP 250 kw. Started Dec. 1966.  
LINGEN—Ch. E-24. ERP 500 kw. Started Aug. 1962.  
LUEBECK—Ch. E-23. ERP 250 kw. Started Dec. 1966.  
LUEDENSCHIED—Ch. E-37. ERP 250 kw. Started Dec. 1966.  
MARIENBURG—Ch. E-21. ERP 250 kw. Started May 1966.  
MINDEN—Ch. E-26. ERP 500 kw. Started Dec. 1960.  
MONSCHAU—Ch. E-21. ERP 330 kw. Started Feb. 1963.  
MUNICH—Ch. E-35. ERP 500 kw. Started Dec. 1960. Increased power April 1968.  
MUNSTER—Ch. E-21. ERP 250 kw. Started June 1962.  
NIEBUELL—Ch. E-34. ERP 200 kw. Started Nov. 1961.  
NUERNBERG—Ch. E-34. ERP 500 kw. Started Dec. 1960. Increased power Feb. 1967.  
OSNABRUECK—Ch. E-39. ERP 250 kw. Started Aug. 1967.  
OSTERIESLAND—Ch. E-33. ERP 500 kw. Started July 1962.  
PASSAU—Ch. E-30. ERP 50 kw. Started Aug. 1963.  
PFAFFENHOFEN—Ch. E-31. ERP 500 kw. Started Feb. 1967.

PFARRKIRCHEN—Ch. E-27. ERP 250 kw. Started Dec. 1968.  
PFORZHEIM—Ch. E-34. ERP 250 kw. Started Oct. 1964.  
RAVENSBURG—Ch. E-37. ERP 500 kw. Started March 1961.  
REGENSBURG—Ch. E-21. ERP 500 kw. Started Feb. 1961.  
RHOEN—Ch. E-29. ERP 500 kw. Started Oct. 1965.  
RIMBERG—Ch. E-25. ERP 400 kw. Started July 1966.  
ROTTWEIL—Ch. E-35. ERP 330 kw. Started April 1961.  
SAARBRUECKEN—Ch. E-32. ERP 330 kw. Started Aug. 1961.  
SCHLESWIG—Ch. E-26. ERP 100 kw. Started March 1962.  
SCHNAITSEE—Ch. E-26. ERP 500 kw. Started May 1963. Increased power March 1968.  
SCHNEE-EIFEL—Ch. E-30. ERP 250 kw. Started Feb. 1969.  
SPESSART—Ch. E-35. ERP 250 kw. Started Oct. 1963.  
STUTTGART—Ch. E-26. ERP 500 kw. Started May 1961.  
TORFHAUS—Ch. E-23. ERP 500 kw. Started Dec. 1960.  
TRIER—Ch. E-37. ERP 50 kw. Started March 1962.  
UELZEN—Ch. E-27. ERP 500 kw. Started June 1961.  
ULM—Ch. E-33. ERP 500 kw. Started Dec. 1964.  
VERDEN—Ch. E-25. ERP 330 kw. Started June 1969.  
WESEL (Buederich)—Ch. E-35. ERP 500 kw. Started Sept. 1968.  
WUERZBURG—Ch. E-25. ERP 500 kw. Started May 1961.  
WUPPERTAL—Ch. E-22. ERP 100 kw. Started March 1962.  
Satellite stations: 347 in operation.  
Planned:  
TEUFELSKOPF (Saarburg)—Ch. E-46. ERP 500 kw. To start Dec. 1970.

## Ghana

(625-line standards, System B)  
Sets in use: 10,000

Ghana Broadcasting Corp., P.O. Box 1633, Accra, Ghana (Govt., commercial). Television tape recording facilities at studios in Accra.  
Hours of operation: 5:30-9:30 p.m., Mon.-Fri.; 5:30-10:30 p.m., Sat.; 4-10:30 p.m., Sun. Educational: 9:30-11:30 a.m.  
Personnel: William F. Coleman, director general of broadcasting; Eric G. K. Adjorlolo, deputy director general of broadcasting; J. K. Asare, dir. of engineering; N. A. Opong, chief engineer; Leo Riby-Williams, asst. head of programs; Kwatei Shang-Simpson, head of news; F. D. Adansi, acting head of design; Wilcox A. Amartye, acting head of film.  
ADJANKOTE—Ch. E-4. ERP 15 kw. Started July 31, 1965.  
JAMASI—Ch. E-3. ERP 15 kw. Started July 31, 1965.  
KISSI—Ch. E-2. ERP 15 kw. Started July 31, 1965.  
TAMALE—Ch. E-8. ERP 5 kw. Started Aug. 11, 1965.  
Low-power repeaters: 1 in operation, 2 planned.

## Gibraltar

(625-line standards, System B)  
Sets in use: 6,000

GIBRALTAR—G.B.C. TV, Gibraltar Broadcasting Ltd. (Commercial). Television House, Wellington Front, Gibraltar. Tel. 4671-2. Ch. E-6. Transmitter 50 watts, ERP 200 watts. Hours of operation: 7:30-midnight. One low-power repeater. Started Oct. 1962.  
Personnel: H. J. Ramage, general manager; L. F. Bruzon, sales manager; T. G. Black, chief engineer; M. J. Mascarenhas, head of production.  
Rates (Oct. 1964): Spot 60 sec., 8; 7 sec., 2; program 1 hr., 85; 5 min., 15 (Pounds).

## Greece

(625-line standards, System B)  
Sets in use: 80,000

Hellenic National Broadcasting Institute (Govt., non-commercial), 16 Mourousi St., P.O. Box 360, Athens. Tel. 711-372.  
Personnel: John Anastassopoulos, director general; M. Vannakos, program & production manager, film buyer; V. Aslanides, chief engineer.  
ATHENS—Parnis Stations. Experimental Ch. E-5. Transmitter 200 watts, ERP 800 watts. Started Sept. 1965.  
Hours of operation: 19:00-22:00, daily.  
Planned:  
ASSEA—Ch. E-10. ERP 30 kw max.  
CHANIA—Ch. E-7. ERP 10 kw max.  
CHARAKAS—Ch. E-10. ERP 10 kw max.  
GERANIA—Ch. E-9. ERP 10 kw max.  
IOANNINA—Ch. E-10. ERP 10 kw max.  
KEFALLINIA—Ch. E-8. ERP 30 kw max.  
KERKYRA—Ch. E-9. ERP 10 kw max.  
MYTILINI—Ch. E-9. ERP 10 kw max.  
PANGEON—Ch. E-7. ERP 30 kw max.  
PARNIS—Ch. E-11. ERP 30 kw max.  
PETALIDI—Ch. E-6. ERP 10 kw max.

PILION—Ch. E-6. ERP 30 kw max.  
 RODOS—Ch. E-9. ERP 10 kw max.  
 S. ATHANASIOS—Ch. E-5. ERP 30 kw max.  
 SILO—Ch. E-6. ERP 30 kw max.  
 THIRA—Ch. E-8. ERP 30 kw max.  
 VITSI—Ch. E-7. ERP 30 kw max.

## Guadeloupe

(625-line standards, System D)  
 Sets in use: 6,000

**POINTE-A-PITRE**—Office de Radiodiffusion Television Francaise (ORTF), Box 402, Point a Pitre. Tel. 13-20. (Govt., non-commercial).

Personnel: Fernand Jacquemart, regional dir. Ch. 8 (V-207.25, A-213.75). Transmitter 50 watts. Started Dec. 1964. One low-powered repeater, Ch. 5, serving Basse-Terre. Started Feb. 1966. Hours of operation: Weekly, 21.

## Guatemala

(525-line standards, System M)  
 Sets in use: 61,000

**GUATEMALA CITY**—TG-VTV, Radio-TV Guatemala, S.A., (Commercial), Apartado 1367. Tel. 42492. Ch. 3. Transmitter 12.5 kw, ERP 100 kw. TV tape recorder facilities. Started May 1956. Hours of operation: Daily, noon-midnight.

Personnel: Lic. Emillo Barrios P., president; William G. Campbell, general manager & film buyer; Lionel Forno, sales manager; Luis Rivera, program & production manager; Ing. Federico Licht, chief engineer.

Represented in U.S. by ABC International Television Inc.

Rates (Aug. 1967): 60 sec., 22.00; 10 sec., 10 sec., 7.00; 52 min., 325.00; 26 min., 175.00; participation spots, 60 sec., 55.00; 30 sec., 33.00 (Guatemalan Quetzal).

**GUATEMALA CITY**—TG-AB-TV, Televiscentro Canal 7 (Commercial), 3a. Calle 6-24, Zona 9, Apartado Postal No. 1242. Tel. 62-2-16. Ch. 7 (V-175.25, A-179.75). Transmitter 5 kw, ERP 108 kw. Started Dec. 1964. Hours of operation: 17:00-23:00 daily.

Personnel: Francisco G. Chavez G., director general; Edgar Vidaurre Ch., sales manager; Mario Ferretti, production manager; Mario Batres S., technical director.

## Haiti

(525-line standards, System M)  
 Sets in use: 10,500

**PORT-AU-PRINCE**—4VMR-TV, Telehaiti S.A. (Commercial), P.O. Box 1126, Port-au-Prince, Haiti. Tel. 2278. Ch. 5 (V-77.25, A-81.75). Transmitter 600 watts, ERP 2 kw. Started Dec. 1959.

Personnel: Andre S. Apaid, gen. mgr. & film buyer; Oswald Douyon, sales, program & production manager; Edouard C. Gentil, chief engineer.

Hours of operation: 6-10 p.m., daily.

U.S. Office: Bartell Broadcasting Corp., 444 Madison Ave., New York, N.Y. Tel. Murray Hill 8-1280.

Rates: 60 sec., 12.00; 10 sec., 4.00; 1 hr., 60.00; 5 min., 15.00 (U.S. dollars)

## Honduras

(525-line standards, System M)  
 Sets in use: 17,000

**TEGUCIGALPA**—HRTG-TV, Cia. Televisora Hondurena, S.A., Apartado Postal 734 (commercial). Tel. 2-5514. Ch. 5 (V-77.25, A-81.75). Transmitter 2 kw, ERP 4 kw. Started Sept. 1959.

Personnel: Jose Rafael Ferrari, general manager; Mario A. Rendon, administrative manager; Alex Mayr, sales mgr.; Miriam Ramirez de Ynestroza, program mgr.; Pedro Pino, production mgr.; Santos Flores, chief engineer.

**TEGUCIGALPA**—HRN-TV, Compania Telesistema Hondureno S.A., Apartado Postal No. 734. Tel. 2-5515. Ch. 3.

Personnel: Manuel Villeda Toledo, general manager; Raul Rivera Lara, assistant manager.

**SIGUATEPEQUE (El Socorro)**—HRSU-TV, Ch. 9 (V-187.25, A-191.25). ERP 20 kw. Repeats Ch. 5, Tegucigalpa. Started July 1962.

**SAN PEDRO SULA (La Cumbre)**—HRYA-TV, Ch. 13 (V-211.21, A-217.75). ERP 7 kw. Repeats Ch. 5, Tegucigalpa. Started Sept. 1963.

**SAN PEDRO SULA**—HRN-TV, Compania Telesistema Hondureno S.A., Apartado Postal No. 208. Tel. 16-38. Ch. 7. Transmitter, 250 watts, ERP 500 watts. Started May 1967.

Personnel: Manuel Villeda Toledo, general manager; Mario Belot, assistant manager; Margarita de Pletcher, sales manager; Tony Low, production manager; Alma Iris Aracil, program manager; Santos Flores, chief engineer.

## Hong Kong

Color: PAL System  
 Sets in use: 220,000

(Closed-circuit system: 405-line standards, System A)

**HONG KONG**—Closed-circuit, 2-channel system operated commercially by Rediffusion (Hong Kong) Ltd., 81, Broadcast Drive, Kowloon, Hong Kong. Tel. K-839291. Subsidiary of Rediffusion Ltd., London. One channel operates in Chinese, the other in English. Started May 1957.

Personnel: R. J. Warren, managing director; Don Gale, gen. mgr.; J. Sloan, commercial mgr.; Y. Y. Yang, acting chief engineer.

# International TV Directory

(625-line standards, System B)

**HONG KONG**—Television Broadcasts Ltd. (commercial), P.O. Box K-100, Hong Kong. Tel. K-8383111.

Personnel: H. W. Lee, chairman; Andrew K. W. En, managing director; Lincoln W. Miller, assistant to managing director; Stephen Li, sales mgr.; K. F. Chung, program mgr.; Kevin Lo, chief engineer.

**HONG KONG**—Jade Network, Ch. 21 (V-471.25, A-477.25). Transmitter 2 kw, ERP 10 kw. TV tape recording facilities. Telecasts in color, PAL system. 4 low power repeaters on Chs. 27, 28, 29 & 30. Started Nov. 1967.

Hours of operation: 7:30 a.m.-9:00 a.m. & 12:30-12:30 a.m., daily. Rates (base): 30 Sec. \$1530 (Hong Kong Dollars).

**HONG KONG**—Pearl Network, Ch. 25 (V-503.25, A-509.25). Transmitter 2 kw, ERP 10 kw. TV tape recording facilities. Telecasts in color, PAL system. 4 low power repeaters on Chs. 31, 32, 33 & 34. Started Nov. 1967.

Hours of operation: 5:30-11:40 p.m., Mon.-Fri.; 5-11 p.m., Sat.; 3:30-12:30 p.m., Sun.

Rates (Peak—Nov. 1, 1968): Hour, \$1500; 30 Min., \$750; Min., \$460; 10 Sec., \$190 (Hong Kong Dollars).

HK-TVB Combined Rates: Min., \$1130; 10 Sec., \$480.

## Hungary

(625-line standards, System D)

Color: SECAM System  
 Sets in use: 1,500,000

Magyar Radio es Televizio (Govt., limited commercial), Szabadsag ter 17, Budapest V. Tel. 113-200. Istvan Tompe, president. All transmitters carry same program, originating in Budapest studios.

Hours of operation: Weekly average 42 hours.

**BUDAPEST**—"Magyar Televizio," Ch. R-1. Transmitter 25 kw, ERP 150 kw. Started Jan. 1954 on Ch. R-3.

**KABHEGY (Kab Mt.)**—"Magyar Televizio," Ch. R-12. Transmitter 20 kw, ERP 150 kw. Started Aug. 1962.

**KEKES**—"Magyar Televizio," Ch. R-8. Transmitter 5 kw, ERP 30 kw. Started Jan. 1961.

**MISKOLC**—"Magyar Televizio," Ch. R-9. ERP 100 watts. Started Nov. 1959.

**OZD**—"Magyar Televizio," Ch. R-6, ERP 100 watts.

**PECS**—"Magyar Televizio," Ch. R-2. ERP 20 kw. Started April 1963.

**SALGOTARJAN**—Ch. R-11. ERP 100 watts. Started Oct. 1964.

**SOPRON**—"Magyar Televizio," Ch. R-9 (V-199.25, A-205.75). ERP 100 watts. Started Dec. 1959.

**SZEKSZARD**—Ch. R-8. ERP 100 watts. Started Nov. 1963.

**SZENTES**—"Magyar Televizio," Ch. R-11. Transmitter 5 kw, ERP 200 kw. Started March 1960.

**TOKAJ**—"Magyar Televizio," Ch. R-4. Transmitter 0.25 kw, ERP 20 kw. Started Aug. 1960.

## Iceland

(625-line standards, System B)

Sets in use: 31,000

**REYKJAVIK**—Icelandic State Broadcasting Service—Television Ríkisutvarpíð-Sjonvarp (R.U.V.), Laugavegur 176. Reykjavik, Iceland. Tel. 3-88-00. Telex: 35. Cable: Isvision. (Govt., commercial). Ch. E-10. ERP 4 kw. Started Sept. 1966. TV tape recording facilities.

Personnel: Andres Bjornsson, director general; Peter Gudfinnson, director of television; Jon D. Thorsteinsson, chief engineer; Jon Thorarinnsson, head of arts & entertainment; Emil Bjornsson, head of news & education.

Hours of operation: 18:00-19:00 & 20:00-22:30, Sun. & Wed.; 20:00-22:30, Mon., Tues. & Fri.; 16:00-23:30, Sat.

Rates (Oct. 1969): 60 sec., 9,000.00; 7 sec., 163100 (Icelandic crowns).

## REPEATERS

**HAFELL**—Ch. E-7. Transmitter 500 watts, ERP 10 kw. Started Dec. 23, 1967.

**HEGRANES**—Ch. E-8. Transmitter 250 watts, ERP 3 kw. Started Dec. 13, 1968.

**SKALAFELL**—Ch. E-4. Transmitter 10 kw, ERP 300 kw. Started Dec. 22, 1967.

**STYKKISHOLMUR**—Ch. E-3. Transmitter 10 kw, ERP 90 kw. Started May 17, 1967.

**VADLAHEIDI**—Ch. E-6. Transmitter 50 watts, ERP 200 watts. Started Dec. 1, 1968.

**VESTMANNAEYJAR**—Ch. E-5. Transmitter 1.5 kw, ERP 30 kw. Started Sept. 29, 1966.

Low-powered repeaters: 25 in operation.

(Continued on next page)

# International TV Directory

## India

(625-line standards, System B)  
Sets in use: 8,000

**NEW DELHI**—AIR-TV, All India Radio (Govt., non-commercial), Akashvani Bhavan, Parliament St., New Delhi 1. Tel. 382021. Cable: Durdarshan. Ch. E-4 (V-62.25, A-67.75). Transmitter 5 kw, ERP 12.5 kw. TV tape recording facilities. Started Sept. 1959 as educational service; Aug. 1965 started daily evening cultural programming.

Hours of operation: Weekly, 8 hrs. 40 min., educational; Mon.-Sat. 18:30-20:30, Sun. 16:30-17:30 & 18:30-21:00, news, entertainment, information & cultural programming; programs for farmers twice weekly.

Personnel: Romesh Chander, director; C. R. Krishnamurthy, engineer in charge.

Planned:

POONA—To start 1971.

## Indonesia

(625-line standards, System B)  
Sets in use: 75,000

Jajasan Televisi Republik Indonesia (Govt., commercial), Senajan—Djakarta, Indonesia. Tel. 582160. TV tape recorder facilities. Hours of operation: 17:45-22:15, Sun.-Fri., 17:45-24:00, Sat.

Personnel: Drs. Soemadi, general director & gen. mgr.; T. Sumartono, chief engineer; D. Soenarto, program director; Ali Buchari, sales mgr.; Victor Que, production mgr.

Rates: 60 sec., 36.00 Sun.-Thurs.; 51.00 Fri.-Sat. (U.S. Dollars).

**BANDUNG**—TVRI, Ch. E-7 (V-189.25, A-194.75). Transmitter 1 kw, ERP 10 kw.

**DJAKARTA**—TVRI, Ch. E-9 (V-210.25, A-215.75). Transmitter 10 kw, ERP 65 kw. Started Aug. 1962.

**DJOKDJAKARTA**—TVRI, Ch. E-8 (V-203.25, A-208.75). Transmitter 5 kw, ERP 45 kw. Started Oct., 1965.

**SEMARANG**—TVRI, Ch. E-4 (V-175.25, A-180.75). Transmitter 1 kw, ERP 10 kw.

Low-powered satellites: 1 in operation, more planned.

## Iran

(625-line standards, System B)  
Sets in use: 250,000

National Iranian Television (Govt., non-commercial), P.O. Box 2559, Pahlavi Road, Jame Jam Ave., Tehran, Iran. Tel. 628171-2 & 628141-5. Cable: Telmel.

Personnel: Reza Ghotbi, director general; Dr. Kambiz Mahmoudi, deputy dir. gen.; S. Ramtin, sales mgr.; A. Peyman, production mgr.

**ABADAN**—NITV, Ch. 3. Transmitter 2 kw, ERP 12 kw. TV tape recording facilities. Started Nov. 1959.

**AHWAZ**—NITV, Ch. 12. 500 watts. Repeats Abadan. Started March 1964.

**BANDAR ABBAS**—NITV, Ch. 11. Transmitter 10 kw, ERP 100 kw.

**REZAIEH**—NITV-A, Ch. E-8. Transmitter 500 watts, ERP 2 kw. TV tape recording facilities. Started Aug. 1968. Hours of operation: 18:00-22:00.

**TEHRAN**—NITV, Ch. E-7. Transmitter 10 kw, ERP 80 kw. TV tape recording facilities. Started March 1967. Hours of operation: 6:30-8:30 & 17:00-23:00.

**TEHRAN**—NITV, Ch. E-9. Transmitter 10 kw, ERP 80 kw. TV tape recording facilities. Started March 1967. Hours of operation: 6:30-8:30 & 17:00-23:00.

**TEHRAN**—NITV, Ch. 3. Transmitter 2 kw, ERP 4 kw. TV tape recording facilities. Started Aug. 1958.

Planned:

RASHT—NITV, Ch. E-6.

SHIRAZ—NITV, Ch. E-8.

Relay stations: Rasht, Zibakenar, Shiraz, Isfahan, Mashhad, Tabriz.

Note: See also U.S. Armed Forces Stations.

## Iraq

(625-line standards, System B)  
Sets in use: 180,000

**BAGHDAD**—BTV (Govt., limited commercial), Baghdad Television, Broadcasting House, Salihiya, Karkh, Baghdad, Iraq. Tel. 31151. Ch. E-8 (V-196.25, A-201.75). Transmitter 5 kw, ERP 38 kw. TV tape recorder facilities. Started May 1956 with 500 watts ERP. Increased power Nov. 1959. Hours of operation: Daily 4:30 p.m.-12 midnight.

Personnel: Mohammed S. Al-Sahaf, director general of radio & television; Yassin Al-Bakri, general supervisor, television; Adel Al-Delli, general supervisor, broadcasting; Khalid Al-Hakim, director of engineering & technicians.

Rates (Sept. 1965): Spot 60 sec., 30 (Iraqi Dinars).

**BASRAH**—Baghdad Television (Govt., limited commercial). Ch. E-9. ERP 145 kw. TV tape playback facilities. Started Nov. 6, 1968.

**KIRKUK**—Baghdad Television (Govt., limited commercial). Ch. E-10. ERP 145 kw. TV tape playback facilities. Started Oct. 18, 1967.

**MOSUL**—Baghdad Television (Govt., limited commercial). Ch. E-7. ERP 145 kw. TV tape playback facilities. Started March 2, 1968.

Planned: Stations at Baghdad, Amara, Samawha.

## Ireland

(405-line standards, System A & 625-line standards, System I)  
Sets in use: 460,000

All stations operated by Radio Telefis Eireann Authority, Donnybrook, Dublin 4 (Autonomous statutory corp., national service, commercial). Tel. 693111. All transmitters carry same program originating in Donnybrook studios.

Hours of operation: 17:30-23:30, average week days; Sun. (Winter) 12:00-23:30. TV tape recorder facilities.

Personnel: T. P. Hardiman, director general; J. A. Irvine, deputy director general; Michael Garvey, controller of programs; G. T. Waters, director of engineering; J. P. McGuinness, director of news; E. K. Gahan, advertisement sales controller.

Rates (Jan. 1970): Spot 60 sec., 310; 15 sec., 115 (Pounds).

**CAHIRCIVEEN (Kilkeaveragh)**—Ch. "F" (V-191.25, A-197.25, 625-line). ERP 1 kw. Started Dec. 1965. Satellite repeater.

**CAPPOQUIN (Knockaunabouchalla)**—Ch. "H" (V-207.25, A-213.25, 625-line). ERP 250 watts. Started Dec. 1965. Satellite repeater.

**CARLOW (Mount Leinster)**—Ch. "F" (V-191.25, A-197.25, 625-line). ERP 100 kw. Started Dec. 1962.

**CARRICK-ON-SUIR (Corbally Wood)**—Ch. "I" (V-215.275, A-221.275, 625-line). ERP 300 watts. Started Dec. 1965. Satellite repeater.

**CASTLETOWNBERE (Knockgour)**—Ch. "H" (V-207.25, A-213.25, 625-line). ERP 250 watts. Started Oct. 1965. Satellite repeater.

**CORK (Mullaghanish Mt.)**—Ch. "D" (V-175.25, A-181.25, 625-line). ERP 100 kw. Started Dec. 1962.

**CORK (Spur Hill)**—Ch. "H" (V-207.25, A-213.25, 625-line). ERP 250 watts. Started Dec. 1963. Satellite repeater.

**CROSSHAVEN (Ballinlusk)**—Ch. "G" (V-199.25, A-205.25, 625-line). ERP 120 watts. Started Sept. 1964. Satellite repeater.

**DUBLIN (Kippure)**—Ch. B-7 (V-184.75, A-181.25, 405-line). ERP 100 kw. Started Dec. 1961.

**DUBLIN (Kippure)**—Ch. "H" (V-207.25, A-213.25, 625-line). ERP 100 kw. Started Nov. 1962.

**DUBLIN (Donnybrook)**—Ch. B-3 (V-56.75, A-53.25, 405-line). ERP 250 watts. Started Jan. 1965. Satellite repeater.

**DUBLIN (Donnybrook)**—Ch. "C" (V-61.75, A-67.75, 625-line). ERP 100 kw. Started Jan. 1965. Satellite repeater.

**FANAD (Murren Hill)**—Ch. B-7 (V-184.75, A-181.25, 405-line). ERP 1 kw. Started Aug. 1965. Satellite repeater.

**GORT (Maghera)**—Ch. "B" (V-53.75, A-59.75, 625-line). ERP 100 kw. Started Feb. 1963.

**LETTERKENNY (Mongorry Hill)**—Ch. B-6 (V-179.75, A-176.25, 405-line). ERP 1 kw. Started June 1965. Satellite repeater.

**MONAGHAN (Lugad Hill)**—Ch. B-10 (V-199.75, A-196.25, 405-line). ERP 1.6 kw. Started June 1965. Satellite repeater.

**MOVILLE (Crockaulin)**—Ch. B-12 (V-209.75, A-206.25, 405-line). ERP 2 kw. Started Aug. 1965. Satellite repeater.

**MULRANY (Corraun Hill)**—Ch. "F" (V-191.25, A-197.25, 625-line). ERP 1 kw. Started Dec. 1965. Satellite repeater.

**SLIGO (Truskmore Mt.)**—Ch. B-11 (V-204.75, A-201.25, 405-line). ERP 100 kw. Started Dec. 1962.

**SLIGO (Truskmore Mt.)**—Ch. "I" (V-215.25, A-221.25, 625-line). ERP 100 kw. Started Sept. 1963.

## Israel

(625-line standards, System B)  
Sets in use: 200,000

Israel Broadcasting Authority (Govt., non-commercial), Television House, Rechov Sarei Israel, P.O. Box 7138, Jerusalem. Tel (02) 5111. TV tape recording facilities.

Hours of operation: Approx. 18:00-22:00, daily.

Personnel: Hagal Pinsker, acting director; Isaac Shimoni, Hebrew program mgr.; Selim Fattal, Arabic program mgr.; Stanley Gerendasy, engineering; Yoram Ronnen, Hebrew news dir.; Shlomo Ambery, Arabic news dir. U.S. Representative: Yigal Losain, 850 3rd Ave., New York, N.Y. (10022).

Instructional Television Center, Ministry of Education & Culture (Educational), 14 Klausner St., Ramat-Aviv, Tel-Aviv, Israel. Tel. (03) 414155.

Personnel: A. Shoval, director general; Dr. Y. Peless, dir. of engineering & development; H. Tehelet, dir. of production; Z. Geyra, art dir.

**BEER SHEBA**—Israel Television, Ch. E-11 (V-217.25, A-222.75). Transmitter 10 kw, ERP 100 kw.

**EITANIM (Jerusalem/Tel-Aviv)**—Israel Television. Ch. E-8 (V-196.25, A-201.75). Transmitter 20 kw, ERP 200 kw.

**HAIFA**—Israel Television, Ch. E-10 (V-210.25, A-215.75). Transmitter 10 kw, ERP 100 kw.

**HEBRON**—Israel Television, Ch. E-5 (V-175.25, A-180.75). Transmitter 500 watts, ERP 500 watts.

**NABLUS**—Israel Television, Ch. E-10 (V-210.25, A-215.75). Transmitter 500 watts, ERP 500 watts.

**NACHAL OZ**—Israel Television, Ch. E-6 (V-182.25, A-187.75). Transmitter 500 watts, ERP 500 watts.

**SAFED**—Israel Television, Ch. E-6 (V-182.25, A-187.75). Transmitter 400 watts, ERP 1 kw.

TEL-AVIV—Instructional Television Center. Ch. E-8. Transmitter 20 kw, ERP 200 kw. TV tape recording facilities. Started March 24, 1966.

Under construction: 6 medium and 20 low power transmitters.

## Italy

(625-line standards, Systems B & G)  
Sets in use: 8,950,000

RAI-TV, Radiotelevisione Italiana, (Govt., limited commercial) Viale Mazzini 14, 00195 Rome, is a franchised system which operates the National Network (vhf) and the Second Network (uhf). Personnel: Prof. A. Sandulli, president; Dr. I. de Feo & Dr. U. Delle Fave, vice presidents; Dr. L. Paolicchi, managing dir.; Dr. E. Bernabei, director general; L. Beretta Anguissola, L. Piccioni & B. Vasari, deputy dirs. gen.; G. Bodo, dir., administration; G. Antonelli, dir., radio programming; Prof. A. Romano, dir., TV entertainment programming; F. Fabiani, dir., TV cultural programming; P. E. Gennarini, dir., radio & TV information services; G. Orsini, technical dir.; A. Cuturi, dir., general affairs; Dr. G. Pozzilli, dir., Secretariat Div.; A. Manusardi, dir., personnel; D. Guerzoni, dir., "Radiocorriere." For foreign relations contact: Secretariat Division, Dept. for Relations with International Organizations.

U.S. Office: RAI Corp. Italian Radio TV System, 1350 Ave. of the Americas, New York, N.Y. (10019). Tel. 212-265-8540. Giorgio E. Padovano, exec. v.p.

### NATIONAL NETWORK

GAMBARIE—Ch. D. ERP 19 kw. 14 satellites.  
MARTINA FRANCA—Ch. D. ERP 220 kw. 25 satellites.  
MILANO—Ch. G. ERP 24 kw. 5 satellites.  
MONTE ARGENTARIO—Ch. E. ERP 25 kw. 12 satellites.  
MONTE CACCIA—Ch. A. ERP 34 kw. 16 satellites.  
MONTE CAMMARATA—Ch. A. ERP 35 kw. 15 satellites.  
MONTE CONERO—Ch. E. ERP 24 kw. 26 satellites.  
MONTE FAITO—Ch. B. ERP 40 kw. 50 satellites.  
MONTE FAVONE—Ch. H. ERP 1 kw. 8 satellites.  
MONTE LAURO—Ch. F. ERP 50 kw, 10 satellites.  
MONTE LIMBARA—Ch. H. ERP 3 kw. 7 satellites.  
MONTE NERONE—Ch. A. ERP 34 kw. 26 satellites.  
MONTE PEGLIA—Ch. H. ERP 32 kw. 20 satellites.  
MONTE PELLEGRINO—Ch. H. ERP 8 kw. 8 satellites.  
MONTE PENICE—Ch. B. ERP 100 kw. 82 satellites.  
MONTE SAMBUCO—Ch. H. ERP 35 kw. 18 satellites.  
MONTESANTO DI LUSSARI—Ch. E. ERP 0.12 kw. 14 satellites.  
MONTE SCURO—Ch. G. ERP 8 kw. 20 satellites.  
MONTE SERPEDDI—Ch. G. ERP 10 kw. 10 satellites.  
MONTE SERRA—Ch. D. ERP 270 kw. 52 satellites.  
MONTE SORO—Ch. E. ERP 5 kw. 20 satellites.  
MONTE TENCHIA—Ch. G. ERP 0.07 kw. 15 satellites.  
MONTE VENDA—Ch. D. ERP 100 kw. 78 satellites.  
MONTE VERGINE—Ch. D. ERP 1 kw. 14 satellites.  
PAGANELLA—Ch. G. ERP 1.33 kw. 57 satellites.  
PESCARA—Ch. F. ERP 1 kw. 13 satellites.  
PIETRA CORNALE—Ch. D. ERP 0.04 kw. 11 satellites.  
PORTOFINO—Ch. H. ERP 127 kw. 42 satellites.  
PUNTA BADDE URBARA—Ch. D. ERP 145 kw. 22 satellites.  
ROMA—Ch. G. ERP 36 kw. 17 satellites.  
ROSETO CAPO SPULICO—Ch. F. ERP 12 kw. 3 satellites.  
TOLMEZZO—Ch. B. ERP .01 kw. 19 satellites.  
TORINO EREMO—Ch. C. ERP 16 kw. 28 satellites.  
TRIESTE—Ch. G. ERP 15 kw. 2 satellites.  
UDINE—Ch. F. ERP 2 kw, 7 satellites.

### SECOND NETWORK

BOLOGNA—Ch. E-28. ERP 10 kw. 14 satellites.  
GAMBARIE—Ch. E-26. ERP 200 kw. 5 satellites.  
MARTINA FRANCA—Ch. E-32. ERP 750 kw. 15 satellites.  
MILANO—Ch. E-26. ERP 20 kw. 2 satellites.  
MONTE ARGENTARIO—Ch. E-24. ERP 250 kw.  
MONTE BEIGUA—Ch. E-32. ERP 60 kw. 16 satellites.  
MONTE CACCIA—Ch. E-25. ERP 350 kw. 11 satellites.  
MONTE CAMMARATA—Ch. E-34. ERP 200 kw. 8 satellites.  
MONTE CONERO—Ch. E-26. ERP 200 kw. 13 satellites.  
MONTE FAITO—Ch. E-23. ERP 1400 kw. 13 satellites.  
MONTE FAVONE—Ch. E-29. ERP 20 kw. 4 satellites.  
MONTE LAURO—Ch. E-24. ERP 200 kw. 6 satellites.  
MONTE LIMBARA—Ch. E-32. ERP 20 kw. 2 satellites.  
MONTE LUCO—Ch. E-23. ERP 20 kw. 3 satellites.  
MONTE NERONE—Ch. E-33. ERP 200 kw. 11 satellites.

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MONTE PEGLIA—Ch. E-31. ERP 200 kw. 8 satellites.  
MONTE PELLEGRINO—Ch. E-27. ERP 40 kw. 3 satellites.  
MONTE PENICE—Ch. E-23. ERP 1800 kw. 16 satellites.  
MONTE SAMBUCO—Ch. E-27. ERP 200 kw. 9 satellites.  
MONTE SCURO—Ch. E-28. ERP 30 kw. 6 satellites.  
MONTE SERPEDDI—Ch. E-30. ERP 240 kw. 8 satellites.  
MONTE SERRA—Ch. E-27. ERP 200 kw. 17 satellites.  
MONTE SORO—Ch. E-32. ERP 20 kw. 8 satellites.  
MONTE VENDA—Ch. E-25. ERP 950 kw. 19 satellites.  
MONTE VERGINE—Ch. E-31. ERP 20 kw. 8 satellites.  
PAGANELLA—Ch. E-21. ERP 13 kw. 27 satellites.  
PESCARA—Ch. E-30. ERP 30 kw. 10 satellites.  
PORTOFINO—Ch. E-29. ERP 1000 kw. 5 satellites.  
PUNTA BADDE URBARA—Ch. E-27. ERP 200 kw. 14 satellites.  
ROMA—Ch. E-28. ERP 140 kw. 6 satellites.  
TRIESTE—Ch. E-31. ERP 24 kw. 2 satellites.  
TORINO EREMO—Ch. E-30. ERP 200 kw. 32 satellites.  
UDINE—Ch. E-22. ERP 140 kw. 8 satellites.

## Ivory Coast

(625-line standards, System D)  
Sets in use: 11,000

La Television Ivoirienne (Govt., commercial), B. P. 2261, Abidjan. Tel. 492.06.

Personnel: Christophe Nougou, director of operations; Edo Kouame, director of programs; Germain Tanoh, director of technical services.

Hours of operation: 12:30-13:00 & 19:15-22:00, daily.

ABIDJAN—Ch. K-8. Transmitter 10 kw. TV tape recording facilities. Started Aug. 1963.

BOUAFLE—Ch. K-9. Transmitter 10 kw.

MAN—Ch. K-7. Transmitter 10 kw.

KOUN—Ch. K-4. Transmitter 10 kw.

Low-powered repeater stations: 3 in operation.

## Jamaica

(Modified 625-line standards, U.S. channeling)  
Sets in use: 56,000

The Jamaica Broadcasting Corporation (Commercial), 5 South Odeon Ave., P.O. Box 100, Kingston 10, Jamaica, W.I. Tel. 65621. All stations carry same program, originating in Studio Centre, Kingston. TV tape recording facilities.

Hours of operation: Sun. 3-11:30; Mon. 5:30-10:40; Tues. & Wed. 5:30-11:10; Thurs. 5:30-12:10; Fri. & Sat. 5:30-12:40.

Personnel: Wycliffe Bennett, general manager; L. H. Stewart, asst. gen. mgr.; D. Wellington, chief engineer; B. C. Barovier, dir. sales, radio & television; N. Gayle, dir., programs, radio & television.

Represented overseas by Television International Enterprises (Sales) Ltd., London & New York, and Stovin-Byles Ltd., Toronto.

Rates (May 1967): Spot 120 sec., 75; 60 sec., 40; 30 sec., 25; 10 sec., 11 (Pounds).

COOPER'S HILL—JBC-TV. Ch. 7. Transmitter 2 kw, ERP 20.4 kw. Started Aug. 1963.

KINGSTON—JBC-TV. Ch. 11. Transmitter 150 watts, ERP 280 watts. Started Aug. 1963.

MONTEGO BAY—JBC-TV. Ch. 11. Transmitter 150 watts, ERP 860 watts. Started July 1964.

MONTEGO BAY—JBC-TV. Ch. 8. Transmitter 10 watts, ERP 100 watts. Started Dec. 1964.

MORANT POINT—JBC-TV. Ch. 13. Transmitter 1 watt, ERP 30 watts. Started Dec. 1966. Experimental solar powered repeater.

ORACABESSA—JBC-TV. Ch. 12. Transmitter 150 watts, ERP 860 watts. Started Dec. 1963.

PORT ANTONIO—JBC-TV. Ch. 8. Transmitter 10 watts, ERP 100 watts. Started Aug. 1964.

SPUR TREE—JBC-TV. Ch. 13. Transmitter 2 kw, ERP 22 kw. Started Aug. 1963.

YALLAHS—JBC-TV. Ch. 9. Transmitter 150 watts, ERP 860 watts. Started Oct. 1965.

(Continued on next page)

For American Forces Stations, see page 1068-b

# International TV Directory

## Japan

(525-line standards, System M)

Color: NTSC System

Sets in use: 19,000,000 black & white; 3,000,000 color

Japan Broadcasting Corp. (NHK), Uchisaiwai-cho, Chiyoda-ku, Tokyo. Tel. 501-4111. Telex: TK 23774338. Cable: RADIONHK TOKYO. NHK's 1742 stations (including 1654 translators) are non-commercial, non-governmental, financed by subscription fees.

Board of Governors: Sajuro Ito, chairman; Tsuyoshi Amishima, Tetsuro Furukaka, Nobuo Suzuki, Mitsuru Ota, Kimio Sakur-uchi, Saburo Fujita, Zenji Akabane, Harusada Suginome, Shiroshichi Kimura, Taki Fujita.

Personnel: Yoshinori Maeda, pres.; Kichiro Ono, v.p.; Tatsuji Nomura, dir. general of engineering; Shigetoshi Takenaka, Kozo Kawakami, Masanobu Shiga, Taiji Nagasawa, Hiroyoshi Sano, general managing dirs.; Hiroshi Sho, Katsuki Fujishima, Saburo Omura, Hayao Matsuura, managing dirs.; Michio Nagahama, Ichiro Nakayama, Takeo Suzuki, auditors; Kazuto Yoshida, chief representative, General Bureau for America.

Regional Key Stations: 6-4, Banba-cho, Higashi-ku, Osaka. Tel. 06-941-0431. 7-10, Hisaya-cho, Higashi-ku, Nagoya. Tel. 052-95-3551. 12-11-10, Ote-machi, Hiroshima. Tel. 0822-21-6161. 2-6, Chibajo-machi, Kumamoto. Tel. 0963-32151. 32, Kitaichibancho, Sendai. Tel. 0222-25-8811. 1-1, Oodori, Sapporo-shi. Tel. 0122-23-0111. 5, Horinouchi, Matsuyama. Tel. 0899-2-4121. All NHK stations broadcast in color and are equipped with TV tape recording facilities.

Hours of operation: Daily, 6:00-24:00.

National Association of Commercial Broadcasters in Japan (Nippon Minkan Hoso Remmel), Bungei Shunju Bldg., 3, Kiocho, Chiyoda-ku, Tokyo. Tel. Tokyo 265-7481. Junzo Iamichi, president; Saburo Sakai, executive director; Kazuo Sugiyama, secretary general. Members' 84 companies with 804 (438 VHF, 366 UHF) low-power repeaters, privately-owned stations are commercial.

Hours of operation: Daily, 6:10-24:00.

†All stations broadcast in color.

- †ABASHIRI—JOQM-TV, Hokkaido Bestg. Co., Ch. J-1. Transmitter 1 kw. Started Sept. 1965.
- †ABASHIRI—JOVX-TV, Sapporo Television Bestg. Co., Ch. J-5. Transmitter 1 kw. Started June 1964.
- †AKITA—JOTR-TV, Akita Bestg. Co., Ch. J-11. Transmitter 5 kw, ERP 82.5 kw. Started April 1960.
- †AKITA—JOUB-TV, NHK, Ch. J-2. Transmitter 5 kw, ERP 39 kw. Educational. Started Oct. 1962.
- †AKITA—JOUK-TV, NHK, Ch. J-9. Transmitter 5 kw, ERP 60 kw. Started Dec. 1959.
- †AOMORI—JOTG-TV, NHK, Ch. J-3. Transmitter 5 kw, ERP 41 kw. Started March 1959.
- †AOMORI—JOGR-TV, Aomori Bestg. Co., Ch. J-1. Transmitter 5 kw, ERP 43.5 kw. Started Oct. 1959.
- †AOMORI—JOTC-TV, NHK, Ch. J-5. Transmitter 5 kw, ERP 52 kw. Educational. Started Oct. 1961.
- †ASAHIKAWA—JOHE-TV, Hokkaido Bestg. Co., Ch. J-11. Transmitter 1 kw, ERP 12 kw. Started Dec. 1959.
- †ASAHIKAWA—JOKY-TV, Sapporo Television Bestg. Co., Ch. J-7. Transmitter 1 kw, ERP 12 kw. Started Dec. 1959.
- †ASAHIKAWA—JOCC-TV, NHK, Ch. J-2. Transmitter 1 kw, ERP 7.6 kw. Educational. Started Oct. 1960.
- †ASAHIKAWA—JOCG-TV, NHK, Ch. J-9. Transmitter 1 kw, ERP 12.5 kw. Started Dec. 1958.
- †FUKUI—JOFC-TV, NHK, Ch. J-3. Transmitter 3 kw, ERP 19 kw. Educational. Started Nov. 1962.
- †FUKUI—JOFG-TV, NHK, Ch. J-9. Transmitter 3 kw, ERP 18 kw. Started Aug. 1959.
- †FUKUI—JOPR-TV, Fukui Bestg. Co., Ch. J-11. Transmitter 3 kw, ERP 18 kw. Started June 1960.
- †FUKUOKA—JOFR-TV, RKB Mainichi Bestg. Co., Ch. J-4. Transmitter 10 kw, ERP 100 kw. Started March 1958.
- †FUKUOKA—JOIF-TV, Kyushu Asahi Bestg. Co., Ch. J-1. Transmitter 10 kw, ERP 60 kw. Started March 1959.
- †FUKUOKA—JOJY-TV, Televi Nishinon Co., Ch. J-9. Transmitter 1 kw. Started Feb. 1962.
- †FUKUOKA—JOLB-TV, NHK, Ch. J-6. Transmitter 10 kw, ERP 180 kw. Educational. Started Sept. 1962. TV tape recording facilities.
- †FUKUOKA—JOLK-TV, NHK, Ch. J-3. Transmitter 10 kw, ERP 81 kw. Started March 1956. TV tape recording facilities.
- †FUKUSHIMA—JOPP-TV, NHK, Ch. J-9. Transmitter 3 kw, ERP 18.5 kw. Started March 1959.
- †FUKUSHIMA—JOFD-TV, NHK, Ch. J-2. Transmitter 3 kw, ERP 17 kw. Educational. Started Nov. 1960.
- †FUKUSHIMA—JOPX-TV, Fukushima Television Co., Ch. J-11. Transmitter 3 kw, ERP 3 kw. Started April 1963.
- †FUKUYAMA—JODP-TV, NHK, Ch. J-1. Transmitter 1 kw, ERP 13 kw. Started March 1960.
- †FUKUYAMA—JODD-TV, NHK, Ch. J-7. Transmitter 1 kw, ERP 13 kw. Educational. Started Dec. 1962.

- †GIFU—JOZF-TV, Gifu Broadcasting System, Ch. J-37. Transmitter 5 kw, ERP 28 kw. Started Sept. 1, 1968.
- †HAKODATE—JOHO-TV, Hokkaido Bestg. Co., Ch. J-6. Transmitter 1 kw, ERP 6 kw. Started Dec. 1958.
- †HAKODATE—JOVB-TV, NHK, Ch. J-10. Transmitter 1 kw, ERP 6.6 kw. Educational. Started Aug. 1960.
- †HAKODATE—JOVK-TV, NHK, Ch. J-4. Transmitter 1 kw, ERP 5.9 kw. Started March 1957.
- †HAKODATE—JOKZ-TV, Sapporo Television Bestg. Co., Ch. J-12. Transmitter 1 kw, ERP 6 kw. Started Dec. 1961.
- †HAMAMATSU—JODG-TV, NHK, Ch. J-4. Transmitter 1 kw, ERP 9.5 kw. Started Nov. 1959.
- †HAMAMATSU—JODC-TV, NHK, Ch. J-8. Transmitter 1 kw, ERP 8.9 kw. Educational. Started Sept. 1960.
- †HAMAMATSU—JOVO-TV, Sizuoka Bestg. Co., Ch. J-6. Transmitter 1 kw, ERP 9.3 kw. Started Sept. 1960.
- †HIROSHIMA—JOFB-TV, NHK, Ch. J-7. Transmitter 10 kw, ERP 80 kw. Educational. Started Jan. 1961. TV tape recording facilities.
- †HIROSHIMA—JOER-TV, Radio Chugoku Co., Ch. J-4. Transmitter 10 kw, ERP 96.8 kw. Started April 1959.
- †HIROSHIMA—JOFK-TV, NHK, Ch. J-3. Transmitter 10 kw, ERP 85 kw. Started March 1956. TV tape recording facilities.
- †HIROSHIMA—JONX-TV, Hiroshima Television Bestg. Co., Ch. J-12. Transmitter 10 kw, ERP 100 kw. Started Sept. 1962.
- †KAGOSHIMA—JOHG-TV, NHK, Ch. J-3. Transmitter 5 kw, ERP 39 kw. Started Feb. 1958.
- †KAGOSHIMA—JOCF-TV, Minami-Nihon Bestg. Co., Ch. J-1. Transmitter 5 kw, ERP 40 kw. Started April 1959.
- †KAGOSHIMA—JOHG-TV, NHK, Ch. J-5. Transmitter 5 kw, ERP 50 kw. Educational. Started April 1962.
- †KANAZAWA—JOJB-TV, NHK, Ch. J-8. Transmitter 3 kw, ERP 29 kw. Educational. Started April 1962. TV tape recording facilities.
- †KANAZAWA—JOJK-TV, NHK, Ch. J-4. Transmitter 3 kw, ERP 29 kw. Started Dec. 1957. TV tape recording facilities.
- †KANAZAWA—JOMR-TV, Hokuriku Bestg. Co., Ch. J-6. Transmitter 3 kw, ERP 15 kw. Started Dec. 1958.
- †KITAKYUSHU—JOIL-TV, Kyushu Asahi Bestg. Co., Ch. J-2. Transmitter 0.5 kw. Started Feb. 1962.
- †KITAKYUSHU—JOSK-TV, NHK, Ch. J-6. Transmitter 1 kw, ERP 5.4 kw. Started May 1957.
- †KITAKYUSHU—JOSB-TV, NHK, Ch. J-12. Transmitter 1 kw, ERP 5.9 kw. Educational. Started Jan. 1962.
- †KITAMI—JOKP-TV, NHK, Ch. J-3. Transmitter 1 kw, ERP 8.1 kw. Started April 1961.
- †KITAMI—JOKD-TV, NHK, Ch. J-3. Transmitter 1 kw, ERP 8.5 kw. Educational. Started Dec. 1963.
- †KOCHI—JORB-TV, NHK, Ch. J-6. Transmitter 1 kw, ERP 10.5 kw. Educational. Started Aug. 1961.
- †KOCHI—JORK-TV, NHK, Ch. J-4. Transmitter 1 kw, ERP 10.5 kw. Started Nov. 1958.
- †KOCHI—JOZR-TV, Kochi Bestg. Co., Ch. J-8. Transmitter 1 kw, ERP 10 kw. Started April 1959.
- †KOFU—JOKG-TV, NHK, Ch. J-1. Transmitter 3 kw, ERP 16 kw. Started Sept. 1959.
- †KOFU—JOKC-TV, NHK, Ch. J-3. Transmitter 3 kw, ERP 15.5 kw. Educational. Started Dec. 1963.
- †KOFU—JOJF-TV, Yamanashi Bestg. Co., Ch. J-5. Transmitter 3 kw, ERP 18 kw. Started Dec. 1959.
- †KOKURA—JOFO-TV, RKB Mainichi Bestg. Co., Ch. J-8. Transmitter 1 kw, ERP 6.6 kw. Started Aug. 1958.
- †KOKURA—JOHX-TV, Televi-Nishinon Bestg. Co., Ch. J-10. Transmitter 1 kw, ERP 6.4 kw. Started Aug. 1958.
- †KUMAMOTO—JOGB-TV, NHK, Ch. J-2. Transmitter 1 kw, ERP 7.8 kw. Educational. Started Feb. 1963.
- †KUMAMOTO—JOBF-TV, Kumamoto Bestg. Co., Ch. J-11. Transmitter 1 kw, ERP 12 kw. Started April 1959.
- †KUMAMOTO—JOGK-TV, NHK, Ch. J-9. Transmitter 1 kw, ERP 12 kw. Started Feb. 1958.
- †KUSHIRO—JOPQ-TV, NHK, Ch. J-2. Transmitter 1 kw, ERP 7.4 kw. Educational. Started Feb. 1962.
- †KUSHIRO—JOQL-TV, Hokkaido Bestg. Co., Ch. J-11. Transmitter 1 kw, ERP 12 kw. Started April 1962.
- †KUSHIRO—JOSY-TV, Sapporo Television Bestg. Co., Ch. J-7. Transmitter 1 kw, ERP 12 kw. Started Aug. 1962.
- †KUSHIRO—JOPG-TV, NHK, Ch. J-9. Transmitter 1 kw, ERP 12 kw. Started Dec. 1959.
- †MATSUE—JOTB-TV, NHK, Ch. J-12. Transmitter 1 kw, ERP 9.3 kw. Educational. Started Dec. 1962.
- †MATSUE—JOTK-TV, NHK, Ch. J-6. Transmitter 1 kw, ERP 11 kw. Started Oct. 1959.
- †MATSUE—JOHF-TV, Bestg. System of San-In, Ch. J-10. Transmitter 1 kw, ERP 12 kw. Started Dec. 1959.
- †MATSUYAMA—JOAF-TV, Nankai Bestg. Co., Ch. J-10. Transmitter 5 kw, ERP 23 kw. Started Dec. 1958.
- †MATSUYAMA—JOZK-TV, NHK, Ch. J-6. Transmitter 5 kw, ERP 28 kw. Started May 1957. TV tape recording facilities.



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†**MATSUYAMA**—JOZB-TV, NHK, Ch. J-2. Transmitter 5 kw, ERP 31 kw. Educational. Started June 1962. TV tape recording facilities.

†**MIYAZAKI**—JOMG-TV, NHK, Ch. J-8. Transmitter 1 kw, ERP 6 kw. Started July 1960.

†**MIYAZAKI**—JOMC-TV, NHK, Ch. J-12. Transmitter 1 kw, ERP 5.1 kw. Educational. Started Dec. 1963.

†**MIYAZAKI**—JONF-TV, Miyazaki Bcstg. Co., Ch. J-10. Transmitter 1 kw, ERP 6 kw. Started Oct. 1960.

†**MORIOKA**—JODF-TV, Iwate Bcstg. Co., Ch. J-6. Transmitter 3 kw, ERP 18 kw. Started Sept. 1959.

†**MORIOKA**—JOQG-TV, NHK, Ch. J-4. Transmitter 3 kw, ERP 18.5 kw. Started Dec. 1958.

†**MORIOKA**—JOQC-TV, NHK, Ch. J-8. Transmitter 3 kw, ERP 18.5 kw. Educational. Started Dec. 1960.

†**MURORAN**—JOIV-TV, NHK, Ch. J-9. Transmitter 1 kw, ERP 6.3 kw. Started Nov. 1958.

†**MURORAN**—JOLY-TV, Sapporo Television Bcstg. Co., Ch. J-7. Transmitter 1 kw, ERP 6 kw. Started June 1960.

†**MURORAN**—JOQF-TV, Hokkaido Bcstg. Co., Ch. J-11. Transmitter 1 kw, ERP 6 kw. Started March 1959.

†**MURORAN**—JOIT-TV, NHK, Ch. J-2. Transmitter 1 kw, ERP 5.4 kw. Educational. Started Sept. 1960.

†**NAGANO**—JONB-TV, NHK, Ch. J-9. Transmitter 1 kw, ERP 12 kw. Educational. Started Nov. 1962.

†**NAGANO**—JONK-TV, NHK, Ch. J-2. Transmitter 1 kw, ERP 6.8 kw. Started Nov. 1958.

†**NAGANO**—JOSR-TV, Shinetsu Bcstg. Co., Ch. J-11. Transmitter 1 kw, ERP 11 kw. Started Nov. 1958.

†**NAGASAKI**—JOAC-TV, NHK, Ch. J-1. Transmitter 1 kw, ERP 6 kw. Educational. Started Jan. 1964.

†**NAGASAKI**—JOAG-TV, NHK, Ch. J-3. Transmitter 1 kw, ERP 5.6 kw. Started Dec. 1958.

†**NAGASAKI**—JOUR-TV, Nagasaki Bcstg. Co., Ch. J-5. Transmitter 1 kw, ERP 6 kw. Started Jan. 1959.

†**NAGOYA**—JOCB-TV, NHK, Ch. J-9. Transmitter 10 kw, ERP 120 kw. Educational. Started March 1962.

†**NAGOYA**—JOCK-TV, NHK, Ch. J-3. Transmitter 10 kw, ERP 57 kw. Started Feb. 1954.

†**NAGOYA**—JOAR-TV, Chubu-Nippon Bcstg. Co., Ch. J-5. Transmitter 10 kw, ERP 95 kw. Started Dec. 1956.

†**NAGOYA**—JOPX-TV, Tokai Television Bcstg. Co., Ch. J-1. Transmitter 10 kw, ERP 86 kw. Started Dec. 1958.

†**NAGOYA**—JOLX-TV, Nagoya Bcstg. Co., Ch. J-11. Transmitter 10 kw, ERP 120 kw. Started April 1962.

†**NIIGATA**—JODR-TV, Niigata Bcstg. Co., Ch. J-5. Transmitter 5 kw, ERP 30 kw. Started Dec. 1958.

†**NIIGATA**—JOQB-TV, NHK, Ch. J-12. Transmitter 5 kw, ERP 37 kw. Educational. Started Nov. 1962.

†**NIIGATA**—JOQK-TV, NHK, Ch. J-8. Transmitter 5 kw, ERP 37 kw. Started Dec. 1958.

†**NIIHAMA**—JOAL-TV, Nankai Bcstg. Co., Ch. J-6. Transmitter 25 kw, ERP 1.5 kw. Started June 1960.

†**OBIIHIRO**—JOHW-TV, Hokkaido Bcstg. Co., Ch. J-6. Transmitter 1 kw, ERP 12 kw. Started July 1963.

†**OBIIHIRO**—JOOC-TV, NHK, Ch. J-12. Transmitter 1 kw, ERP 9.1 kw. Educational. Started Oct. 1962.

†**OBIIHIRO**—JOOG-TV, NHK, Ch. J-4. Transmitter 1 kw, ERP 10.5 kw. Started Dec. 1959.

†**OBIIHIRO**—JOWL-TV, Sapporo Television Bcstg. Co., Ch. J-10. Transmitter 1 kw, ERP 12 kw. Started July 1963.

†**OITA**—JOGF-TV, Oita Bcstg. Co., Ch. J-5. Transmitter 3 kw, ERP 18 kw. Started Oct. 1959.

†**OITA**—JOID-TV, NHK, Ch. J-12. Transmitter 3 kw, ERP 15 kw. Educational. Started Dec. 1962.

†**OITA**—JOIP-TV, NHK, Ch. J-3. Transmitter 3 kw, ERP 17 kw. Started Aug. 1959.

†**OKAYAMA**—JOKB-TV, NHK, Ch. J-3. Transmitter 10 kw, ERP 66 kw. Educational. Started June 1963.

†**OKAYAMA**—JOKK-TV, NHK, Ch. J-5. Transmitter 10 kw, ERP 67 kw. Started Dec. 1957.

†**OKAYAMA**—JOYR-TV, Sanyo Bcstg. Co., Ch. J-11. Transmitter 10 kw, ERP 64 kw. Started June 1958.

†**ONOMICHI**—JOEE-TV, Radio Chugoku Co., Ch. J-10. Transmitter 1 kw, ERP 11.2 kw. Started April 1962.

†**ONOMICHI**—JONY-TV, Hiroshima Television Bcstg. Co., Ch. J-12. Transmitter 1 kw, ERP 5 kw. Started Sept. 1962.

†**OSAKA**—JOBV-TV, NHK, Ch. J-12. Transmitter 10 kw, ERP 100 kw. Started April 1959. Educational. TV tape recording facilities.

†**OSAKA**—JOOR-TV, Mainichi Bcstg. System, Ch. J-4. Transmitter 10 kw, ERP 100 kw. Started March 1959.

†**OSAKA**—JOBK-TV, NHK, Ch. J-2. Transmitter 10 kw, ERP 78 kw. Started Feb. 1954. TV tape recording facilities.

†**OSAKA**—JONR-TV, Asahi Bcstg. Co., Ch. J-6. Transmitter 10 kw, ERP 100 kw. Started Dec. 1956. Began color broadcasting Sept. 1960.

†**OSAKA**—JODX-TV, Kansai TV Co., Ch. J-8. Transmitter 10 kw, ERP 100 kw. Started Nov. 1958.

†**OSAKA**—JOLX-TV, Yomiuri TV Bcstg. Co., Ch. J-10. Transmitter 10 kw, ERP 100 kw. Started Aug. 1958. Began color broadcasting Sept. 1960.

†**SAGA**—JOSD-TV, NHK, Ch. J-40. Transmitter 5 kw, ERP 32 kw. Educational. Started March 1969.

†**SAGA**—JOSP-TV, NHK, Ch. J-38. Transmitter 5 kw, ERP 36 kw. Started March 1969.

†**SAPPORO**—JOIB-TV, NHK, Ch. J-12. Transmitter 10 kw, ERP 110 kw. Educational. Started June 1962. TV tape recording facilities.

†**SAPPORO**—JOHR-TV, Hokkaido Bcstg. Co., Ch. J-1. Transmitter 10 kw, ERP 80 kw. Started April 1957.

†**SAPPORO**—JOIK-TV, NHK, Ch. J-3. Transmitter 10 kw, ERP 78 kw. Started Dec. 1956. TV tape recording facilities.

†**SAPPORO**—JOKX-TV, Sapporo Television Bcstg. Co., Ch. J-5. Transmitter 10 kw, ERP 100 kw. Started April 1959.

†**SASEBO**—JOAT-TV, NHK, Ch. J-8. Transmitter 1 kw, ERP 12 kw. Started Dec. 1958.

†**SASEBO**—JOAY-TV, NHK, Ch. J-2. Transmitter 1 kw, ERP 6.6 kw. Educational. Started Jan. 1964.

†**SASEBO**—JOMF-TV, Nagasaki Bcstg. Co., Ch. J-10. Transmitter 1 kw, ERP 12 kw. Started Feb. 1959.

†**SENDAI**—JOHK-TV, NHK, Ch. J-3. Transmitter 10 kw, ERP 76 kw. Started March 1956. TV tape recording facilities.

†**SENDAI**—JOIR-TV, Tohoku Bcstg. Co., Ch. J-1. Transmitter 10 kw, ERP 80 kw. Started April 1959.

†**SENDAI**—JOHB-TV, NHK, Ch. J-5. Transmitter 10 kw, ERP 110 kw. Educational. Started Dec. 1960. TV tape recording facilities.

†**SENDAI**—JOOX-TV, Sendai Bcstg. Co., Ch. J-12. Transmitter 10 kw, ERP 100 kw. Started Oct. 1962.

†**SHIMONOSEKI**—JOPM-TV, Yamaguchi Bcstg. Co., Ch. J-4. Transmitter 1 kw, ERP 4 kw. Started April 1962.

†**SHIZUOKA**—JOPB-TV, NHK, Ch. J-2. Transmitter 1 kw, ERP 7.4 kw. Educational. Started Jan. 1962.

†**SHIZUOKA**—JOPK-TV, NHK, Ch. J-9. Transmitter 1 kw, ERP 12 kw. Started June 1957.

†**SHIZUOKA**—JOVR-TV, Shizuoka Bcstg. Co., Ch. J-11. Transmitter 1 kw, ERP 10 kw. Started Nov. 1958.

†**TAKAMATSU**—JOKF-TV, Nishi Nihon Bcstg. Co., Ch. J-9. Transmitter 10 kw, ERP 60 kw. Started July 1958.

†**TAKAMATSU**—JOHD-TV, NHK, Ch. J-39. Transmitter 10 kw, ERP 110 kw. Educational. Started March 1969.

†**TAKAMATSU**—JOHP-TV, NHK, Ch. J-37. Transmitter 10 kw, ERP 110 kw. Started March 1969.

†**TOKUSHIMA**—JOJR-TV, Shikoku Bcstg. Co., Ch. J-1. Transmitter 1 kw, ERP 6 kw. Started April 1959.

†**TOKUSHIMA**—JOXK-TV, NHK, Ch. J-3. Transmitter 1 kw, ERP 5.9 kw. Started March 1959.

†**TOKUSHIMA**—JOXB-TV, NHK, Ch. J-38. Transmitter 10 kw, ERP 36 kw. Educational. Started Feb. 1968.

†**TOKYO**—JOEX-TV, Nippon Educational TV Co., Ch. J-10. Transmitter 50 kw, ERP 375 kw. Started Feb. 1959.

†**TOKYO**—JOAB-TV, NHK, Ch. J-3. Transmitter 50 kw, ERP 280 kw. Educational. Started Jan. 1959.

†**TOKYO**—JOAK-TV, NHK, Ch. J-1. Transmitter 50 kw, ERP 250 kw. Started Jan. 1953. TV tape recording facilities.

†**TOKYO**—JOAX-TV, Nippon TV Network Corp., Ch. J-4. Transmitter 50 kw, ERP 535 kw. Started Aug. 1953. Began color broadcasting Sept. 1960.

†**TOKYO**—JOCX-TV, Fuji Telecasting Co., Ch. J-8. Transmitter 50 kw, ERP 375 kw. Started March 1959.

†**TOKYO**—JOKR-TV, Tokyo Bcstg. System, Ch. J-6. Transmitter 50 kw, ERP 375 kw. Started April 1955. Began color broadcasting Sept. 1960.

†**TOKYO**—JOYX-TV, Japan Science Foundation, Ch. J-12. Transmitter 50 kw, ERP 375 kw. Started April 1964.

†**TOTTORI**—JOJX-TV, Nihon-kai Telecasting Co., Ch. J-1. Transmitter 1 kw, ERP 15 kw. Started March 1959.

†**TOTTORI**—JOLC-TV, NHK, Ch. J-4. Transmitter 1 kw, ERP 20 kw. Educational. Started Dec. 1962.

†**TOTTORI**—JOLG-TV, NHK, Ch. J-3. Transmitter 1 kw, ERP 15 kw. Started March 1959.

†**TOYAMA**—JOIG-TV, NHK, Ch. J-3. Transmitter 3 kw, ERP 18 kw. Started Oct. 1958.

†**TOYAMA**—JOLR-TV, Kita Nihon Bcstg. Co., Ch. J-1. Transmitter 3 kw, ERP 18 kw. Started April 1959.

†**TOYAMA**—JOIC-TV, NHK, Ch. J-10. Transmitter 3 kw, ERP 25 kw. Educational. Started April 1961.

†**TSURUOKA**—JOEL-TV, Yamagata Bcstg. Co., Ch. J-1. Transmitter 1 kw, ERP 8 kw. Started Oct. 1961.

†**TSURUOKA**—JOJD-TV, NHK, Ch. J-6. Transmitter 1 kw, ERP 10.5 kw. Educational. Started Nov. 1962.

†**TSURUOKA**—JOJP-TV, NHK, Ch. J-3. Transmitter 1 kw, ERP 8 kw. Started Feb. 1960.

†**WAKAMATSU**—JOPY-TV, Fukushima Television Co., Ch. J-6. Transmitter 1 kw, ERP 6.25 kw. Started April 1963.

(Continued on next page)

# International TV Directory

## JAPAN—(Continued)

- †**YAMAGATA**—JOEF-TV, Yamagata Bcstg. Co., Ch. J-10. Transmitter 3 kw, ERP 56 kw. Started April 1960.
- †**YAMAGATA**—JOJC-TV, NHK, Ch. J-4. Transmitter 3 kw, ERP 50 kw. Educational. Started Nov. 1962.
- †**YAMAGATA**—JOJG-TV, NHK, Ch. J-8. Transmitter 3 kw, ERP 56 kw. Started Dec. 1959.
- †**YAMAGUCHI**—JOUJ-TV, NHK, Ch. J-1. Transmitter 1 kw, ERP 15 kw. Educational. Started Sept. 1962.
- †**YAMAGUCHI**—JOUJ-TV, NHK, Ch. J-9. Transmitter 1 kw, ERP 23 kw. Started June 1959.

Low-powered satellites: 367 in operation, 206 planned or under construction.

Note: Also see Okinawa.

## Jordan

Receives programs from neighboring countries  
(625-line standards, System B)  
Sets in use: 20,000

Jordan Television Corporation, P.O. Box 1041, Amman, Jordan (Govt.) Tel. 38761.

Personnel: Mohammad Kamal, director general; Taher Nassereddin, asst. dir. gen. for engineering; Farouk Jarrar, asst. dir. gen. for programs; Ja'afar Muqrabi, asst. dir. gen. for administration.

**AMMAN**—Ch. E-3 (V-55.25, A-60.75). Transmitter 10 kw, ERP 100 kw. Started Feb. 1968. TV tape recording facilities. Hours of operation: 16:00-21:00, daily.

Planned: 3 low-power repeaters.

**AMMAN**—Ch. E-6 (V-182.25, A-187.75). Transmitter 10 kw, ERP 100 kw.

## Kenya

(625-line standards, System B)  
Sets in use: 16,000

**NAIROBI**—Voice of Kenya (Govt., commercial), P.O. Box 30456, Nairobi, Tel. 29211. Ch. E-4 (V-62.25, A-67.75). Transmitter 10 kw, ERP 30 kw. Started July 1964. Increased power Jan. 1969.

Personnel: R. A. Koske, director of broadcasting; J. R. Kangwana, assistant director of broadcasting; S. Kikumu, controller of radio programs; M. M. Mwendar, controller of television programs; L. F. Kibui, chief news editor; M. Keblewhite, commercial manager; R. J. Davey, chief engineer. Hours of operation: 1730-2300 daily.

**NYERI**—Voice of Kenya. Ch. E-10 (V-210.25, A-215.75). Transmitter 50 watts (directional). Started Aug. 1967. Repeats Nairobi.

**KISUMU** (Timbora)—Voice of Kenya. Ch. E-2 (V-48.25, A-53.75). Transmitter 500 watts, ERP 1 kw (directional). Started July 1964. Repeats Nairobi. Plans change to transmitter 5 kw, ERP 15 kw.

Planned:

**COAST** (Mazeras)—Ch. E-6. Transmitter 5 kw, ERP 15 kw.

**NAKURU**—Ch. E-11. Relay, 50 watts. To begin 1970.

## Korea

(525-line standards, System M)  
Sets in use: 300,000

**SEOUL**—KBS-TV, HLCK, Korean Broadcasting System (Govt., commercial), #33-3 ga, Namsan-Dong, Choong-Ku, Seoul, Korea. Tel. 28-4784. Ch. 9 (V-187.25, A-191.75). Transmitter 2 kw, ERP 13.4 kw. TV tape recorder facilities. Started Dec. 1961.

Hours of operation: Mon.-Fri., 10:30-11:30 a.m.; 5:15-11:25 p.m.; Sat., 5:15-11:25 p.m.; Sun., 8:00 a.m.-11:25 p.m.

Personnel: Kim, Jae Yun, director general; Cho, Sung Kil, program director; Kim, Soon Kyong, production mgr.; Chung, Kyong Soon, chief engineer.

Low-powered repeaters: Chunan, Ch. 6; Daejon, Ch. 4; Taegu, Ch. 2; Kwangju, Ch. 3; Chunju, Ch. 6; Chunchun, Ch. 3; Pusan, Ch. 5; Masan, Ch. 8; Taegu, Ch. 7; Andong, Ch. 3.

**SEOUL**—TBC-TV HLCE, Tongyang Broadcasting Ltd. (Commercial), P.O. Box 775 Central, Seoul, Korea. Tel. 23-9161. Ch. 7 (V-175.25, A-179.75). Transmitter 2 kw, ERP 20 kw. TV tape recorder facilities. Started Oct. 1964.

Hours of operation: Mon.-Sat., 6:50-11:30 a.m.; 5:30-11:35 p.m.; Sun., 6:15 a.m.-11:30 p.m.

Personnel: Hong, Jin Ki, president; Kim, Duk Po, managing dir.; Park, Moo Sung, exec. dir.; Yoon, Cha Hyun, sales mgr.; Choi, Duk Soo, program mgr.; Hong, Too Pyo, chief of program dept.; Kim, Haing-O, film buyer; Whang, Chung Tae, chief of production dept.; Kang, Jin Koo, chief engineer.

**SEOUL**—MBC-TV, HLAC, Munwha Broadcasting Co. (Commercial), #22, Chung-Dong, Choong-ku, Seoul, Korea. Tel. 74-2601. Ch. 11 (V-199.25, A-203.75). Transmitter 2 kw, ERP 32 kw. TV tape recorder facilities. Started Aug. 1969.

Hours of operation: Mon.-Sat., 7-11 a.m.; 6-11:20 p.m.; Sun., 7:05 a.m.-11:20 p.m.)

Personnel: Cho, Chung Chul, president; Whang, Ei Yong, managing director; Kim, Chong Man, general manager; Lee, Soo Hong, general manager; Chung, Soon Il, program manager; Kim, Cho Sung, chief engineer; Min, Yong Kl, film buyer.

**PUSAN**—TBC-TV, HLKE, Tongyang Broadcasting Co. Ltd. (Commercial), see HLCE, Seoul, for address and personnel. Ch. 9 (V-187.25, A-191.75). Transmitter 500 watts, ERP 5 kw. TV tape recorder facilities. Started Oct. 1964.

**PUSAN**—MBC, HLAD (Commercial), see HLAC, Seoul, for address and personnel. Ch. 12 (V-199.25, A-203.75). Transmitter 2 kw, ERP 32 kw. TV tape recorder facilities.

Planned: TAEGU, TAEJUN, KWANGJU, JAJU.

Note: See also Armed Forces Stations.

## Kuwait

(625-line standards, System B)  
Sets in use: 100,000

Kuwait Television (Govt., non-commercial), Ministry of Guidance & Information, P.O. Box 621, Kuwait, Arabia. Tel. 39041. TV tape recording facilities.

Personnel: Sa'adoun El-Jassem, Under-Secretary of the Ministry of Guidance & Information; Jawad Hassoun, director general, sales & production mgr. & film buyer; Rida El-Fill, program manager; Abdul Rahman El-Houti, chief engineer.

Hours of operation: 16:00-23:30, Sat.-Wed.; 16:00-01:00, Thurs.; 14:00-23:30, Fri.

**MUTLAA**—Kuwait Television. Ch. E-8 (V-201.25, A-215.75), Transmitter 10 kw, max. ERP 140 kw, directional antenna. Started Dec. 1963, succeeding 100-watt station operating since 1961. Increased power 1968.

**ROWDATEIN**—Kuwait Television. Ch. E-6 (V-182.25, A-187.75). Transmitter 2 kw, max. ERP 44.8 kw, directional antenna. Started 1964.

Planned: FAILAKA.

## Lebanon

(625-line standards, System B)  
Color: SECAM System  
Sets in use: 250,000

(Note: 40,000 additional sets in neighboring countries)

**CLT**, Compagnie Libanaise de Television (Commercial), Maison de la Television, P.O. Box 4848, Beirut, Lebanon. Tel. 300 360. Cable TEVELIBAN. Personnel: Gen. Sleiman Nofal, director general; Pierre Rocher, gen. mgr.; Mounir Takchi, sales mgr.; J. C. Boulos, program mgr.; Nicolas Loutfi, tech. director. TV tape recording facilities.

**Tepe Orient** (Commercial), P.O. Box 5054, Beirut, Lebanon. Tel. 284100/5, 283473. Cable TELIBOR. Personnel: Jean Abou-Jaoude, president; Harold Jamieson, director general; Adnan Schoucair, sales mgr.; Claude Sawaya, program mgr. & film buyer; Mahommed Barhuml, chief engineer.

**BEIRUT**—CLT. Ch. E-9. ERP 5 kw. English & French language. Started May 1959.

**BEIRUT**—CLT. Ch. E-7. ERP 5 kw. Arabic language. Started May 1959.

**BEIRUT**—Tele-Orient. Ch. E-5. ERP 2 kw. English, French & Arabic language. Started 1965.

**BEIRUT**—Tele Orient. Ch. E-11. ERP 100 kw. Arabic, English & French languages. Started 1962.

**JOUNIEH**—CLT. Ch. E-2. Transmitter 20 watts, ERP 100 watts. Started 1965. Repeats Ch. E-9, Beirut.

**MASSER CHOUF**—CLT. Ch. E-4. Repeats Ch. E-7 & E-9, Beirut. Transmitter 6 kw, ERP 60 kw. Started 1962.

**MT. KNAISSE**—Tele-Orient. Ch. E-11. ERP 100 kw. English, French & Arabic language. Started 1962.

**TRIPOLI**—CLT. Ch. E-2. Transmitter 50 watts, ERP 1 kw. Started 1962. Repeats Ch. E-7, Beirut.

**TRIPOLI**—Tele-Orient. Ch. E-11. ERP 1 kw. English, French & Arabic language. Started 1962.

## Liberia

(625-line standards, System B)  
Sets in use: 6,500

**MONROVIA**—ELTV, Rediffusion Liberia Ltd. (Govt., commercial), P.O. Box 594, Monrovia, Liberia. Tel. 22011. Ch. E-6 (V-182.25, A-187.75). Transmitter 500 watts, ERP 2.25 kw. Started Jan. 1964.

Personnel: E. Reginald Townsend, secretary; D. L. Stuart-Williams, general manager; M. Severy, chief engineer; Eustace Smith, program manager; D. H. Foreman, sales manager; G. Henry Andrews Sr., deputy general manager; D. R. V. Noakes, chief accountant.

Hours of operation: 6:30-10:45 p.m., daily.

Rates (Oct. 1965, peak): 60 sec., 22.50; 5 sec., 4.15; 1 hr., 112.50; 5 min., 30.00 (U.S. dollars).

Represented in U.S. by Intercontinental Services Ltd.; in Canada by Air-Time Sales Ltd.; in U.K. by Rediffusion International Ltd.

Low-power repeater: Bomi Hills, 40 miles N. of Monrovia.

## Libya

(625-line standards, System B)  
Sets in use: 500

**TRIPOLI**—Libyan Television Service. Started Dec. 1968.

Planned: Stations in BENGHAZI, BEIDA and TOBRUK.

## Luxembourg

(819-line standards, System F)  
Sets in use: 57,000

(Note: 106,000 additional sets in neighboring Belgium & France receive CLT programs)

**LUXEMBOURG (Dudelange)**—CLT, Compagnie Luxembourgeoise de Telediffusion (Commercial), Villa Louvigny, Luxembourg. Tel. 258-81. Ch. E-7 (V-189.25, A-194.75). Transmitter 20 kw, ERP 100 kw. TV tape recording facilities. Started Jan. 1955.

Personnel: Mathias Felten, director general; Gustave Graas, director of television; Paul Faber, engineer; Paul Baden, film buyer. Sales: Information et Publicite.

Hours of operation: Mon.-Wed. & Fri., 6:30-11 p.m.; Thurs., Sat. & Sun., 5-11 p.m.

U.S. Representative: RKO General Broadcasting, 1440 Broadway, New York, N.Y. (10018).

Low-powered repeaters: **WILTZ, DIEKIRCH, GREVENMACHER.**

CATV Systems: 53 in operation, serving approximately 8,000 subscribers.

### Planned:

MARNACH—Ch. E-24. ERP 1,000 kw.

DUDELANGE—Ch. E-21. ERP 1,000 kw.

## Malagasy Republic

(625-line standards, System D)  
Sets in use: 1,000

TANANARIVE—Radiodiffusion-Television Malgache.

## Malaysia

(625-line standards, System B)  
Sets in use: 150,000

Malaysian Television Service, Dept. of Broadcasting, Govt. of Malaysia (Govt., commercial), Angkasapuri, Kuala Lumpur, Malaysia. Tel. Kuala Lumpur 27761. Programs are transmitted in four languages: Malay, English, Mandarin and Tamil.

Personnel: Dol Ramli, director-general; Ow Kheng Law, deputy director-general; Mr. Murtadza, dir. of programs; Raja Iskandar, deputy dir. of programs; Kirpal Singh, dir. of engineering; Hashim Hassan, dir. of news; Foo Ah Kow, film buyer.

Hours of operations: Mon.-Wed., 5:45 p.m.-midnight; Thurs.-Sun., 3 p.m.-midnight, Program One. 8-10:30 or 11:30 p.m., daily, Program Two.

Rates (Dec. 1965): Spot 60 sec., 378, Malay; 554, Chinese; 465, English; 390, Tamil (Malaysian Dollars).

**KUALA LUMPUR**—Ch. M5 (174-181 MHz) and Ch. M8 (195-202 MHz). Transmitters 12 kw, ERP 100 kw each. TV tape recording facilities. Started Oct. 1963.

**GUNONG JERAI**—Ch. M5 (174-181 MHz). Transmitter 6 kw, ERP 100 kw. Started Oct. 1964. Repeats Kuala Lumpur.

**MAXWELL HILL**—Ch. M4 (61-68 MHz). Transmitter 3 kw, ERP 5 kw. Started April 1965. Repeats Kuala Lumpur.

**GUNONG KLEDANG**—Ch. M6 (181-188 MHz). Transmitter 6 kw, ERP 100 kw. Started April 1965. Repeats Kuala Lumpur.

**GUNONG TAMPIN**—Ch. M6 (181-188 MHz). Transmitter 6 kw, ERP 100 kw. Started April 1965. Repeats Kuala Lumpur.

**BUKIT BANANG**—Ch. M7 (188-195 MHz). Transmitter .1 kw, ERP 1 kw. Started April 1965. Repeats Kuala Lumpur.

**BUKIT MENGKIBOL**—Ch. M9 (202-209 MHz). Transmitter .1 kw, ERP 1 kw. Started April 1965. Repeats Kuala Lumpur.

**GUNONG PULAI**—Ch. M3 (54-61 MHz). Transmitter 6 kw, ERP 100 kw. Started April 1965. Repeats Kuala Lumpur.

## Malta

(625-line standards, System B)  
Sets in use: 53,000

Viewers also watch Italian programs.

**GWARDAMANGA**—MTV, The Malta Television Service Ltd. (Commercial), Television House, P.O. Box 384, Gwardamanga. Tel. 25051. Ch. E-10 (V-210.25, A-215.75). Transmitter 2 kw, ERP 4.8 kw. TV tape recording facilities. Started Sept. 1962.

Hours of operation: 18:00-22:30 daily.

Ownership: Wholly-owned subsidiary of Rediffusion Group of Companies. Personnel: E. A. Hamilton-Hill, managing director; Graham Binns, general manager; J. A. Manduca, mgr. & film buyer; J. A. Soler, head of sales; M. Spiteri, head of programs; J. Spiteri, head of technical services; Rev. H. Born, program consultant; J. G. Vassallo, mgr., news division; H. Scorey, head of news.

Represented in U.S. by Intercontinental Services Ltd.; in England by Rediffusion International Ltd.; in Canada by Air-time Sales Ltd.

Rates (April 1970): Spot 60 sec., 40; 7 sec., 7 (Pounds).

## Martinique

(625-line standards, System K)  
Sets in use: 5,000

**FORT DE FRANCE**—Office de Radiodiffusion Television Francaise (ORTF), Clairiere, Box 662, Fort de France. Tel. 60-60. (Govt., non-commercial). Personnel: Fernand Jacquemart, regional dir.

**LA TRINITE**—ORTF. Ch. 6. Transmitter 50 watts. Started Dec. 1964.

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## Mauritius

(625-line standards, System B)  
Sets in use: 15,000

**CUREPIPE**—MBC-TV, Mauritius Broadcasting Corp. (Commercial), Broadcasting House, Pasteur St., Forest Side, Mauritius. Tel. Curepipe 507,808,1001. Ch. E-4. Transmitter 5 kw, ERP 15 kw. Started Feb. 1965. Low-power repeaters on Ch. E-7, E-9, E-11. Hours of operation: Daily 1800-2230.

Personnel: Gerry Gaughan, director general; Jacques Cantin, sales manager; Jean Delaitre, program controller & film buyer; Noel Rambert, chief engineer; Percy McGaw, head of news; Herbert Lam, finance controller.

Rates: 60 sec., 96.00; 30 sec., 60.00; 15 sec., 36.00; 7 sec., 24.00 (Mauritian Rupees).

Represented in U.S. & U.K. by TIE Sales Ltd.

## Mexico

(525-line standards, System M)  
Color: NTSC System

Sets in use: 2,500,000 black & white; 25,000 color  
All stations commercial except where noted

**ACAPULCO, Guerrero**—XHAL-TV, Televisora de Acapulco S.A., Cerro de los Lirios (affiliated with Telesistema Mexicano). Ch. 4.

**AGUASCALIENTES, Aguascalientes**—XHAG-TV, Telesistema Mexicano S.A. Ch. 13.

**CERRO DEL ZAMORANO, Queretaro**—XEZ-TV, Televisora del Centro S.A. (affiliated with Telesistema Mexicano). Ch. 3, ERP 60 kw.

**CERRO DEL ZAMORANO, Queretaro**—XHZ-TV, Television de Guanajuato S.A. (affiliated with Telesistema Mexicano). Ch. 6, ERP 100 kw.

**CHIHUAHUA, Chihuahua**—XHCH-TV, Impulsora de Television de Chihuahua S.A., Dom. Isabel la Catolica num. 43 Desp. 406, Mexico, D.F. Ch. 2. ERP 5 kw.

**CHIHUAHUA, Chihuahua**—XHFI-TV, Televisora de Chihuahua S.A. (affiliated with Telesistema Mexicano). Ch. 5. ERP 2 kw. Started April 1957.

**COATZACOALCOS, Veracruz**—XHCV-TV, Daniel Schacht Perez, Apartado Postal num 65, Coatzacoalcos. Ch. 3. ERP 18 kw. Started Sept. 1965.

**COLIMA, Colima**—XHCC-TV, Television de Colima S.A. de C.V., Anillo Circunvalacion num. 1080 Nte., Colima. Ch. 5. ERP 1 kw.

**CULIACAN, Sinaloa**—XHQC-TV, TV de Culiacan S.A., Loma El Mirador, Frac. Lomas de Culiacan, Culiacan. Ch. 3. ERP 24 kw. Started Sept. 1964.

Personnel: Francisco Madero H., director general; Carlo H. Gama D., gen. mgr.; Carlos Corrales L., sales mgr.

Hours of operation: 17:00-23:00.

**DURANGO, Durango**—XHA-TV, Television XHA-TV, Cerro de los Remedios, Apartado Postal No. 405 (affiliated with Telesistema Mexicano). Ch. 10. ERP 450 watts. Started April 1967.

**ENSENADA, Baja California**—XHS-TV, Antonio Suarez Reyes, Av. Punta Banda y Eugenia, Fraccionamiento Chapultepec, Ensenada. Ch. 23. ERP 120 watts.

**GUADALAJARA, Jalisco**—XEHL-TV, Television Tapatia S.A. de C.V., Circunvalacion num. 265, Guadalajara. Ch. 6. ERP 5 kw. Started Aug. 1960.

**GUADALAJARA, Jalisco**—XEWO-TV, Televisora de Guadalajara S.A. (affiliated with Telesistema Mexicano). Ch. 2. ERP 5 kw. Started May 1958.

**GUADALAJARA, Jalisco**—XHG-TV, Televisora de Occidente S.A. (affiliated with Telesistema Mexicano). Ch. 4. Connected with XHTV, Ch. 2, Mexico, D.F. ERP 5 kw.

**HERMOSILLO, Sonora**—XEWTV-TV, Televisora de Hermosillo S.A. (affiliated with Telesistema Mexicano). Ch. 6. ERP 100 kw. Started July 1959.

**JUAREZ, Chihuahua**—XEJ-TV, Television de la Frontera S.A., Vicente Guerrero num. 704, Ciudad Juarez. Ch. 5. ERP 500 watts. Started May 1954.

**JUAREZ, Chihuahua**—XEPM-TV, Sergio R. Molinar Fernandez, Apartado Postal num. 271, Ciudad Juarez. Ch. 2. ERP 10 kw. Started Jan. 1961.

**LAS LAJAS, Veracruz**—XHAH-TV, Telelajas S.A. (affiliated with Telesistema Mexicano). Ch. 8. ERP 325 kw.

**LAS LAJAS, Veracruz**—XHAI-TV, Television de Veracruz S.A. (affiliated with Telesistema Mexicano). Ch. 10. ERP 325 kw.

**LAS LAJAS, Veracruz**—XHAJ-TV, Televisora Regional Veracruzana (affiliated with Telesistema Mexicano). Ch. 5. ERP 100 kw.

**LEON, Guanajuato**—XHL-TV, Televisora de Leon Guanajuato S.A. de C.V., Melchor Ocampo num. 212-502, Mexico, D.F. Ch. 10. ERP 150 kw.

**MADERO, Tamaulipas**—XHGO-TV, Televisora del Golfo S.A., Torreon y Simon Bolivar, Col. Campbell, Tampico, Tams. Ch. 7. ERP 5 kw. Started Oct. 1964.

**MAZATLAN, Sinaloa**—XHOW-TV, TV de Mazatlan S.A., Angel Flores 106 Pte., Apdo Postal 211. Tel. 51-25 & 51-62 (affiliated with Telesistema Mexicano). Ch. 12. Transmitter 2 kw, ERP 30 kw. Started June 1968.

Personnel: Francisco Madero H., director general; Carlos H. Gama, gen. mgr.; Miguel Gonzalez de la O., sales.

Hours of operation: 11:00-24:00.

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## MEXICO—(Continued)

**MAZATLAN**, Sinaloa—XHMZ-TV, Televisora del Pacifico S.A., Bucareli num. 109, 40 piso, Mexico, D.F. Ch. 7. ERP 500 watts.

**MERIDA**, Yucatan—XHY-TV, Televisora de Yucatan S.A. (affiliated with Telesistema Mexicano). Ch. 3. ERP 24 kw. Started Feb. 1963.

**MEXICALI**, Baja California—XHBC-TV, Televisora de Mexicali S.A., Apartado Postal num. 1356, Mexicali. Ch. 3. ERP 30 kw. Started Oct. 1957.

**MEXICO CITY**, Distrito Federal—XEIP-TV, Instituto Politecnico Nacional, Casco de Santo Tomas, Mexico, D.F. (Govt., cultural, non-commercial). Ch. 11. ERP 5 kw.

**MEXICO CITY**, Distrito Federal—XEQ-TV, Radio Panamericana S.A., Av. Chapultepec num. 18, Mexico, D.F. Ch. 9. Connected with XEW-TV, Ch. 2. ERP 50 kw.

**MEXICO CITY**, Distrito Federal—XEW-TV, Televimex S.A., Av. Chapultepec num. 18, Mexico, D.F. Owned & operated by Telesistema Mexicano. Ch. 2. ERP 100 kw. TV tape recording facilities. Started Oct. 1951.

Personnel: Emilio Azcarraga Vidaurreta, director general; Romulo O'Farrill, general manager; Ernesto Barrientos, sales manager; Luis de Llano, program manager; Miguel Torres, film buyer; Mario de la Piedra, production manager; Alvaro Chaveste, chief engineer.

Represented in U.S. by: Joseph Rank, Station KMEX-TV, 721 N. Bronson Ave., Hollywood, Cal. (90038). Phone: 213-466-8131. Emilio Nicholas, Station KWEX-TV, 111 Martinez St., San Antonio, Tex. Phone: 512-227-4141. Rene Anselmo, Spanish International Network, N.Y.

Rates (Jan. 1968, peak): 27 min., 12,750; 13 min., 8,150; 30 sec., 4,390; 20 sec., 2,925 (Pesos).

**MEXICO CITY**, Distrito Federal—XHDF-TV, Torre Latinoamericana, San Juan de Letran y Madero, Mexico 1, D.F. Tel. 512-75-54; 521-29-83. Ch. 13. TV tape recording facilities. Started Oct. 12, 1968.

Personnel: Francisco Aguirre J., president; Francisco Aguirre G., director; Jose Luis Rodriguez, manager; Ernesto Ruesga P., chief engineer.

**MEXICO CITY**, Distrito Federal—XEX-TV, Television Paso de Cortes S.A., Ave. Chapultepec num. 18, Mexico, D.F. Ch. 7. Connected with XHTV, Ch. 4. ERP 5 kw.

**MEXICO CITY**, Distrito Federal—XHGC-TV, Television Gonzalez Camarena S.A., Av. Chapultepec num. 18, Mexico, D.F. Ch. 5. ERP 100 kw. Started 1954.

Rates (Jan. 1968, peak): 27 min., 4,050; 13 min., 2,450; 30 sec., 1,315; 20 sec., 875 (Pesos).

**MEXICO CITY**, Distrito Federal—XHTV, Television de Mexico S.A., Av. Chapultepec num. 18, Mexico, D.F. Ch. 4. ERP 100 kw. Started Nov. 1956.

Rates (Jan. 1968, peak): 27 min., 11,050; 13 min., 7,150; 30 sec., 3,660; 20 sec., 2,440 (Pesos).

**MONTERREY**, Nuevo Leon—XEPB-TV, Cadena Televisora del Norte S.A. (affiliated with Telesistema Mexicano). Ch. 3. ERP 5 kw. Started July 1958.

**MONTERREY**, Nuevo Leon—XET-TV, Television del Norte S.A., Apartado Postal num. 1833, Monterrey. Ch. 6. ERP 20 kw. Started Nov. 1960.

**MONTERREY**, Nuevo Leon—XHX-TV, Televisora del Norte S.A. (affiliated with Telesistema Mexicano). Ch. 10. ERP 5 kw. Started Sept. 1955.

**MONTERREY**, Nuevo Leon—XHAW-TV, Jesus D. Gonzalez, Paricutin Sur num. 316, Monterrey. Ch. 12. ERP 100 kw.

**MORELIA**, Michoacan—XHKW-TV, Jose Martinez Ramirez, Av. Acueducto y 12a, Zaragoza. Ch. 10, ERP 6 kw. Started Sept. 1967.

**NOGALES**, Sonora—XHFA-TV, Felipe Arriola Gandara, Av. Alvaro Obregon num. 138, Nogales. Ch. 2. ERP 8 kw.

**NUEVO LAREDO**, Tamaulipas—XHBR-TV, Ramona Esparza Gonzalez, Calle de Mina num. 2216, Nuevo Laredo. Ch. 11.

**NUEVO LAREDO**, Tamaulipas—XEFE-TV, Rafael Tijerina Carranza, Aldama num. 2611, Nuevo Laredo. Ch. 2. ERP 500 watts.

**OBREGON**, Sonora—XHI-TV, Televisora del Yaqui S.A., 5 de Febrero num. 8, Ciudad Obregon. Ch. 2. ERP 25 kw. Started May 1965.

**PUEBLA**, Puebla—XHP-TV, Television de Puebla S.A., Paseo de la Reforma 116 Desp. 1102, Mexico, D.F. Ch. 3. ERP 6 kw.

**TAMPICO**, Tamaulipas—XHD-TV, Televisora del Golfo S.A., Torreon y Durango (affiliated with Telesistema Mexicano). Ch. 4. ERP 5 kw. Started Oct. 1968.

**TIJUANA**, Baja California—XETV, Radio Television S.A., Calle Quinta num. 210, Desps. 14-16, Edificio Barbachano, Tijuana. Ch. 6. ERP 100 kw. Started Feb. 1953.

**TIJUANA**, Baja California—XEWTV-TV, Televisora de Calimex S.A. (affiliated with Telesistema Mexicano). Ch. 12. ERP 30 kw. Started July 1960.

**TINAJAS-PARRAL**, Chihuahua—XHJMA-TV, Jose Manuel Acosta Castaneda, Mazatlan 31, Mexico, D.F. Ch. 3. ERP 2 kw. Started Oct. 1967.

**TORREON**, Coahuila—XELN-TV, Televisora de la Laguna S.A., Av. Angel Urraza y Calle Fernando Rodriguez, Torreon. Ch. 4. ERP 500 watts.

**TORREON**, Coahuila—XHIA-TV, Jose Manuel Acosta Castaneda, Cerro de las Nohas Mazatlan 29, Col. Condesa, Mexico 11, D.F. Ch. 2. ERP 4 kw. Started March 1967.

**VERACRUZ**, Veracruz—XHFM-TV, Television del Golfo S.A., Dom. Veracruz num. 116 Desp. 1102, Mexico, D.F. Ch. 2. ERP 20 kw.

## Miquelon

(See St. Pierre)

## Monaco

(819-line standards, System E)

Sets in use: 16,000

**MONTE CARLO**—TMC, Tele Monte-Carlo (Commercial), 16 Boulevard Princess Charlotte, Monte Carlo. Tel. 305940. Ch. F-10. Transmitter 5 kw, ERP 50 kw. TV tape recorder facilities. Started Nov. 1954.

Personnel: Jean Frydman, director general; J. F. Micheo, general manager; Jacques Antoine, program & production mgr.

## Mongolia

(625-line standards, System D)

Sets in use: 600

**ULAN BATOR**—Government.

## Morocco

(625-line standards, System B)

Sets in use: 105,000

Radiodiffusion Television Marocaine (Govt., non-commercial), 1 Zenkat Pierre Parent, Rabat, Morocco.

**CASABLANCA**—Ch. M-10. ERP 180 kw. Started 1954.

**KOUALI**—Ch. M-6. ERP 1 kw.

**MARRAKECH**—Ch. M-6. ERP 300 watts. Started 1962.

**OUED ZEM**—Ch. M-7. ERP 3 kw. Started 1966.

**RABAT**—Ch. M-7. ERP 180 kw. Started 1954.

**SAFI**—Ch. M-10. ERP 600 watts.

**TAZEKKA**—Ch. M-8. ERP 2 kw.

**ZERHOUN**—Ch. M-4. ERP 180 kw. Started 1962.

Low-power repeaters: 5 in operation.

## Netherlands

(625-line standards, Systems B & G)

Color: PAL System

Sets in use: 2,800,000 black & white; 110,000 color

Nederlandse Omroep Stichting (Govt.-private, limited-commercial), P.O. Box 10, Hilversum, Netherlands. Tel. 81110. Cable: NOS. Tape recorder facilities. Hours of operation: Daily 18:45-23:00 average First Program; 18:45-22:50 average Second Program; educational television, 6.15 hrs. weekly. Began color telecasting Oct. 1967.

Advertising sold by The Foundation for Broadcast Advertising (Stichting Ether Reclame—STER).

Rates (1970): First Program, sec., 275 (at about 19:00); 350 (at about 20:00). Second Program, sec., 60 (at about 19:00); 100 (at about 20:00). Guilders.

Personnel (Executive Board): E. A. Schuttenhelm, chairman, in charge of general affairs; J. B. Broeks, vice chairman; Dr. Ch. E. van der Ploeg, member in charge of economic affairs; K. de Wilde, member in charge of personnel & social affairs; Dr. A.H. van de Veen, member in charge of engineering; Dr. M.J.A.R. Dittich, member in charge of regional affairs; Dr. W.J.A. Wagenaar, member in charge of radio programming; J.W. Rengelink, member in charge of television programming; P. de Vlaam, chief engineer; Th. F. J. van der Hoeven, film buyer.

**GOES**—N.O.S., Ch. E-7. Transmitter 1 kw, ERP 5 kw. Satellite of Lopik. Started Nov. 1957.

**GOES**—N.O.S., Ch. E-29. Transmitter 25 kw, ERP 125 kw.

**GOES**—N.O.S., Second Program, Ch. E-32. Transmitter 25 kw, ERP 125 kw. Started Jan. 1966.

**LOPIK**—N.O.S., Ch. E-4. Transmitter 20 kw, ERP 500 kw. Started Oct. 1951. Increased power Jan. 1961.

**LOPIK**—N.O.S., Second Program, Ch. E-27. Transmitter 200 kw, ERP 500 kw. Started Oct. 1964.

**MARKELO**—N.O.S., Ch. E-7. Transmitter 6 kw, ERP 30 kw. Satellite of Lopik. Started Jan. 1959.

**MARKELO**—N.O.S., Second Program, Ch. E-54. Transmitter 60 kw, ERP 300 kw. Started Feb. 1966.

**ROERMOND**—N.O.S., Ch. E-5. Transmitter 10 kw, ERP 50 kw. Satellite of Lopik. Started Oct. 1958.

**ROERMOND**—N.O.S., Second Program, Ch. E-31. Transmitter 100 kw, ERP 500 kw. Started Dec. 1965.

**SMILDE**—N.O.S., Ch. E-6. Transmitter 8 kw, ERP 40 kw. Satellite of Lopik. Began Dec. 1959.

**SMILDE**—N.O.S., Second Program, Ch. E-47. Transmitter 200 kw, ERP 500 kw. Started Nov. 1965.

**WIJERINGERMEER**—N.O.S., Second Program, Ch. E-45. Transmitter 60 kw, ERP 300 kw. Started Dec. 1966.

**WIJERINGERMEER**—N.O.S., First Program, Ch. E-39. Transmitter 50 kw, ERP 300 kw. Started Dec. 1966.

## Netherlands Antilles (West Indies)

(625-line standards, System B)  
Sets in use: 32,000

Government Radio & Telegraph Administration, P. O. Box 103, Curacao, owns all stations. They are operated by Antilliaanse Televisie Maatschappij N.V. (Govt., commercial).

Personnel: Charles S. Corsen & D. E. Calvo, managing directors; P. J. Hoogesteger, chief engineer.  
U.S. Representative: Gerald A. Bartell, 2525 University Ave., Madison, Wis.

Rates (July 1964): Spot 60 sec., \$2; 10 sec., 25¢; program 1 hr., \$220; 10 min., 77¢ (Florin).

**WILLEMSTAD**, Curacao—PJC-TV, TeleCuracao, Box 415, Curacao, N.A. Tel. 13140. Ch. 8 (V-181.25, A-185.75). Transmitter 500 watts ERP 2 kw. Started Aug. 1, 1960.

Hours of operation: 16:30-23:30, daily.

Rates (peak): Spot 60 sec., \$32; 10 sec., \$16. Program 1 hour, \$127; 10 min., \$48 (American Dollars).

**ORANJESTAD**, Aruba—PJA-TV, TeleAruba, Box 392, Aruba, N.A. Tel. 7302. Ch. 12 (V-205.25, A-209.75). Transmitter 500 watts, ERP 3 kw. Started Sept. 29, 1963.

Hours of operation: 17:00-23:00, daily.

Rates (peak): Spot 60 sec., \$23; 10 sec., \$12. Program 1 hour, \$96; 10 min., \$31 (American Dollars).

Low-power repeater: **BONAIRE**.

## New Caledonia

(625-line standards, System D)  
Sets in use: 4,500

**NOUMEA**—Office de Radiodiffusion Television Francaise (ORTF), Box 327, Noumea. Tel. 28-56. (Govt., non-commercial). Roger Le Leizour, chief of service; G. Guesdon, chief engineer. Ch. 8 (V-207.75, A-213.75); Ch. 6 (V-191.25, A-197.75); Ch. 4 (V-175.25, A-181.75); transmitters 500 watts. Started Oct. 1965.

Hours of operation: Weekdays, 19:00-21:45; Sun., 18:30-22:30.

Planned: 2 low-powered repeaters.

## New Zealand

(625-line standards, System B)  
Sets in use: 625,000

New Zealand Broadcasting Corporation (Statutory public body), operates all stations. Head office: Bowen State Building, Bowen Street, P.O. Box 98, Wellington. Tel. 48-200. Program material consists of 75% imported, 14% national, 11% local. Hours of operation: All Channels—commercial, Tues., Wed., Thurs., 2 p.m.-5 p.m. & 6 p.m.-11 p.m.; Sat., 2 p.m.-12 midnight; non-commercial, Mon., 2 p.m.-11 p.m., Tues., Wed. Thurs., 5 p.m.-6 p.m., Fri., 2 p.m.-12 midnight, Sun., 2 p.m.-11 p.m.

Personnel: G. H. Stringer, director general; L. R. Sceats, deputy director general; W.E.M. Shaw, commercial manager; T. F. A. Shankland, controller, television programs; R. M. Melford, chief producer television; N. R. Palmer, J. N. M. Norman & J. W. Proudfoot, regional directors.

Rates (April 1969 peak): All advertising time is arranged from Head Office Television, P.O. Box 98, Wellington, Tel. 48-200. Rates are quoted for individual originating stations below:  
AKTV-2, Auckland—Spot 90 sec., 1137.60; 60 sec., 758.40; 10 sec., 227.52  
CHTV-3, Christchurch—Spot 90 sec., 435.60; 60 sec., 290.40; 10 sec. 87.12  
DNTV-2, Dunedin—Spot 90 sec., 298.80; 60 sec., 199.20; 10 sec., 59.76  
WNTV-1, Wellington—Spot 90 sec., 792.00; 60 sec., 528.00; 10 sec., 158.40. Total (all stations) 90 sec., 2664.00; 60 sec., 1776.00; 10 sec., 532.80 (N.Z. Pound).

### Originating Stations

**AUCKLAND**—AKTV-2, Shortland St., P.O. Box 2209, Auckland. Tel. 45-810. Ch. 2 (V-55.25, A-60.75, same as Ch. E-3). ERP 100 kw. TV tape recording facilities. Started June 1960.

**CHRISTCHURCH**—CHTV-3, Gloucester St., P.O. Box 1484, Christchurch. Tel. 64-549. Ch. 3 (V-62.25, A-67.75, same as Ch. E-4). ERP 100 kw. TV tape recording facilities. Started June 1961.

**DUNEDIN**—DNTV-2, Dowling St., P.O. Box 888, Dunedin. Tel. 76-050. Ch. 2 (V-55.25, A-60.75, same as Ch. E-3). ERP 10 kw. TV tape recording facilities. Started July 1962.

**WELLINGTON**—WNTV-1, Waring Taylor St., P.O. Box 6, Wellington. Tel. 48-200. Ch. 1 (V-45.25, A-50.75). ERP 100 kw. TV tape recording facilities. Started July 1961.

### Repeaters

**DAWSON'S FALLS** (Taranaki)—Ch. 9 (V-210.25, A-215.75). ERP 200 watts. Repeats WNTV-1, Wellington. Started Aug. 1968.

**HIKURANGI PEAK** (Northland)—Ch. 3 (V-62.25, A-67.75). ERP 1 kw. Repeats AKTV-2, Auckland. Started July 1966.

**HOROKAKA PEAK** (Northland)—Ch. 5 (V-182.25, A-187.75). ERP 1 kw. Repeats AKTV-2, Auckland. Started July 1966.

**KURIWAO HILL** (South Otago)—Ch. 5 (V-182.25, A-187.75). ERP 200 watts. Repeats DNTV-2, Dunedin. Started Aug. 1964.

**MASTERTON**—Ch. 7 (V-196.25, A-201.75). ERP 100 watts. Repeats WNTV-1, Wellington. Started May 1963.

**MAUNGATANIWAH PEAK** (Northland)—Ch. 6 (V-210.25, A-215.75). ERP 2 kw. Repeats AKTV-2, Auckland. Started Dec. 1967.

**MT. EGMONT** (Taranaki)—Ch. 6 (V-189.25, A-194.75). ERP 2 kw. Repeats WNTV-1, Wellington. Started Dec. 1966.

**MT. ERIN** (Hawkes Bay)—Ch. 6 (V-189.25, A-194.75). ERP 5 kw. Repeats WNTV-1, Wellington. Started Dec. 1964.

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**MT. HEDGEHOPE** (Southland)—Ch. 1 (V-45.25, A-50.75). ERP 3 kw. Repeats DNTV-2, Dunedin. Started Dec. 1964.

**MT. STUDHOLME** (South Canterbury)—Ch. 4 (V-175.25, A-180.75). ERP 2 kw. Repeats CHTV-3, Christchurch. Started Dec. 1965.

**MT. TE AROHA** (Waikato)—Ch. 1 (V-45.25, A-50.75). ERP 100 kw. Repeats AKTV-2, Auckland. Started March 1964.

**OPUNAKE** (Taranaki)—Ch. 5 (V-182.25, A-187.75). ERP 200 watts. Repeats WNTV-1, Wellington. Started Aug. 1968.

**PARAHAKI HILL** (Northland)—Ch. 7 (V-196.25, A-201.75). ERP 50 watts. Repeats AKTV-2, Auckland. Started July 1966.

**POUTOKO** (Taranaki)—Ch. 4 (V-175.25, A-180.75), ERP 20 watts. Repeats WNTV-1, Wellington. Started Aug. 1968.

**PUKEITI** (Taranaki)—Ch. 7 (V-196.25, A-201.75). ERP 200 watts. Repeats WNTV-1, Wellington. Started Aug. 1968.

**WHARITE PEAK** (Southern Ruahines)—Ch. 2 (V-55.25, A-60.75). ERP 100 kw. Repeats WNTV-1, Wellington. Started Dec. 1963.

Low-power translators, mini-translators & repeaters: 325 in operation nation-wide.

## Nicaragua

(525-line standards, System M)  
Sets in use: 45,000

Television de Nicaragua S. A. (Commercial), Apartado 1505, Managua DN, Nicaragua. Tel. 2-5404 & 2-5405. Cable: TEVENIC. TV tape recording facilities.

Personnel: Rafael O. Cano, general manager.

**MANAGUA**—YNSA-TV, Ch. 6 (82-88 MHz). Transmitter 2 kw, ERP 80 kw. Started Dec. 1961. Low power repeater, Ch. 8. Transmitter 100 watts, ERP 300 watts. Started Aug. 1956.

Hours of operation: 12 noon-2:00 p.m.; 5:00-11:30 p.m., daily.

Rates (1970 peak): Spot 60 sec., 270.00; 30 sec. 165.00; program 1 hour 1,485.00; 30 min., 792.00 (Cordobas).

**MANAGUA**—YNTCN, Ch. 4. Telecadena Nicaraguense S.A. (Commercial). Same address, phone and personnel as YNSA-TV. ERP 12 kw. Started Nov. 1, 1969.

Hours of operation: 3:30-9:30 p.m., daily.

Rates (1970 peak): Spot 60 sec., 72.00; 20 sec., 36.00 (Cordobas).

## Niger

(625-line standards, System B)  
Sets in use: 100

**NIAMEY**—Office de Radiodiffusion-Television du Niger (Govt., educational). Transmitter 50 watts.

Personnel: Bernard Lucas, Mex Egly.

(Continued on next page)

## La Rue Media Brokers Inc.

### Radio Television CATV

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# International TV Directory

## Nigeria

(625-line standards, System B)

Sets in use: 53,000

Broadcasting Company of Northern Nigeria Ltd. (BCNN), Television House, P.O. Box 250, Kaduna, Nigeria (Commercial). Tel. 2294. Hours of operation: 6:30 p.m.-10:30 p.m. daily.

Ownership: Radio Corp. of Northern Nigeria (Govt.); Granada Group Ltd.; EMI Ltd. Personnel: Magaji Ianbatta, chmn.; Abba Zoru, gen. mgr.; Mohammed Jalo, sales mgr.; G.P.J. White, chief engineer; W.H. Handley, secy. & chief accountant.

Represented internationally by Granada Television Ltd., London. Rates (April 1969): Spot 60 sec., 15.0.0; 10 sec., 4.0.0 (Pounds).

Eastern Nigeria Television (ENTV), P.O. Box 350, Enugu, Nigeria (Commercial). Tel. 2579. Lagos commercial office: J. C. Thos-Oko, 17/19 Obun Eko Street, Idumota, Lagos, Nigeria. Tel. 25044. Aba commercial office: P. M. Bag 1126, Aba. Tel. 2691 & 2692.

Represented in U.S. by Pan American Broadcasting Co.; in England by Richard Meyer Assoc. Ltd.

Rates (July 1966): Spot 60 sec., 10.10; 15 sec., 4.10; program 60 min., 40.15 min., 16 (Pounds).

Ownership: Eastern Nigeria Broadcasting Corp. (Govt.). Personnel: O. A. Esin, chairman; M. A. Oluonu, acting controller; F. F. Higgwe, acting secy.; D. S. Reid, chief engineer; J. D. Ekwere, acting program dir.; R. G. Lotz, commercial mgr.; S. O. Achuzia, sr. accountant.

Note: Recent information not available.

Nigerian Television Service (NTS), P.M. Bag 12005, Victoria Island, Lagos, Nigeria (Commercial). Tel. 26391. Hours of operation: 5:30 p.m.-10:30 p.m. daily.

Ownership: Federal Republic of Nigeria (Govt.). Personnel: G. Roger Bower, gen. mgr.; Adisa Williams, sales mgr.; Christopher Kolade, program mgr.; Femi Asekun, film buyer; Segun Olusola, production mgr.; Carl Rust, chief engineer; Victor Osinowo, public relations officer; Donald A. Smith, dir. of administration. Rates (Sept. 1965): Spot 60 sec., 15.0.0; 10 sec., 7.0.0; program 60 min., 60.0.0; 5 min., 24.0.0 (Pounds).

Western Nigeria Radiovision Service Ltd. (WNTV), owned by Western Nigeria Govt. Broadcasting Corp. (Govt., commercial), Television House, P.O. Box 1460, Ibadan, Nigeria. Tel. 24381. Hours of operation: 11-11:30 a.m.; 1-2 p.m.; 6-10:30 p.m. Personnel: Olateju Oyeleye, general manager; Kunle Olasope, commercial mgr.; Ayo Ogunlade, controller of programs; S. F. Ayo-Vaughan, head of news; Vincent I. Maduka, chief engineer. Rates: Spot 60 sec., 12.0.0; 7 sec., 3.10.0; programs 60 min., 48.0.0; 5 min., 12.0.0 (Pounds).

ABA—ENTV, Ch. E-4 (V-62.25, A-67.75). Transmitter 5 kw, ERP 60 kw. Started April 1964.

ENUGU—ENTV, Ch. E-2 (V-48.25, A-53.75). ERP 60 kw. Started Oct. 1960, increased power May 1964.

IBADAN—WNTV, Ch. E-4. Transmitter 500 watts, ERP 1.5 kw. TV tape recording facilities. Started Oct. 1959. Plans to increase power to 60 kw June 1968.

KADUNA—BCNN, Ch. E-4. ERP 48 kw. Started March 1962.

KANO—BCNN, Ch. E-10. ERP 24 kw. Repeats BCNN, Kaduna. Started Feb. 1963.

LAGOS (Abafon)—WNTV, Ch. E-3. Satellite of WNTV, Ibadan. Transmitter 5 kw, ERP 15 kw. Started Oct. 1959. Plans to increase power to 57 kw ERP in 1968.

LAGOS—NTS, Ch. E-10 (V-210.25, A-215.75). Transmitter 2 kw, ERP 40 kw. TV tape recording facilities. Started April 1962.

ZARIA—BCNN, Ch. E-4. ERP 40 kw. Started July 1962.

Planned:

IBADAN—NTS, Ch. E-2 (V-48.25, A-53.75). Transmitter 2 kw, ERP 6 kw. Repeats NTS, Lagos.

## Norway

(625-line standards, System B)

Sets in use: 800,000 black & white; 1,200 color.

Norsk Riksrkasting—NRK (Govt., non-commercial), Bjornstjerne Bjornsons Plass 1, Oslo 3, Norway. Tel. 469860. Telex: 11023 (Radio); 11794 (TV); 16820 (Foreign Office). Began operation Aug. 1960. All transmitters carry same program. Main Studios in Oslo have tape recorder facilities. Hours of operation: Approximately 17:00-21:30 GMT.

Personnel: Hans Jacob Ustvedt, director-general of both radio & television; Odd Granlund, administrative director; T. Navel-saker, technical director; Otto Nes, program director. Program editors: Tollef Berg (news); Jan Frydenlund (editorial); Oddvar Foss, (sports & reporting); Erik Diesen (light entertainment); Lauritz Johnson (children's and youth programs); Tore Breda Thoresen (plays); Arne Okkenhaug (culture programs); Rigmor Hansson Rodin (films).

ANDALSNE—Ch. E-9. (V-203.25, A-208.75). ERP 450 watts. Started 1965.

BAGN—Ch. E-3 (V-55.25, A-60.75). ERP 30 kw. Started Feb. 1964.

BARDU—Ch. E-6 (V-182.25, A-187.75). ERP 370 watts. Started Dec. 1967.

1052-b

BERGEN—Ch. E-9 (V-203.25, A-208.75). Transmitter 10 kw, ERP 140 kw. Started Aug. 1960.

BJERKREIM—Ch. E-6 (V-182.25, A-187.75). Transmitter 5 kw, ERP 15 kw. Started Nov. 1966.

BOKN (Stavanger)—Ch. E-8. (V-196.25, A-201.75). Transmitter 10 kw, ERP 100 kw. Started Oct. 1961.

BREMANGER—Ch. E-4 (V-62.25, A-67.75). Transmitter 10 kw, ERP 30 kw. Started June 1964.

FISTER—Ch. E-11 (V-217.25, A-222.75). ERP 1.5 kw. Started August 1965.

FORDE—Ch. E-5 (V-175.25, A-180.75). Transmitter 100 watts, ERP 1.2 kw. Started July 1967.

FOSNAVAG—Ch. E-9 (V-203.25, A-208.75). ERP 190 watts. Started Feb. 1967.

FRESVIG—Ch. E-11 (V-217.25, A-222.75). ERP 150 watts. Started Oct. 1967.

GAMLEMSVETEN—Ch. E-3 (V-55.25, A-60.75). Transmitter 10 kw, ERP 60 kw. Started June 1964.

GREIPSTAD (Kristiansand)—Ch. E-2 (V-48.25, A-53.75). Transmitter 5 kw, ERP 15 kw. Started Dec. 1962.

GRIMO—Ch. E-6 (V-182.25, A-187.75). ERP 550 watts. Started Feb. 1965.

GRISVAGOY—Ch. E-9 (V-203.25, A-208.75). ERP 150 watts. Started Aug. 1968.

GRONG—Ch. E-5 (V-175.25, A-180.75). Transmitter 10 kw, ERP 30 kw. Started Sept. 1965.

GULEN—Ch. E-2 (V-48.25, A-53.75). Transmitter 10 kw, ERP 30 kw. Started Dec. 1963.

HADSEL—Ch. E-4 (V-62.25, A-67.75). Transmitter 5 kw, ERP 30 kw. Started Dec. 1966.

HAMMERFEST—Ch. E-9 (V-203.25, A-208.75). Transmitter 10 kw, ERP 30 kw. Started Oct. 1967.

HASVIK—Ch. E-5 (V-175.25, A-180.75) ERP 400 watts. Started Sept. 1969.

HEMNES—Ch. E-3 (V-55.25, A-60.75). Transmitter 10 kw, ERP 60 kw. Started 1965.

HESTMANNEN—Ch. E-6 (V-182.25, A-187.75). ERP 4.6 kw. Started Dec. 1967.

HOFDEFJELL—Ch. E-7 (V-189.25, A-194.75). Transmitter 5 kw, ERP 30 kw. Started Aug. 1962.

JETTA—Ch. E-8 (V-196.25, A-201.75). Transmitter 2 kw, ERP 4 kw. Started Dec. 1966.

KAPPFJELL—Ch. E-8 (V-196.25, A-201.75). ERP 1.2 kw. Started July 1967.

KARASJOK—Ch. E-5 (V-175.25, A-180.75). Transmitter 2 kw, ERP 10 kw. Started Dec. 1967.

KAUTOKEINO—Ch. E-3 (V-55.25, A-60.75). Transmitter 2 kw, ERP 8 kw. Started Dec. 1967.

KISTEFJELL—Ch. E-8 (V-196.25, A-201.75). Transmitter 2 kw, ERP 4 kw. Started Nov. 1966.

KONGSBERG—Ch. E-4 (V-62.25, A-67.75). Transmitter 10 kw, ERP 100 kw. Started Aug. 1960.

LANGEVAG—Ch. E-8 (V-196.25, A-201.75). ERP 140 watts. Started Dec. 1967.

LILLEHAMMER—Ch. E-10 (V-210.25, A-215.75). ERP 1 kw. Started Dec. 1963.

LONAHORGI—Ch. E-11 (V-217.25, A-222.75). Transmitter 2 kw, ERP 10 kw. Started Dec. 1963.

LYNGDAL—Ch. E-9 (V-203.25, A-208.75). Transmitter 5 kw, ERP 30 kw. Started Sept. 1966.

LYSENU—Ch. E-10 (V-210.25, A-215.75). ERP 300 watts. Started Dec. 1965.

MELHUS (Trondheim)—Ch. E-2 (V-48.25, A-53.75). Transmitter 10 kw, ERP 100 kw. Started Dec. 1961.

NARVIK—Ch. E-10 (V-210.25, A-215.75). Transmitter 10 kw, ERP 30 kw. Started Dec. 1967.

NORDFJORDEID—Ch. E-10 (V-210.25, A-215.75). Transmitter 0.4 kw, ERP 300 watts. Started Jan. 1968.

NORDHUE—Ch. E-5 (V-175.25, A-180.75). Transmitter 10 kw, ERP 60 kw. Started Nov. 1962.

NORDKAPP—Ch. E-6 (V-210.25, A-215.75). Transmitter 10 kw, ERP 30 kw. Started Sept. 1969.

OPPDAL I—Ch. E-11 (V-217.25, A-222.75). ERP 110 watts. Started Dec. 1963.

ORKDAL—Ch. E-8 (V-196.25, A-201.75). ERP 110 watts. Started Nov. 1963.

OSLO—Ch. E-6 (V-182.25, A-187.75). Transmitter 10 kw, ERP 100 kw. TV tape recording facilities. Started Nov. 1957, increased power Aug. 1960.

REINSFJELL—Ch. E-6 (V-217.25, A-222.75). Transmitter 10 kw, ERP 60 kw. Started Feb. 1965.

SALTEN—Ch. E-7 (V-189.25, A-194.75). Transmitter 2 kw, ERP 12 kw. Started Dec. 1964.

SKIEN—Ch. E-10 (V-210.25, A-215.75). Transmitter 10 kw, ERP 30 kw. Started July 1968.

SOGNDAL—Ch. E-7 (V-189.25, A-194.75). Transmitter 2 kw, ERP 20 kw. Started June 1965.

STEIGEN—Ch. E-2 (V-48.25, A-53.75). Transmitter 10 kw, ERP 60 kw. Started Nov. 1965.

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**STORD**—Ch. E-5 (V-175.25, A-180.75). Transmitter 5 kw, ERP 20 kw. Started Aug. 1969.

**SVELGEN**—Ch. E-6 (V-182.25, A-187.75). ERP 140 watts. Started Dec. 1965.

**TANA**—Ch. E-8 (V-196.25, A-201.75). Transmitter 10 kw. ERP 30 kw. Started Dec. 1967.

**TODALEN I**—Ch. E-9 (V-203.25, A-208.75). ERP 120 watts. Started June 1965.

**TODALEN II**—Ch. E-7 (V-189.25, A-194.75). ERP 140 watts. Started Sept. 1965.

**TROLLTIND**—Ch. E-11 (V-217.25, A-222.75). Transmitter 2 kw, ERP 8 kw. Started Nov. 1966.

**TRON**—Ch. E-9 (V-203.25, A-208.75). Transmitter 2 kw, ERP 30 kw. Started Nov. 1963.

**TUNNSJO**—Ch. E-10 (V-210.25, A-215.75). ERP 190 watts. Started Nov. 1968.

**VARANGER**—Ch. E-2 (V-48.25, A-53.75). Transmitter 10 kw. ERP 30 kw. Started Dec. 1967.

**VARDEFJELL**—Ch. E-11 (V-217.25, A-222.75). ERP 400 watts. Started Aug. 1968.

**VEGA**—Ch. E-9 (V-203.25, A-208.75). ERP 5 kw. Started Dec. 1966.

Low powered satellites: 217 in operation, 115 planned.

Stations planned or under construction:

ALTA  
ANDOYA  
KONGSVINGER/SOLOR  
LYNGEN  
OSTFOLD  
OVRE TELEMAR  
YTRE NAMSEN

## Okinawa

(Ryukyu Islands)

(525-line standards, System M)

Sets in use: 170,000

**NAHA**—KSDW-TV, Okinawa TV Bcstg. Ltd. (Commercial), 1-chome, Matsuyama-cho, Naha, Okinawa. Ch. 10. Transmitter 5 kw, ERP 47 kw. Japanese. Started Dec. 1959. Color telecasting began May 1968.

Personnel: Yasujiro Yamashiro, director general; Nyutoku Kameshima, managing director; Masamichi Yamashiro, gen. mgr.; Yasuhiro Matayoshi, sales mgr.; Keinosuke Asato, program & production mgr. & film buyer; Sonei Sakugawa, chief engineer. Rates: Spot 15 sec., \$42.00; 5 sec., \$17.00.

**NAHA**—KSAR-TV, Ryukyus Broadcasting Corp. (Commercial), C.P.O. Box 4, Naha, Okinawa. Studio: 66-1, Kumoji-cho, Naha. Tel. 3-2151. Ch. 12 (V-205.25, A-209.75). Transmitter 5 kw, ERP 120 kw. TV tape recording facilities. Transmits in Japanese & English. Started June 1960. Color telecasting began May 1968.

Hours of operation: Daily, 06:40-24:00.

Personnel: Seitoku Zayasu, president; Shiko Toma, managing director; Takezo Sakai, executive director; Masao Matsushima, chief engineer; Jun Toma, production manager.

Represented in the United States by ABC International.

Rates: Spot 15 sec., \$67; program 1 hr., \$600; 5 min., \$210.

Low-powered repeater: Kumejima, Ch. 7, repeats KSAR-TV, Naha.

Note: See also U.S. American Forces stations.

## Pakistan

(625-line standards, System B)

Sets in use: 80,000

Pakistan Television Corp. Ltd. (Public limited co., commercial), 1 Talsa Road, Lalazar Colony, P.O. Box 230, Rawalpindi, West Pakistan.

Personnel: Roedad Khan, managing director; Kazi Anwarul Islam, finance director; Khwaha Shahid Hosain, director, program administration; Riaz Ahmad, chief engineer; A. F. Kalimullah, chief program executive; M. Zubair Ali, gen. mgr., educational television & public relations; Rashid Khan, chief film executive; Nasir Siddiqui, administrative mgr.; Agha Bashir Ahmad, gen. mgr., Lahore; Ameeruzzaman Khan, gen. mgr., Dacca; Aslam Azhar, gen. mgr., Karachi; Agha Nasir, gen. mgr., Rawalpindi; Shanul Haq Haqqee, gen. mgr., sales.

Hours of operation: Approx. 1800-2200 daily, except Mon.

All stations originate local programs and have TV tape recording facilities.

Represented in U.S. by RTV International Inc., 405 Park Ave., New York, N.Y. 10022.

**DACCA**—Ch. E-6. ERP 70 kw. Started Nov. 26, 1964 as Ch. E-9. Changed to Ch. E-6 and increased power Oct. 27, 1968.

Rates: Spot 60 sec., 225.00; 7 sec., 60.00; program hour, 3600.00; 10 min., 581.25 (Pakistani Rupees).

**ISLAMBAD-RAWALPINDI**—Ch. E-6. Transmitter 5 kw. ERP 25 kw. Rates: Spot 60 sec., 225.00; 7 sec., 60.00; program hour, 3600.00; 10 min., 581.25 (Pakistani Rupees). Started 1967.

**ISLAMBAD-RAWALPINDI**—Ch. E-8. Transmitter 10 kw, ERP 180 kw. Started March 23, 1969.

**KARACHI**—Ch. E-4. Transmitter 6 kw, ERP 36 kw. Started Dec. 1966.

Rates: Spot 60 sec., 421.87; 7 sec., 112.00; program hour, 5400.00; 10 min., 871.87 (Pakistani Rupees).

# International TV Directory

**LAHORE**—Ch. E-5. Transmitter 5 kw, ERP 70 kw. Started Dec. 25, 1964 as Ch. E-9. Changed to Ch. E-5 and increased power Nov. 1968.

Rates: Spot 60 sec., 281.00; 7 sec., 75.00; program hour, 3600.00; 10 min. 581.25 (Pakistani Rupees).

Planned: 10 kw rebroadcast stations in LYALLPUR, KHULNA, RAJSHAHI and CHITTAGONG by June 1970; HYDERABAD by Dec. 1970.

## Panama

(525-line standards, System M)

Sets in use: 125,000+

(Viewers also tune to U.S. Armed Forces stations, Canal Zone)

**BOCAS DEL TORO**—Ch. 12, repeats Ch. 4. Transmitter 300 watts, ERP 10 kw. Started Oct. 4, 1968.

**DAVID**—Ch. 6, repeats Ch. 4. ERP 5 kw. Started Dec. 1963.

**DAVID**—Ch. 2 repeater. ERP 100 watts. Started June 1966.

**EL VALLE**—Ch. 6, repeats Ch. 2. Transmitter 500 watts, ERP 48 kw. Started May 1964.

**EL VALLE**—RPC-TV, Ch. 12, repeats Ch. 4. ERP 25 kw. Started Feb. 1962.

**PANAMA**—RPC-TV, Corporacion Panamena de Radiodifusion (Commercial), P.O. Box 1795, Panama, R.P. Tel. 5-0160. Ch. 4. Transmitter 25 kw, ERP 250 kw. TV tape recorders. Started Sept. 1959. Hours of operation: Mon.-Fri., 11 a.m.-midnight, Sat., 10:30 a.m.-midnight; Sun., 9 a.m.-midnight.

Personnel: Fernando Eleta A., president; Jaime de la Guardia Jr., general manager & film buyer; Armando Diaz Wong, sales manager; Lloyd O'Meally, chief engineer.

Represented in U.S. by Caribbean Networks Inc., 20 West 43rd St., New York, N.Y. 10036.

**PANAMA**—TV-2, Televisora Nacional S.A. (Commercial), Apt. 8371, Panama, R.P. Tel. 3-9322. Ch. 2. Transmitter 2 kw, ERP 90 kw. Originates programs and has TV tape recorders. Started April 1962. Hours of operation: 11:30 a.m.-12:00 midnight EST.

Personnel: Rodolfo E. Chiari, president; Rodolfo Garcia de Paredes Chiari, general manager; Francisco A. Leyton, sales manager; Julio Stabile, chief engineer.

Represented in U.S. by ABC International Television Inc., 77 West 66th St., New York, N.Y. 10023.

**SONA**—Ch. 7 repeats Ch. 4. ERP 5 kw. Started Nov. 1963.

**SONA**—Ch. 9 repeats Ch. 2. ERP 100 watts. Started June 1966.

Planned:

LA PALMA—Ch. 5 to repeat Ch. 4.

SANTIAGO—Ch. 3 to repeat Ch. 4.

Note: See also U.S. American Forces stations.

†Does not include viewers in Canal Zone.

## Paraguay

(525-line standards, System M)

Sets in use: 25,000

**ASUNCION**—Television Cerro Cora S.A., Edificio Independencia Nacional 349, 2° Piso, Dept. 205, Asuncion, Paraguay. Tel. 4-4463. Ch. 9 (V-187.25, A-191.75). ERP 6 kw. TV tape recording facilities. Started Sept. 29, 1965. Hours of operation: Daily, 12:00-14:00 & 16:30-00:03.

Personnel: Arnaldo Ramirez Goiburur, director general; Ricardo Sanchez Abdo, general manager & program manager; Julio Sedano Acosta, sales manager; Jorge Morinigo Escalante, commercial manager; Francisco Ortiz, chief engineer.

## Peru

(525-line standards, System M)

Sets in use: 325,000

**AREQUIPA**—Panamericana Television S.A. (Commercial), P.O. Box 514, Arequipa. Tel. 3090. Ch. 2. Transmitter 500 watts. Started Aug. 1959. See main station in Lima Ch. 5.

**AREQUIPA**—Radio Continental TV (Commercial), M. de Orbegora 338, Arequipa. Ch. 6. Transmitter 8 kw.

**CHICLAYO**—Panamericana Television S.A. (Commercial). See main station in Lima Ch. 5. Transmitter 8 kw.

**CHIMBOTE**—Panamericana Television S.A. (Commercial). See main station in Lima Ch. 5.

**CUZCO**—Panamericana Television (Commercial). See main Station in Lima. Ch. 5.

**HUACHO**—Televisora America (Commercial). See main station in Lima. Ch. 6.

**HUACHO**—Televisora El Sol (Commercial). See main station in Lima. Ch. 7.

**ICA**—Televisora El Sol (Commercial). See main station in Lima. Ch. 11.

**IQUITOS**—Televisora Victoria (Commercial). See main station in Lima. Ch. 6.

(Continued on next page)

# International TV Directory

## PERU—(Continued)

- LIMA—OAD-TV.** Ministry of Education (Govt., educational-cultural, non-commercial), Ministerio de Educacion Publica, Direccion de Cultura, Lima. Tel. 275737. Ch. 7. Transmitter 100 watts, ERP 150 watts. Started Jan. 1958. Personnel: R. Garrido M., director general; A. E. Mousalve, dir. of engineering.
- LIMA—OAX4U-TV.** Televisora America (Commercial), Montero Rosas, Lima. Tel. 238305. Ch. 4. Transmitter 3 kw, ERP 6 kw. Started Dec. 1958. Personnel: N. Gonzalez, gen. mgr.; D. Capella, tech. director.
- LIMA—OBX4X-TV.** Televisora El Sol (Commercial), Av. Uruguay 355, Lima. Tel. 235945. Ch. 9. Transmitter 10 kw. Started July 1959. Personnel: A. Pereyra, director general; N. Gonzalez V., gen. mgr.
- LIMA—OAY4A-TV.** Panamericana Television S.A. (Commercial), Ave. Arequipa 1110, Lima. Tel. 234240. Ch. 5. Transmitter 10 kw, ERP 100 kw. TV tape recorder facilities.  
Personnel: Genaro Delgado, gen. mgr.; Gustavo Reusens, tech. director; Manuel Delgado, sales mgr.; Alberto Terry, program mgr.; Hugo Fernandez, production mgr.
- LIMA—OAX4X-TV.** Teledos S.A. (Commercial), Av. Tacna 225, Lima. Tel. 281694. Ch. 2. Transmitter 10 kw. Rates (Jan. 1967): Spot 60 sec., 650; 10 sec., 190 (Sols).
- LIMA—Televisora BEGO (Commercial),** Av. Manco Capac 333, LaVictoria, Lima. Ch. 11. Started 1966. A. Belmont, gen. mgr.
- LIMA—Panamericana Teleducacion** Asociacion de Fomento Cultural (Educational), Ave. Arequipa 1110, Lima. Ch. 13. Transmitter, 5 kw, ERP 10.5 kw. Studios, Universidad de Lima. Tel. 234240.
- PIURA—Ch. 7.** Panamericana Television S.A. (Commercial). See main station in Lima. Ch. 5.
- TRUJILLO—Panamericana Television S.A. (Commercial).** See main station in Lima. Ch. 5.
- Planned: TACNA—Ch. 2.

## Philippines

(525-line standards, System M)

Color: NTSC System

Sets in use: 350,000 black & white; 5,000 color

- ABS-CBN Network (Alto Broadcasting System-Chronicle Broadcasting Network),** Media Center, Bohol Ave., Quezon City, Philippines (Commercial). Owners: Eugenio Lopez Sr. and family.  
Personnel: Eugenio Lopez Jr., pres.; A. A. Lopez, gen. mgr. Operating divisions: Phil Delfino, v.p., television; Nestor Escano, v.p., Manila radio; Antonio Suarez, v.p., provincial division. Service divisions: Ben Pambuan, v.p., administration & finance; Arcadio Carandang, v.p., network engineering; Lawrence Ng, v.p., public relations, research & advertising.
- Inter-Island Broadcasting Corp. (Commercial),** Philippine Herald Bldg., 61 Muralla, Intramuros, Manila.
- Metropolitan Broadcasting Co. (Commercial),** 964 Taft Ave., Manila.
- Associated Broadcasting Cop. (Commercial),** Pasong Tamo, Makati, Rizal, Philippines. Owner: Manila Times Publishing Co., Florentino Torres, Manila.  
Personnel: Marcos C. Roces, gen. mgr.; Ramy Diez, station mgr.; Jimmy Legarda, sales mgr.; Alfredo Paez, engineering dir.; Arturo Tort, chief engineer.
- Radio Philippines Network Inc. (Commercial),** 1195 Florida St., Ermita, Manila.
- Republic Broadcasting System (Commercial),** c/o Loreto F. De Hemedes, RBS Building, Diliman, Quezon City. Tel. 70-02-21.  
Personnel: Robert L. Stewart, gen. mgr.; M. Samia, tech. director.
- Kanlaon Broadcasting System Inc. (Commercial),** KBS Bldg., Roxas Blvd., Pasay City. Tel. 80-46-84.  
Personnel: Benjamin Y. Benedicto, gen. mgr.; Salvador C. Tan, asst. gen. mgr. & operations dir.; Kitchie Benedicto de Leon, exec. asst.; Jorge Viduya, program mgr.; Felipe Medina Jr., news mgr.; Arturo L. Lopez, engineering mgr.
- BACOLOD CITY—DYXL-TV,** ABS-CBN Network. Ch. 4 (V-67.25, A-71.75). Transmitter 2 kw, ERP 8 kw. Started Nov. 1962. Hours of operation: 01:00-16:00 GMT.
- BAGUIO CITY—DZBS-TV,** Radio Philippines Network Inc. Ch. 12 (V-205.25, A-209.75). Transmitter 500 watts. Started Dec. 1962. Hours of operation: 09:00-13:00 GMT.
- BAGUIO CITY—DZRI-TV,** ABS-CBN Network. Ch. 10 (V-193.25, A-197.75). Transmitter 500 watts, ERP 5 kw. Started Nov. 1967. Hours of operation: 24:00-16:00 GMT.
- CEBU CITY—DYSS-TV,** Republic Broadcasting System. Ch. 7 (V-175.25, A-179.75). Transmitter 100 watts. Started Feb. 1962. Hours of operation: 09:00-15:00 GMT.
- CEBU CITY—DYCB-TV,** ABS-CBN Network. Ch. 3 (V-61.25, A-65.75). Transmitter 2 kw, ERP 12 kw (directional). Hours of operation: 04:00-16:00 GMT.
- CEBU CITY—DYTV,** Inter-Island Broadcasting Corp. Ch. 13 (V-211.25, A-215.75). Transmitter 2.24 kw. Started May 1965. Hours of operation: 08:00-14:00 GMT.
- DAVAO CITY—DXTV,** Inter-Island Broadcasting Corp. Ch. 13 (V-211.25, A-215.75). Transmitter 500 watts. Started Jan. 1960. Hours of operation: 07:00-15:00 GMT.
- MANILA (Quezon City)—DZKB-TV,** Kanlaon Broadcasting System Inc. Ch. 9. TV tape recording facilities. Started Oct. 15, 1969.

- MANILA (Quezon City)—DZAG-TV,** ABS-CBN Network. Ch. 2. Transmitter 10 kw, ERP 40 kw. Started Oct. 1953 on Ch. 3, changed to Ch. 2 Nov. 1969. Hours of operation: 23:00-16:00 GMT. Color: Live & film, NTSC.
- MANILA (Quezon City)—DZBB-TV,** Republic Broadcasting System. Ch. 7 (V-175.25, A-179.75). Transmitter 5 kw. Started Oct. 1959. Hours of operation: 23:00-16:00 GMT.
- MANILA (Quezon City)—DZRH-TV,** Metropolitan Broadcasting Co. Ch. 11 (V-199.25, A-203.75). Transmitter 5 kw. Started Nov. 1962. Hours of operation: 08:00-15:00 GMT.
- MANILA (Quezon City)—DZXL-TV,** ABS-CBN Network. Ch. 4 (V-67.25, A-71.75). Transmitter 5 kw, ERP 105 kw (directional). Started Sept. 1957 on Ch. 9, changed to Ch. 4 Nov. 1969. Hours of operation: 01:00-16:00 GMT.
- MANILA (San Juan, Rizal)—DZTM-TV,** The Manila Times. Ch. 5 (V-77.25, A-81.75). Transmitter 10 kw. Started July 1962. Hours of operation: 04:00-16:00 GMT.  
Rates (Peak): Spot 26 sec., 275.00; 5 sec., 75.00; program hour, 500.00; 15 min., 175.00 (Pesos).
- MANILA (San Juan, Rizal)—DZTV,** Inter-Island Broadcasting Corp. Ch. 13 (V-211.25, A-215.75). Transmitter 6 kw. Started Jan. 1960. Hours of operation: 06:00-15:00 GMT.
- MANILA—DZFU-TV,** Feati University, Hellos St., Sta. Cruz, Manila. (Educational) Ch. 14 (V-471.25, A-475.75). Transmitter 400 watts. Started Aug. 1962. Hours of operation: 02:00-15:00 GMT.
- Planned:  
KBS—BACOLOD CITY, BAGUIO CITY, CAG. DE ORO, CEBU CITY, DAVAO CITY, 3 low power repeaters.  
ABC—BAGUIO CITY, Ch. 8; CEBU CITY, Ch. 5; DAVAO CITY, Ch. 5.

Note: See also U.S. American Forces stations.

## Poland

(625-line standards, System D)

Sets in use: 3,500,000

- Polskie Radio i Telewizja (Govt., non-commercial),** Plac Powstancow 7, Warsaw 1, Poland. Tel. 26-30-93, 27-10-48. Telex 813421.  
Personnel: W. Sokorski, president; Stanislaw Stefanski, director general; Stanislaw Stampf, program manager; Witalis Janowski, film buyer; Leon Adamczyk, production manager; Bernard Klimaszewski, chief engineer; Tadeusz Kedzierski, head of foreign relations. To begin color telecasts late 1969 SECAM system.
- BIALYSTOK—Ch. R-8.** ERP 100 kw. Started 1962.
- BYDGOSZCZ—Ch. R-1.** ERP 100 kw. Started Nov. 1960.
- GDANSK—Ch. R-10.** ERP 100 kw. Started 1962.
- GIZYCKO—Ch. R-9.** Started 1964.
- KATOWICE—Ch. R-8.** ERP 265 kw. Started 1957.
- KIELCE—Ch. R-3.** ERP 200 kw. Started 1965.
- KOSZALIN—Ch. R-8.** ERP 100 kw. Started 1962, increased power 1965.
- KRAKOW—Ch. R-10.** ERP 100 kw. Started 1959, increased power 1962.
- LODZ—Ch. R-7.** ERP 200 kw. Started 1956, increased power 1968.
- LUBLIN—Ch. R-9.** ERP 100 kw. Started 1962.
- OLSZTYN—Ch. R-6.** ERP 10 kw. Started July 1960.
- POZNAN—Ch. R-9.** ERP 150 kw. Started 1957, increased power 1964.
- RZESZOW—Ch. R-12.** ERP 100 kw. Started 1963.
- SZCZECIN—Ch. R-12.** ERP 100 kw. Started 1960, increased power 1964.
- WARSAWA—Ch. R-2.** ERP 100 kw. Started July 1954, increased power 1965.
- WARSAWA—Ch. R-11.** ERP 1 kw. Started Feb. 1968.
- WROCLAW—Ch. R-12,** ERP 150 kw. Started 1958.
- ZGORZELEC—Ch. R-11.** ERP 2.5 kw. Started 1961.
- ZIELONA GORA—Ch. R-3.** ERP 200 kw. Started 1963.

## REPEATERS

- BOLESLAWIEC—Ch. R-1.** Started 1962.
- CZARNKOW—Ch. R-11.** Started 1961.
- DUSZNIKI—Ch. R-10.** Started 1961.
- DZIALOSZYN—Ch. R-3.** Started 1963.
- GDANSK—Ch. R-3.** Started 1965.
- GDYNIA—Ch. R-3.** Started 1964.
- GLUSZYCA—Ch. R-1.** Started 1964.
- GOLDAP—Ch. R-11.** Started 1967.
- GORLICE—Ch. R-6.** Started 1961.
- JELENIA GORA—Ch. R-10.** Started 1960.
- JAROSLAN—Ch. R-2.** Started 1968.
- KALISZ—Ch. R-2.** Started 1961.
- KAMIENNA GORA—Ch. R-3.** Started 1961.
- KLODZKO—Ch. R-8.** Started 1960.
- KOLO—Ch. R-12.** Started 1966.
- KOMANCZA—Ch. R-7.** Started 1965.



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KONIN—Ch. R-5. Started 1961.  
 KOWARY—Ch. R-9. Started 1966.  
 KRYNICA I—Ch. R-2. Started 1966.  
 KRYNICA II—Ch. R-10. Started 1966.  
 KUDOWA I—Ch. R-7. Started 1964.  
 KUDOWA II—Ch. R-3. Started 1962.  
 LESNA—Ch. R-6. Started 1962.  
 LIDZBARK WARMINSKI—Ch. R-2. Started 1967.  
 LUBAN SLASKI—Ch. R-9. Started 1962.  
 LUBAWA—Ch. R-9. Started 1965.  
 MIEDZYDROJE—Ch. R-10. Started 1960.  
 MIEROSZOW—Ch. R-7. Started 1967.  
 MLAWA—Ch. R-3. Started 1967.  
 MRAGOWO—Ch. R-11. Started 1967.  
 NOWA RUDA—Ch. R-7. Started 1961.  
 NOWE MIASTO LUBAWSKIE—Ch. R-12. Started 1965.  
 NOWY SACZ—Ch. R-6. Started 1961.  
 PILA—Ch. R-7. Started 1966.  
 PIWNICZNA—Ch. R-1. Started 1965.  
 PLOCK—Ch. R-3. Started 1965.  
 PRZEMYSL—Ch. R-7. Started 1963.  
 RABKA—Ch. R-7. Started 1963.  
 SZCZYTNA SLASKA—Ch. R-9. Started 1967.  
 SWIERADOW ZDROJ—Ch. R-9. Started 1961.  
 SZCZAWNICA—Ch. R-3. Started 1964.  
 TOMASZOW MAZOWIECKI—Ch. R-11. Started 1962.  
 TUREK—Ch. R-11. Started 1966.  
 USTRZYKI DOLNE—Ch. R-3. Started 1967.  
 WALBRZYCH—Ch. R-9. Started 1967.  
 WALCZ—Ch. R-2. Started 1968.  
 WISLA—Ch. R-3. Started 1964.  
 WLOCLAWEK—Ch. R-8. Started 1959.  
 WOJCIESZOW—Ch. R-7. Started 1963.  
 ZAKOPANE I—Ch. R-12. Started 1958.  
 ZAKOPANE II—Ch. R-1. Started 1967.  
 ZYWIEC—Ch. R-12. Started 1961.

## Portugal

(625-line standards, Systems B & G)  
 Sets in use: 360,000

Radiotelevisao Portuguesa, S.A.R.L. (Commercial concessionaire), Rua de Sao Domingos a Lapa, 26, Lisbon, 3. Tel. 66-61-34. Mailing address: Apartado 2934, Lisboa. Cable: TELVISAO LISBOA. Telex: Lisboa 1576 RTP P (general matters); Lisboa 1102 RTP CT P (technical matters). Studios and Operations: Alameda das Linhas de Torres, 44, Lisbon 5. Tel. 79-05-12. General Management, Direction of Programs, External Relations Division: Alameda das Linhas de Torres, 95, Lisbon, 5. Tel. 79-21-86.  
 Hours of operation: First Program (Winter) 14:45-24:00, Mon.-Fri.; 15:00-24:00, Sat.; 12:30-24:00, Sun. (Summer) 19:00-24:00, Mon.-Sat.; 12:30-13:00 & 19:00-24:00, Sun. Second Program (Winter) 21:30-24:00; (Summer) 21:00-23:30.

Personnel: Dr. Ramiro Valadao, chairman of the board; E. Matos Correia, general manager for programs; Francisco Conceicao, general manager for administration; Carlos Miguel de Araujo, director of programs; Jose M. Alenquer, director of operations; Francisco Bordalo Machado, technical director; Antonio Neves de Bivar, head of external relations division; Dr. Pedro Geraldes Cardoso, head of legal department.

Rates (July 1969): Sociedade Movierecord Portuguesa, S.A.R.L., 17 Av. Fontes Pereira de Melo, Lisbon, holds exclusive contract for commercial TV advertising on RTP First Program. Class A—19:30-end of transmission. Spot 60 sec., 17,500; 15 sec., 6,000; 6 sec., 3,150 (Escudo).

LISBON (Serra do Monsanto)—RTP, Ch. E-7 (V-189.25, A-194.75). Transmitter 10 kw, ERP 100 kw. TV tape recording & playback facilities. Started experimentally Aug. 1956; regular operation started Nov. 23, 1957.

COIMBRA (Serra da Lousa)—RTP, Ch. E-3 (V-55.25, A-60.75). Transmitter 10 kw, ERP 60 kw. Started Nov. 23, 1957.

MENDRO (Beja)—RTP, Ch. E-5 (V-175.25, A-180.75). ERP 20 kw. Started Dec. 1, 1965.

MONTEJUNTO—RTP, Ch. E-6 (V-182.25, A-187.75). Transmitter 400 watts, ERP 1 kw. Started March 10, 1958.

MURO—RTP, Ch. E-2 (V-48.25, A-53.75). ERP 40 kw. Started Dec. 11, 1966.

OPORTO (Monte da Virgem)—RTP, Ch. E-9 (V-203.25, A-208.75). Transmitter 10 kw, ERP 100 kw. TV tape recording facilities. Started Dec. 31, 1957.

## SECOND PROGRAM

LISBON—RTP, Ch. E-25 (V-503.25, A-508.75). ERP 420 kw. Started Dec. 25, 1968. Experimental.

## REPEATER STATIONS

AROUCA—RTP, Ch. E-11. ERP 10 watts. Started July 1964.

BORNES—RTP, Ch. E-7. ERP 1.5 kw. Started Aug. 1960.  
 CAMINHA—RTP, Ch. E-11. ERP 25 watts. Started Nov. 1968.  
 GRACA—RTP, Ch. E-5. ERP 35 watts. Started Aug. 1969.  
 GUARDUNHA—RTP, Ch. E-8. ERP 1.5 kw. Started Dec. 14, 1966.  
 MANTEIGAS—RTP, Ch. E-11. ERP 10 watts. Started Aug. 1964.  
 MARAO—RTP, Ch. E-6. Transmitter 85 watts, ERP 1.5 kw. Started May 1962.  
 MAROFA—RTP, Ch. E-5. ERP 5 kw, directional. Started July 1960.  
 MERTOLA—RTP, Ch. E-9. ERP 1 watt. Started April 16, 1966.  
 MINHUE—RTP, Ch. E-8. ERP 1.5 kw. Started Oct. 27, 1966.  
 MIRA D' AIRE—RTP, Ch. E-8. ERP 5 watts. Started May 1965.  
 MONCHIQUE—RTP, Ch. E-8. ERP 15 kw, directional. Started April 1958.  
 NOGUEIRA—RTP, Ch. E-10. ERP 300 watts directional. Started Dec. 1962.  
 ODEMIRA—RTP, Ch. E-10. ERP 1 watt, directional. Started Jan. 1964.  
 S. DOMINGOS—RTP, Ch. E-11. ERP 15 watts. Started Oct. 1964.  
 S. MAMEDE—RTP, Ch. E-10. ERP 5 kw, directional. Started Nov. 1965.  
 SAN MIGUEL—RTP, Ch. E-6. ERP 500 watts. Started Nov. 1968.  
 S. PEDRO SUL—RTP, Ch. E-10. ERP 40 watts, directional. Started Sept. 1965.  
 SANTIAGO DO CACEM—RTP, Ch. E-9. ERP 2 kw. Started Dec. 24, 1966.  
 SINTRA—RTP. Started Sept. 1969.

## Reunion

(625-line standards, System D)  
 Sets in use: 12,000

ST. DENIS DE LA REUNION—Office de Radiodiffusion Television Francaise (ORTF), Box 309, St. Denis de la Reunion. Tel. 8-68. (Govt., non-commercial). Bernard Guyot, chief of service. Ch. 8 (V-207.25, A-213.75). Transmitter 50 watts. Started Dec. 1964. Low-powered repeaters at Le Port, Ch. 4; St. Suzanne, Ch. 5; Piton Textor, Ch. 9; St. Pierre, Ch. 7.

## Rhodesia

(625-line standards, System B)  
 Sets in use: 50,000

Rhodesia Broadcasting Corp. (Statutory Board) owns and operates all transmitters. RTV—Rhodesia Television Ltd. (Commercial), P.O. Box HG 200, Highlands, Salisbury. Tel. 46591. P.O. Box 777, Bulwayo. Tel. 64222. RTV is program contractor in charge of daily programming. Only spot announcements are used.

Personnel: J. M. Helliwell, chairman; W. R. Whaley, vice chairman; John Terry, managing director; C. Jaffe, head of production. Note: RBC has majority shareholding in RTV.

SALISBURY—RTV, Ch. E-4. Transmitter 5 kw, ERP 20 kw. Started Nov. 15, 1960. Rates: Spot 60 sec., 35; 15 sec., 13 (Pounds). Weekdays: 60 sec., 33; 15 sec., 12 (Pounds).

BULAWAYO—RTV, Ch. E-3. Transmitter 1 kw, ERP 3.5 kw. Started June 1961. Rates: Spot 60 sec., 18.10.0; 15 sec., 7 (Pounds). Weekdays: 60 sec., 17.10.0; 15 sec., 6.10.0 (Pounds).

## Rumania

(625-line standards, System D)  
 Sets in use: 900,000

Televiziunea Romina (Govt., limited commercial), Str. Mollere 2, Bucuresti, Rumania. Tel. 13 46 10. Valeriu Pop, president.

## MAIN TRANSMITTERS

BACAU—Ch. R-1. Transmitter 600 watts, ERP 3 kw.  
 BUCURESTI—Ch. R-2. Transmitter 20 kw, ERP 100 kw. Started 1957.

CLUJ—Ch. R-11. Transmitter 4 kw, ERP 15 kw.

DOBROGEEA—Ch. R-10. Transmitter 4 kw, ERP 50 kw.

HUNEDOARA—Ch. R-12. Transmitter 4 kw, ERP 40 kw.

IASI—Ch. R-9. Transmitter 4 kw, ERP 15 kw.

MUGES—Ch. R-5. ERP 15 kw.

ORADEA—Ch. R-3. Transmitter 20 kw, ERP 120 kw.

TIMISOARA—Ch. R-9. Transmitter 4 kw, ERP 50 kw.

## REPEATERS

BAIA MARE—Ch. R-7. Transmitter 20 watts.

BIRLAD—Ch. R-8. Transmitter 10 watts.

BRASOV—Ch. R-3. Transmitter 80 watts.

CRAIOVA—Ch. R-8. Transmitter 40 watts.

DRAGASANI—Ch. R-5. Transmitter 20 watts.

PITESTI—Ch. R-4. Transmitter 25 watts.

(Continued on next page)

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## RUMANIA—(Continued)

- RESITA—Ch. R-4. Transmitter 20 watts.  
RIMNICUL VILCEA—Ch. R-4. Transmitter 20 watts.  
SIBIU—Ch. R-6. Transmitter 20 watts.  
VICTORIA—Ch. R-7. Transmitter 20 watts.

## St. Pierre & Miquelon

(625-line standards, System D)  
Sets in use: 1,250

- SAINT PIERRE—Office of Radiodiffusion Television Francaise (ORTF), St. Pierre. Tel. 051. Ch. 4. Transmitter 50 watts. Started April 1967. Fernand Le Reec, chief of service.

## Samoa (American)

(525-line standards, System M)  
Sets in use: 2,500

- PAGO PAGO—KVZK-2 (Ch. 2), KVZK-4 (Ch. 4), KVZK-5 (Ch. 5), KVZK-8 (Ch. 8), KVZK-10 (Ch. 10), KVZK-12 (Ch. 12). Dept. of Education, Govt. of American Samoa, Pago Pago (Govt., non-commercial). Six-channel educational TV system. ERP 40 kw. Ch. 2, Ch. 4 & Ch. 5. ERP 100 kw. Ch. 8, Ch. 10 & Ch. 12. TV tape recording facilities. Started Sept. 1964. Robert Williams, director of education; Dennis Falk, production supervisor; Duane White, chief engineer.  
Hours of operation: Mon.-Fri., 7:30 a.m.-10:30 p.m.; 6:30-10 p.m., Sat.

## Saudi Arabia

(525-line standards, System M & 625-line standards, System B)  
Sets in use: 300,000

- DHAHRAN—HZ-22-TV. Aramco TV (non-commercial), Arabian American Oil Co., P.O. Box 1359, Dhahran, Saudi Arabia. Tel. 3061. Ch. 2 (V-55.25, A-59.75). Transmitter 6 kw, ERP 12 kw. TV tape recording facilities. Started Sept. 1957. Personnel: Saleh Al-Mozaini, gen. mgr.; S. S. Qareesh, program & production mgr.; B. A. Biedenharn, chief engineer.  
HOFUF—Ch. 13 (V-211.25, A-215.75). Repeats Ch. 2, Dhahran. Transmitter 500 watts, directional antenna. Started Sept. 1963.  
JEDDAH—Ministry of Information (Govt.), Airport Road, Jeddah. Ch. E-10. ERP 10 kw.  
MECCA—Ministry of Information (Govt.). Ch. E-7, ERP 10 kw.  
MEDINA—Ministry of Information (Govt.). Ch. E-5, ERP 25 kw.  
QUASSIM—Ministry of Information (Govt.). Ch. E-8, ERP 40 kw.  
RIYADH—Ministry of Information. Ch. E-5. ERP 10 kw.  
TAIF—Ministry of Information (Govt.). Ch. E-8, ERP 10 kw.  
Planned: Buraydh (Govt.).

## Senegal

(625-line standards, System B)  
Sets in use: 750

- DAKAR—Board de la Republique (Govt., non-commercial), B.P. 2375, Dakar, Senegal. Tel. 321-62. Ch. 7 (V-199.25, A-205.75). ERP 50 watts. Started Feb. 1965. Experimental station for adult education. TV tape recorder facilities.

## Sierra Leone

(625-line standards, System B)  
Sets in use: 3,500

- FREETOWN (Aberdeen Hill)—SLTV, Sierra Leone Television (Commercial), Private Mail Bag, Freetown, Sierra Leone. Tel. 3997. Station is govt.-owned, operated by consortium consisting of Thomson TV (International) Ltd., Television International Enterprises Ltd. & NBC. Ch. E-2 (V-48.25, A-53.75). Transmitter 100 watts, ERP 400 watts. Started April 1963. Personnel: A. H. Khanu, acting general manager & chief engineer; M. G. Hastings, sales manager; C. A. Thomas, film librarian; B. A. Davies, acting production manager; M. E. Renner-Lewis, administrative assistant; A. C. Thomas, accountant.  
Rates: Spot 60 sec., 20.90; 7 sec., 4.95 (Leones).

## Singapore

(625-line standards, System B)  
Sets in use: 123,000

- SINGAPORE—Television Singapore, RTS, (Govt., commercial), Broadcasting Division, Ministry of Culture, P.O. Box 1902, Singapore. Tel. 50401. Ch. E-5 (Singapore I) and Ch. E-8 (Singapore II). Transmitters 5 kw, ERP 80 kw. Started 1963. TV tape recording facilities. Programs are transmitted in 4 languages—English (35%), Chinese (Mandarin, Cantonese, Teochew & Hokkien (35%), Malay (20%) and Tamil (10%), generally neither channel having the same program or the same language at the same time. Programs are normally subtitled in yet another language.

Personnel: Hsu Tse-Kwang, director of broadcasting; Mrs. Wong Lee Siok Tin, deputy director; George Ang, chief engineer; Lee Hoong Fong, commercial manager; C. V. Doral, asst. director, programs; S. C. Lim, controller, news; Foong Choon Hon,

controller, central productions; Tan Siew Loon, controller, services; V. C. Palmer, controller, TV; Loo Koon Fan, controller, radio.

Hours of operation: Ch. 5, Mon.-Fri., 15:00-17:10 & 18:00-23:30; Sat., 13:00-01:00; Sun., 10:00-23:30. Ch. 8, Mon.-Fri., 18:00-23:30; Sat. & Sun., 17:00-23:30 (Singapore Time).

Rates: Spot 20 sec., 217.00 (Chinese), 189.00 (English), 82.00 (Malay & Indian), 487.00 (Network); 60 sec., 487.00 (Chinese), 351.00 (English), 188.00 (Malay & Indian), 1,026.00 (Network). (Singapore Dollars).

## People's Republic of Southern Yemen

(625-line standards, System B)  
Sets in use: 22,000

- SYBS-TV, South Yemeni Broadcasting Service, (Govt., commercial), Television House, Clock Tower Hill, Tawahi (P.O. Box 1264, Aden). Tel. Aden 2-3231; 2-3232. All transmitters carry common program. Arabic & English language. Simulcasting into Arabic began Sept. 11, 1966.

Hours of operation: 10-11 a.m. local time, educational; 6-10:30 p.m. local time, commercial. TV tape recording facilities.

Ownership: Government of the People's Republic of Southern Yemen, Ministry of Culture and National Guidance.

Personnel: Alawi Sakkaf, dir. of broadcasting; Mohamed Bulgone, dir. of programs; Abdul-Azziz Musein, sales mgr.; Brian Hughes, chief engineer.

Represented internationally by Television International Enterprises (Sales) Ltd., London & New York. Rates (Card No. 1): Spot 60 sec., 12/500; 7 sec., 3/750. (South Arabian Dinars).

- AL AINEH—Ch. E-4 (V-62.25, A-67.75). Transmitter 100 watts, ERP 400 watts. Started Sept. 1964.

- AL BARGH—Ch. E-10 (V-210.25, A-215.75). Transmitter 100 watts, ERP 400 watts. Started Sept. 1964.

- CRATER—Ch. E-8 (V-196.25, A-201.75). Transmitter 5 watts. Started Feb. 1967.

- GA'AR (Abyan)—Ch. E-7 (V-189.26, A-194.76). Transmitter 100 watts, ERP 200 watts. Started Nov. 1965.

- LITTLE ADEN—Ch. E-5. (V-175.25, A-180.75). Started Oct. 1967.

## Spain

(625-line standards, Systems B & G)  
Sets in use: 3,600,000

- Television Espanola (Govt., commercial), Direction General de Radiodifusion y Television, Ministerio de Informacion y Turismo, Centro de Produccion de Programas de Prado del Rey, Madrid. Tel. 2-38-20-40. Telex 07694.

Hours of operation: First program, weekdays 13:45-17:20 and 19:10-00:30; Sat., 13:45-01:20; Sun., 10:00-00:30. Second program, 20:30-24:00.

Personnel: Dr. Adolfo Suarez Gonzalez, director general of radio & television; Luis Ezcurra Carrillo, deputy director general of television & director of Television Espanola; Jose de las Casas Acevedo, director, First program; Salvador Pons Munoz, director, Second program; Eduardo Gavilan Estelat, technical director; Eduardo de Toledo del Castillo, financial director; Fernando Ramos Moreno, news service director.

Rates: 15 sec. (film) 15,000-100,000 (Pesetas).

Production centers: Prado del Rey, Madrid; Miramar, Barcelona; Las Palmas, Canary Islands.

## FIRST PROGRAM

- ALICANTE (Aitana)—Ch. E-3. Transmitter 10 kw, ERP 60 kw. Started July 1962.

- ASTURIAS (Sierra de Aramo)—Ch. E-3. Transmitter 10 kw, ERP 60 kw. Started Feb. 1964.

- BARCELONA (Tibidabo)—Ch. E-4. Transmitter 25 kw, ERP 150 kw. Started Feb. 1959.

- BILBAO (Sollube)—Ch. E-4. Transmitter 10 kw, ERP 60 kw. Started Aug. 1960.

- BURGOS (Villadiego)—Ch. E-8. Transmitter 500 watts, ERP 13 kw. Started July 1967.

- CANARY ISLANDS—See Tenerife.

- GRANADA (Parapanda)—Ch. E-9. Transmitter 5 kw, ERP 30 kw. Started July 1968.

- GRANADA (Sierra de Lujar)—Ch. E-7. Transmitter 10 kw, ERP 150 kw. Started June 1964.

- LERIDA (Alpicat)—Ch. E-5. Transmitter 500 watts, ERP 3 kw. Started Nov. 1963.

- MADRID—Ch. E-4. Transmitter 500 watts, ERP 1.5 kw. Started Nov. 1957.

- MADRID (Navacerrada)—Ch. E-2. Transmitter 50 kw, ERP 500 kw. Started Oct. 1959.

- MALLORCA (Alfabia)—Ch. E-6. Transmitter 500 watts, ERP 3 kw. Started May 1964.

- SANTIAGO DE COMPOSTELA (Monte Pedroso)—Ch. E-4. Transmitter 20 kw, ERP 120 kw. Started Sept. 1961.

- SEVILLA (Guadalcanal)—Ch. E-4. Transmitter 20 kw, ERP 120 kw. Started Oct. 1961.

- TENERIFE (Izana)—Ch. E-3. Transmitter 25 kw, ERP 300 kw. Started Feb. 1964.

- VALENCIA (Torrente)—Ch. E-5. Transmitter 500 watts, ERP 10 kw. Started July 1966.

- ZARAGOZA (La Muela)—Ch. E-3. Transmitter 10 kw, ERP 35 kw. Started Feb. 1959.

Low-powered repeaters: 600 in operation.

## SECOND PROGRAM

**ALICANTE** (Aitana)—Ch. E-32. Transmitter 10 kw, ERP 100 kw. Started July 1967.  
**BARCELONA** (Tibidabo)—Ch. E-31. Transmitter 20 kw, ERP 300 kw. Started Sept. 1965.  
**BILBAO** (Archanda)—Ch. E-22. Transmitter 10 kw, ERP 60 kw. Started July 1966.  
**MADRID**—Ch. E-21. Transmitter 10 kw, ERP 100 kw. Started Jan. 1965.  
**MADRID** (Navacerrada)—Ch. E-24. Transmitter 50 kw, ERP 1500 kw. Started Oct. 1965.  
**MALLORCA** (Alfabia)—Ch. E-48. Transmitter 10 kw, ERP 100 kw. Started July 1968.  
**SAN SEBASTIAN** (Jaizquibel)—Ch. E-48. Transmitter 10 kw, ERP 100 kw. Started July 1966.  
**SANTIAGO DE COMPOSTELA** (Monte Peshoso)—Ch. E-2. Transmitter 10 kw, ERP 40 kw. Started Nov. 1967.  
**SEVILLA** (Valencina)—Ch. E-52. Transmitter 10 kw, ERP 100 kw. Started July 1967.  
**VALENCIA** (Torrente)—Ch. E-22. Transmitter 10 kw, ERP 60 kw. Started July 1966.  
**ZARAGOZA** (La Muela)—Ch. E-33. Transmitter 10 kw, ERP 250 kw. Started Oct. 1965.  
Low-powered repeaters: 14 in operation.

## Sudan

(625-line standards, System B)  
Sets in use: 65,000

**OMDURMAN**—Sudan Television Service (Govt., commercial), P.O. Box 1094, Omdurman, Sudan Democratic Republic. Tel. 52100 & 52163. Ch. E-5 (V-175.25, A-180.75). Transmitter 600 watts, ERP 2.4 kw. Started Nov. 1963.

Personnel: Kamal El Zubeir, acting director; Mustafa Abd Alrahman, program director; Sayed Moutasim Osman, administrative officer.

Hours of operation: 6:30-11:30 p.m., daily.

CATV System: One in operation, serving an area of 60 km radius.

### Planned:

**WAD MEDANI**—Gezira TV Station, Ch. E-7 (V-189.25, A-194.75). Transmitter 10 kw, ERP 100 kw. Will originate local programs & have TV tape recording facilities. To start Oct. 1970.

## Surinam

(525-line standards, System M)  
Sets in use: 2,000

**PARAMARIBO**—STVS, Surinaamse Televisie Stichting (Govt., commercial), Cultuurtuinlaan, Paramaribo. Tel. 3031. Ch. 8. ERP 6 kw.

## Sweden

(625-line standards, System B)  
Sets in use: 2,265,000 black & white; 110,000 color  
Color: PAL System.

Swedish Board of Telecommunications (Govt.), Box 16065, Stockholm, 16. Tel. 081236040. Programming is provided by Sveriges Radio AB. S-105 10 Stockholm Tel. 631000. (Semi-Govt., non-commercial), Sveriges Radio has major program production units for television & radio in Stockholm and 11 regional staffs. Hours of operation: 6 p.m.-10:30 p.m. The hours do not apply to 15 additional hours per week of school television, Eurovision, Nordvision and afternoon repeat broadcasts. TV tape recording facilities in Stockholm with mobile units available for use in other parts of the country. Weekly experimental telecasts in color. Incoming Eurovision programs in color, rebroadcast in color. PAL system. TV 2 beginning Dec. 1969; regular color service to begin April 1970.

Ownership: Shares of Sveriges Radio AB are allotted in fixed proportions between the press (1/5), major national organizations and associations (3/5), commercial and industrial interests, primarily the radio industry (1/5). Personnel: Governor Per Eckerberg, chairman; Olof Rydbeck, director general; K. E. Lundevall, deputy director general; N. P. Lindskog, head of director general's office; N. Ragna, dir., staff; J. von Utfall, dir., engineering; C. Watchmeister, deputy dir., engineering; N.-O. Franzen, dir., radio programs; P. Brunius, deputy dir., radio programs; H. Unsaard, dir. programs TV 1; O. Wallquist, dir. programs TV 2; H. Dyfverman, coordinator, TV 1 & TV 2; R. Lundgren, controller, educational programs; P. M. Hamberg, controller, news programs; G. Rugheimer, deputy controller, news programs; G. Hansson, legal advisor; E. Ploman, controller, international relations; G. Dahlin, international secy.; Ph. von Krusenstierna, head, press & information.

Represented in U.S. by Claes Dahlgren, 1290 Ave. of the Americas, New York, N.Y. (10019). Tel. Circle 7-6565.

Represented in London by Erik Rydbeck, ITN Bldg., Wells St., London W. 1.

**AMMARNAS**—Ch. E-7. ERP 0.15 kw. Started June 1967.  
**ANDERSTORP**—Ch. E-11. ERP 0.15 kw. Started Dec. 1959.  
**ANGE**—Ch. E-8. ERP 15 kw. Started Aug. 1960.  
**ARE**—Ch. E-10. ERP 0.15 kw. Started April 1961.  
**ARJEPLOG**—Ch. E-9<sup>a</sup>. ERP 0.15 kw. Started June 1964.  
**ARVIDSJAUR**—Ch. E-5. ERP 60 kw. Started Dec. 1961.

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**BACKEFORS**—Ch. E-8. ERP 60 kw. Started Oct. 1960.  
**BISPFORS**—Ch. E-2. ERP 0.15 kw. Started Aug. 1967.  
**BJORKLIDEN**—Ch. E-9<sup>a</sup>. ERP 0.15 kw. Started Feb. 1964.  
**BODEN**—Ch. E-4. ERP 60 kw. Started Nov. 1961.  
**BOLLNAS**—Ch. E-6. ERP 60 kw. Started May 1959.  
**BORAS**—Ch. E-6. ERP 3 kw. Started Oct. 1959.  
**BORLANGE**—Ch. E-10. ERP 60 kw. Started March 1959.  
**BREDBYN**—Ch. E-8. ERP 0.15 kw. Started June 1967.  
**DREVDAGEN**—Ch. E-4. ERP 0.15 kw. Started Feb. 1968.  
**EMMABODA**—Ch. E-8. ERP 60 kw. Started Aug. 1959.  
**ENAFORS**—Ch. E-8<sup>a</sup>. ERP 0.15 kw. Started Dec. 1963.  
**FINNVEDEN**—Ch. E-4<sup>a</sup>. ERP 3 kw. Started March 1967.  
**FREDRIKSBERG**—Ch. E-5. ERP 0.15 kw. Started May 1965.  
**FUNASDALEN**—Ch. E-10. ERP 0.15 kw. Started Dec. 1964.  
**GADDEDE**—Ch. E-6. ERP 0.15 kw. Started Dec. 1961.  
**GALLIVARE**—Ch. E-9. ERP 60 kw. Started Dec. 1961.  
**GAVLE**—Ch. E-9. ERP 60 kw. Started Dec. 1958.  
**GOTEBORG**—Ch. E-9. ERP 60 kw. Started May 1958.  
**GOTEBORG**—Ch. E-11. ERP 0.15 kw. Started June 1966.  
**GREBBESTAD**—Ch. E-6<sup>a</sup>. ERP 0.15 kw. Started Dec. 1961.  
**HALMSTAD**—Ch. E-7. ERP 60 kw. Started Nov. 1958.  
**HALSINGBORG**—Ch. E-9. ERP 1 kw. Started Nov. 1958.  
**HAPARANDA**—Ch. E-8. ERP 60 kw. Started June 1962.  
**HARNOSAND**—Ch. E-9. ERP 0.15 kw. Started Nov. 1959.  
**HEMAVAN**—Ch. E-8. ERP 0.15 kw. Started April 1966.  
**HOLJES**—Ch. E-4. ERP 0.15 kw. Started Dec. 1963.  
**HORBY**—Ch. E-2. ERP 100 kw. Started Oct. 1959.  
**HORBY**—Ch. E-43. ERP 500 kw. Started Dec. 1965.  
**HUDIKSVALL**—Ch. E-10<sup>a</sup>. ERP 0.15 kw. Started Dec. 1959.  
**HULTSFRED**—Ch. E-9. ERP 0.15 kw. Started Dec. 1959.  
**IDRE**—Ch. E-10. ERP 0.15 kw. Started Dec. 1962.  
**JOESTROM**—Ch. E-4. ERP 0.15 kw. Started Oct. 1967.  
**JONKOPING**—Ch. E-8. ERP 0.15 kw. Started July 1959.  
**KALARNE**—Ch. E-9<sup>a</sup>. ERP 0.15 kw. Started June 1964.  
**KALLROR**—Ch. E-6<sup>a</sup>. ERP 0.15 kw. Started Dec. 1964.  
**KARESUANDO**—Ch. E-10. ERP 0.15 kw. Started Feb. 1963.  
**KARLSHAMN**—Ch. E-11. ERP 10 kw. Started Jan. 1964.  
**KARLSKRONA**—Ch. E-9<sup>a</sup>. ERP 3 kw. Started Sept. 1959.  
**KARLSTAD**—Ch. E-5<sup>a</sup>. ERP 1 kw. Started Dec. 1958.  
**KIRUNA**—Ch. E-6. ERP 60 kw. Started Dec. 1961.  
**KISA**—Ch. E-11. ERP 30 kw. Started Feb. 1964.  
**KIVIK**—Ch. E-6. ERP 0.15 kw. Started June 1967.  
**KOPMANHOLMEN**—Ch. E-9. ERP 0.15 kw. Started Dec. 1961.  
**KRAMFORS**—Ch. E-10. ERP 0.15 kw. Started Dec. 1963.  
**KULTSJON**—Ch. E-5. ERP 0.15 kw. Started Jan. 1968.  
**KUNGSHAMN**—Ch. E-5<sup>a</sup>. ERP 0.15 kw. Started Dec. 1962.  
**LAISVALL**—Ch. E-7<sup>a</sup>. ERP .15 kw. Started Nov. 1962.  
**LIDEN**—Ch. E-3. ERP 0.15 kw. Started Jan. 1966.  
**LINKOPING**—Ch. E-9. ERP 1 kw. Started Dec. 1958.  
**LJUNGDALEN**—Ch. E-11. ERP 0.15 kw. Started June 1967.  
**LOFFSTRAND**—Ch. E-4<sup>a</sup>. ERP 0.15 kw. Started Dec. 1961.  
**LYCKSELE**—Ch. E-8<sup>a</sup>. ERP 30 kw. Started Aug. 1960.  
**MALMO**—Ch. E-10. ERP 1 kw. Started May 1958.  
**MALUNG**—Ch. E-5<sup>a</sup>. ERP 0.15 kw. Started Dec. 1962.  
**MJALLOM**—Ch. E-8<sup>a</sup>. ERP 0.15 kw. Started Dec. 1962.  
**MOLIDEN**—Ch. E-10<sup>a</sup>. ERP 0.15 kw. Started Dec. 1962.  
**MORA**—Ch. E-8<sup>a</sup>. ERP 10 kw. Started Dec. 1960.  
**MOTALA**—Ch. E-7. ERP 3 kw. Started Dec. 1958.  
**MUODOSLOMPOLO**—Ch. E-4<sup>a</sup>. ERP 0.15 kw. Started July 1963.  
**NASSJO**—Ch. E-10. ERP 60 kw. Started Nov. 1958.  
**NORRKOPING**—Ch. E-5. ERP 60 kw. Started May 1958.  
**OREBRO**—Ch. E-2. ERP 60 kw. Started April 1960.  
**ORKELLJUNGA**—Ch. E-8<sup>a</sup>. ERP 0.15 kw. Started Sept. 1967.  
**ORNSKOLDSVIK**—Ch. E-6<sup>a</sup>. ERP 3 kw. Started Aug. 1960.  
**OSTERSUND**—Ch. E-4. ERP 60 kw. Started April 1960.  
**OSTHAMMAR**—Ch. E-11. ERP 30 kw. Started Dec. 1961.  
**OVERKALIX**—Ch. E-10. ERP .15 kw. Started Sept. 1965.

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## SWEDEN—(Continued)

PAJALA—Ch. E-7. ERP 60 kw. Started Dec. 1961.  
 RAGUNDA—Ch. E-10<sup>1</sup>. ERP 0.15 kw. Started Dec. 1963.  
 RAMSELE—Ch. E-10. ERP 0.15 kw. Started May 1967.  
 SARNA—Ch. E-7<sup>1</sup>. ERP 0.15 kw. Started Dec. 1962.  
 SEITEVARE—Ch. E-7<sup>1</sup>. ERP 0.15 kw. Started Feb. 1963.  
 SKELLEFTEA—Ch. E-6. ERP 10 kw. Started Aug. 1960.  
 SKOVDE—Ch. E-3. ERP 60 kw. Started Dec. 1958.  
 SOLLEFTEA—Ch. E-7. ERP 60 kw. Started June 1960.  
 SOLLEFTEA-HALLSTA—Ch. E-10<sup>1</sup>. ERP 0.15 kw. Started Dec. 1960.  
 STALON—Ch. E-7. ERP 0.15 kw. Started Oct. 1967.  
 STOCKHOLM—Ch. E-4. ERP 60 kw. Started Sept. 1956.  
 STORDALEN—Ch. E-7<sup>1</sup>. ERP 0.15 kw. Started Dec. 1963.  
 STORUMAN—Ch. E-10. ERP 60 kw. Started June 1961.  
 STROMSTAD—Ch. E-5. ERP 0.15 kw. Started April 1962.  
 SUNDSVALL—Ch. E-5. ERP 60 kw. Started May 1959.  
 SUNNE—Ch. E-7. ERP 60 kw. Started Aug. 1960.  
 SVANSTEIN—Ch. E-5. ERP 0.15 kw. Started Sept. 1967.  
 SVEG—Ch. E-3. ERP 60 kw. Started Dec. 1960.  
 SVINESUND—Ch. E-2. ERP 0.15 kw. Started May 1964.  
 SVARDSJO—Ch. E-4. ERP 0.15 kw. Started Jan. 1966.  
 SYRSLEBACK—Ch. E-10<sup>1</sup>. ERP 0.15 kw. Started Dec. 1961.  
 TARNABY—Ch. E-6. ERP 0.15 kw. Started Dec. 1962.  
 TASJO—Ch. E-9. ERP 60 kw. Started June 1961.  
 TOCKFORS—Ch. E-10. ERP 0.15 kw. Started Oct. 1967.  
 TORNETRASK—Ch. E-4<sup>1</sup>. ERP 0.15 kw. Started Dec. 1963.  
 TORPSHAMMAR—Ch. E-9. ERP 0.15 kw. Started Dec. 1963.  
 TRANAS—Ch. E-8<sup>1</sup>. ERP 0.15 kw. Started April 1961.  
 TRANSTRAND—Ch. E-6<sup>1</sup>. ERP 0.15 kw. Started Dec. 1962.  
 TRARYD—Ch. E-10<sup>1</sup>. ERP 0.15 kw. Started Feb. 1968.  
 TROLLHATTAN—Ch. E-7. ERP 1 kw. Started May 1960.  
 UDDEVALLA—Ch. E-2<sup>1</sup>. ERP 5 kw. Started Dec. 1959.  
 UPPSALA—Ch. E-6. ERP 3 kw. Started May 1960.  
 VADDO—Ch. E-8<sup>1</sup>. ERP 200 kw. Started Oct. 1967.  
 VALDEMARSVIK—Ch. E-8. ERP 0.15 kw. Started Oct. 1967.  
 VANNAS—Ch. E-2. ERP 60 kw. Started Aug. 1960.  
 VARBERG—Ch. E-10<sup>1</sup>. ERP 1 kw. Started Nov. 1959.  
 VASSIJAURE—Ch. E-3. ERP 0.15 kw. Started Feb. 1964.  
 VASTERAS—Ch. E-8. ERP 10 kw. Started July 1959.  
 VASTERVIK—Ch. E-6. ERP 25 kw. Started Dec. 1959.  
 VIRSERUM—Ch. E-7. ERP 0.15 kw. Started July 1965.  
 VISBY—Ch. E-9. ERP 25 kw. Started Dec. 1959.  
 VISLANDA—Ch. E-5<sup>1</sup>. ERP 5 kw. Started April 1962.  
 Low-powered repeaters (less than 100 watts ERP): 108 in operation.

<sup>1</sup> Vertical polarization.

## Switzerland

(625-line standards, Systems B & G)

Color: PAL System

Sets in use: 1,115,000 black & white; 30,000 color

Swiss Broadcasting Corp. (Govt., commercial), Giacomettistrasse 1, 3000 Berne, Switzerland. Studios at Zurich, Geneva & Lugano produce programs in German, French & Italian. Under terms of the Govt. license SBC directs program services (radio & television) and PTT is responsible for technical operations.

Personnel: Marcel Bezenccon, director general; Edouard Haas, Swiss television director; Frank R. Tappelet, head, TV coordination; Markus T. Drack, press & information officer.

Program service, German language Studio Seebach, Leutschenbachstr. 110, 8052 Zurich. Tel. 051. 60 22 00. Dr. Guido Frei, regional TV director. Program service, French language, Studio de television, 66, Boulevard Carl-Vogt, 1211 Geneva 8. Tel. (022) 24 72 50 and (022) 35 90 60. Rene Schenker, regional TV director. Program service, Italian language, Studio-TV, 6903 Lugano-Besso. Tel. (091) 3 20 21. Franco Marazzi, regional TV director.

Hours of operation: 18:00-22:30/23:00, average weekdays; 14:00-23:00, Sat.; 9:00-23:00 average Sun. Rates (Jan. 1, 1970): Spot 60 sec., 8500; 40 sec., 6800; 30 sec., 5100; 20 sec., 3830 for national network (Swiss Francs).

Color test programs began April 1967, regular color programming Oct. 1, 1968. PAL system.

ANDERMATT—Ch. E-31. ERP 250 watts. French language. Started 1969.  
 AROSIO—Ch. E-31. ERP 400 watts. German language. Started 1969.  
 ATTINGHAUSEN—Ch. E-57. ERP 250 watts. French language. Started 1969.

AUSSERBERG—Ch. E-6. ERP 100 watts. German language. Started 1967.  
 BASLE (St. Crischona)—Ch. E-11. ERP 50 kw, directional. German language. Started April 1954.  
 BERNE (Bantiger)—Ch. E-2. ERP 100 kw. German language. Started Dec. 1954.  
 BERNE (Bantiger)—Ch. E-10. ERP 100 kw, directional. French language. Started Jan. 1962.  
 BOENIGEN—Ch. E-5. ERP 120 watts, directional. German language. Started Jan. 1964.  
 BUCHSERBERG—Ch. E-42. ERP 900 watts. Italian language. Started 1969.  
 CA D'FARETT—Ch. E-34. ERP 100 watts. German language. Started 1969.  
 CARDADA—Ch. E-21. ERP 700 watts. German language. Started 1969.  
 CELERINA—Ch. E-9. ERP 6 kw. German language. Started Dec. 1965.  
 CELERINA—Ch. E-7. ERP 3 kw. Italian language. Started 1967.  
 CHAMOSSAIRE—Ch. E-12. ERP 160 watts. French language. Started Dec. 1965.  
 GEBIDEM—Ch. E-11. ERP 3 kw. German language. Started Dec. 1964.  
 GEBIDEM—Ch. E-52. ERP 30 kw. French language. Started 1969.  
 GENEVA (La Dole)—Ch. E-4. ERP 144 kw, directional. French language. Started Feb. 1955.  
 HAUTE NENDAZ—Ch. E-7. ERP 3 kw. French language. Started Nov. 1966.  
 HAUTE NENDAZ—Ch. E-43. ERP 30 kw. German language. Started 1969.  
 KLEWENALP—Ch. E-55. ERP 400 watts. French language. Started 1969.  
 LA CHAUX-DE-FONDS (Jura)—Ch. E-9. ERP 4.5 kw, directional. French language. Started Jan. 1961.  
 LAVIN—Ch. E-22. ERP 750 watts. Italian language. Started 1969.  
 LENZERHEIDE—Ch. E-22. ERP 800 watts. Italian language. Started 1969.  
 LES ORDONS—Ch. E-7. ERP 6 kw. French language. Started Dec. 1962.  
 LEUK-FESCHEL—Ch. E-8. ERP 120 watts. French language. Started Jan. 1967.  
 LEUK-FESCHEL—Ch. E-5. ERP 120 watts. German language. Started July 1967.  
 LUCERNE (Rigi)—Ch. E-6. ERP 30 kw, directional. German language. Started Nov. 1960.  
 MON—Ch. E-57. ERP 300 watts. Italian language. Started 1969.  
 MONTE CENERI—Ch. E-46. ERP 35 kw. German language. Started 1969.  
 MONTE CENERI (Ticino)—Ch. E-5. ERP 4.5 kw, directional. Italian language. Started June 1958.  
 MONT PELERIN (Vaud)—Ch. E-11. ERP 3.5 kw, directional. French language. Started Aug. 1960.  
 MONTE SAN SALVATORE—Ch. E-10. ERP 10 kw. Italian language. Started Nov. 1958.  
 MONTE SAN SALVATORE—Ch. E-54. ERP 30 kw. German language. Started 1969.  
 NIEDERHORN—Ch. E-12. ERP 5 kw, directional. German language. Started Sept. 1961.  
 OFENPASS—Ch. E-53. ERP 1 kw. Italian language. Started 1969.  
 PFAENDER (Austria)—Ch. E-11. ERP 200 watts, directional. German language. Started July 1, 1965.  
 PIZ LAGALB—Ch. E-55. ERP 500 watts. Italian language. Started 1969.  
 PIZ LAGALB—Ch. E-37. ERP 500 watts. German language. Started 1969.  
 RAVOIRE (Valais)—Ch. E-9. ERP 1.8 kw, directional. French language. Started Aug. 1960.  
 RIGI (Lucerne)—Ch. E-22. ERP 130 kw. French language. Started Sept. 24, 1967. Experimental service.  
 RIGI—Ch. E-6. ERP 30 kw. German language. Started 1969.  
 RUSCHEIN (Grisons)—Ch. E-9. ERP 80 kw, directional. Locally-owned repeater. German language. Started Aug. 1960.  
 SAENTIS (St. Gall)—Ch. E-7. ERP 15 kw, directional. German language. Started April 1958.  
 SCHUPFHEIM—Ch. E-42. ERP 400 watts. French language. Started 1969.  
 SCHWANDIBERG—Ch. E-50. ERP 500 watts. French language. Started 1969.  
 SION (Veyonnaz)—Ch. E-6. ERP 400 watts, directional. French language. Started April 1958.  
 VALZEINA—Ch. E-10. ERP 5 kw, directional. German language. Started Jan. 1962.  
 VALZEINA—Ch. E-53. ERP 25 kw. Italian language. Started 1969.  
 WATTENWIL—Ch. E-18. ERP 450 watts. German language. Started 1967.  
 ZERNEZ—Ch. E-34. ERP 750 watts. Italian language. Started 1969.

**ZURICH** (Uetliberg)—Ch. E-3. ERP 100 kw. German language. Started July 1953.

Low-powered repeaters (less than 100 watts ERP): Swiss PTT Enterprises operates 36 French-language, 31 Italian-language & 73 German-language repeaters; in addition, local authorities or viewer associations operate 2 French-language, 1 Italian-language & 10 German-language repeaters.

## Syria

(625-line standards, System B)

Sets in use: 130,000

Syrian Arab Television—S.A.T.—(Govt., commercial), Directorate General of Broadcasting & Television, Omayad Square, Damascus. Tel. 12,000, 12,001.

Personnel: Attiyyeh Joudeh, director general; Ibrahim Saqr, director of broadcasting; Khadr Shaar, director of television; Sami Jano, director of public relations; Rashid Halmouschi, technical manager, director of engineering dept.

Advertising is contracted through the Arab Advertising Organization, 28 Moutanabi St., P.O. Box 2842, Damascus. Tel. 25219. Cable: ARADOR.

Rates: Spot 60 sec., 240; 45 sec., 205; 30 sec., 150; 20 sec., 110; 15 sec., 90; 10 sec. 65 (Syrian Pounds).

**ALEPPO**—S.A.T., Ch. E-5 (V-175.25, A-180.75). Transmitter 2 kw, ERP 36 kw. Started July 1961. Repeats Damascus Ch. 5.

**DAMASCUS**—S.A.T., Ch. E-5 (V-175.25, A-180.75). Transmitter 10 kw, ERP 180 kw. TV tape recording facilities. Started July 1960.

**HOMS**—S.A.T., Ch. E-7 (V-189.25, A-194.75). Transmitter 2 kw, ERP 36 kw. Repeats Damascus Ch. 5. Started Sept. 1961.

**SAROUKHIYAH**—S.A.T., Ch. E-8 (V-196.25, A-201.75). Transmitter 35 kw, ERP 350 kw. Repeats Damascus Ch. 5 Started July 1963.

**SLENFE**—S.A.T., Ch. E-9 (V-203.25, A-208.75). Transmitter 10 kw, ERP 180 kw. Repeats Damascus Ch. 5. Started Oct. 1965.

Low power repeaters: 10 planned.

## Tahiti

(See French Polynesia)

## Taiwan (Formosa)

(Republic of China)

(525-line standards, System M)

Color: NTSC System

Sets in use: 420,000

**TAIPEI**—BET 21, Taiwan Television Enterprise Ltd. (Commercial), 990 Chung-Cheng Road, Taipei. Tel. 779171-5. Ch. 7. Transmitter 10 kw, ERP 125/50 kw (bi-directional). Low powered repeaters: Ch. 12, Yang-Ming-Shan; Ch. 7, Sun Moon Lake; Ch. 12, Hwalien. TV tape recording facilities. Started Oct. 1962. Hours of operation: 12:30-23:45 daily.

Rates (Jan. 1, 1969): Spot 30 sec., 7,200; 10 sec., 2,400; program hour, 36,000; 5 min., 10,800 (New Taiwan Dollar).

Personnel: Lim Peck-siu, chairman; Thomas S. Chou, pres.; Paul C. C. Chang and Wei-Yung Lee, v.p.s.; Chun-Tsu Pei, sales mgr.; Yi-mou Ho, program mgr. & film buyer; Richard L. C. Huang, chief engineer.

**TAIPEI**—NETV, Ministry of Education (Govt., educational, non-commercial), 41 Nan-hai Road, Taipei, Taiwan. Tel. 371324. Ch. 11. Transmitter 2 kw, ERP 4 kw. Started Feb. 1962. Personnel: Prof. Chia-chun Liu, managing director; Der-hui Lin, promotion director; Do-shing Wang, program manager; K. H. Tu, chief engineer. Hours of operation: 14:00-17:00, daily.

**KAOSIUNG**—BET 23, Taiwan Television Enterprise Ltd. Ch. 7. Transmitter 1 kw, ERP 14/14 kw (bi-directional). Started Oct. 1965. Repeats programs of BET 21, Taipei.

**YUANLIN**—BET 22, Taiwan Television Enterprise Ltd. Ch. 12. Transmitter 5 kw, ERP 70/70 kw (bi-directional). Started Oct. 1956. Repeats programs of BET 21, Taipei.

Planned—8 low-powered repeater stations for NETV Ch. 11.

**TAIPEI**—China Television Co.

## Tanzania

(625-line standards, System B)

Sets in use: 3,000

**DAR ES SALAAM**—Radio Television Tanzania.

## Thailand

(625-line standards, System B)

Sets in use: 225,000

**BANGKOK**—HST-TV, Thai TV (Commercial), Thai Television Co. Ltd., Mansion B, Rajdamnern Ave., Bangkok. Tel. 817044. Ch. 4. Transmitter 10 kw, ERP 29 kw. TV tape recording facilities. Started June 1955.

Personnel: General Kricha Punnakanta, chairman of board; K. Keapanich, secretary to board; Witt Siwasariyanon, managing director; Danai Sriyapai, programming & film director, promotion & sales manager; P. Vasanong, arts & designs director, producer; Ramyong Sakornpan, production chief; Tavach Mek-sawan, technical director & chief engineer; M. L. P. Yamasmitt, sales representative.

Hours of operation: Mon., Wed. & Fri., 10:00-10:30; Tues. & Thurs., 10:00-11:00; Sat. & Sun., 10:00-24:00; daily, 17:00-24:00. Color telecasting to begin 1969, PAL system.

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**BANGKOK**—HSA-TV, Army TV (Govt., commercial), Royal Thai Army Signal Corps, Sanam Pao, Phaholyothin Rd., Bangkok. Tel. 70428. Ch. 7. Transmitter 5 kw, ERP 15 kw. Started Jan. 1958.

**CHIANG MAI**, Lampang Province—HSKL-TV, TVT-8 (Govt., commercial), Government Public Relations Dept., c/o Thai TV, Bangkok. Ch. 8. Transmitter 2 kw, ERP 10.7 kw TV tape recording facilities. Started March 1962. Experimental operation. Prasom Buranahetu, resident manager. Hours of operation: Daily, 19:00-23:00.

**HADYAI**, Songkhla Province—HSBK-TV, TVT-9 (Govt., commercial), Government Public Relations Dept., c/o Thai TV, Bangkok. Ch. 9. Transmitter 500 watts, ERP 21 kw. TV tape recording facilities. Started May 1961. Experimental operation. Thaval Utaccashane, resident manager. Hours of operation: Daily, except Thurs., 19:00-23:00.

**KHONKAEN**—HSKK-TV, TVT-5 (Govt., commercial), Government Public Relations Dept., c/o Thai TV, Bangkok. Ch. 5. Transmitter 6 kw, ERP 5.9 kw. TV tape recording facilities. Started Feb. 1962. Experimental operation. Raksak W. Panich, resident manager. Hours of operation: Weekdays, 18:00-23:00; Sat. & Sun., 09:00-12:30.

Low power repeaters: 4 in operation, 2 planned.

## Trinidad

(525-line standards, System M)

Sets in use: 45,000

**PORT OF SPAIN**—Trinidad & Tobago TV Co. Ltd. (Commercial), Television House, Maraval Road, Port-of-Spain. Tel. 24141. Ownership: Trinidad & Tobago Govt., 90%; CBS, 10%. Ch. 2 (V-55.25, A-59.75). Ch. 13 (V-211.25, A-215.75). Transmitters 5 kw, ERP 15 kw max. Started Nov. 1962.

Personnel: Frederick A. Rawlins, gen. mgr.; Lloyd Rochard, sales mgr.; Farouk A. Muhammad, program dir.; C. Deighton Parris, chief engineer.

Low power repeaters: 2 in operation.

## Trucial States

(625-line standards, System B)

**DABAI**—Government. Began 1969.

## Tunisia

(625-line standards, System B)

Sets in use: 38,000

Radiodiffusion Television Tunisienne (Govt.), 71, Avenue de la Liberte, Tunis. Tel. 259 311. Habib Ben Cheikh, director general.

**AIN DRAHAM**—Ch. E-12. ERP 25 kw. Started June 1969.

**BEJA**—Ch. E-9. ERP 25 kw. Started May 1969.

**BIZERTE**—Ch. E-6. ERP 5 kw. Started March 1968.

**BOUKORNINE** (Hammam-Lif)—Ch. E-7. ERP 5 kw. Started June 1967.

**SFAX**—Ch. E-8. ERP 365/162 kw. Started March 1969.

**ZAGHOUAN**—Ch. E-11. ERP 280/180/100 kw. Started June 1966.

## Turkey

(625-line standards, System B)

Sets in use: 25,000

**ISTANBUL**—I.T.U., Technical University of Istanbul (Govt.). Ch. E-4 (experimental). Transmitter 100 watts. ERP 0.5 kw. Started June 1952.

**ANKARA**—TRT, Turkish Radio-Television Corp., (Govt.), General Directorate, Ankara. Ch. E-5 (experimental). Transmitter 600 watts, ERP 6.5 kw. Started Jan. 1968.

Personnel: Adnan Oztrak, director general; Dogan Erden, assistant director general; Fahrettin Isikli, technical manager; Mahmut Tali Ongoren, program manager.

**ANKARA**—TRT, Ch. E-3. ERP 100 kw. Started 1969.

Planned:

**IZMIR**—TRT, Ch. E-10 (experimental). Transmitter 600 watts, ERP 4.5 kw. To start 1970.

**BURSA, ISTANBUL, KONYA.**

## Uganda

(625-line standards, System B)

Sets in use: 12,000

**KAMPALA**—Uganda Television (Govt., commercial), P.O. Box 4260, Kampala. Tel. Kampala 54461. Ch. E-5. ERP 55 kw. TV tape recording facilities. Started Oct. 1963.

Personnel: Aggrey Awori, director of television; Eric J. Spain, controller, engineering; Mathias Omuge, production services; James Bwogi, sales manager; Robert Astles, news film.

Hours of operation: 18:00-23:00, daily; 9:30-12:00 & 14:30-16:00, Tues.-Thurs., educational.

(Continued on next page)

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## UGANDA—(Continued)

- LIRA—Uganda Television. Ch. E-7. Started Dec. 1964.  
MASAKA—Uganda Television. Ch. E-8. Started Dec. 1964.  
MBALE—Uganda Television. Ch. E-8. Started Dec. 1964.  
MBARARA—Ch. E-10. Started Aug. 1968.  
SOROTI—Uganda Television. Ch. E-10. Started Dec. 1964.

## United Arab Republic

(625-line standards, System B)  
Sets in use: 500,000

United Arab Republic Broadcasting Corp. (Govt., commercial), Television Bldg., Cornish Road, P.O. Box 1186, Cairo, Egypt. Tel. 812140. Personnel: Arafa Zayan, president, board of the general Egyptian Organisation for Broadcast Engineering; Garhi Kashlan, vice chairman of the board; Ali Abu-Kandeel, director general.

Rates (Cairo I & II): Spot 60 sec., 60; 10 sec., 18 (Egyptian Pounds).

Hours of operation: First Program, Sat.-Thurs., 15:00-21:30; Fri. 09:00-21:30; Second Program, daily, 14:00-21:00; Third Program, daily 16:00-19:00 GMT.

- ALEXANDRIA I—Ch. E-6. ERP 25 kw. Started Jan. 1961.  
ALEXANDRIA II—Ch. E-11. ERP 24 kw. Started July 1963.  
ASSUAN—Ch. E-5. ERP 10 kw. TV tape recording facilities. Started July 1962.  
ASSUIT I—Ch. E-10. ERP 50 kw. TV tape recording facilities. Started Sept. 1966.  
BENI-ALI—Ch. E-6. ERP 8 kw. Started Nov. 1967.  
BENI-SUEF—Ch. E-11. ERP 80 kw. Started Nov. 1967.  
CAIRO I—Ch. E-5. ERP 100 kw. TV tape recording facilities. Started July 1960.  
CAIRO II—Ch. E-7. ERP 20 kw. TV tape recording facilities. Started July 1960.  
CAIRO III—Ch. E-9. ERP 20 kw. TV tape recording facilities. Started July 1962.  
EDFO—Ch. E-8. ERP 20 kw. Started March 1968.  
EL-MINYA—Ch. E-8. ERP 160 kw. Started Nov. 1967.  
ESNA—Ch. E-5. ERP 6 kw. Started March 1968.  
ISMAILIA—Ch. E-6. ERP 6 kw. Started July 1962.  
KOM OMBO—Ch. E-10. ERP 6 kw. Started March 1968.  
LUXOR—Ch. E-11. ERP 5 kw. Started Sept. 1966.  
MANSOURA—Ch. E-8. ERP 25 kw. Started Feb. 1961.  
NAGH HAMADI—Ch. E-5. ERP 6 kw. Started Sept. 1966.  
PORT SAID—Ch. E-3. ERP 10 kw. Started Dec. 1961.  
QUASSASSIN—Ch. E-9. ERP 6 kw. Started July 1962.  
QUENA—Ch. E-9. ERP 10 kw. Started Sept. 1966.  
SOHAG—Ch. E-7. ERP 50 kw. Started Sept. 1966.  
SUEZ—Ch. E-9. ERP 6 kw. Started July 1962.  
TANTA—Ch. E-10. ERP 135 kw. Started July 1963.  
Low-powered repeaters: 10 in operation.

## United Kingdom

(405- & 625-line standards, Systems A & I)  
Color: PAL System

Sets in use: 16,180,000 black & white; 180,000 color

British Broadcasting Corp. (Public service; non-commercial), Broadcasting House, London, W. 1. Tel. 01-580-4468. For complete details see listing at end of International TV Directory.

Independent Television Authority (Commercial), 70, Brompton Road, London, S.W. 3. Tel. 01-584-7011. For complete details, including commercial program contractors, see listings at end of International TV Directory.

- ABERDARE—BBC-2, Ch. E-27. ERP 125 watts (directional). Started Nov. 1967.  
ABERGAVENTY—ITA, Ch. B-11. Transmitter 20 watts, ERP 100 watts. Started April 1969.  
ABERGAVENTY—BBC Wales, Ch. B-3. ERP 30 watts (directional). Started June 1969.  
ALDEBURGH—BBC-1, Ch. B-5. ERP 25 watts (directional). Started Dec. 1967.  
ALDEBURGH—BBC-2, Ch. E-26. ERP 2.5 kw (directional). Started March 1968.  
AMMANFORD—BBC-Wales, Ch. B-12. ERP 20 watts (directional). Started Oct. 1968.  
ANGUS—BBC-2, Ch. E-63. ERP 100 kw. Started July 1969.  
ARFON—ITA, Ch. B-10. Transmitter 1 kw, ERP 10 kw. Started Nov. 1962.  
ASHKIRK—BBC-1, Ch. B-1. Transmitter 2 kw, ERP 18 kw (directional). Started June 1963.  
AVIEMORE—ITA, Ch. B-10. Transmitter 30 watts, ERP 1 kw. Started Nov. 1969.

- AYR—BBC-1, Ch. B-2. ERP 50 watts (directional). Started July 1967.  
BALA—ITA, Ch. B-7. Transmitter 20 watts, ERP 100 watts. Started July 1967.  
BALLACHULISH—BBC-1, Ch. B-2. Transmitter 100 watts, ERP 110 watts (directional). Started March 1963.  
BALLATER—BBC-1, Ch. B-1. ERP 10 watts. Started Dec. 1967.  
BALLYCASTLE—BBC-1, Ch. B-4. Transmitter 10 watts, ERP 40 watts (directional). Started Dec. 1966.  
BARNSTAPLE—BBC-1, Ch. B-3. Transmitter 100 watts, ERP 200 watts. Started May 1966.  
BATH—BBC-1, Ch. B-6. ERP 250 watts (directional). Started Oct. 1967.  
BATH—ITA, Ch. B-8. Transmitter 200 watts, ERP 500 watts. Started May 1968.  
BEDFORD—BBC-1, Ch. B-10. ERP 3 kw (directional). Started Nov. 1967.  
BELFAST (Black Mt.)—ITA, Ch. B-9. Transmitter 4 kw, ERP 100 kw. Started Oct. 1959.  
BELMONT (East Lincolnshire)—ITA, Ch. B-7. Transmitter 1 kw, ERP 20 kw (directional). Started Dec. 1965.  
BELMONT—BBC-1, Ch. B-13. ERP 20 kw (directional). Started Nov. 1966.  
BELMONT—BBC-2, Ch. E-28. ERP 500 kw. Started Nov. 1968.  
BETWS-Y-COED—BBC Wales, Ch. B-4. ERP 35 watts (directional). Started Nov. 1968.  
BEXHILL—BBC-1, Ch. B-3. ERP 150 watts. Started March 1966.  
BILSDALE WEST MOOR—BBC-2, Ch. E-26. ERP 500 kw. Started late 1969.  
BIRMINGHAM (Lichfield)—ITA, Ch. B-8. Transmitter 20 kw, ERP 400 kw (directional). Started Feb. 1956.  
BIRMINGHAM (Sutton Coldfield)—ITA, Ch. E-43. ERP 1000 kw. Started Nov. 1969.  
BLACK HILL—BBC-2, Ch. E-46. ERP 500 kw. Started July 1966.  
BLACK HILL—BBC-1, Ch. E-40. ERP 500 kw. Color. Started late 1969.  
BLAEN-PLWYF—BBC Wales, Ch. B-3. ERP 3 kw (directional). Started April 1957.  
BODMIN—BBC-1, Ch. B-5. ERP 10 watts. Started Sept. 1966.  
BRESSAY (Shetland)—BBC-1, Ch. B-3. ERP 6 kw (directional). Started April 1964.  
BRIERLEY HILL—BBC-2, Ch. E-63. ERP 10 kw (directional). Started Dec. 1967.  
BRIGHTON (Whitehawk Hill)—BBC-1, Ch. B-2. ERP 0.4 kw (directional). Started Aug. 1959, replacing temporary operation from Truleigh Hill since May 1953.  
BRISTOL—Bristol Technical College, experimental operation on 432.3 mc. Started April 1964.  
BROMSGROVE—BBC-2, Ch. E-27 (UK 625 line standards). ERP 45 kw (directional). Started March 1967.  
BROUGH MOUNTAIN—BBC-1, Ch. B-5. Max. ERP 7 kw (directional). Started Feb. 1964.  
BUDE—BBC-1, Ch. B-4. ERP 100 watts (directional). Started Nov. 1966.  
CALDBECK—ITA, Ch. B-11. Transmitter 4 kw, ERP 100 kw. Started Sept. 1961.  
CAMBRIDGE—BBC-1, Ch. B-2. ERP 100 watts. Started March 1966.  
CAMPBELTOWN—BBC-1, Ch. B-5. ERP 30 watts (directional). Started June 1968.  
CANTERBURY—BBC-1, Ch. B-5. Max. ERP 30 watts (directional). Started June 1964.  
CARADON HILL—BBC-2, Ch. E-28. ERP 500 kw. Started July 1969.  
CARADON HILL—ITA, Ch. B-12. Transmitter 10 kw, ERP 200 kw. Started April 1961.  
CARDIFF (St. Hilary)—ITA, Ch. B-10. Transmitter 20 kw, ERP 200 kw. Started Jan. 1958.  
CARDIGAN—BBC Wales, Ch. B-2. ERP 20 watts (directional). Started Feb. 1967.  
CARMARTHEN—BBC Wales, Ch. B-1. ERP 20 watts. Started March 1965.  
CENTRAL SCOTLAND (Black Hill)—ITA, Ch. B-10. Transmitter 20 kw, ERP max. 475 kw (directional). Started Aug. 1957.  
CENTRAL SCOTLAND (Black Hill)—ITA, Ch. E-43. ERP 500 kw. Started Dec. 1969.  
CHANNEL ISLANDS (Fremont Point)—ITA, Ch. B-9. Transmitter 1 kw, ERP 10 kw. Started Sept. 1962.  
CHESTERFIELD—BBC-2, Ch. E-6. ERP 2 kw (directional). Started March 1969.  
CHURCHDOWN HILL (Cheltenham, Gloucester)—BBC-1, Ch. B-1. ERP 250 watts. Started Nov. 1965.  
CRAIGKELLY—BBC-2, Ch. E-27. ERP 100 kw. Started Oct. 1969.  
CRYSTAL PALACE—BBC-1, Ch. B-1. ERP 200 kw. Started Nov. 1963 at Alexandra Palace, March 1956 at Crystal Palace.  
CRYSTAL PALACE—BBC-2, Ch. E-33. ERP 500 kw. Started April 1964.  
DARWEN—BBC-2, Ch. E-45. ERP 500 watts (directional). Started Aug. 1969.

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**DIVIS**—BBC-1, Ch. B-1. ERP 35 kw (directional). Started July 1955.

**DIVIS**—BBC-2, Ch. E-27. ERP 500 kw. Started March 1967.

**DOLGELLAU**—BBC Wales, Ch. B-5. ERP 25 watts (directional). Started Dec. 1967.

**DOUGLAS**—BBC-1, Ch. B-5. ERP 3 kw (directional). Started Dec. 1953

**DOVER**—ITA, Ch. B-10. Transmitter 4 kw, ERP 100 kw. Started Jan. 1960.

**DOVER**—ITA, Ch. E-66. ERP 100 kw. Started Dec. 1969.

**DOVER**—BBC-1, Ch. E-50. ERP 100 kw. Color. Started early 1970.

**DOVER**—BBC-2, Ch. E-56. ERP 100 kw (directional). Started Feb. 1967.

**DUNDEE (Law)**—BBC-1, Ch. B-2. Max. ERP 10 watts (directional). Started July 1964.

**DUNDEE (Angus)**—ITA, Ch. B-11. Transmitter 1 kw, ERP 50 kw (directional). Started Oct. 1965.

**DURRIS**—ITA, Ch. B-9. Transmitter 8 kw, ERP 400 kw. Started Sept. 1961.

**DURRIS**—BBC-2, Ch. E-28 (UK 625 line standards). ERP 500 kw. Started July 1967.

**EAST ANGLIA (Mendlesham, near Stowmarket)**—ITA, Ch. B-11. Transmitter 10 kw, ERP 200 kw. Started Oct. 1959.

**EASTBOURNE**—BBC-1, Ch. B-5. Max. ERP 50 watts (directional). Started Dec. 1963.

**EMLEY MOOR**—BBC-2, Ch. E-62. ERP 1000 kw. Started Jan. 1966.

**FFESTINIOG**—BBC Wales, Ch. B-5. ERP 50 watts. Started May 1969.

**FFESTINIOG**—ITA, Ch. B-13. Transmitter 20 watts, ERP 100 watts. Started Feb. 1969.

**FOLKESTONE**—BBC-1, Ch. B-4. ERP 40 watts (directional). Started July 1958.

**FORFAR**—BBC-1, Ch. B-5. Max. ERP 5 kw (directional). Started July 1964.

**FORT WILLIAM**—BBC-1, Ch. B-5. ERP 1.5 kw. Started Feb. 1963.

**GIRVAN**—BBC-1, Ch. B-4. ERP 20 watts (directional). Started Dec. 1966.

**GRANTOWN ON SPEY**—BBC-1, Ch. B-1. ERP 400 watts. Started Feb. 1965.

**GUILDFORD**—BBC-2, Ch. E-46 (UK 625 line standards). ERP 2.5 kw (directional). Started Dec. 1966.

**HALIFAX**—BBC-2, Ch. E-27. ERP 2 kw (directional). Started May 1969.

**HASTINGS**—BBC-1, Ch. B-4. ERP 15 watts (directional). Started Dec. 1960.

**HAVERFORDWEST**—BBC Wales, Ch. B-4. Max. ERP 10 kw (directional). Started Feb. 1964.

**HEMEL HEMPSTEAD**—BBC-2, Ch. E-44. ERP 10 kw (directional). Started Sept. 1969.

**HEMEL HEMPSTEAD**—BBC-1, Ch. E-51. ERP 10 kw (directional). Color. Started early 1970.

**HEREFORD**—BBC-1, Ch. B-2. Max. ERP 50 watts (directional). Started Sept. 1964.

**HERTFORD**—BBC-2, Ch. E-64. ERP 500 watts. Started Oct. 1965.

**HIGH WYCOMBE**—BBC-2, Ch. E-62. ERP 500 watts (directional). Started Feb. 1969.

**HIGH WYCOMBE**—BBC-1, Ch. E-55. ERP 500 watts (directional). Color. Started late 1969.

**HOLME MOSS**—BBC-1, Ch. B-2. ERP 100 kw. Started Oct. 1951.

**HOLYHEAD**—BBC Wales, Ch. B-4. Transmitter 10 watts, max. ERP 10.6 watts (directional). Started March 1964.

**HUNTSHAW CROSS**—ITA, Ch. B-11. Transmitter 200 watts, ERP 500 watts. Started April 1968.

**ISLES OF SCILLY**—BBC-1, Ch. B-3. ERP 20 watts (directional). Started July 1969.

**ISLE OF WIGHT (Chillerton Down)**—ITA, Ch. B-11. Transmitter 4 kw, ERP 100 kw (directional). Started Aug. 1958.

**ISLE OF WIGHT (Rowridge)**—ITA, Ch. E-27. ERP 500 kw. Started Dec. 1969.

**KEIGHLEY**—BBC-2, Ch. E-69. ERP 10 kw (directional). Started late 1969.

**KENDAL**—BBC-1, Ch. B-1. ERP 25 watts. Started April 1966.

**KIDDERMINSTER**—BBC-2, Ch. E-64. ERP 2 kw (directional). Started June 1967.

**KILKEEL**—BBC-1, Ch. B-1, ERP 25 watts (directional). Started March 1967.

**KILVEY HILL**—BBC Wales, Ch. B-2. ERP 500 watts (directional). Started Dec. 1967.

**KILVEY HILL**—BBC-2, Ch. E-26, ERP 2.5 kw (directional). Started Feb. 1968.

**KINGUSSIE**—BBC-1, Ch. B-5. ERP 35 watts (directional). Started Dec. 1966.

**KINLOCHLEVEN**—BBC-1, Ch. B-1. ERP 5 watts (directional). Started April 1963.

**KIRK O' SHOTTS**—BBC-1, Ch. B-3. ERP 100 kw. Started March 1952.

**LANCASHIRE (Winter Hill)**—ITA, Ch. B-9. Transmitter 10 kw, ERP 100 kw. Started May 1956.

**LANCASHIRE (Winter Hill)**—ITA, Ch. E-59. ERP 500 kw. Started Nov. 1969.

**LARK STOKE**—BBC-2, Ch. E-26. ERP 2.5 kw (directional). Started May 1967.

**LARNE (N. Ireland)**—BBC-1, Ch. B-3. ERP 50 watts. Started April 1965.

**LARNE**—BBC-2, Ch. E-45. ERP 2 kw (directional). Started Feb. 1969.

**LES PLATONS**—BBC-1, Ch. B-4. ERP 1 kw. Started Oct. 1955.

**LETHANHILL**—ITA, Ch. B-12. Transmitter 200 watts, ERP 2 kw. Started Jan. 1969.

**LICHFIELD**—ITA, Ch. B-8. Transmitter 20 kw, ERP 400 kw. Started Aug. 1956.

**LLANDDONA**—BBC Wales, Ch. B-1. Transmitter 1 kw, ERP 6 kw (directional). Started May 1962.

**LLANDDONA**—BBC-2, Ch. E-63. ERP 100 kw (directional). Started June 1967.

**LLANDOVERY**—ITA, Ch. B-11. Transmitter 20 watts, ERP 100 watts. Started Aug. 1968.

**LLANDRINDOD WELLS**—BBC Wales, Ch. B-1, ERP 1.3 kw. Started Dec. 1961.

**LLANDRINDOD WELLS**—ITA, Ch. B-9. Transmitter 200 watts, ERP 3 kw. Started July 1969.

**LLANGOLLEN**—BBC Wales, Ch. B-1. ERP 40 watts (directional). Started July 1968.

**LLANIDLOES**—BBC Wales, Ch. B-13. ERP 20 watts (directional). Started Dec. 1966.

**LOCHGILPHEAD**—BBC-1, Ch. B-1. ERP 20 watts (directional). Started May 1967.

**LONDON (Croydon)**—ITA, Ch. B-9. Transmitter 10 kw, ERP 400 kw. Started Sept. 1955.

**LONDON (Crystal Palace)**—ITA, Ch. E-23. ERP 1000 kw. Started Nov. 1969.

**LONDONDERRY (Sheriffs Mt.)**—BBC-1, B-2. ERP 1.5 kw (directional). Started Dec. 1957.

**MACHYNLLETH (Wales)**—BBC-1, Ch. B-5. ERP 50 watts. Started June 1965.

**MADDYBENNY MORE**—BBC-1, Ch. B-5. ERP 20 watts (directional). Started April 1967.

**MANNINGTREE**—BBC-1, Ch. B-4. ERP 5 kw (directional). Started May 1962.

**MARLBOROUGH**—BBC-1, Ch. B-7. ERP 25 watts (directional). Started Nov. 1969.

**MELDRUM**—BBC-1, Ch. B-4. Transmitter 5 kw, ERP 17 kw (directional). Started Oct. 1955.

**MELVAIG**—BBC-1, Ch. B-4. ERP 23 kw (directional). Started April 1965.

**MEMBURY (Central Berkshire)**—ITA, Ch. B-12. Transmitter 1 kw, ERP 30 kw (directional). Started April 1965.

**MENDIP**—BBC-2, Ch. E-64. ERP 500 kw. Started late 1969.

**MERTHYR TYDFIL**—BBC-2, Ch. E-28. ERP 500 watts (directional). Started June 1969.

**MOEL-y-PARC**—ITA, Ch. B-11. Transmitter 1 kw, ERP 25 kw. Started Jan. 1963.

**MOEL-Y-PARC**—BBC Wales, Ch. B-6. Max. ERP 20 kw (directional). Started Oct. 1965.

**MOEL-Y-PARC**—BBC-2, Ch. E-45. ERP 100 kw. Started July 1969.

**MORECAMBE BAY**—BBC-1, Ch. B-3. ERP 5 kw (directional). Started Dec. 1962.

**MOUNTEAGLE**—ITA, Ch. B-12. Transmitter 2 kw, ERP 50 kw. Started Sept. 1961.

**NEWCASTLE (Burnhope)**—ITA, Ch. B-8. Transmitter 4 kw, ERP 100 kw (directional). Started Jan. 1959.

**NEWHAVEN**—BBC-1, Ch. B-8. ERP 50 watts (directional). Started April 1969.

**NEWRY (N. Ireland)**—BBC-1, Ch. B-4. ERP 30 watts (directional). Started March 1965.

**NEWTON**—BBC-2, Ch. E-26. ERP 2 kw (directional). Started Dec. 1968.

**NORTHAMPTON**—BBC-1, Ch. B-3. ERP 100 watts (directional). Started Sept. 1966.

**NORTH HESSARY TOR**—BBC-1, Ch. B-2. ERP 15 kw (directional). Started Dec. 1954.

**OBAN**—BBC-1, Ch. B-4. ERP 3 kw (directional). Started June 1963.

**OKEHAMPTON**—BBC-1, Ch. B-4. ERP 40 watts. Started July 1964.

**ORKNEY**—BBC-1, Ch. B-5. ERP 15 kw (directional). Started Dec. 1958.

**OXFORD**—BBC-1, Ch. B-2. ERP 0.65 kw (directional). Started Jan. 1962.

**OXFORD**—BBC-2, Ch. E-63. ERP 500 kw. Started Feb. 1968.

**PENDLE FOREST**—BBC-2, Ch. E-28. ERP 2 kw (directional). Started March 1969.

**PENIFILER (Skye)**—BBC-1, Ch. B-1. ERP 25 watts. Started March 1965.

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## UNITED KINGDOM—(Continued)

**PERTH**—BBC-1, Ch. B-4. ERP 25 watts (directional). Started Oct. 1964.

**PETERBOROUGH**—BBC-1, Ch. B-5. ERP 1 kw. Started Oct. 1959.

**PITLOCHRY**—BBC-1, Ch. B-1. ERP 200 watts (directional). Started Dec. 1964.

**PONTOP PIKE**—BBC-1, Ch. B-5. ERP 17 kw. Started May 1963.

**PONTOP PIKE**—BBC-2, Ch. E-64. ERP 500 kw. Started Nov. 1966.

**PONTYPRIDD**—BBC-2, Ch. E-28. ERP 500 watts (directional). Started Oct. 1967.

**PORT ELLEN**—BBC-1, Ch. B-2. ERP 50 watts (directional). Started March 1969.

**PRESELY**—ITA, Ch. B-8. Transmitter 5 kw, ERP 100 kw. Started Sept. 1962.

**REDRUTH**—BBC-1, Ch. B-1. ERP 10 kw (directional). Started Feb. 1962.

**REIGATE**—BBC-2, Ch. E-46. ERP 2.5 kw (directional). Started Oct. 1966.

**RHONDDA**—BBC-2, Ch. E-26. ERP 1 kw (directional). Started May 1968.

**RICHMOND (Yorks)**—BBC-1, Ch. 3. ERP 45 watts (directional). Started March 1968.

**RICHMOND HILL (Isle of Man)**—ITA, Ch. B-8. Transmitter 1 kw, ERP 10 kw (directional). Started March 1965.

**REDRUTH**—BBC-1, Ch. B-1. ERP 10 kw (directional). Started Feb. 1962.

**RIDGE HILL**—ITA, Ch. B-6. Transmitter 200 watts, ERP 10 kw. Started July 1968.

**ROSEMARKIE**—BBC-1, Ch. B-2. ERP 20 kw (directional). Started Aug. 1957.

**ROSNEATH**—ITA, Ch. B-13. Transmitter 14 kw, ERP 100 kw. Started Dec. 1968.

**ROSNEATH**—BBC-1, Ch. B-2. ERP 20 watts (directional). Started Jan. 1969.

**ROTHESAY (Toward)**—BBC-1, Ch. B-5. Max. ERP 250 watts. Started Jan. 1965.

**ROTHESAY**—ITA, Ch. B-8. Transmitter 200 watts, ERP 1 kw. Started Aug. 1968.

**ROWRIDGE**—BBC-1, Ch. B-3. ERP 100 kw (directional). Started Nov. 1964.

**ROWRIDGE**—BBC-1, Ch. E-31. ERP 500 kw (directional). Started early 1970.

**ROWRIDGE**—BBC-2, Ch. E-24. ERP 500 kw. Started Jan. 1966.

**RUMSTER FOREST (Caithness)**—ITA, Ch. B-8. Transmitter 1 kw, ERP 30 kw (directional). Started June 1965.

**RYE**—BBC-1, Ch. B-3. ERP 50 watts (directional). Started Oct. 1968.

**SALISBURY**—BBC-2, Ch. E-63. ERP 2.5 kw (directional). Started May 1968.

**SANDALE**—BBC-1, Ch. B-4. ERP 28 kw (directional). Started Sept. 1956.

**SANDALE**—BBC-1, Ch. B-6. ERP 70 kw (directional). Started Sept. 1965.

**SANDY HEATH**—BBC-2, Ch. E-27. ERP 750 kw (directional). Started Sept. 1969.

**SANDY HEATH (Bedford)**—ITA, Ch. B-6. Transmitter 1 kw, ERP 30 kw (directional). Started July 1965.

**SCARBOROUGH (Yorkshire)**—ITA, Ch. B-6. Transmitter 600 watts, ERP 1 kw. Started June 1965.

**SCARBOROUGH**—BBC-1, Ch. B-1. Max. ERP 500 watts (directional). Started March 1965.

**SELKIRK**—ITA, Ch. B-13. Transmitter 1 kw, ERP 25 kw. Started Dec. 1961.

**SHEFFIELD**—BBC-1, Ch. B-1. ERP .05 kw. Started Dec. 1960.

**SHEFFIELD**—BBC-2, Ch. E-27. ERP 5 kw (directional). Started Feb. 1969.

**SHEFFIELD**—ITA, Ch. B-6. ERP 100 watts. Started March 1969.

**SIDMOUTH**—BBC-1, Ch. B-4. ERP 30 watts (directional). Started April 1968.

**SKEGNESS**—BBC-1, Ch. B-1. ERP 60 watts. Started Aug. 1963.

**SKIPTON**—BBC-2, Ch. E-45. ERP 10 kw (directional). Started July 1969.

**SKRIAIG (Skye)**—BBC-1, Ch. B-3. ERP 12 kw. Started March 1966.

**STOCKLAND HILL**—ITA, Ch. B-9. Transmitter 10 kw, ERP 100 kw. Started April 1961.

**STRABANE**—ITA, Ch. B-8. Transmitter 5 kw, ERP 100 kw. Started Feb. 1963.

**SUBBURY**—BBC-2, Ch. E-44. ERP 250 kw. Started Feb. 1968.

**SUTTON COLDFIELD**—BBC-1, Ch. B-1. ERP 100 kw. Started Dec. 1949.

**SUTTON COLDFIELD**—BBC-2, Ch. E-40. ERP 1000 kw. Started Sept. 1965, replacing 50 kw operation which began Dec. 1964.

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**SUTTON COLDFIELD**—BBC-1, Ch. E-46. ERP 1000 kw. Color. Started Nov. 1969.

**SWINDON**—BBC-1, Ch. B-3. Max. ERP 200 watts (directional). Started Nov. 1962.

**SWINGATE**—BBC-1, Ch. B-2. ERP 1.5 kw (directional). Started April 1959.

**TACOLNESTON**—BBC-1, Ch. B-3. ERP 40 kw (directional). Started Feb. 1955.

**TACOLNESTON**—BBC-2, Ch. E-55. ERP 250 kw. Started Sept. 1967.

**THRUMSTER**—BBC-1, Ch. B-1. ERP 7 kw (directional). Started Dec. 1958.

**TOWARD**—BBC-1, Ch. B-5. Max. ERP 250 watts. Started Jan. 1965.

**TUNBRIDGE WELLS**—BBC-2, Ch. E-44. ERP 4 kw. Started Oct. 1965.

**VENTNOR**—BBC-2, Ch. E-45. ERP 125 watts (directional). Started July 1968.

**VENTNOR**—BBC-1, Ch. B-5. Max. ERP 10 watts (directional). Started May 1964.

**VENTOR**—BBC-1, Ch. B-1. ERP 150 watts (directional).

**WALTHAM**—BBC-2, Ch. E-64. ERP 250 kw. Started Aug. 1968.

**WEARDALE**—BBC-1, Ch. B-1. ERP 150 watts. Started Feb. 1966.

**WENSLEYDALE**—BBC-1, Ch. B-1. ERP 20 watts (directional). Started Sept. 1968.

**WENVOE**—BBC-1, Ch. B-5. ERP 100 kw. Started Aug. 1952.

**WENVOE**—BBC-2, Ch. E-51. ERP 500 kw. Started Sept. 1965.

**WENVOE**—BBC Wales, Ch. B-13. Transmitter 20 kw, max. ERP 200 kw (directional). Started Feb. 1964.

**WEST RUNTON**—BBC-2, Ch. E-26. ERP 2 kw (directional). Started Nov. 1968.

**WEYMOUTH**—BBC-1, Ch. B-1. ERP 50 watts (directional). Started June 1969.

**WHITBY**—BBC-1, Ch. B-4. ERP 40 watts (directional). Started late 1969.

**WHITEHAVEN**—ITA, Ch. B-7. Transmitter 20 watts, ERP 100 watts. Started Jan. 1968.

**WINTER HILL**—BBC-1, Ch. B-12. ERP 125 kw (directional). Started April 1964.

**WINTER HILL**—BBC-1, Ch. E-55. ERP 500 kw. Color. Started Nov. 1969.

**WINTER HILL**—BBC-2, Ch. E-62. ERP 500 kw. Started Oct. 1965.

**YORKSHIRE (Emley Moor)**—ITA, Ch. E-47. ERP 1000 kw. Started Nov. 1969 using temporary antenna with reduced power.

**YORKSHIRE (Emley Moor)**—ITA, Ch. B-10. Transmitter 10 kw, ERP 200 kw. Started Nov. 1956.

## Upper Volta

(625-line standards, System D)  
Sets in use: 3,000

**OUAGADOUGOU**—Radiodiffusion Television Voltaïque (Govt., non-commercial), Ministry of Information, P.O. Box 511, Ouagadougou. Tel. 2214. Ch. R-6 (V-175.25, A-181.75). ERP 750 watts. Started Aug. 1963. Ceased operation Jan. 1966. Later resumed service.

Personnel: Raphael Zongo, director general; Jean Modeste Ouedraogo, chief engineer, chief of technical services; Mme. Sanogoh, program director.

## Uruguay

(525-line standards, System N)  
Sets in use: 225,000

**ARTIGAS**—TV Artigas (Commercial), Avenida Lecueder No. 291, Artigas. Tel. 47 & 114. Ch. 3. Transmitter 150 watts. Personnel: Luis Murillo Muraro.

**FRAY BENTOS**—Rio Uruguay Television (Commercial), Zorrilla y Argentina, Fray Bentos, Dept. de Rio Negro. Ch. 12. Affiliated with Montecarlo Television, Ch. 4, Montevideo. Personnel: Daniel Romay Salvo.

**MALDONADO**—Canal 9 del Este (Commercial), Punta Ballena, Maldonado. Montevideo office: Durazno 875. Tel. 98-27-29 & 9-68-95. Ch. 9.  
Personnel: Capitan de Navio Adolfo Zamora.

**MONTEVIDEO**—SAETA, Sociedad Anonima de Emisoras de Television y Anexos (Commercial), Tacuarembó 1234, Montevideo. Tel. 4-4034 & 4-6674. Ch. 10 (V-193, A-197). Transmitter 2.5 kw, ERP 94 kw. TV tape recording facilities. Started Dec. 1956.  
Personnel: Raul Fontaina, pres.; Juan Enrique De Feo, v.p.; Jorge de Feo, gen. mgr.; Eduardo Antonio, sales manager; Alfonso Galimberti, chief engineer. Hours of operation: 10:15 a.m.-0:15 p.m.

**MONTEVIDEO**—Montecarlo Television (Commercial), 18 de Julio 1855, Montevideo. Tel. 40 21 46. Ch. 4. Transmitter 2.5 kw, ERP 22 kw. Started April 1961.  
Personnel: Hugo Romay Salvo, general manager; Pedro Mino, accountant-administrator; Cesar Reyes, director of program & production departments; Ivo Facca, engineer, chief of technical department.  
Hours of operation: 9:35 a.m.-0:30 p.m.

**MONTEVIDEO**—Larranaga S.A. (Commercial), Enriqueta Compte y Riquex 1276, Montevideo. Tel. 2 58 56. Ch. 12. Transmitter 3 kw, ERP 40 kw. Started April 1962. Personnel: Horacio Schek, gen. mgr.; Ruben Rodriguez, commercial manager; Mario Giampietro, chief engineer. Hours of operation: 9:35 a.m.-12:00 p.m.

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**MONTEVIDEO**—SODRE, Servicio Oficial de Difusion Radioelectrica (Govt., commercial). Street Colorado No. 2362. Ch. 5. Transmitter 5 kw, ERP 32.5 kw. Started April 1963. Hours of operation: 6 a.m.-0.30 p.m.

**ROCHA**—Tele-Rocha (Commercial), O. de los Santos 105. Ch. 7. Personnel: Francisco Ellices, chief engineer. Hours of operation: 19:00-23:30.

**TACUAREMBO**—Televisora Tacuarembó (Commercial), Street 18 de Julio, No. 244, Tacuarembó. Ch. 7. Personnel: Luis S. Dini.

## USSR

(625-line standards, System D)  
Color: SECAM System  
Sets in use: 27,000,000

Soviet Television (Govt., commercial), ul. Akademika Koroljova 12, Moscow. Main studio in Moscow, Soviet Central Television (C.T.), is part of gov't. committee in charge of radio & television which operates under the Council of Ministers. Regional studios are part of local committees of same nature.

126 television program studios are in operation. First Program of C.T. is received by 161 cities through 48 studios relaying Moscow programming. Second Program is transmitted by Leningrad studios. All local studios originate programming; 27 have 2 program transmissions, the first available for local originations or programs from other studios, the second transmits First Program from C.T. exclusively. Third Program is available to the Leningrad & Tashkent studios. All TV centers have TV tape recording facilities.

Personnel: G. A. Ivanov, deputy chairman of state committee for radio & television; P. T. Shabanov, director general C.T.; F. K. Vedrashko, editor-in-chief of studios of International Exchange (in charge of purchases of foreign films); V. F. Zhelezova, chief of technical department.

C.T. has four programs: First Program transmitted on Ch. 1, Second Program on Ch. 3, Third Program on Ch. 8, Fourth Program on Ch. 11.

98 high-powered, 600 low-powered retransmitters in operation.

Rates: Min., \$2,000 (foreign advertisers); 21 rubles (local customers). Includes cost of film making. Commercial advertising is included in the First & Second Programs of C.T. & programs of regional studios during special pauses between programs. Began telecasting in color Oct. 1967 (SECAM system). Color programming scheduled 4 times a week on Ch. 1.

Information above received from Soviet Television. Station list below was compiled from information previously received from various sources.

**ABAKAN**—Ch. R-1. TV center. Started 1959.  
**AKHTA**—Satellite. Started 1959.  
**AKHALTSIKHE**—Satellite. Started 1960.  
**ALMA ATA**—Started 1958.  
**ANDIZHAN**—Satellite. Started 1959.  
**ARKHANGELSK**—Ch. R-1.  
**ARMAVIR**—TV center. Started 1959.  
**ASHKHABAD**—Ch. R-1. TV center. Started 1959.  
**ASTRAKHAN**—TV center. Started 1960.  
**BAKU**—Ch. R-3. Started 1956.  
**BARANOVICHI**—Satellite. Started 1959.  
**BARNAUL**—Started early 1957.  
**BEGOVAT**—Satellite. Started 1958.  
**BELAYA TSERKOV**—Satellite. Started 1959.  
**BELGOROD**—Ch. R-12. Satellite. Started 1960.  
**BIYSK**—Ch. R-1. Started second quarter 1957.  
**BLAGOVESCHENSK**—Ch. R-3. ERP 5 kw. Experimental.  
**BOBRUYSK**—Satellite. Started 1958.  
**BOGUSLAV**—Satellite. Started 1959.  
**BOLNISI**—Satellite. Started 1959.  
**BORISOGLEBSK**—Satellite. Started 1960.  
**BRIANSK**—Ch. R-2. TV center. Started 1959.  
**CHELYABINSK**—Ch. R-4. Started 1958.  
**CHEREP OVETS**—Ch. R-5. TV center. Started 1960.  
**CHERNIGOV**—Ch. R-6. Satellite. Started 1960.  
**CHIMKENT**—Satellite. Started 1957.  
**CHISTOPOL**—Ch. R-7.  
**DIVICHI**—Satellite. Started 1960.  
**DNIEPROPETROVSK**—Ch. R-5. ERP 5 kw. Started 1956.  
**DONETSK**—Ch. R-4.  
**DRUSKININKAI**—Satellite. Started 1959.  
**DUDINKA**—Satellite. Started 1960.  
**DUSHETI**—Satellite. Started 1959.  
**DZHEZKAZGAN**—TV center. Started 1960  
**FERGANA**—Satellite. Started 1957.  
**FRUNZE**—Ch. R-1. Started 1958.  
**GOMEL**—Ch. R-3. TV center. Started 1959.

## International TV Directory

**GORI**—Satellite. Started 1958.  
**GORKIY**—Ch. R-2. TV center. Started 1957.  
**GORNO-ALTAYSK**—Satellite. Started 1960.  
**GORNYAK**—Satellite. Started 1959.  
**GRODNO**—Started 1958.  
**GROZNY**—Ch. R-3. TV center. Started 1960.  
**GURDZHAANI**—Satellite. Started 1959.  
**IRKUTSK**—Ch. R-3. Started 1958.  
**IVANOVO**—Ch. R-5. Satellite. Started 1958.  
**IZHEVSK**—Ch. R-2. Started Nov. 1956.  
**KALININ**—Ch. R-2. Started 1954.  
**KALININGRAD**—Ch. R-4. TV center. Started 1957.  
**KALUGA**—Ch. R-4. Satellite. Started 1957.  
**KARAGANDA**—TV center. Started 1958.  
**KAUNAS**—Ch. R-7. Satellite. Started 1960.  
**KAZAN**—Ch. R-1. TV center. Started 1959.  
**KEDAINIAI**—Satellite. Started 1959.  
**KEMEROVO**—Ch. R-5. Started 1958.  
**KHABAROVSK**—Ch. R-3. Amateur station. Started Sept. 1956.  
**KHARKOV**—Ch. R-3. ERP 7 kw. Started 1951.  
**KHERSON**—TV center. Started 1959.  
**KIEV**—Ch. R-2. Transmitter 5 kw. ERP 15 kw. Started 1952.  
**KIROV**—Ch. R-3. TV center. Started 1958.  
**KISHINEV**—Ch. R-3. ERP 15 kw. Started 1958.  
**KLAYPEDA**—Ch. R-7. Satellite. Started 1960.  
**KOKAND**—Satellite. Started 1959.  
**KOLOMNA**—Satellite. Started 1959.  
**KOMSOMOLSK**—Ch. R-1. TV center. Started 1959.  
**KONOTOP**—TV center. Started 1960.  
**KOSTROMA**—Ch. R-3. Started 1958.  
**KRASNODAR**—Ch. R-5. TV center. Started 1958.  
**KRASNOTURINSK**—Satellite. Started 1957  
**KRASNOVODSK**—Satellite. Started 1958.  
**KRASNOYARSK**—Ch. R-2. Started Sept. 1957.  
**KRIVROY ROG**—Ch. R-1. Satellite. Started 1960.  
**KUBA**—Satellite. Started 1958.  
**KUBYSHEV**—Ch. R-3. TV center. Started 1957.  
**KULDIGA**—Ch. R-1. Satellite. Started 1957.  
**KURGAN**—Ch. R-5. TV center. Started 1960.  
**KURSK**—Ch. R-9. TV center. Started 1959.  
**LENINABAD**—Satellite. Started 1959.  
**LENINAKAN**—Satellite. Started 1960.  
**LENINGORI**—Satellite. Started 1959.  
**LENINOGORSK**—Satellite. Started 1959.  
**LENINGRAD**—Ch. R-1. ERP 15 kw. Started 1946.  
**LENINGRAD II**—Ch. R-3.  
**LENKORAN**—Satellite. Started 1959.  
**LIEPAYA**—Ch. R-5. Satellite. Started 1960.  
**LIPETSK**—Ch. R-9. Satellite. Started 1960.  
**LISICHANSK**—Satellite. Started 1959.  
**LUGANSK**—Ch. R-2. TV center. Started 1958.  
**LVOV**—Ch. R-1. TV center. Started 1958.  
**MAGADAN**—Ch. R-1. TV center. Started 1957.  
**MAGNITOGORSK**—Ch. R-3.  
**MAKHACHKALA**—TV center. Started 1960.  
**MINSK**—Ch. R-1. ERP 5 kw. Started 1956.  
**MOGILEV**—Satellite. Started 1958.  
**MORSHANSK**—Satellite. Started 1960.  
**MOSCOW**—Ch. R-1. ERP 15 kw. Started 1946.  
**MOSCOW**—Ch. R-3. ERP 7.5 kw. Started 1956.  
**MOSCOW**—Ch. R-8 (Color). Started 1963.  
**MURMANSK**—Ch. R-3. TV center. Started Nov. 1957.  
**NALCHIK**—Ch. R-1. Started early 1957.  
**NAMANGAN**—Satellite. Started 1958.  
**NEFTECHALA**—Satellite. Started 1959.  
**NIKELI**—Norwegian language. Started 1964.  
**NIKOLAYEV**—Ch. R-2. TV center. Started 1959.  
**NIKOLSK**—TV center. Started 1960.

(Continued on next page)

# International TV Directory

USSR—(Continued)

**NIZHNI TAGIL**—Satellite. Started 1957.  
**NOVGOROD**—Ch. R-4. Satellite. Started 1958.  
**ODESSA**—Ch. R-5. ERP 15 kw.  
**OMSK**—Ch. R-1. Started 1955.  
**PANEVEZHIS**—Satellite. Started 1959.  
**PENZA**—Ch. R-4. Started 1958.  
**PERM**—Ch. R-1. Started 1958.  
**PETROPAVLOVSK (KAZAKH)**—TV center. Started 1960.  
**PETROZAVODSK**—Ch. R-2. ERP 5 kw. TV center. Started 1959.  
**PUSHKINO**—Satellite. Started 1959.  
**POLTAVA**—Satellite. Started 1958.  
**PYATIGORSK**—Ch. R-2. Started 1958.  
**RAYCHIKINSK**—TV center. Started 1957.  
**RIGA**—Ch. R-3. ERP 5 kw. Started 1954.  
**ROSLAVL**—Satellite Started 1959.  
**ROSTOV-ON-DON**—Ch. R-1. Started 1958.  
**RUBTSOVSK**—TV center. Started 1958.  
**RYAZAN**—Ch. R-2. Satellite. Started Nov. 1956.  
**RYBINSK**—Satellite. Started 1957.  
**SALAVAT**—Ch. R-4. Satellite. Started 1959.  
**SALYANY**—Satellite. Started 1959.  
**SAMARKAND**—Satellite. Started 1958.  
**SARATOV**—Ch. R-1.  
**SEVASTAPOL**—Started 1957.  
**SHEMAKHA**—Satellite. Started 1958.  
**SIMFEROPOL**—Ch. R-3. TV center. Started 1959.  
**SMOLENSK**—Ch. R-5. Satellite. Started 1959.  
**SOCHI**—Ch. R-1. TV center. Started 1959.  
**STAVROPOL**—Satellite. Started 1960.  
**SUKHUMI**—Satellite. Started 1959.  
**SVERDLOVSK**—Ch. R-3. Started Oct. 1955.  
**TALLIN**—Ch. R-2. ERP 15 kw. Finnish language. Started 1955.  
**TAMBOV**—Ch. R-6. Satellite. Started 1960.  
**TASHKENT**—Ch. R-3. Started Nov. 1956.  
**TBILISI**—Experimental. Started Dec. 1956  
**TELAVI**—Satellite. Started 1959.  
**TOMSK**—Ch. R-1. Started 1955.  
**TSESVANIE**—Ch. R-8. Satellite. Started 1960.  
**TYUMEN**—Ch. R-2. Started 1958.  
**UFA**—Ch. R-1. TV center. Started 1959.  
**UKHTA**—Ch. R-3. TV center. Started 1960.  
**ULYANOVSK**—Ch. R-5. TV center. Started 1960.  
**USSURIYSK**—Ch. R-6. Satellite. Started 1959.  
**UST KAMENOGORSK**—Ch. R-1. Started 1958.  
**VENTSPILS**—Ch. R-5. Satellite. Started 1960.  
**VILNIUS**—Ch. R-4. ERP 15 kw. Started second quarter 1957.  
**VINNITSA**—Started 1955.  
**VITEBSK**—TV center. Started 1960.  
**VLADIMIR**—Ch. R-4. Started 1956.  
**VLADIVOSTOK**—Experimental. Ch. R-1.  
**VOLSK**—Satellite. Started 1960.  
**VORKUTA**—Ch. R-3. TV center. Started 1957.  
**VORONEZH**—Ch. R-1. Started second quarter 1957.  
**VYSINY VOLOCHEK**—Satellite Started 1958.  
**YALTA**—Satellite. Started 1960.  
**YANGI YER**—Satellite. Started 1958.  
**YANGI YUL**—Satellite. Started 1957.  
**YAROSLAVL**—Ch. R-2. Started 1955.  
**YEREVAN**—Ch. R-1. Started Nov. 1956.  
**YOSHKAR-OLA**—Ch. R-7. TV center. Started 1960.  
**YUZHNO-SAKHALINSK**—TV center. Started 1960.  
**ZAPOROZHE**—Ch. R-6. Started 1958.

For World Stations & Sets

See page 1069-b

# Venezuela

(525-line standards, System M)  
 Sets in use: 700,000

Televisora del Estado Venezolano (Govt., non-commercial), Aptdo. 3979, Caracas, Tel. 54-54-36/9.  
 Personnel: Oscar Yanes, director general; Raul Omar Aveledo, director of production; Nestor Rodriguez Lamelas, technical director; Oswaldo Bazan, promotion manager.

Vene Vision (Commercial) Corporacion Venezolana de Television S.A. Apartado No. 6674, Caracas. Tel. 72.27.41/49.  
 Personnel: Diego Cisneros, president; Valeriano Humpierrez, director general; Enrique Cusco, general manager; Carlos Marroero, sales manager; Irwin Klein, film buyer; Sergio Gomez, controller; Zsigmond Fekete, chief engineer, Caracas; Toshio Ueno, chief engineer, interior.  
 Represented in the U.S. by ABC International.

Tele Trece (Commercial) Subsidiary of Vene Vision. Apartado de Correos No. 9349, Caracas. Tel. 34.46.11.  
 Personnel: Noel Montanez, general manager.  
 Represented in the U.S. by ABC International.

Radio Caracas Television (Commercial), Corporacion Radiofonica Venezolana C.A., Barcenas a Rio, Aptdo. 2057, Caracas. Tel. 41-89-71.  
 Personnel: Peter Bottome, director general; William H. Phelps, pres.; Alfredo Ferrara, asst. to pres.; Julio Omana, sales mgr.; Jose A. Ferrara, program mgr.; A. E. Guia, chief engineer.  
 Hours of operation: Daily, 7 a.m.-midnight.  
 Rates (May 1968 peak): Spot 60 sec., 42,000.00; 20 sec., 14,700.00 (Bolivars).

Radio Valencia Television (Commercial), Valencia. Personnel: Mauricio Gomez Leal, dir. gen.; S. Serrera, tech. dir.

**BARCELONA-PTO. LA CRUZ-PORLAMAR**—Vene Vision, Ch. 7. Transmitter 5 kw, ERP 100 kw. Repeats YVXA Caracas.

**BARCELONA-PTO. LA CRUZ-MARGARITA**—Radio Caracas Television. Ch. 3. ERP 80 kw. Repeats YVKS-TV, Caracas.

**BARQUISIMETO**—Radio Caracas Television. Ch. 3. Transmitter 6 kw, ERP 80 kw. Repeats YVKS-TV, Caracas.

**BARQUISIMETO (Terepaima)**—YVXC, Vene Vision. Ch. 6. Transmitter 5 kw, ERP 65 kw. Repeats YVXA Caracas.

**CARABOBO**—Radio Caracas Television. Ch. 7. Transmitter 2 kw, ERP 12.8 kw. Repeats YVKS-TV, Caracas.

**CARACAS**—Proventel. Ch. 8. Transmitter 5 kw. Started Aug. 1964.

**CARACAS**—YVKA-TV, Televisora Nacional. Ch. 5. Transmitter 10 kw, ERP 332 kw. Started Nov. 1952.

**CARACAS**—YVKS-TV, Radio Caracas Television. Ch. 2. Transmitter 10 kw, ERP 65 kw. TV tape recording facilities. Started Ser t. 1953.

**CARACAS**—YVXA, Vene Vision. Ch. 4. Transmitter 18 kw, ERP 100 kw. Started June 1953 as Televisa; March 1961, Vene Vision.

**CARACAS (Humboldt)**—YVXP, Tele Trece Services. Ch. 13. Transmitter 2 kw. Repeats originations of YVXO, Valencia.

**CARUPANO**—Radio Caracas Television. Ch. 7. Transmitter 100 watts, ERP 1 kw. Repeats YVKS-TV, Caracas.

**CORO**—YVXF, Vene Vision. Ch. 12. Translator ERP 1.5 kw. Repeats YVXA Caracas.

**CORO (Falcon)**—Radio Caracas Television. Ch. 10. Transmitter 10 kw, ERP 330 kw. Repeats YVKS-TV, Caracas. Started May 1956.

**LA GUAIRA**—Radio Caracas Television. Ch. 7. Transmitter 100 watts, ERP 10 kw. Repeats YVKS-TV, Caracas. Started 1956.

**LITORAL-CARACAS**—YVXE, Vene Vision. Ch. 9. Translator ERP 18 kw. Repeats YVXA Caracas.

**MARACAIBO**—Radio Caracas Television. Ch. 2. Transmitter 6 kw, ERP 80 kw. Repeats YVKS-TV, Caracas. Started Dec. 1956.

**MARACAIBO**—YVXD, Vene Vision. Ch. 4. Transmitter 10 kw, ERP 35 kw. Started Dec. 1956.

**MATURIN**—Radio Caracas Television. Ch. 7. Transmitter 100 watts, ERP 1 kw. Repeats YVKS-TV, Caracas.

**MERIDA**—Radio Caracas Television. Ch. 7. Transmitter 100 watts, ERP 1 kw. Repeats YVKS-TV, Caracas.

**ORIENTE (Barcelona, Pto. La Cruz, Margarita)**—Radio Caracas Television. Ch. 3. Transmitter 6 kw, ERP 80 kw. Repeats YVKS-TV, Caracas.

**PUERTO CABELLO**—Radio Caracas Television. Ch. 10. Transmitter 100 watts, ERP 10 kw. Repeats YVKS-TV, Caracas.

**SAN CRISTOBAL**—Vene Vision, Ch. 9. Translator, ERP 6 kw.

**TACHIRA**—Radio Caracas Television. Ch. 7. Transmitter 100 watts, ERP 10 kw. Repeats YVKS-TV, Caracas.

**EL TIGRE (Anzoategui)**—Radio Caracas Television. Ch. 10. Transmitter 100 watts, ERP 10 kw. Repeats YVKS-TV, Caracas.

**TRUJILLO**—Radio Caracas Television. Ch. 7. Transmitter 100 watts, ERP 500 watts. Repeats YVKS-TV, Caracas.

**VALENCIA**—YULD-TV, Radio Valencia Television. Ch. 3. ERP 4 kw.

**VALENCIA-MARACAY**—Radio Caracas Television. Ch. 7. ERP 92 kw. Repeats YVKS-TV, Caracas. Started 1956.

**VALENCIA (Picacho)**—YVXB, Vene Vision, Ch. 9. Transmitter 5 kw, ERP 75 kw. Repeats YVXA Caracas.

**VALENCIA (Picacho)**—YVXO, Tele Trece Services. Ch. 13. Transmitter 2 kw.

Planned: 7 transmitters for the west side of the country.

## Republic of Vietnam

(525-line standards, System M)  
Sets in use: 25,000

**SAIGON**—Vietnam Television (Govt.), Ch. 9. Transmitter 25 kw, ERP 240 kw. TV tape recording facilities.  
Hours of operation: 6:30-11 p.m., Mon.-Fri.; noon-11 p.m., Sat.-Sun.

## Yugoslavia

(625-line standards, Systems B & H)  
Color: PAL System  
Sets in use: 1,480,000

Jugoslovenska Radio-Televizija is the association of all Yugoslav radio & TV stations (listed below by regional organization), and is responsible for coordinating the joint programs of the stations. Address: Boris Kidric 70/I, Belgrade. Tel. 43-693; 43-677. Personnel: Dr. Ivko Pustisek, secretary general; Vojo Savic, president of administrative council; Dragoljub Ilic, president of television committee; Mrs. Olivera Vojvodic, secretary of foreign relations committee; Milan Milosavjevic, secretary, TV program committee; Mrs. Zlatija Nicolic, film buyer. Plans color telecasting in 1973. 182 repeaters in operation.

### RADIO-TELEVISION BELGRADE (Serbia)

Radio-Television Belgrade (Public Corp., limited commercial), Takovska 10, Belgrade. Tel. 342-001. Personnel: Zdravko Vukovic, director general; Dragoljub Ilic, director of television; Rodoljub Zizic, technical director. Originates local programs and has tape facilities. Started Aug. 23, 1958.

**AVALA**—Ch. E-6. ERP 100 kw. Started Aug. 1958.

**CRNI VRH**—Ch. E-11. ERP 35 kw.

**CRVENI COT**—Ch. E-10. ERP 100 kw. Started Oct. 1958.

**GOLES**—Ch. E-7. ERP 35 kw.

**JASTREBAC**—Ch. E-5. ERP 100 kw. Started Nov. 1959.

**KOPAONIK**—Ch. E-3. ERP 50 kw.

**OVCAR**—Ch. E-8. ERP 8 kw. Started 1965.

**SABOTICA**—Ch. E-5. ERP 35 kw. Started Aug. 1965.

**TUPIZNICA**—Ch. E-10. ERP 35 kw.

### RADIO-TELEVISION ZAGREB (Croatia)

Radio-Television Zagreb (Public Corp., limited commercial), 6, Dezmanov Prolaz, Zagreb. Tel. 37-251. Personnel: Ivo Bojanic, director general; Tomislav Golubovic, director of television; Vojko Trs, technical director. Originates local programs and has tape facilities. Started May 1956.

**BIOKOVO**—Ch. E-9. ERP 100 kw.

**CELEVAC**—Ch. E-8. ERP 50 kw. Started 1965.

**LABISTICA**—Ch. E-4. ERP 15 kw. Started July 1963.

**PSUNJ**—Ch. E-4. ERP 100 kw.

**SLJEME**—Ch. E-9. ERP 100 kw. Started May 1956.

**SRDJ**—Ch. E-6. ERP 5 kw.

**UCKA**—Ch. E-11. ERP 100 kw.

### RADIO-TELEVISION LJUBLJANA (Slovenia)

Radio-Television Ljubljana (Public Corp., limited commercial), 17 Rue Tavcarjeva, Ljubljana. Tel. 311-922. Personnel: Milan Mercun, director general; Dusan Fortic, director of television; Slavko Pernus, director of engineering. Originates local programs and has tape facilities. Started on experimental basis Oct. 11, 1958.

**KRVAVEC**—Ch. E-5. ERP 50 kw. Started Jan. 1957.

**KUM**—Ch. E-3. ERP 50 kw. Started Aug. 1960.

**LJUBLJANA KRVAVEC**—Ch. E-21. ERP 5 kw.

**NANOS**—Ch. E-6. ERP 35 kw. Started Aug. 1960.

**PLESIVEC**—Ch. E-6. ERP 35 kw.

**POHORJE**—Ch. E-11. ERP 10 kw. Started Nov. 1963.

### RADIO-TELEVISION SARAJEVO (Bosnia & Herzegovina)

Radio-Television Sarajevo (Public Corp., limited commercial), 10 Rue Daniela Ozme, Sarajevo. Tel. 26-505. Personnel: Voja Savic, director general; Dragan Kecman, director of TV programs; Aleksandar Stefanovic, technical director. Started July 1961.

**BJELASNICA**—Ch. E-5. ERP 1 kw. Started Oct. 1965.

**HUM**—Ch. E-8. ERP 10 kw. Started July 1963.

**KOZARA**—Ch. E-6. ERP 10 kw. Started April 1963.

**VELEZ**—Ch. E-8. ERP 10 kw. Started Jan. 1966.

**VLASIC**—Ch. E-11. ERP 100 kw. Started June 1964.

### RADIO-TELEVISION SKOPJE (Macedonia)

Radio-Television Skopje (Public Corp., limited commercial), Dolno Nerezi, Skopje. Tel. 31-437. Personnel: Mateja Matevski, director general; Ivan Tosevski, director of television; Blagoje Oncevski, technical director. Started May 1961.

**CRNI VRH**—Ch. E-6. ERP 10 kw. Started May 1964.

**MALIVLAI**—Ch. E-9. ERP 3 kw.

**PELISTER**—Ch. E-4. ERP 1.5 kw.

**TURTEL**—Ch. E-11. ERP 2.5 kw.

## International TV Directory

### RADIO-TELEVISION TITOGRAD (Montenegro)

Radio-Television Titograd (Public Corp., limited commercial), Titograd. Tel. 24-23. Personnel: Miladin Perovic, director; Ljubomir Kosovic, technical director. Started Nov. 1963.

**BJELASICA**—Ch. E-12. ERP 16.8 kw. Started May 1963.

**LOVCEN**—Ch. E-8. ERP 67 kw. Started Jan. 1964.

## Zambia

(625-line standards, System B)  
Sets in use: 18,500

**KABWE**—Television Zambia. Ch. E-2. Transmitter 800 watts. Hours of operation: Daily, 5-11 p.m.; educ. 9:30 a.m.-4 p.m.

**KITWE**—Television Zambia (Govt., commercial), P.O. Box 1100, Kitwe, Zambia. Tel. 3507/8, 2243/4. Ch. E-4. Transmitter 2.5 kw. ERP 40 kw (dir.). Started 1961. Hours of operation: 17:00-23:50. Personnel: A. T. B. Nkhata, dir.; G. J. Wykes, TV controller; A. Nagrami, commercial mgr.; N. Jere, production mgr.; J. Allerton, chief engineer.

Hours of operation: Daily, 5:30-11 p.m.

Represented in Zambia by International Television (Zambia) Ltd., Kent Ave. and Salisbury Drive, P.O. Box 1498, Kitwe. Tel. 2243. Represented in London by Richard Meyer Associates Ltd.

Rates: Max., spot 60 sec., 23.10; 15 sec., 9.5 (Zambian pounds).

**LUSAKA**—Television Zambia, P.O. Box RW. 15, Lusaka, Zambia. Tel. 50388/50490/50361. Ch. E-3. Transmitter 800 watts, ERP 800 watts. Hours of operation: Daily, 6-10:30 p.m.

## CHARACTERISTICS OF TELEVISION SYSTEMS

(C.C.I.R. Report 308, Xth Plenary Assembly, Geneva, 1963)

### CHARACTERISTICS OF TELEVISION SYSTEMS (C.C.I.R. Report 308, Xth Plenary Assembly, Geneva, 1963)

System	No. of lines	Ch. width MHz	Vision band-width MHz	Vision/sound separation MHz	Vestigial side-band MHz	Vision modulation	Sound modulation
A	405	5	3	-3.5	0.75	Pos.	AM
B	625	7	5	+5.5	0.75	Neg.	FM
C	625	7	5	+5.5	0.75	Pos.	AM
D	625	8	6	+6.5	0.75	Neg.	FM
E	819	14	10	±11.15	2	Pos.	AM
F	819	7	5	+5.5	0.75	Pos.	AM
G	625	8	5	+5.5	0.75	Neg.	FM
H	625	8	5	+5.5	1.25	Neg.	FM
I	625	8	5.5	+6	1.25	Neg.	FM
K	625	8	6	+6.5	0.75	Neg.	FM
L	625	8	6	+6.5	1.25	Pos.	AM
M	525	6	4.2	+4.5	0.75	Neg.	FM
N	625	6	4.2	+4.5	0.75	Neg.	FM

Field frequency: System M, 60 cycles per second, all other systems 50 cycles per second.

Picture frequency: System M, 30 cycles per second, all other systems 25 cycles per second.

Line frequency: System A, 10.125 kHz, systems E and F, 20.475 kHz, system M, 15.75 kHz, all other systems, 15.625 kHz.



MALARKEY, TAYLOR and ASSOCIATES

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# Television Systems of the United Kingdom

**BRITISH BROADCASTING CORP.**—Broadcasting House, London W. 1. Telephone: 01-580-4468. Television Centre, Wood Lane, London W. 12. Telephone: Shepherds Bush 8000. Operates 129 TV transmitters.

**Board of Governors of BBC:** Lord Hill of Luton, chairman; Lord Fulton, vice chairman; Lady Baird, national governor for Scotland; Professor Glanmor Williams, national governor for Wales; Lord Dunleath, national governor for Northern Ireland; Sir Ralph Murray; Sir Robert Bellinger; P. N. Wilson; Thomas Jackson; Dame Mary Green; Sir Learie Constantine; Sir Hugh Greene.

**Board of Management:** C. J. Curran, director-general; H. P. Wheldon, managing dir., television; I. Trethowan, managing dir., radio; O. J. Whitley, managing dir., external broadcasting; J. Redmond, dir. of engineering; D. Attenborough, dir. of programs, television; J. H. Arkell, dir. of administration; The Hon. K. H. L. Lamb, dir., public affairs; J. C. Crawley, editor, news & current affairs; J. G. L. Francis, dir. of finance; G. E. H. Mansell, dir. of programs, radio.

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**Television Executives:** Paul Fox, controller, programs, BBC-1; Robin Scott, controller, programs, BBC-2; I. R. Atkins, controller, TV program services; Stuart G. Williams, controller of TV administration; D. G. Scuse, general manager, television and

radio enterprises; Mrs. J. R. Spicer, assistant controller, TV development; T. Sloan, head of TV light entertainment; J. H. Mewett, head of TV films; E. R. Cawston, head of documentary; S. Sutton, head of drama group; J. F. Griet, head of current affairs; A. E. Singer, head of feature; D. H. Grattan, head of further education; R. Moorfoot, head of presentation; J. R. Culshaw, head of TV music productions; Peter Dimmock, gen. mgr. outside TV broadcasts; Richard Levin, head of design, TV; S. N. Watson, chief engineer, TV; Miss M. Sims, editor, head of family programs, TV; K. Fawdry, head of school broadcasting, TV; D. M. Taylor, editor, TV News.

**BBC U.S. Offices:** New York, N.Y. (10020)—630 Fifth Ave. Phone: 212-581-7100. Leonard Miall, rep. in the U.S.; D. N. Gregory, sr. engineer; A. H. Wigan, United Nations correspondent (Phone: 212-355-4244). Washington, D.C. (20036)—BBC News, CBS Bldg., 2020 M St. N.W. Phone: 202-223-2050. G. Priestland, C. Wheeler, Washington correspondents.

**INDEPENDENT TELEVISION AUTHORITY**—70, Brompton Road, London S.W.3. Telephone: 01-584-7011. Controlling body for independent TV system which transmits from stations owned and operated by the Authority.

**Members of the Authority:** The Rt. Hon. Lord Aylestone, chairman; Sir Ronald Gould, deputy chairman; W. Macfarlane Gray; Mrs. Mary Adams; David Gilliland; Sir Ben Bowen Thomas, pres. of National Institute of Adult Education; Baroness Beatrice Plummer; the Baroness Sharp of Hornsey; Sir Frederick Hayday; Stephen Keynes; Prof. J. M. Meek.

**Permanent Staff:** Sir Robert Fraser, dir.-gen.; B. C. Sendall, deputy dir.-gen. (programme services); A. W. Pragnell, deputy dir.-gen. (administrative services); B. C. L. Keelan, head of information; Howard Steele, director of engineering; B. Rook, secy.; A. S. Curbishley, director of finance; A. Graham, head of advertising control; J. Weltman, head of programme services; Michael Hallett, publicity & television gallery mgr.; Eric Croston, publications editor; A. M. Beresford-Cooke, deputy director of engineering; T. S. Robson, assistant director of engineering; Dr. Haldane, head of research; Donald Cullimore, press & public relations officer; Alan James, head of engineering information.

## ITA Commercial Program Contractors

**ANGLIA TELEVISION LTD.**—Anglia House Norwich, Norfolk. Phone: 0603-28366. Brook House, Park Lane, London W1Y 4DX. Phone: 01-493-8331. Northern sales office: T.V. House, 10-12 Mount St. Manchester M2 5WT. Phone: 061-834-8575. Programs full time over East Anglia (Mendesham, Sandy Heath & Belmont outlet).

**Directors:** The Marquess Townshend of Raynham, chairman; Aubrey Buxton; Laurence Scott; John Woolf, & Dick Joice, exec. dirs.; Donald Albery; W. O. Copeman; Glyn Daniel; Sir Peter Greenwell.

**Executives:** David McCall, company secy. & chief accountant; R. J. Pinnock, asst. company secy. & deputy chief accountant; J. F. M. Roualle, personnel mgr.; Dick Joice, head of local programs; John Jacobs, head of drama; Colin Willock, head of natural history unit; Forbes Taylor, head of documentaries & adult education; Ken Elphick, program planning executive; Jim Wilson, head of news; Philip Garner, asst. head of local programs; Colin Ewing, head of farming; David Little, contracts officer; Alec Barnet, station engineer; John Margerton, sales controller; Richard A. Crombie, local sales mgr. (Norwich); Cyril Bond, Northern sales exec. (Manchester); P. J. Brady, press & public relations.

**ATV NETWORK LTD.**—ATV House 150 Edmund St., Birmingham 3. Phone: 021-236-5191. 17 Great Cumberland Place, London, W.1. Phone: 01-262-8040. ATV Elstree Studio Centre, Eldon Ave., Boreham Wood, Hertfordshire, Phone: 01-953-6100. Midland area (Lichfield, Membury & Ridge Hill outlets).

**Directors:** Lord Renwick, chairman; Sir Lew Grade, deputy chairman & managing dir.; Sir Eric Clayson; Jack F. Gill; Bill Ward; Leonard Mathews; Norman Collins; Dame Isabel Graham-Bryce; Sir George Farmer.

**Executives:** Derek Williams, secy.; Ron Denny, general manager (Elstree); P. S. Gibson, head of staff relations; Leonard Mathews, general manager (Midlands); Guy Spencer, sales controller; David Stevens, chief press officer; Bill Ward, director of programs; Robert Gillman, news editor; John Wardrop, dir. of sales; Cecil Clarke, exec. producer, drama.

**BORDER TELEVISION LTD.**—Television Centre, Carlisle Cumberland, Phone: 0228-25101. London office: 14 Curzon St., London W1Y 7FH, Phone: 01-499-7541. Programs all week in Border area (Caldbeck, Selkirk, Whitehaven & Richmond Hill outlet).

**Directors:** John L. Burgess, chairman; James Bredin, managing dir.; Sir Michael Balcon; R. H. Watts, company secy.; G. L. S. Lightfoot; The Earl of Lonsdale; G. S. Marr; J. I. M. Small; Colonel The Earl of Stair; W. S. Trimble; J. C. Wade; P. Francis; T. E. Brownson; B. C. Blyth, sales dir.

**Executives:** James Bredin, controller of programs; J. M. Graham, asst. controller of program planning; D. Batey, asst. controller

of program production; H. J. C. Gower, chief engineer; J. E. P. Tompkins, head of film; A. R. Powell, news editor; F. J. Bennett, public relations manager.

**CHANNEL TELEVISION LTD.**—The Television Centre, Rouge Bouillon, St. Heller, Jersey Channel Islands, Phone: 0534-23451; Les Arcades, Market St., St. Peter Port, Guernsey, Phone: 0481-23451. Programs in the Channel Islands all week (Fremont Point outlet).

**Directors:** Senator W. H. Krichefski, chairman; E. H. Bodman, deputy chairman; Conseiller E. D. Collas; Harold Fielding; G. Le G. Peek; W. N. Rumball; Advocate T. Cubitt Sowdon; Mrs. George Troy; Advocate K. Hooper Valpy; M. S. Brown.

**Executives:** K. A. Killip, managing dir.; R. J. Blundell, sales controller; Andrew McIntock, company secy.; F. B. Turner, operations mgr.; John Rothwell, head of news & features; P. Mottram Brown, head of sales; H. N. Machon, editor of Channel Viewer.

**GRAMPIAN TELEVISION LTD.**—The Television Studios, Queen's Cross, Aberdeen, AB9 2XJ. Phone: 0224-53553. London Office: Nuffield House, 41 Piccadilly, London, W. 1. Phone: 01-734-7090. Provides programs all week in N.E. Scotland (Durriss, Mouteagle, Rumster Forest, Angus outlets).

**Directors:** Capt. Iain M. Tennant, chmn.; The Dowager Viscountess Colville of Culross; The Lord Forbes; Alex Mair, company secy.; John N. Milne; Lord Tayside; Neil Paterson; Maj. Michael Crichton Stuart; Lord Windesham, managing dir.; Sir John Carmichael.

**Executives:** Alastair Beaton, publicity & promotions exec.; Alan Brown, head of program planning; J. Buchan, assistant program controller; Derrick Neiman, facilities controller; A. Elkins, head of film; C. C. Smith, head of news & current affairs; Alexander Ramsay, station engineer.

**GRANADA TELEVISION NETWORK LTD.**—Granada TV Centre, Manchester 3, Phone: 061-832-7211. 36 Golden Square, London W.1. Phone: 01-734-8080. Programs all week over Lancashire area including Cheshire & parts of other counties (Winter Hill outlet).

**Directors:** Lord Bernstein of Leigh, chairman; Cecil G. Bernstein, joint managing dir.; J. Denis Forman, joint managing dir.; Joseph E. Warton; W. R. Carr; David Flouwright; Julian Amyes; Prof. F. C. Williams; Jonathan P. Jacobs.

**Executive Directors:** Barrie Heads, Granada International; Peter M. Rennie, sales dir.

**Executives:** Keith Fowler, chief engineer; Alan Gilbert, chief accountant, Programme committee; Barrie Heads; David Flouwright; Julian Amyes; Cecil G. Bernstein; Michael Scott; J. Denis Forman; Jeremy Wallington; Peter Eckersley; Lord Bernstein of Leigh; Kenneth Brierley; Bill Hawkins.

**HARLECH TELEVISION LTD.**—Studios: Cardiff: Pontcanna Studios. Phone: 0222-26633. Bristol 4: Bristol Studios. Bath Rd. Phone: 0272-70271. Offices: London W.1.: 99 Baker St. Phone: 01-486-4311. Programs full-time over Wales & West of England (St. Hilary, Arfon, Moel-y-Parc, Presely, Bath, & Bala outlets).

**Directors:** Hon. Lord Harlech, chmn.; W. A. Hawkins, vice-chmn.; A. J. Gorard, managing dir.; W. Vaughan-Thomas, dir. of programs; W. G. Poeton, admin. exec.; J. Aeron-Thomas; Stanley Baker; W. G. Beloe; Sir F. Bennett; Richard Burton; W. F. Cartwright, D. L.; J. E. C. Clarke; A. T. Davies, Q.C.; A. R. Edwards; Geraint L. Evans; M. Geraldo; T. Hoseason-Brown; J. James; A. Llywelyn-Williams; G. E. McWatters; Sir A. Nicholas; Lady E. J. Parry-Williams; G. H. Sylvester; E. Thomas.

**Officers:** Jack Ascott, London sales mgr.; T. Knowles, company secy.; Douglas Benham, gen. sales mgr.; T. A. H. Marshall, chief engineer; Meurig Jones, planning exec.; John Morgan, program adviser; Tony Neales, head, public relations; Aled Vaughn, program controller (Wales); Ronald Wordley, sales controller; Patrick Dromgoole, program controller (West of England).

**LONDON WEEKEND TELEVISION LTD.**—Offices: London: Station House, Harrow Rd. Wembley, Middlesex. Phone: 01-902-8846. Studios: Middlesex: Wembley Studios, Wembley Park, Middlesex. Phone: 01-902-8811. Programs weekends over London area outlet (Croydon).

**Directors:** Aidan Crawley, chmn.; Lord Campbell of Eskan, deputy chairman; Dr. Tom Margerison, chief executive; the Hon. David Astor; Lord Hartwell; D. E. C. Hawkins; Clive Irving; Sir Geoffrey Kitchen; Duncan McNab; the Hon. David Montagu; Guy Faine, assistant chief executive; G. H. Ross Goobey; Lord Stokes; Arnold Weinstock; J. Martin Ritchie; Evelyn de Rothschild.

**Officers:** Jimmy Hill, head of sports unit; Harry Rabinowitz, head of music services; Michael Yates, head of design; Eric Flackfield, head of program planning; Roy van Gelder, head of personnel; John Blyton, head of production planning; Cyril Orr, company secy.; Jeremy Francis, asst. company secy.; William Fletcher, controller, Kings Reach Development; James Preston, press & publicity officer; Peter Golsworthy, gen. sales mgr.; Stella Richman, controller of programs; Vic Gardiner, production controller; Peter McNally, controller of finance; Martin Case, head of casting.

**SCOTTISH TELEVISION LTD.**—Theatre Royal, Hope Street, Glasgow, C.2., Phone: 041-332-9999. Programs full time over Central Scotland (Black Hill outlet). London Office: 70 Grosvenor St., W.1. Phone: 01-493-5201. Northern Region: Thomson House, Withy Grove, Manchester 4. Phone: 061-834-7621. The Gateway, Edinburgh, 7. Phone: 031-556-5372.

**Directors:** James M. Coltart, chairman; Sir Iain M. Stewart, deputy chairman; William Brown, managing director; Charles N. McQueen; Dr. Samuel C. Curran; Sir William G. N. Walker; The Earl of Wemyss and March; Sir William McEwan Younger; Viscount Weir; Mrs. Barbara Leburn; Andrew Stewart; the Rt. Hon. Lord Taylor of Gryfe; Hugh W. Henry, sales director.

**Chief Executives:** Don Kane, technical controller; L. J. M. Hynd, secy.; John Loch, public relations mgr.; Colin S. Waters, labour relations & personnel officer; F. E. Morris, business mgr.; Walter Hayward, sales mgr. (Scotland); Leslie Hatton, sales mgr. (Coventry); S. A. Isbell, sales mgr. (Manchester); B. Finlayson, head of legal dept.; Anthony Firth, program controller; David Johnstone, asst. program controller.

**Executives:** Liam Hood, producer light entertainment and drama; Arthur Montford, sports editor; Geoffrey Rimmer, Ian Dalreish, Brian Mahoney, Don Cumming, James Sutherland, Ted Williamson, Russell Galbraith, Clarke Tait, N. Light, program dirs.; Thomas Cctter, education liaison officer; Peter Alexander, head of design; Robert McPherson, head of educational, religious & children's programs; Michael Trotter, head of program administration & sales.

**SOUTHERN TELEVISION LTD.**—Southern Independent Television Centre, Northam, Southampton SO9 4YQ. Phone: 0703-28582. Dover studios: Russell St., Dover Dover 2715. London office: Glen House, Stag Place, Victoria, London S.W.1. Phone: 01-834 4404. Programs full time over Central Southern (Chillerton Down, Isle of Wight and South East England, Dover outlets).

**Directors:** John H. Davis, chairman; Graham Dowson; Hon. V. E. Harnsworth; Sir Robert Perkins; B. H. Thomson; D. B. Thomson; Capt. H. Tupper; Sir David Webster; C. D. Wilson, managing dir.; Asa Briggs; R. M. Shields; Berkeley Smith, controller of programs; John Miell, sales director; M. J. Hussey; Sir Richard Trehane.

**Executives:** A. F. Jackman, head of program planning; Jack Worror, publicity mgr. (London); D. R. Baker, mgr. (Southampton); F. W. Letch, secy. & gen. mgr.; Basil Bultitude, chief engineer; S. Wade, head of outside bcsts.; R. Davidovitz, production mgr.; L. Watkins, press officer; M. Crawford, head of presentation; J. Dilly, head of design; A. Salisbury, asst. gen. sales mgr. (London); C. Lewis, Northern sales mgr.; G. Castle-King, Midland sales mgr.; R. Seagrief, Southern area sales mgr.; George Egan, Anthony Howard, Angus Wright, Christopher McMaster, Michael Conner, Robert Leng, David Heather, Peter Croft, Terry Miller, G. Sherman, program dirs.; N. Potter, mgr. (Dover); M. Heaton, sales promotion mgr.

**THAMES TELEVISION LTD.**—Offices: London: Television House, Kingsway, London W.C.2. Phone: 01-405-7888; Teddington Lock, Teddington, Middlesex. Phone: 01-977-3252. Programs weekdays over London area (Croydon outlet).

**Directors:** Rt. Hon. Lord Shawcross, chmn.; Howard Thomas, managing dir.; Brian Tesler, dir. of programs; A. W. Grocock; George A. Cooper, dir. of sales; B. R. Greenhead, dir. of studios & engineering; J. T. Davey; D. E. W. Dicks; H. S. L. Dundas; T. H. Tilling; C. G. D. May.

**Officers:** B. E. Marr, secy.; M. Lawson, chief accountant; J. Andrews, controller, programs dept.; Lloyd Shirley, controller of drama; Jeremy Isaacs, controller of features & children's programs; Philip Jones, controller of light entertainment; Guthrie Moir, controller of educational & religious programs; Graham Turner, controller of outside broadcasts; J. A. M. Sutherland, program co-ordinator; E. Whiteley, head of schools broadcasting; L. Rudd, exec. producer, children's programs; J. S. Sansom, chief engineer; T. W. Pace, controller, London studios; E. E. Parry, controller, Teddington studios; James F. Shaw, sales controller; A. Kaupe, controller of publicity; D. Thornes, research mgr.; George Spackman, chief press officer.

**TYNE TEES TELEVISION LTD.**—The Television Centre, City Rd., Newcastle-on-Tyne NE1 2AL. Phone: 0632-61-0181. London office: 29-30 Old Burlington Street, W1X 2PU, London. Phone: 01-734-3464. Programs full time over North East (Burnhope outlet).

**Directors:** Prof. G. H. J. Daysh, chairman; J. A. Jelly, managing dir.; George Black; R. H. Carr-Ellison; E. J. R. Eaglesham; D. A. Pease; Viscount Ridley; J. P. Graham; R. H. Dickinson; Lionel Jacobson; E. A. Levine; D. G. Packham; T. Dan Smith; Peter Wrightson.

**Executives:** D. Harrison, sales controller; M. Morris, programme controller; A. Sandford, asst. programme controller (planning); C. J. Palmer, asst. programme controller (production); D. G. Packham, technical controller; J. P. Graham, business mgr.; Gordon S. Wood, secy.; Walter A. Williamson, personal asst. to managing dir. & information services; A. E. Clifford, head of news, current affairs, features, public affairs, documentaries & adult education.

**ULSTER TELEVISION LTD.**—Havelock House, Ormeau Road, Belfast BT7 1EB. Phone: 0232-28122; 19 Marylebone Rd., London N.W. 1. Phone: 01-486-5211. Programs full time over Northern Ireland (Black Mountain & Strabane outlets).

**Directors:** The Rt. Hon. The Earl of Antrim, chairman; W. B. MacQuitty, deputy chairman; R. B. Henderson, managing dir.; The Rt. Hon. the Countess of Antrim; H. R. C. Catherwood; Capt. O. W. J. Henderson; J. P. Herdman; M. R. Hutcheson; B. S. Johnston; Major G. B. Mackean; Mrs. J. A. Mackie; J. L. MacQuitty; E. M. R. O'Driscoll; Miss Betty Box.

**Executives:** R. B. Henderson, managing dir.; B. S. Johnston, secy. & dir.; M. R. Hutcheson, sales dir.; B. W. Lapworth, sales mgr. (Northern Ireland); A. Finigan, head of production; J. A. Creagh, head of press; S. R. Perry, program controller; P. A. Brady, chief engineer; R. McCoy, accountant.

**WESTWARD TELEVISION.** Derry's Cross, Plymouth. Phone: 0752-69311. London Office: P.O. Box 2LE, 4-7 Woodstock St., New Bond St., London, W.1. Phone: 01-493-8262. Bristol Office: Dominions House, 23-25 St. Augustine's Parade, The Centre, Bristol 1. Bristol 292240. Programs full time over South West England (Stockland Hill & Caradon Hill outlets).

**Directors:** Peter Cadbury, executive chairman; The Earl of Lisburne, deputy chairman; Sir John Carew Pole, vice chairman; W. H. Cheevers, managing dir.; W. Brimacombe; George H. Lidstone; Col. E. Palmer.

**Executives:** F. E. Corbin, financial adviser; R. R. Miller, secy.; John Oxley, program controller; G. G. Affleck, chief accountant; Elvin Derrick, news editor; David Dickinson, head of engineering; Michael Warren, head of program planning; Harry Turner, sales mgr.; Henry Tracey, regional sales mgr., Plymouth; Brian Schofield, sales mgr., Bristol & Midlands.

**YORKSHIRE TELEVISION LTD.**—Offices: Leeds LS3 1JS: The Television Centre. Phone: 0532-38283. London WIN 3AA: Yorkshire House, 7 Portland Pl. Phone: 636-9484. Programs full-time over Yorkshire area (Emley Moor & Scarborough outlets).

**Directors:** Sir Richard B. Graham, chmn.; Sir Geoffrey Cox, deputy chmn.; G. E. Ward Thomas, managing dir.; E. Stuart Wilson, asst. managing dir.; Donald Beverstock, dir. of programs; James Harrower, commercial dir.; Peter S. Paine, sales dir.; the Lord Archibald; George Brotherton-Ratcliffe; Stanley Burton; Lord Cooper; the Lady Gaitskell; W. H. Mosley Isle; J. G. S. Linacre; Maurice V. Macmillan; the Lord Riverdale; Peter Saunders; Prof. William Walsh; G. Oliver Worsley; Prof. H. N. Robson.

**Officers:** Kenneth Bellini, head of program planning; Leslie Thornby, company secy.; Sid Colin, head of light entertainment; Tony Essex, head of documentaries; Laurie Higgins, head of sport; Peter Holmans, program production controller; Geoffrey Nugus, business mgr.; Philip Parker, head of engineering; Norman Smith, chief accountant; Alec Todd, head of public relations; Peter Willes, head of drama; Muriel Cole, head of casting; Robert Corder, head of program administration.

**INDEPENDENT TELEVISION NEWS LTD.**—ITN House, 48 Wells Street, London. W1P 3FE. Phone: 01-637-2424. Controlled by the 15 program companies.

**Directors:** C. D. Wilson, chairman; Donald Edwards, managing director; Howard Thomas; Julian Amyes; W. H. Cheevers; Norman Collins; Sir Geoffrey Cox; Aubrey Buxton.

**Executives:** Nigel Ryan, editor; William Hodgson, gen. mgr.; Maurice C. Chapman, secy.; David Nichols, deputy editor; Donald Horbin, asst. editor; Cyril Teed, chief engineer; Hugh Whitcomb, chief news editor; John Mahoney, foreign news editor; E. Dutton, Peter Cole, Norman Rees, news organisers; L. Gaeschlin, news information section; Peter Wilson, personnel mgr.; Michael Batchelor, production controller; Cyril Moorhead, head of film production; Len Richardson, production mgr.

**INDEPENDENT TELEVISION COMPANIES ASSOCIATION LTD.**—Knighton House, 52 Mortimer St., London WIN 7DG. Phone: 01-636-6866. Trade association which acts on behalf of all program companies on certain matters of common interest.

**INDEPENDENT TELEVISION SPORT**—Knighton House, 52 Mortimer St., London, WIN, 7DG. Phone: 01-636-6866. Policy group responsible for central planning & coordination of all Independent Television networked sports programs. The unit is financed by the five central area companies.  
**Executives:** John McMillan, director of sport; Gerry Loftus, asst. director of sport.

For Channel Frequencies

See page 1027-b

# American Forces Television Stations

All stations are operated by the Military Departments under the jurisdiction of the Department of Defense. The Assistant Secretary of Defense (Manpower) provides policy guidance through the Director, Office of Information for the Armed Forces (IAF), Washington, D.C. 20301. The American Forces Radio & Television Service (AFRTS) in Los Angeles under the jurisdiction of IAF ships the bulk of the television programs to the stations. The U.S. commercial networks provide television programs to AFRTS.

## U.S. and Possessions

- ADAK, ALASKA**—(Ch. 8) U.S. Naval Station, AFRT, Box 19, FPO, Seattle, Wash. (98791). Began July 1956.
- FT. GREELY, ALASKA**—(Ch. 8) AFRT, APO, Seattle, Wash. (98733). Began May 1956.
- GALENA, ALASKA**—(Ch. 8) Station Manager, Armed Forces TV, APO, Seattle, Wash. (98723). Began Jan. 1962.
- KING SALMON, ALASKA**—(Ch. 8) AFRT, 5071st AB Squadron, King Salmon Air Force Base, Alaska (99613). Began Dec. 1963.
- KODIAK, ALASKA**—(Ch. 8) AFRT, U.S. Naval Station, FPO, Seattle, Wash. (98790). Began May 1956.
- NORTHEAST CAPE, ALASKA**—(Ch. 11) 712th ACW Squadron, Northeast Cape Air Force Station, APO, Seattle, Wash. (98714). Began March 1962.
- SHEMYA, ALASKA**—(Ch. 13) Station Manager, AFRT, 5073rd Air Base Squadron, Shemya Air Force Station, APO Seattle, Wash. (98736). Began Nov. 1962.
- JOHNSTON ISLAND**—(Ch. 7) AFRT, JTG 8.6, APO San Francisco, Cal. (96305). Began May 1966.
- MIDWAY**—(Ch. 4) AFRT, U.S. Naval Station, Box 2, FPO San Francisco, Cal. (96614). Began March 1959.
- OKINAWA**—(Ch. 8) AFRT, 313th Air Division, Kadena Air Force Base, APO San Francisco, Cal. (96239). Began Dec. 1955.
- PANAMA CANAL ZONE**—(Ch. 8) Ft. Clayton, Southern Command Network, Box 919, Fort Clayton, Canal Zone. Serves Pacific side of Isthmus. Began May 1956.
- PANAMA CANAL ZONE**—(Ch. 10) Ft. Davis, Southern Command Network, Box 919, Fort Clayton, Canal Zone. Relay from Ft. Clayton, serves Atlantic side of Isthmus. Began May 1956.
- PUERTO RICO**—(Ch. 21) AFRT, Ramey Air Force Base, Box 265, 72nd Bombardment Wing, APO New York, N.Y. (09845). Began April 1957.
- PUERTO RICO**—(Ch. 8) AFRT, Roosevelt Roads Naval Station, Box 29, FPO New York, N.Y. (09551). Began Jan. 1961.

## Outside the United States

- AZORES**—(Ch. 8) Lajes Field, Detachment 9, 7122nd Support Squadron, APO New York, N.Y. (09406). Began Oct. 1954.
- CUBA**—(Ch. 8) Guantanamo Bay U.S. Naval Base, Box 22, FPO New York, N.Y. (09593). Began Nov. 1955.
- CANADA**—(Ch. 8) Labrador, Goose Bay Air Base, 95th Strategic Wing, APO New York, N.Y. (09677). Began Nov. 1956.
- CANADA**—(closed circuit) Labrador, Saglek Bay Air Force Base, AFRT, 924th ACW Squadron, APO New York, N.Y. (09439). Began Nov. 1966.
- CRETE**—(Ch. 8) Iraklion Air Base, O/LA Detachment 7, 7122nd Support Squadron, APO New York, N.Y. (09291). Began May 1960.
- ETHIOPIA**—(Ch. 8) AFRT, Kagnew Station, Asmara, Eritrea, APO New York, N.Y. (09843). Began Dec. 1955.
- GERMANY**—(Ch. 25) Berlin-Dahlem, Detachment 1, 7122nd Support Squadron, APO New York, N.Y. (09742). Began Feb. 1967.
- GERMANY**—(Ch. 12) Berlin-Templehof, Detachment 1, 7122nd Support Squadron, APO New York, N.Y. (09742). Relay of Dahlem. Began March 1967.

- GERMANY**—(Ch. 26) Ramstein Air Base, Detachment 3, 7122nd Support Squadron, APO New York, N.Y. (09012). Began April 1957.
- GERMANY**—(Ch. 15) Wiesbaden Air Base, 7122nd Support Squadron, APO New York, N.Y. (09633). Relay of Ramstein Air Base. Began April 1966.
- GREENLAND**—(Ch. 13) Camp Tuto. Translator, repeats Ch. 8, Thule Air Base. Began Nov. 1964.
- GREENLAND**—(Ch. 8) AFRT, Sondrestrom Fjord Air Base, 4684th Base Group, APO New York, N.Y. (09121). Began April 1956.
- GREENLAND**—(Ch. 8) AFRT, Thule Air Base, 4683rd Air Base Group, APO New York, N.Y. (09023). Began May 1955.
- ICELAND**—(Ch. 8) AFRT, Keflavik Airport, U.S. Naval Station, FPO New York, N.Y. (09571). Began March 1955.
- IRAN**—(Ch. 8) AFRT, Teheran, ARMISH—MAAG, APO New York, N.Y. (09205). Began Dec. 1959.
- JAPAN**—(Ch. 73) AFRT, Chitose Air Base, Far East Network, APO San Francisco, Cal. (96281). Began Nov. 1962.
- JAPAN**—(Ch. 73) AFRT, Misawa Air Base, Far East Network, APO San Francisco, Cal. (96519). Began Dec. 1960.
- JAPAN**—(Closed circuit) AFRT, Wakkanai Air Base, Far East Network, APO San Francisco, Cal. (96270). Began Feb. 1963.
- KOREA**—(Ch. 2) Seoul, American Forces Korea Network (AFKN), APO San Francisco, Cal. (96301). Began Sept. 1957. Relays at Hwaaksan (Ch. 12), began Oct. 1963; Kunsan (Ch. 2), began July 1963; Paju-Ri (Ch. 4), began Dec. 1957; Pusan (Ch. 2), began Oct. 1964; Taegu (Ch. 12), began Dec. 1963; Taejon (Ch. 12), began Oct. 1964.
- LIBYA**—(Ch. 8) Tripoli, Wheelus Field, Detachment 4, 7122nd Support Squadron, APO New York, N.Y. (09231). Began Dec. 1954.
- PHILIPPINES**—(Ch. 8) Luzon, Clark Air Base, American Forces Philippine Network, APO San Francisco, Cal. (96274). Began Nov. 1955.
- THAILAND**—(Ch. 74) Nakhon Phanom, AFRT, Nakhon Phanom (AFTN), APO San Francisco, Cal. (93601). Began Jan. 1969.
- THAILAND**—(Ch. 80) Sattahip, AFRT—U Tapao, APO San Francisco, Cal. (96330). Relay of U Tapao. Began July 1968.
- THAILAND**—(Ch. 74) U Tapao, AFRT—U Tapao, APO San Francisco, Cal. (96330). Began July 1968.
- TURKEY**—(Closed circuit) Adana, Incirlik Air Base, TUSLOG Detachment 124, AFRT, APO New York, N.Y. (09289). Began Dec. 1963.
- VIETNAM**—(Ch. 11) Saigon, AFRT, MACV Office of Information, APO San Francisco, Cal. (96309). Began Feb. 1966 from airborne facilities; Sept. 1966 from ground transmitter.
- VIETNAM**—(Ch. 11) Qui Nhon, AFRT, Detachment 1, APO San Francisco, Cal. (96238). Began Sept. 1966.
- VIETNAM**—(Ch. 11) DaNang, AFRT, Detachment 2, APO San Francisco, Cal. (96337). Began Oct. 1966.
- VIETNAM**—(Ch. 11) Pleiku, AFRT, Detachment 3, APO San Francisco, Cal. (96318). Began Feb. 1967.
- VIETNAM**—(Ch. 11) Nha Trang, AFRT, Detachment 4, APO San Francisco, Cal. (96337). Began March 1967.
- VIETNAM**—(Ch. 11) Tuy Hoa, AFRT—Tuy Hoa, APO San Francisco, Cal. (96316). Began May 1967.

# World Television Stations and Sets

Stations and Sets as of January 1, 1970  
(Low-power satellites & repeaters in parentheses)

Country	Stations	Sets		Country	Stations	Sets	
		Black & White	Color			Black & White	Color
Afars & Isis	1	1,500		Malta	1	53,000	
Albania	1	2,500		Martinique	2	5,000	
Algeria	6	150,000		Mauritius (Low-power: 3)	1	15,000	
Antigua (Low-power: 2)	1	4,500		Mexico	49	2,500,000	25,000
Argentina (Low-power: 18)	30	3,000,000		Monaco	1	16,000	
Australia (Low-power: 28)	85	2,951,000	4,500	Mongolia (Ulan Bator)	1	600	
Austria (Low-power: 68)	25	1,130,000		Morocco (Low-power: 5)	8	105,000	
Barbados	1	16,000		Netherlands	13	2,800,000	110,000
Belgium	19	1,875,000		Netherlands Antilles (Low-power: 1)	2	32,000	
Bermuda	2	18,000		New Caledonia	1	4,500	
Bolivia	1	7,500		New Zealand (Low-power: 325)	20	625,000	
Brazil (Low-power: 18)	43	6,500,000		Nicaragua (Low-power: 1)	2	45,000	
Bulgaria (Low-power: 18)	4	190,000		Niger	1	100	
Cambodia	2	18,000		Nigeria	8	53,000	
Canada	355	6,400,000	740,000	Norway (Low-power: 217)	58	800,000	1,200
Chile	3	400,000		Okinawa (Low-power: 1)	2	170,000	
China (Mainland)	30	300,000		Pakistan	5	80,000	
Columbia (Low-power: 11)	14	600,000		Panama	9	125,000	
Congo (Brazzaville)	1	1,500		Paraguay	1	25,000	
Congo (Kinshasha)	1	6,500		Peru	18	325,000	
Costa Rica (Low-power: 5)	3	100,000		Philippines	14	350,000	5,000
Cuba	25	555,000		Poland (Low-power: 52)	19	3,500,000	
Cyprus	2	38,000		Portugal (Low-power: 20)	7	360,000	
Czechoslovakia (Low-power: 300)	28	2,870,000		Puerto Rico	2	600,000	
Denmark (Low-power: 17)	26	1,250,000	5,300	Reunion (Low-power: 4)	1	12,000	
Dominican Republic	6	77,000		Rhodesia	2	50,000	
Ecuador	10	65,000		Rumania (Low-power: 10)	9	900,000	
El Salvador (Low-power: 1)	4	75,000		St. Pierre & Miquelon	1	1,250	
Equatorial Guinea	1	500		Samoa	1	2,500	
Ethiopia	1	6,500		Saudi Arabia	8	300,000	
Finland	53	985,000		Senegal	1	750	
France (Low-power: 716)	93	9,500,000	80,000	Sierre Leone	1	3,500	
French Guiana	1	2,500		Singapore	2	123,000	
French Polynesia	3	3,500		Southern Yemen	6	22,000	
Gabon	2	2,400		Spain (Low-power: 614)	28	3,600,000	
Germany (East)	15	5,300,000	10,000	Sudan	1	65,000	
Germany (West)	169	15,500,000	850,000	Surinam	1	2,000	
(Low-power: 1,010)				Sweden (Low-power: 108)	115	2,265,000	110,000
Ghana (Low-power: 1)	4	10,000		Switzerland (Low-power: 153)	51	1,115,000	30,000
Gibraltar (Low-power: 1)	1	6,000		Syria	5	130,000	
Greece	1 <sup>1</sup>	80,000		Taiwan (Low-power: 3)	4	420,000	
Guadalupe (Low-power: 1)	1	6,000		Tanzania	1	4,000	
Guam	2	30,000		Thailand (Low-power: 4)	5	225,000	
Guatemala	2	61,000		Trinidad (Low-power: 2)	2	45,000	
Guyana	— <sup>2</sup>	3,500		Trucial States	1	*	
Haiti	1	10,500		Tunisia	6	38,000	
Honduras	5	17,000		Turkey	3	25,000	
Hong Kong (Low-power: 8)	3 <sup>3</sup>	220,000		Uganda	6	12,000	
Hungary	11	1,500,000		United Arab Republic (Low-power: 10)	23	500,000	
Iceland (Low-power: 25)	7	31,000		United Kingdom	221	16,180,000	180,000
India	1	8,000		Upper Volta	—	3,000	
Indonesia (Low-power: 1)	4	75,000		Uruguay	9	225,000	
Iran	7	250,000		USSR (Low-power: 698)	167	27,000,000	
Iraq	2	180,000		Venezuela	29	700,000	
Ireland	20	460,000		Vietnam (South)	1	14,000	
Israel	8	200,000		Virgin Islands	2	16,000	
Italy (Low-power: 1,110)	68	8,950,000		Yugoslavia (Low-power: 182)	33	1,480,000	
Ivory Coast (Low-power: 3)	4	11,000		Zambia	3	18,500	
Jamaica	9	56,000		<b>TOTAL</b>	<b>2,456</b>	<b>160,055,100</b>	<b>5,151,000</b>
Japan (Low-power: 804)	157	19,000,000	3,000,000	Satellites & repeaters	6,593		
Jordan	1	20,000		U.S.	862	61,900,000	26,400,000
Kenya	3	16,000		U.S. Military	51		
Korea (Low-power: 10)	5	300,000		<b>GRAND TOTAL</b>	<b>9,962</b>	<b>221,955,100</b>	<b>31,551,000</b>
Kuwait	2	100,000					
Lebanon	9	250,000					
Liberia (Low-power: 1)	1	6,500					
Libya	1	500					
Luxembourg (Low-power: 3)	1	57,000					
Malagasy Republic (Madagascar)	1	1,000					
Malaysia	8	150,000					

<sup>1</sup> Experimental. <sup>2</sup> Stations included in U.S. count. <sup>3</sup> One closed-circuit system. \* Preliminary estimate.

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